



Yavapai Regional Transit, Inc.  
P.O. BOX 1157  
Chino Valley, Arizona 86323  
(928)458-5885  
yavapairegionaltransit.com

## “Moving Yavapai Regional Transit Forward”

### MINUTES OF THE REGULAR MEETING YAVAPAI REGIONAL TRANSIT INC. BOARD

---

Thursday, July 12, 2018  
8:00 A.M.

Yavapai Regional Transit Office  
Chino Valley, AZ

---

1. Yavapai Regional Transit, Inc. convened for a regular board meeting at the YRT Office, located in Chino Valley, Arizona on Thursday, July 12, 2018 at 8:00 A.M.

Ron Romley called the meeting to order at 8:00 a.m. It was noted a quorum was present.

2. **Members present:** Ron Romley (Chairman), Dawn Marie Hayden (Vice-Chair), Nancy Best (Treasurer), Cheryl Romley (Secretary), Daniel Mattson (member). Also in attendance were Mary Conner, Sandy Stutey, and Bill Mitchell. Linda Altman was excused.

3. **APPROVAL OF MINUTES**

Daniel Mattson noted two small correction to the June 14 minutes. Then moved to accept the June 14, 2018 minutes as corrected; second by Dawn Marie Hayden . Motion carried.

4. **CALL TO THE PUBLIC**

Mary Conner reported that Supervisor Craig Brown had visited the site of the proposed hydroplant in the area.

- PACO has established a committee to try to stop it.
- The County Board of Supervisors has informally approved the budget for the coming year. They will vote to approve on August 1.
- Supervisor Brown is supportive of Purple Heart Day on August 1 and is hosting a ceremony to honor Purple Heart recipients at 9 AM.
- YRT will continue its Free Rides for Veterans.

Rose Vasquez, Strategic Writing and Consulting, YRT’s contracted grant writer made a presentation and answered questions. Major points included:

- Apply multiple times to the same funder. Use feedback from reviewers to make applications stronger.

- Building relationships with others in the community in order to collaborate on projects is essential.
- Do more applications.
- Take risks.
- Cheri commented on the increased administrative burden to manage and report on successful Grants. Rose feels it can be absorbed and/or grants can support funding a partial position to support the additional administrative work.
- Need to enhance the “human side” of the YRT story. Lots of funders want to see how it helps people.
- Get stories from riders using YRT – David; Maria Melloncamp; Pat Clingman.
- Rose will create a more formal “hit list” of issues for each application; Sandy and Rose will put a plan of action together with a review of existing opportunities in the next few weeks for Board review.
- The Board was provided with a list of grants considered, not submitted, submitted, pending, awarded and denied..

## **5. MANAGER & STAFF REPORT**

- a. Driver Meeting Report - Bill Mitchell gave the report on the driver meeting held June 10, 2018. He ran through the agenda concentrating on not speeding; how driver performance can be monitored; the success of the June 30 parade in Prescott; how the destination sign system works; moving service in Prescott Valley to Wednesday.
- b. Ridership Monthly Report for June – we had 1241 riders in June, the highest ever, up 30 percent from last year. May was almost double last year’s numbers. To date, 461 riders were transported on the Paulden Plunge route.
- c. Dump the Pump Report. There were 28 free rides provided on Dump the Pump Day. We need to promote the “free ride” for a longer period. The organizers only gave YRT one week’s notice.

## **6. SUBCOMMITTEE CHAIR REPORTS**

- a. Sandy gave the report on the Foundation meeting. CYTF was successful in winning a 5310 grant for travel training and it will be much broader than just how to ride public transit. They are developing the curriculum over the next few months and hope to launch the program in the fall. They will be hosting a Transportation Resource Fair on August 30, in the afternoon, at the Senior Center on Rosser; same location as last year; they hope to attract more attendees. Ron mentioned that he is drafting a letter to the Foundation regarding repayment of funds given to YRT that were passed on to the Foundation but not used as intended.
- b. The Fundraising Committee has not met. Sandy will be participating in several fundraisers put on by the Greater Prescott Tax Credit Coalition, one in November and one in February which will benefit all members of the Coalition.

## **7. OLD BUSINESS**

- a. The financial report was given by Nancy Best. She reported that the Finance Committee had met and it was informative. Bottom line, we are solvent. Revenue for the month of May was \$27,570.25 and expenses were \$23,383.27. We have submitted ADOT billings through May and will submit June’s billing as soon as we close the month. Cheri pointed out that our labor costs are reported as less than what it actually costs to run the system because there is so much donated labor which is used for in-kind match. There was discussion on the various models for a “reserve

account” and the pros and cons of each. At this time, no Reserve Account will be established with ACF. Other options may be explored. The history of ADOT’s ability to reimburse YRT from September through November is an issue.

Ron reviewed a new report that Operations is generating to track the multiple ways fares are paid. He has asked that that report be made part of the Board packet in the future. Cheri Romley made a motion to accept the financial report as delivered, seconded by Daniel Mattson. Motion carried.

Ron called the Board’s attention to the Compilation for YRT’s FY17, which was completed by Alyx Cohan’s office last month. Please review and bring any questions to the next Board meeting.

