

**Squaw Alpine Transit Company
Board of Directors Meeting Minutes
Resort at Squaw Creek, Room Alpine B, 400 Squaw Creek Road, Olympic Valley, CA 96146
June 18, 2019**

1. Call to Order / Introductions

Chair Keith Fountain called today's meeting to order at 9:02 AM. A quorum was established.

2. Roll Call and Establishment of Quorum

Board members in attendance

Keith Fountain

Drew Conly

Evan Benjaminson

Casey Blann

Peter Grant

Kyle Crezee

Jennifer Merchant

Robb Olson arrived at 9:17 AM

Board members not in attendance

David Stepner

Others attending

Nathan Hyde with Civitas (via teleconference)

Stephen Murray, Mike Monaco, and Travis Gleason with Downtowner (via teleconference)

Bob Barnett

Gordon Shaw with LSC

3. Changes to Agenda / Adopt Agenda

There were no changes to today's agenda. It was approved by affirmation.

4. Approve April 18, 2019 Meeting Minutes

It was moved by Benjaminson and seconded by Crezee to approve the April 18, 2019 Board meeting minutes as presented. Motion carried with Grant abstaining.

5. Public Comment

Hyde announced Civitas has named SATCo as its District of the Year, based on collaboration, commitment, and leadership. SATCo is the first stand-alone TBID formed in California solely for transportation.

6. Chairman's Report

a) Part Time Executive Director

Fountain reported a job description has been developed for a part-time Executive Director and there is funding available. The position would be "consulting," not an employee. He suggested a Committee be formed to consider candidates. Benjaminson explained the funds available for the position. Discussion followed regarding the anticipated tasks for the 10-hour per week position and potential candidates.

It was moved by Benjaminson and seconded by Grant to for a Selection Committee of Grant and Fountain to identify the scope of work for a part-time Executive Director, consider fiscal impacts, and recommend a candidate to the Board for final approval. Motion carried unanimously.

7. Treasurer's Report

a) Cash Flow Forecast

Benjaminson reviewed the Cash Flow report and forecast that was included in the meeting packets. He clarified the amount anticipated from lift tickets, particularly given the ski season is so long this year. TOT revenues are also anticipated. There are some delinquencies among lodging properties. Benjaminson explained that in this first year, there is a "delay" on collections, which impacts cash flow. That should not be the case in the next year. Month-to-month revenues in this first year has been difficult, but it should balance out and annual projections will be easier and more accurate.

Discussion followed as revenues and timing were clarified, assumptions made as this first year's budget was being prepared, and what will be considered as next year's budget is compiled. In response to a question, Benjaminson explained how the funds "fronted" by Squaw for operations and Civitas are being repaid. More accurate financial reports will be presented at the July meeting.

8. Board Member Comments

There were no additional comments.

9. Informational Items – Inaugural Season Review & Planning

a) Ad Hoc Launch Committee– Casey Blann -Mountaineer Ridership Report

Blann said he was very impressed by the way Mountaineer hit the ground running this year. He's hearing comments about the thoroughness of their operations, management, and the organizational skill set they brought to the table. Blann said when asked by agencies including TRPA and the League to Save Lake Tahoe how this year's operations were able to go so smoothly, given the challenges of a similar service in South Shore, Blann refers them to Mountaineer and Downtowner.

b) Downtowner Executive Staff – Stephen Murray CEO, Travis Gleason COO, Mike Monaco CTO -Mountaineer Ridership Survey & Data Analysis

Murray appreciated the help and support from this Board. He discussed lessons learned during this first year of service and challenges with the particularly heavy winter that impacted road conditions. Murray said many drivers will be returning next year.

Gleason presented the Ridership Report, which was included in the meeting packets. There were 81,367 passengers on 43,432 runs. The average satisfaction from the rider survey was 4.96 out of 5. Gleason presented statistics noting the origin of rides and destinations, passengers per pickup, riders by hour, and average wait times, of which 67% were less than 5 minutes. About 40% of riders used the service for shopping and dining. The service next year will be designed as the budget is developed, but the two biggest requests are for more service in Alpine Meadows and night service.

Discussion followed as the results were clarified and possibilities for next season were considered, including expanding service and/or technology to incorporate the shuttles at OVI and the Resort at Squaw Creek and possibly connecting with TART. There was agreement that Mountaineer is a good way to provide first/last mile service but there could be ways to integrate with other regional transit systems. The model is working well within this geographic area, but could present challenges in South Shore or even Tahoe City.

Monaco said he is pleased at what was accomplished this winter and excited for next season. He presented results of the 2018/19 Survey and Program Data Analysis. He believes the service could start a little later in the season and end a bit sooner to stay within budget. The schedule in Alpine can be adjusted by reallocating dollars. Discussion followed as the information was evaluated. Benjaminson suggested fee-for-service may be considered at some point, given 64% of respondents were willing to pay for expanded service. The pros and cons of that idea were briefly discussed.

**c) Gordon Shaw, LSC Principal and TNT/TMA Board Member -Transit Industry and NLT
Regional Perspective**

Shaw introduced himself and LSC, saying he works with Placer County and transit systems in other resort areas. He discussed the benefits and successes of this winter's service. This was a good model and a good operator. Shaw noted that Mountaineer was able to staff the system this year and said others systems he works with have dollars but cannot find drivers.

Shaw's main suggestion for moving forward is to continue doing the good job being done and not trying to do too much. Quality of service is most important. Focus on hours and areas of service that make sense. Shaw cautioned against trying to service areas outside of Squaw and Alpine. Sharing technology for the rider to connect with other services is a good idea, but let regional transit do what they do.

Shaw said there is a rule of thumb that going from fares to free service, ridership increases about 50%. However, the reverse can also be true. It is more inconvenient for riders and drivers to deal with money and may adversely impact the market.

A brief discussion followed about strategies and challenges to address the "last mile" and supplementing TART service.

d) Ad Hoc Contract & Business Development Committee – Keith Fountain, Drew Conly & Travis Gleason -Downtowner Contract Renewal Terms

This information was included in the meeting packet.

**-SATCo Partner Program for Resort at Squaw Creek, Olympic Village Inn & Squaw Valley Ski Holdings
-Winter 2019/2020 Service Opportunities**

These items were considered during discussions.

10. Action Items

a) Part Time Executive Director Selection Committee – Peter Grant, Keith Fountain'

Action was taken in Item 6a.

11. Next Meeting: July 18, 2019, 9AM, Squaw Valley PSD Conference Room, 305 Squaw Valley Road, Squaw Valley, CA 96146

12. Adjourn

There being no further business to come before the Board, the meeting was adjourned at 11:20 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

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