



RECORDED

**REGULAR MEETING MINUTES  
MOUNTAIN RIDES TRANSPORTATION AUTHORITY  
Wednesday, January 18, 2017, 12:30 p.m.  
Ketchum City Hall Meeting Room, Ketchum, Idaho**

Board Members of the Mountain Rides Transportation Authority met in a Regular Meeting in the Ketchum City Hall Meeting Room, Ketchum, Idaho.

**PRESENT:** Chair Jane Conard (Sun Valley), Vice-chair Kristin Derrig (Ketchum), Secretary Joe Miczulski (Bellevue), David Patrie (Blaine County), Becki Keefer (Hailey), Grant Gager (Ketchum), Joyce Fabre (Sun Valley) and Tory Canfield (at-large)

**ALSO**

**PRESENT:** Mountain Rides Executive Director Jason Miller  
Mountain Rides Business Manager Tucker Van Law  
Mountain Rides Support Specialist Kim MacPherson  
Dennis Brown of Dennis Brown CPAs

**1. CALL TO ORDER**

Chair Jane Conard called to order the meeting of Wednesday, January 18, 2017 at 12:31pm; Secretary Joe Miczulski took roll and determined that a quorum was present.

**2. COMMENTS FROM THE CHAIR AND BOARD MEMBER THOUGHTS**

Tory Canfield had an observation about the Red Route and the last run of the day through West Ketchum.

Jane Conard is very pleased to have the honor of serving as chair for 2017. Jane Conard mentioned that the whole board was invited to the Mountain Rides employee party on Saturday and encouraged everyone to come. She also mentioned that the Red Route bus buddies were having a party on Weds, Feb 1<sup>st</sup>.

**3. PUBLIC COMMENT PERIOD FOR ITEMS NOT ON THE AGENDA (including questions from Press)**

There were none.

**4. Presentation: annual financial audit for FY2016, presented by Dennis Brown of Dennis Brown CPAs**

Jane Conard introduced Dennis Brown from Dennis Brown CPAs. Dennis Brown stated that the audit has been completed and they produce 3 reports. Finance and Performance committee have reviewed the audit. There is a narrative, financial statements of net position and activities. Dennis briefly went over the audit with the board. These statements are to be approved by the board and they will be electronically filed with the FTA. Jason Miller stated that the excess from the operating fund of \$127,549 will be the amount that the board will decide to allocate.

**5. ACTION ITEMS AND DISCUSSION ITEMS**

**a. Action item:**

*Action to approve receipt and filing of Mountain Rides FY2016 audited financial statements, as prepared by Dennis Brown CPAs*

**Becki Keefer made a motion to approve the receipt and filing of the FY2016 audited financial statements, as presented and prepared by Dennis Brown CPAs. Kristin Derrig seconded. The motion passed unanimously.**

**Dennis Brown left the meeting at 12:50pm**

**b. Action item:**

*Action to approve surplus of 1 vanpool van*

Jason Miller stated that we received a new van in August or September and this van we will surplus as normal activity in the vanpool fleet. This van has \$168,000 which has a lot of useful life left for someone out there but not for our vanpool going from Twin Falls to Ketchum. The revenue from this sale in excess of \$5000 is required to be reinvested into public transportation, per FTA policy. This revenue will be put towards the purchase of our next commuter van.

**Joyce Fabre made a motion to approve the sale of MRTA Van #28 per MRTA property disposal policy. Joe Miczulski seconded. The motion passed unanimously.**

**c. Action item:**

*Action to approve purchase of 1 vanpool van as an option on Mountain Rides RFP 07202016 in an amount not to exceed \$41,500*

Jason Miller said this is the newer style Ford Transit van. It has a taller roof with 3-4" headroom.

**Joyce Fabre made a motion to approve exercising an option to purchase a commuter van from Corwin Ford. The Board authorizes the Executive Director to execute this purchase in an amount not to exceed \$41,500. Becki Keefer seconded. The motion passed unanimously.**

**d. Action item:**

*Action to approve submission of Federal Transit Administration's 2017 Certifications and Assurances (C&As)*

Jane Conard stated that she read this document. There was a lot of government language but nothing unusual. Jane Conard is confident that we are in compliance with these. Jason Miller said there are not a lot of changes from the last 2-3 years. ITD audits Mountain Rides every year and they are auditing in all of these areas in more detail on how these areas are implemented.

