

**Squaw Alpine Transit Company
Board of Directors Meeting Minutes
April 18, 2019**

Squaw Valley Lodge Ponderosa Room, 201 Squaw Peak Road, Squaw 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 9:32 AM. A quorum in the meeting room was established.

Board members in attendance

Keith Fountain (via teleconference)
Evan Benjaminson
David Stepner
Kyle Crezee
Jennifer Merchant
Robb Olson

Board members not in attendance

Drew Conly
Peter Grant

Others attending

Nathan Hyde (via teleconference)
Ron Cohen (Advisory)

2. Changes to agenda/Adopt agenda

It was agreed items may be taken out of order.

It was moved by Benjaminson and seconded by Merchant to adopt today's agenda as presented. Motion carried unanimously.

3. Approve February 25, 2019 Meeting Minutes (Attached)

It was moved by Benjaminson and seconded by Crezee to approve the February 25, 2019 meeting minutes with "Squaw Valley Ski Holdings" corrected. Motion carried unanimously.

4. Public Comment

Benjaminson noted a suggestion to communicate with TBID members. He has obtained a member list from Placer County and suggested an update be sent to members. Fountain agreed that a method of regular communication should be set up, perhaps something like Constant Contact or Mailchimp. A brief discussion followed about ways to make that happen.

5. Chairman's Report

Fountain reported he expects ridership to exceed 80,000 at the end of the 5-month period. The Board needs to consider how to move forward. There is interest from the Resort at Squaw Creek about Mountaineer supplementing the service they offer. The Resort may be willing to pay for service from July 1 to the start of the next winter season. The Board should also discuss options to coordinate with TART on evening service into Tahoe City and Truckee.

Per Stepner's suggestion, a rider survey will be conducted and completed by the next SATCo meeting on July 18. This item was discussed further under Item 9b. A Downtowner data analysis will also be reviewed then and help in planning for next year.

Great feedback is being received on the service from users. People from Airbnbs and the Google conference group have had good things to say. SATCo has been nominated for the 2018 Community Improvement/Environmental Stewardship and 2018 North Tahoe Innovator awards, which will be named at tonight's Community Awards Dinner.

Fountain said that what has been accomplished in 5 months is stunning and now it's time to plan how to move forward.

6. Treasurer's Report

a) TBID Revenue Recognition

b) Cash Flow Forecast

Benjaminson presented the financial reports. He noted the contract with Downtowner is for \$600,000 for the year, plus fuel costs, which are being fronted by Squaw. To date, the actual cost of the service is \$570,000, not including fuel. Downtowner sends monthly invoices. The finals for April have not been received yet or the cost for fuel, but Benjaminson said the overall 5 months are pacing within a small percentage of the budget. Squaw Valley Ski Holdings is owed \$385,000 for a "line of credit" and Civitas needs to be paid. Approximately \$14,000 is owed to Placer County for implementation costs.

Benjaminson is working with the County on delinquencies. About \$11,000 are due from quarterly filers. There are also some timing issues. If reservations for the service were made prior to October 1, the TBID member may not owe anything.

Benjaminson reviewed the Cash Flow report, again noting timing issues for this first year of service.

A brief discussion followed as the financial reports were clarified, including assumptions made as the first-year budget was prepared and the reality of when revenues are received. Lessons learned will be applied to the next budgeting cycle. Benjaminson suggested building a 3-5 year cash flow projection.

7. Board Member Comments

There were no additional comments.

8. Informational Items

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

b) Ad Hoc Contract & Business Development Committee – Keith Fountain & Travis Gleason -Downtowner Contract Renewal Terms (Attached)

Fountain reviewed the information about the contract renewal that was included in the meeting packets. Discussion followed regarding pros and cons to entering into a 2-year agreement and components of the new contract, including days and times of service. The Contract Subcommittee will consider all comments. This was discussed in more detail under Item 9d.

-SATCo Partner Program for Resort at Squaw Creek, Olympic Village Inn & Squaw Valley Ski Holdings

c) Ad Hoc TART Committee – David Stepner
-TART liaison and Tahoe City service

Stepner had sent an email regarding discussions with TART to the Board prior to this meeting. The Tahoe City Downtown Association Board will be weighing in on the feasibility of offering service from Squaw to Tahoe City on Friday and Saturday evenings at a cost of approximately \$60 per hour.

9. Action Items

a) Appoint Ron Cohen Advisor (to this committee)

It was moved by Fountain and seconded by Merchant to appoint Ron Cohen as an Advisor to SATCo. Motion carried unanimously.

b) Proposed Rider Survey – David Stepner

Stepner proposed an electronic Customer Survey be conducted in May. Those customers who downloaded the app will receive the brief survey, pending approval from Downtowner to use their list. A draft survey was distributed for today's discussion.

It was moved by Benjaminson and seconded by Olson to conduct a survey as appropriate. Motion carried unanimously.

c) July 18th Quarterly Meeting to include Review & Planning Session - Keith Fountain

- Downtowner "Lessons Learned" and rider statistics**
- Rider Survey findings**
- Winter 2019/2020 service opportunities**
- Half day session**

The above agenda items for the next meeting were reviewed. Fountain suggested a half-day work session to consider this past winter and plan ahead. A brief discussion followed and it was suggested that 2 meetings be convened as some people may not be able to devote half-days during the high summer season.

It was moved by Benjaminson and seconded by Merchant to approve a June (date tba) and July 18 for Planning Sessions to review last winter and plan for next year. Motion carried unanimously.

d) Downtowner and Partner(s) Contracts Negotiation & Execution – Keith Fountain

The proposed contract was sent to the Board prior to this meeting. As noted above, pros and cons of a two year agreement were considered. The new proposal is for \$616,000 and the addition of 1 vehicle.

It was moved by Fountain and seconded by Olson to authorize the Contract Subcommittee of Fountain, Conly, Benjaminson, and Crezee, with advice from Cohen, to negotiate and execute a contract with Downtowner for the next fiscal year. Motion carried unanimously.

10. Next Meetings: June (date to be advised) and July 18, 2019, 9AM, Squaw Valley PSD Conference Room, 305 Squaw Valley Road, Squaw Valley, CA 96146

11. Adjourn

There being no further business to come before the Board, the meeting was adjourned at 11:14 AM.

Respectfully submitted,

Judy Friedman

Recording Secretary

THE PAPER TRAIL SECRETARIAL & BUSINESS SOLUTIONS