

**July 16, 2019**  
**Hood River County Transportation District**  
**Board of Directors Meeting**  
**224 Wasco Loop**  
**Hood River, OR 97031**

**Board Meeting Attendees:** Mark Reynolds, Marbe Cook, and Leanne Hogie, Jake Bolland, Rob Brostoff,

**Absent:** Leticia Valle, Lara Dunn

**Staff:** Patty Fink, Ty Graves, and Teresa Gallucci of Our Team Accounting;

**Others:** Kerry Cobb, Jim Klass, and Kathy Fitzpatrick.

Leanne Called meeting to order at 9:02.

**Approvals of Minutes:**

Mark calls the motion to approve minutes from June. Rob seconds the motion. The motion is approved unanimously.

**Elected Officials of the Board of Minutes:**

Jake calls motion to retain same slate of officials, Mark seconds the motion and the board approves the motion unanimously.

Leanne is voted Board Chair

Marbe is voted Vice Chair

Leticia is voted Secretary

**Kerry Cobb Marketing Presentation:**

Kerry Cobb presents updates on the marketing campaign in abridged version. Showing the work that has been completed so far and laying the foundation for the marketing campaign to come. Discussion of launch event options and need for budget to support the entire launch.

**Marketing Budget:**

CAT is asking the board for \$40,000 to support the ongoing marketing campaign and to use to continue to pay for Kerry and upcoming events.

Jake calls motion to use \$40,000 worth of reserve funds, Rob seconds and the motion carries unanimously.

The motion carries under the condition that the budget is not to exceed \$40,000.

## **Financial/Ridership Report**

**Available funds:** Teresa went over the amount of funds that CAT has and the board was very pleased with the current financial situation.

**Ridership:** Discussed the current ridership and ongoing issue of not getting an accurate count of passengers. CAT continues to have more money in fare revenue than passengers counted.

**Low Cost Pass:** Discussion of potential low cost yearly pass for around \$25 a year that would hopefully have a very high number of participants. The pass would be good for all CAT services.

## **Used Bus Purchase:**

Discussed purchase of a used vehicle since we currently have zero spare vehicles and at some times during the day all the vehicles are out being driven. Jason was recommending a 2015 vehicle that is located in Seattle. Mark called a motion to approve the purchase of the used vehicle. Rob seconded the motion and the board approved it unanimously.

## **CGE/Hwy 35:**

Discussion of Hwy 35 and CGE being potentially too much to take on both at the same time. Can they both be done well? General agreement that Mt Hood Meadows needs to commit to more before CAT can take on that service. The F.L.A.P. funds are only available this year, if we don't take them then they are going. Mark, Patty and Jake will make a recommendation at the next board meeting on how they think CAT should proceed with highway 35.

## **Parking Committee:**

Marbe encouraged everyone to read the post on the parking committee website. The curb space portion of the parking committee study will not be reviewed until the next parking committee meeting. Discussed the current drive alone rate in Hood River(67%) and an attempt to get parking spots for bus stops in the heights.

## **Facilities and Transfer Center:**

Talked about the possibility of storing new buses at the ODOT facility on Cascade Ave, or in Cascade Locks or the potential to purchase the property next to CAT (\$250K.).

## **Stairwell Speech:**

Leanne presented her power point with main talking points for a stairwell speech and how to talk about CAT with potential riders/the general public.

**Staff/Board Picnic:** Chatted about date for another board/staff pick nick or other event. Board

decided that Sunday August 18th was the best option for everyone. Leanne will host and it will start at 4:30pm.

Motion to close meeting is made by Mark at 11:20am, Marbe seconds the motion and board agrees unanimously.