**Joe Miczulski made a motion to approve the submission of the annual certifications and assurances for 2017, as required by the Federal Transit Administration. Tory Canfield seconded. The motion passed unanimously.**

**e. Action item:**

*Action to approve a resolution of the Mountain Rides Board of Directors recognizing the outstanding efforts of the Mountain Rides staff during our recent "snowpocalypse"*

Jane Conard had heard from a number of people how amazed they were that through the storm the buses were on the road, drivers apologized for being late and that people were happy that the buses were running. Jane wanted to recognize the heroic efforts by presenting a plaque to

the staff. Becki Keefer felt like it was a wonderful idea and the efforts need to be recognized in unusual ways.

The staff is “heroes of snowpocalypse”.

Kristin Derrig wanted to know what the best route is to get the word out there. Kristin texted Kim and asked if the buses were running because she had other bartenders calling her. We will try to put information on phone, website and Facebook. Jason Miller said we had buses getting stuck; we were operating in “real time.” Jane Conard said our top priority is safety and that includes our employees.

**Joyce Fabre made a motion to approve Mountain Rides’ board resolution 2017-1 in recognition of extraordinary heroic staff efforts to keep buses running safely and on-time during our recent “snowpocalypse” heavy snow storms. Tory Canfield seconded. The motion passed unanimously.**

**f. Discussion item:**

*Discuss draft strategic priorities for 2017, as discussed at Mountain Rides’ annual strategic workshop*

Jane Conard thanked all of the board members for their participation in the workshop. Jane asked the board to discuss the priorities and strategies in the attached document.

Joyce Fabre asked if these priorities and strategies are doable. Jason Miller said if we build capacity as stated in Priority #1 then it’s easier to accomplish more on this list. These priorities match what is in the strategic planning document.

Priority #1 (Internal Capacity): Jason said getting increased staffing is critical to accomplish these goals. Tory stated that we want to avoid burnout. Jason said this year we have reached out to former employees to help out. We are in a growth year of service but we don’t have margin for the unforeseen.

Priority #2 (Marketing): Marketing is ongoing but we need more resources for marketing.

Priority #3 (Downtown Transportation Center): Downtown Ketchum Transportation Center is somewhat out of our hands and is doable with support from City of Ketchum and where the parking management discussion goes. Becki Keefer stated that we talk about marketing and educating our funding partners about the importance of what we do and thinks it is very short-sighted of us to call that transportation center helpful for Ketchum economy and quality of life. If we are going to sell that center it has to benefit the entire community beyond Ketchum. Our entire system has to focus on the entire community not just visitors because Mountain Rides is a big asset for everyone who lives and works here. It will be a hit for the City of Ketchum because they have to come up with the land but if we are going to ask for money to help build this we’ve got to be able to sell it as a community asset. A suggestion was made to reword Initiative 3A which staff will do.

Priority #4 (Vision for 5-year plan): Service development is tracking well. Twin Falls is the big question mark.

Priority #5 (Improved Infrastructure): This is one of biggest from a staffing point. This is significant to get bus stops improved. It takes a lot of time to get just one shelter built. Tory Canfield would like Mountain Rides to take the lead and have more staffing to help accomplish this. Grant Gager stated that the City of Ketchum is a very willing and enthusiastic partner for bus stop improvements. Bus stops aren’t just the place where they get off a bus but they are the first interaction with the system. Having well placed and more enhanced bus stops is really its own marketing and outreach tool for using the bus. It will pay dividends for current ridership and for growing ridership in the future. Grant said city leadership is enthusiastic.

Jason Miller said we have done some work in Hailey and Sun Valley, Bellevue has some needs but Ketchum is a top priority from a jurisdiction standpoint and would like to get that process started with a workshop in February with all of the different players and see what the challenges and opportunities are and get them into an action plan for the City of Ketchum. It is the most opportunity and more complex.

Priority #6 (Develop New financial partnerships): This one will not be completely done in 2017 and will carry over in future years.

Priority #7 (Long-range organizational needs): This one will not be completely done in 2017 and will carry over in future years. Jane said that 7B probably needs to be addressed this year. We will need to identify a specific area and have discreet set of responsibilities and objections.

Jane Conard stated that this aspirational list of goals or items to get done.

Tory asked if we need more staffing to get some of these done.

Kristin Derrig asked about Airport and Galena routes. Jason Miller stated that the routes continue to grow and we are encouraged and because they are new routes they are not hitting typical marks for production yet. With Galena we know where we can go to the rider population but with airport we need to identify that ridership. We need to look at marketing to the guest who is coming to the valley. Jason Miller said weather has killed these services on a number of days. It has been a tough winter and has led to uncertainty. Jason Miller said that moving forward we may want to have a dedicated bus lane at the stops along the Galena route as it has been challenging getting in and out of the parking areas. Long term it would be nice to have dedicated turn around space up north and at Galena lodge. Fares for Galena seem to be right on but with airport service we are still learning what works.

Tory Canfield would like to see locals and families are able to use the airport service. There may be a few logistical things to make that work.

Tory Canfield left the meeting.

**g. Discussion item:**

*Discuss budget priorities for midyear budget amendment for FY2017 and for next budget year FY2018*

Jason Miller said this is a time to make mid-year adjustments to the budget. Tucker Van Law said on an overall basis we are looking good. As we look at the budget on a weekly basis we are finding some places where we can adjust. We are trending well and only need to make minor adjustments.

Ben Varner will be attending some Maintenance workshops including some for electric buses. Tucker Van Law said that the overall budget has remained unchanged and we are just reallocating the funds.

Jason Miller spoke about the FY18 budget development. Federal funding will be down slightly. The increases that we need will fall on the local funding partners. We are still having trouble hiring staff and may need to increase the starting pay rate in order to be able to hire enough staff going forward.

**6. Staff reports**

a. Dashboard performance reports for November 2016 – Jane Conard asked about the ridership per hour. We added a lot of new service but we haven't seen the ridership respond

yet. Jane also asked about the high costs per hour. Jason Miller stated that it had to do with slack and major maintenance work as well as a full engine replacement.

- b. Operations report – Jim is working on adding a few more drivers to help finish the season.
- c. Marketing and Outreach report – Kim MacPherson mentioned that we have new posters at the airport with rack cards for distribution. We are using touchpads in the buses that are not working and looking at replacements. We will reassess after the 30 day trial.
- d. Maintenance report – Jason Miller said maintenance has been feeling pretty good now and have been keeping up with the day-to-day issues.
- e. Business Manager report – Tucker Van Law said that we are trending well. Jane Conard appreciated the highlighted items in the financials.
- f. Executive Director report – Jason Miller has been inspired by everyone on the staff and pulled through and doing it with a great attitude.

**7. Consent Calendar items**

- a. Approve minutes for December 21<sup>st</sup> regular board meeting and January 4<sup>th</sup> special meeting  
**Becki Keefer moved to the minutes for the December 21<sup>st</sup> regular board meeting and January 4<sup>th</sup> special meeting. Kristin Derrig seconded. The motion passed.**
- b. Receive & File November 2016 financials and bills paid  
**Becki Keefer moved to receive and file November 2016 financials and bills paid. Joe Miczulski seconded. The motion passed.**

**8. Executive Session: pursuant to Idaho Statute 74-206(1)(a) for the purpose of personnel matters**

**Becki Keefer made a motion to move into Executive Session pursuant to Idaho Statute 74-206(1)(a) for the purpose of personnel matters. Dave Patrie seconded. The motion carried.**

**2:25pm Roll Call: Kristin Derrig, Joe Miczulski, Becki Keefer, Dave Patrie, Joyce Fabre and Jane Conard.**

**3:07pm return from Executive session.**

**9. Adjournment**

**Joyce Fabre moved to adjourn the meeting at 3:08pm. Dave Patrie seconded and the motion carried unanimously.**

  
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Chair Jane Conard