

Squaw Alpine Transit Company  
Board of Directors Special Meeting  
Squaw Valley Public Services District  
305 Squaw Valley Road, Olympic Valley, CA 96146  
December 11, 2018  
1:00 PM

MEETING MINUTES:

CALL TO ORDER:

Chair Fountain called the meeting to order at 1:03 PM.

Directors present: Evan Benjaminson, Casey Blann, Ron Cohen, Keith Fountain, Peter Grant, Robb Olson, Jennifer Merchant, and Drew Conly (joined the Board after Action Item #1).

Board members absent: David Stepner.

Also in attendance: Nathan Hyde, Civitas and Erin Casey, Board Advisor.

INTRODUCTIONS:

Nathan Hyde reported that members of the public are welcome to address the Board on items on the agenda and items not on the agenda.

PUBLIC COMMENT:

None.

INFORMATION ITEMS:

- 1) Ad Hoc Transit Service Implementation, Coordination, Marketing, & Outreach Committee Report:  
Chair Fountain gave background on the committee. Vice-Chair Blann discussed the implementation of Mountaineer. He said the implementation has been flawless and that there have been no accidents, incidents, or complaints.

Stephen Murray, Downtowner Holdings, LLC, discussed the Mountaineer service. He reported there were 115 riders the first day. He said there was a soft launch of the Mountaineer service due to insurance timing. The Mountaineer service is now being marketed through social media and word of mouth. He expect ridership numbers to increase. He stated he is very happy with the launch of the Mountaineer program. He mentioned that people are now using Mountaineer for multiple uses through the SV|AM MMTD. He described available data and strategies to improve efficiencies. He described the process to staff the shuttles.

Mr. Grant asked about how people are learning about Mountaineer. Chair Fountain discussed outreach to the Forum, HOAs, and the ski resorts. Mr. Benjaminson asked about the budget process. Mr. Murray stated Mountaineer is currently operating under budget and the process for monthly adjustments. Mr. Cohen asked about adjustments to the number of shuttles per valley.

Mr. Benjaminson asked about marketing. Mr. Olson discussed outreach to the HOAs. Mr. Murray discussed logo development and SVSH marketing team assistance. He said printed materials will be deployed this week. Chair Fountain discussed outreach efforts to the lodging business community. Chair Fountain discussed radio and TV PR efforts. Ms. Merchant mentioned the high cost of TV/radio advertising. Chair Fountain discussed interviews with news outlets. Ms. Merchant suggested best marketing approach is to continue the current effort and word of mouth.

Mr. Cohen highlighted that a hotspot for the Mountaineer service is the Resort at Squaw Creek. Chair Fountain stated that the Resort at Squaw Creek is definitely benefiting from the Mountaineer service.

Vice-Chair Blann discussed ski rack improvements, studded snow tire upgrades, the process to keep the shuttles clean, and potential adjustments to the hours of operations. He highlighted that 1,000 accounts have been registered on the Mountaineer app.

Vice-Chair Blann stated that Alpine numbers have been stronger than expected. Mr. Olson asked about the potential to offer midweek service during holidays and high demand periods. Mr. Murray discussed challenge to staff additional times. He stated he will work on a solution to provide additional service in high-demand periods. Mr. Conly mentioned Martin Luther King Day, Presidents' Day, and Ski/Skate as high demand periods. Chair Fountain discussed the limitations of expanding the services based on the SV|AM MMTD MDP.

Vice-Chair Blann mentioned the Squaw-Alpine Express ridership numbers are good.

Ms. Merchant discussed a companion service to TART for 15 minute service to Tahoe City and 30 minute service to Truckee.

- 2) Ad Hoc Committee to Nominate Individual(s) to Fill the Vacant Seat on the Board Report: Chair Fountain provided background on this item. The committee interviewed three (3) candidates. The committee's nominee is Drew Conly, Director of Operations for Resort at Squaw Creek.
- 3) Resignation of Secretary: Mr. Grant resigned as Secretary.

#### ACTION ITEMS:

- 1) Election of Director to Vacant Seat (Agenda Item #3): Chair Fountain gave background on this item.  
Chair Fountain moved to elect Drew Conly to fill the vacant seat on the Board. Mr. Grant seconded the motion. Yes 8, No 0, Abstain 0.
- 2) Election of New Secretary (Agenda Item #4): Chair Fountain gave background on this item. Mr. Conly discussed his background and his interest in transit and civic engagement.  
Chair Fountain moved to elect Drew Conly as Secretary. Ms. Merchant seconded the motion. Yes 8, No 0, Abstain 0.
- 3) Approval of Minutes (Agenda Item #1): The November 8, 2018 meeting minutes were reviewed, discussed, and considered for approval by the Board. Ms. Merchant requested to add an item to future agendas for Director's comments.

Mr. Benjaminson moved to approve the minutes. Chair Fountain seconded the motion. Yes 8, No 0, Abstain 0.

- 4) Adoption of Bylaws (Agenda Item #2): Chair Fountain gave background on this item.

Mr. Grant moved to adopt the bylaws. Chair Fountain seconded the motion. Yes 8, No 0, Abstain 0.

- 5) Disestablishment of Ad Hoc Committee to Negotiate a Contract Between SATCo and Downtowner Holdings, LLC: Chair Fountain gave background on this item.

Mr. Benjaminson moved to disestablish the committee. Mr. Grant seconded the motion. Yes 8, No 0, Abstain 0.

- 6) Disestablishment of Ad Hoc Committee to Nominate Individual(s) to Fill the Vacant Seat on the Board. Chair Fountain gave background on this item.

Ms. Merchant moved to disestablish the committee. Mr. Grant seconded the motion. Yes 8, No 0, Abstain 0.

- 7) Establishment of Ad Hoc Committee to Integrate Mountaineer and TART: Chair Fountain gave background on this item. He stated he has had discussions with Jaime Wright and Will Garner, TART.

Chair Fountain moved to create an Ad Hoc Committee to Integrate Mountaineer and TART and to appoint Chair Fountain, Ms. Merchant, Mr. Stepner, and Mr. Cohen to the committee. Mr. Grant seconded the motion. Yes 8, No 0, Abstain 0.

- 8) Civitas Hourly Agreement: Nathan Hyde discussed the agreement. Chair Fountain asked about participating in Board meetings by phone. Mr. Cohen and Mr. Grant spoke in favor of the agreement.

Mr. Grant moved to approve the hourly agreement with Civitas. Mr. Benjaminson seconded the motion. Yes 8, No 0, Abstain 0.

INFORMATION ITEMS:

- 4) Brown Act Training: Nathan Hyde, Civitas, conducted a Brown Act training session with the Board.

Chair Fountain adjourned the meeting without objection at 3:05 PM.

Approved \_\_\_\_\_  
Drew Conly, Secretary

Date \_\_\_\_\_