- b. Marketing report by Cheri Romley.
  - Arrangements are being made to put YRT information on the Chino Valley High School reader board again. The cost is \$90/3 months.
  - Ron is scheduled for several radio interviews, including one with Sandy Griffith of YCCA.
  - Cheri is beginning to get commitments from sponsors for bus windows.
  - Matt Fey, the webmaster, will be updating the website as soon as photos are available from Matt Santos.
  - Mary Conner mentioned the success she had posting items of public interest on her Facebook account.
- c. Personnel Status was given by Bill Mitchell.
  - Kelley Wacaser is going to the school district, but wants to drive for YRT on Friday. Bill is already working to modify schedules to make that happen. Other shifts will be absorbed by existing drivers.
  - Certificates for drivers who completed the PASS Training will be distributed at the next drivers meeting.
- d. Sandy reported on the final grant award from ADOT and reviewed the process, including the appeal YRT made based on anticipated costs just to maintain service. There is no money for capital purchases in the first year of the new grant cycle. An initial review of the FY19 budget has taken place and some areas where FY19 costs may be paid out of FY18 funds identified. Further review will take place. Overall, ADOT awarded 35% less than what YRT requested, exclusive of capital. Ron discussed how FTA and ADOT view a rural transit operation that does NOT connect with an urban transit system with Jill Dusenberry, ADOT Transit Manager.

Sandy will investigate the SCEP program that Dawn-Marie presented ; we are also waiting to hear from the VISTA program on a 900 hour VISTA volunteer to handle communications, outreach, and Google Transit.
- e. Bill Mitchell stated that we are doing well with the Veterans Ride Free project. We had 85 free rides in May and 112 in June.
- f. Ron reported that the new bus still has some upgrades that need to happen. An initial visit handled most of them but Creative Bus Sales will be back to finish up.
- g. Cheri reported the next TAC Meeting will be held on July 18, 2018, at St. Luke’s Church. Board members are encouraged to attend.

- h. The Transit Implementation Plan update has been approved for funding and CYMPO hopes to have a consultant on board by the end of the year. It will likely take two years to complete the process.
- i. The Paulden Plunge video is getting good play. Ridership is up. With the monsoons active now, the process for adjusting pick-up and drop-off times needs to be confirmed with the Pool staff.

Ron reported that the number of kids participating at the beginning of the Paulden Plunge is significantly larger this year than last year in partnership with the Paulden Foundation. The work by the Paulden Foundation has made the process of reservations work well.

- j. Ron reported that the YRT entry in the Prescott Frontier Days Parade went well. Good participation, large crowds, fun!
- k. The new route selection bus stop signs will be installed at locations where we have existing signage, which will show schedules, are ready to go. Installation will commence soon.
- l. Ron will be doing a Defensive Driving Class for two drivers.
- m. Daniel reported that he had investigated the STRIPE online payment system recommended by the YRT webmaster to allow people to make donations on-line. From a developer's point of view, it is a good product; however, it gets low marks on the support side for the business user. He will investigate PayPal and several other systems used by non-profits.
- n. Cheri walked the Board members through the process YRT had to go through to register in SAM (System for Award Management). This is a new requirement from ADOT to be eligible to receive federal funds. It is a consolidation of several other financial/contract systems to make it easier to access opportunities and report outcomes. There were some questions regarding allowing outside entities to access YRT information that we responded to with a "no". We believe we have met the requirements and are waiting to hear we have been approved.

## **8. NEW BUSINESS**

### **a. Great Expectations.**

Ron reported that he authorized Sandy to begin using a bookkeeping firm, recommended by our accountant, to handle financial services while Linda is out on sick leave. A letter of agreement has been negotiated and he asked for approval. It is open ended and can be terminated at any time. Daniel Mattson moved to approve the agreement between Yavapai Regional Transit and Great Expectations Financial Services; Dawn-Marie Hayden seconded. Motion carried.

Ron asked the Board to review current services being provided by an IT consultant. Lofgren IT Consulting Services, LLC, has provided an evaluation and subsequent upgrade to YRT's computer systems, enhancing security, documenting components and upgrading hardware. An agreement has been drafted but has not been approved. To date, we have paid them over \$1,000. The owner has proposed a monthly service review for a flat rate of \$75. Cheri provided the list of tasks to be included. Daniel felt that the range of services was well worth the \$75/month fee. However, all agreed that the option for remote access needed to be taken out of the agreement. Dawn-Marie Hayden moved that Yavapai Regional Transit enter into a month-to-month agreement with Lofgren IT Consulting for monitoring and service maintenance until a contract is fully executed. Daniel Mattson seconded. Motion carried.

**b. Succession Planning.**

Ron asked Cheri to chair a committee to begin developing a succession plan for all positions within the organization. Daniel, Dawn-Marie, and Nancy will all participate. They will begin with interviews of each staff person to understand what current duties are being performed. Linda's absence has pointed out the need for such a plan.

**c. Fuel contract.**

Ron reported that he and Cheri met with Susie Ingraham, General Manager of Bennett Oil. YRT has been operating on a "hand shake" agreement since leaving the Town of Chino Valley for fuel purchases. Bennett allowed YRT to remain in a pool of government jurisdictions users such as Chino Valley School District and to pay 3 cents over cost. Over the past four years, the rate has risen to 10 cents over cost, but remains substantially less than retail fuel costs. An agreement confirming this arrangement is being drafted which will bring YRT into compliance with contracting policies under the ADOT grant. Susie indicated a corporate interest in "helping" YRT.

**d. Free Ticket distribution.**

Daniel reported that he is not distributing as many two ride tickets as in prior months, but is encouraging past recipients to not "save" them but to use them. As a result, we are seeing more of the tickets Daniel has distributed being used in the community.

**9. NEXT MEETING DATE:** August 9, 2018, at 8:00 a.m. YRT Office, Chino Valley, AZ.

**10. ADJOURNMENT**

The meeting was adjourned at 10:14 AM.

---

---

Dated this August 6, 2018