

Squaw Alpine Transit Company
Board of Directors Meeting Minutes
Monday February 25, 2019 at 1:00 PM (continued from January 17, 2019)
Squaw Valley PSD conference room: 305 Squaw Valley Rd, Olympic Valley, CA 96146
Additional Teleconference Location: Riverwood Partners
24000 Upton Road, Shenandoah Valley, Plymouth, CA 95669

1. Call to Order / Introductions

Chair Keith Fountain called today's meeting to order at 1:03 PM. A quorum was established.

Board members in attendance:

Keith Fountain (via teleconference)
Evan Benjaminson
David Stepner
Peter Grant
Jennifer Merchant
Robb Olson
Ron Cohen
Drew Conly

Others attending:

Nathan Hyde (via teleconference)
Erin Casey
Steve Murray, Mountaineer (via teleconference)
Kyle Crezee

2. Changes to agenda/Adopt agenda

Stepner added to add "Change in Representative from Squaw Valley Ski Corp" as Item 8c. He also asked to add "Future Agenda Items" as Item 11 and that it be a standing agenda item.

It was moved by Benjaminson and seconded Grant to approve today's agenda as amended. Motion carried unanimously.

3. Approve Dec. 11, 2018 Meeting Minutes

It was moved by Grant and seconded by Merchant to approve the minutes of the December 11, 2018 as presented. Motion carried unanimously.

4. Public Comment

There were no comments on items not on today's agenda.

5. Chairman's Report

Fountain reported on his meeting with a representative from the League to Save Lake Tahoe regarding the Mountaineer service. The League asked about using this brand to start a similar service in other locations around the Tahoe Basin.

6. Treasurer's Report

Benjaminson reported the non-profit application is still in process. He presented the November and December financial reports, which were included in the meeting packets. Benjaminson clarified specific line items and how revenues are booked.

Benjaminson explained the assumptions made as the \$715,000 budget was being developed. A discussion followed regarding cash flow and how to work with Placer County Revenue Services to insure TBID businesses are making payments. Benjaminson and Erin Casey will follow up on Revenue Services procedures. A check is anticipated soon for December and around April 15 for January collections. Payees will have until the end of the following month to submit and the Placer County takes about six weeks to account and disperse funds. Merchant will provide Benjaminson with five years of historical TOT data that could help inform anticipated revenues.

7. Board Member Comments

There were no additional comments.

8. Informational Items

a. Ad Hoc Launch Committee Report – Casey Blann

Steve Murray presented ridership statistics, saying about 49,000 passengers have used the service to date. That number should hit 50,000 this week. The goal for the entire year was 42,000. Murray discussed some of the lessons learned, including the challenges with the employment pool in this area. There were also unanticipated huge snows and road issues to contend with. Murray said overall he's been very, very busy but continues to make sure customer service is the best it can be.

Discussion followed regarding details of the service. Murray explained that if a vehicle is disabled, he does not have a "spare" to replace it. He is able to address mechanical issues during the week when not all eight vehicles are needed. Guest satisfaction scores have been very high.

Discussion continued regarding some of the challenges in getting into neighborhoods given the snow. Safety is always the first consideration. The app will direct customers to another pick up location if the home cannot be reached. Fountain, Blann, Benjaminson, Conly and Crezee met with Squaw Valley Fire Chief Riley to identify solutions to congestion at the Member's Locker Room area, the most popular drop-off and pick up location.

Stepner asked if the service should be continued beyond April if funds are available, given the ski area will be open well into spring. The Board considered the pros and cons of the idea. Fountain noted the contract expires at the end of April. If there are reasons to renew it, the Committee can make a recommendation.

b. Trademark "Mountaineer" Status – Ron Cohen

Cohen said the trademark costs \$70 and Squaw will submit the California filing. Murray noted the request from the League to Save Lake Tahoe to use the name, but all agreed that would confuse the brand to customers in Squaw and Alpine.

c. AGENDA ADDITION: Change in representative from Squaw Valley Ski Corp

Ron Cohen announced that as of Monday, he will resign the Squaw Valley Ski Corp designated Board seat. Kyle Crezee will be appointed in his place. An Action Item will be added to next month's agenda to appoint Cohen as an advisor to SATCo.

9. Action Items

a. Adopt SATCo Conflict of Interest and Record Retention Policies

Hyde presented the two policies to be adopted by the Board. The Record Retention policy is part of the Public Records Act and requires personal emails used SATCo personnel and directors for SATCo business to be retained for six months. There are some exclusions.

It was moved by Fountain and seconded by Grant to adopt the SATCo Conflict of Interest Policy. Each Director is required to sign the Policy. Motion carried unanimously.

It was moved by Grant and seconded by Olson to adopt the Record Retention Policy as presented. Motion carried unanimously.

b. Establish Ad Hoc New Business Committee: Formation of an ad hoc committee to develop and execute a plan for transition to an expanded Mountaineer service will be reviewed, discussed, and considered for approval.

This item and Item 9d were considered as one item.

Fountain explained the Mountaineer contract can be renewed in May and if desired, extended into the summer months. The Board needs to determine how to move forward beyond the end of the contract in April. Also, the Resort at Squaw Creek has shown interest in funding the service during the summer to provide year-round service between the Resort and the ski area. Fountain suggested forming a Committee to consider the options and develop a scope of work for the new contract.

Discussion followed regarding strategies to analyze operations this season in order to determine costs of extending the service and pros and cons of offering the service just between the Resort and Village area in the summer, which could require a third-party agreement. Merchant suggested including TART in discussions about expanding service. Stepner countered that suggestion to keep the effort separate for now and not be considered as New Business, as those ideas are distinct. Fountain agreed.

It was moved by Benjaminson and seconded by Grant to form an ad hoc Contract and Business Development Committee to include Fountain, Stepner, Conly, and Crezee to evaluate this winter's service and consider the future of the Mountaineer Service. Motion carried unanimously.

c. Strategic Planning Workshop – ½ day in late March, vision & mission, set priorities

There was consensus to convene a workshop mid-May. The date and other arrangements will be done by the Contract & Business Development Committee.

d. AD Hoc Contract Committee – Downtowner extension, re-establish / Ron, Casey, David & Keith

10. Next meeting: April 18, 2019, 9AM, Squaw Valley Lodge Ponderosa Room, 201 Squaw Peak Road, Squaw Valley, CA 96146

11. Future Agenda Items

- Action to appoint Cohen as an advisor to SATCo.

12. Adjourn

ADJOURN

There being no further business to come before the Board, the meeting was adjourned at 3:03 PM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS