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“Moving Yavapai Regional Transit Forward”

MINUTES OF THE REGULAR MEETING YAVAPAI REGIONAL TRANSIT INC. BOARD

Thursday, November 8, 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, November 8, 2018.

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) was excused, Cheryl Romley (Secretary), Daniel Mattson (member), Mitch Padilla (member) and Darryl Croft (member). Also in attendance were Sandy Stutey (staff), Bill Mitchell (staff), Patty Kardash (staff), and Mary Conner, member of the public.

3. **APPROVAL OF MINUTES**

Daniel Mattson moved to approve the October 11, 2018 Board minutes and second by Darryl Croft. Motion carried.

- a. **CALL TO THE PUBLIC**

Mary Conner, Assistant to County Supervisor Craig Brown, reported that Ron Romley had made a presentation to the Board of Supervisors on November 7, 2018.

5. **MANAGER & STAFF REPORT**

- a. **Driver Meeting Report** – No Driver meeting was held in November because of the Employee Recognition event on November 17, 2018.

- b. **Ridership Monthly Report** – Bill Mitchell reported we had 937 riders in October, 878 in September. There were 647 in October 2018 for comparison. The detailed monthly report has been revised for FY19 with some new data points that we need to accumulate for the National Transit Database reporting that ADOT requires. Ron Romley pointed out that YRT ridership has increased by 30 percent for each of the last three years. This helps support our request to the Board of Supervisors for FY19 funding.

Dawn-Marie Hayden asked if ridership varies from week to week based on variables such as receipt of social security checks, etc. It has not been analyzed.

6. SUBCOMMITTEE CHAIR REPORTS

- a. **Foundation Update** – Sandy Stutey reviewed the minutes from the most recent Foundation meeting, mentioning the Transportation Resource Fair, the start-up of their new ADOT grant, and the CYMPO RFP to update the regional Transit Implementation Plan. Ron commented on the purpose of the TIP update and what it might mean for YRT.

Darryl Croft asked who might run the new system. Ron Romley reviewed the history of the process that occurred 9 years ago which was unsuccessful. Ron Romley is hopeful that the County will take a major role in implementing any future plan.

- b. **Fundraiser Committee Update** – No report.

Ron Romley asked about the Safeway grant that Cheri Romley had identified. Sandy Stutey contacted them and learned that they are only funding foodbanks at this time.

7. OLD BUSINESS

- a. **Financial Report** – Sandy Stutey reported on behalf of Nancy Best. Revenues for the month totaled \$25,702.00, including the August ADOT reimbursement. Fares continue to be strong. Expenses were \$47,824.33 with extraordinary expenses related to the beginning of the new fiscal year. In Kind balances total \$52,323 to be used to meet local match in future months.

On the Dashboard Report it showed the cost per rider, mile and service hour increasing due to higher than usual expenses for the first month of the fiscal year. We reached 2.00 rides per hour, which is an improvement in transit terms.

Cheri Romley moved to accept the financial report as read, seconded by Daniel Mattson. Motion carried.

- b. **Marketing report** – Cheri Romley reported that Ron Romley did a radio show with Lorette Brashear from the Chino Valley Chamber of Commerce. She is looking for other radio opportunities. The newspaper ad will feature the Tax Credit information in two weeks after the YRT website is set up to take on-line donations.

Cheri Romley has a commitment from the CV Chamber to swap a Platinum membership for one or more windows. She reported on the status of the Credit Union's interest in becoming sponsor, and will be meeting with Town Manager in Chino Valley soon for their support.

Dawn-Marie Hayden encouraged the use of the ads for the Veterans Ride Free program to encourage potential donors who support Veterans issues. Ron Romley has submitted an article to the Quad City News highlighting our Veterans programs. We are planning a mailer to organizations and tax preparers, etc. about our Tax Credit status. Mitch Padilla asked about contacting employers and destinations that are close to the stops to ask for support. Cheri Romley reported minimal success in reaching out to the business community in the past. Mitch Padilla suggested that Board members take a more active role on approaching businesses. Ron Romley encourages personal contact where the Board member may have a connection. Dawn-Marie

Hayden described the willingness of businesses to donate a portion of their proceeds on a given day. Sandy Stutey is putting flyers, etc. together for the Tax Credit “push”.

c. **Personnel Status** - Bill Mitchell.

Bill reported that there are two new drivers just about ready to be assigned to drive. They have also completed their PASS class so they are ready.

d. **Update on ADOT Grant FY18/20 Budget Submittal** - YRT has completed billings for FY 2018. We are waiting for E-Grants to open to begin FY 19 billings. It may take several months to receive initial payments based on past history

1. **New Grants in Works – Grant Log**

Sandy Stutey walked the Board through the log of grant activity with the color coding. She indicated that we have letters of interest to several organization as part of the two-step process.

Dawn-Marie Hayden questioned the value of spending money on the grant writer since there has been little success. Ron Romley requested a report on the status of our grant writing contract and success rate for discussion at the next meeting. There was a brief discussion of the process and how it can be improved.

e. **Update on Free Rides for Veterans** – We had 106 riders in October, and there were 71 in September. We are working on ways to increase ridership. Dawn-Marie Hayden will go to the VA Resource meetings at the Domiciliary this month and connect with Jenny Chalis, one of the managers, to promote ridership.

f. **Update on the Bus #66 and Sale of #61** – Ron Romley reported Bus #66 will be delivered on Tuesday, Nov. 11. We have a firm commitment from Cottonwood Area Transit to take #61 off our hands. ADOT is working with Bruce Morrow, their manager, to finalize the process. We will receive something around \$2,000 which includes \$400 to have the decals stripped.

g. **Update on Stripe** – It is being installed now on the YRT website and is being tested. Cheri Romley and Sandy Stutey need to talk about the wording on the page to encourage Tax Credit and other donations.

h. **Update Succession Planning** – Cheri Romley passed out a packet of information including draft position descriptions, list of duties and a budget for compensation. Darryl Croft will be joining the process. The committee will meet next week.

i. **Update on Donations for the Month.** Addressed in the Monthly Financial dashboard. Ron Romley acknowledged the donations from American Legion Post #40 which was prompted by one of the YRT drivers. Dawn-Marie Hayden has asked that the Board send a hand-signed Thank You card with Board member signatures. It is a personal touch.

j. **YRT Position Change.** Contracted bookkeeping services are on track to complete the work scheduled. Sandy Stutey is looking forward to Board input on the future staffing plan.

k. **Change in Schedule.** The October 15th change in service to/from Prescott Valley to Wednesday from Friday has gone smoothly. We do see fluctuations from day to day. Bill Mitchell reported that the Green Route had 42 riders last Friday, the largest day for a single route in memory. Patty

Kardash is working with Bill Mitchell to track trends in the phone calls he receives to determine if we are seeing increases.

8. NEW BUSINESS

- a. **Employee Recognition Event.** – Ron Romley invited everyone to the Employee Recognition event on November 17, at St. Luke’s Church, from 2-4. Catering will be by Big Daddy’s E’s.
- b. **Free Rides in December.** – Ron Romley requested that the Board approve offering Free Rides in December. It has been a tradition to thank riders and encourage new riders to use the system. Daniel Mattson moved to approve Free Rides in December, and Darryl Croft seconded. Five “yea”; one “nay”. Mitch Padilla explained his “no” vote as a step toward presenting YRT more as a business. It has been treated as a “thank you” gesture to the community, and it could be a focus of fundraising in the future to solicit donations to offset the lost revenue. The policy will be reviewed for FY19.
- c. **Additional community events** – Ron Romley reported on the Elks’ ”Clothe a Kid” event that YRT provides transportation to take kids shopping once a year. St. Luke’s has asked for transportation for the “Don’t Spend Christmas Alone” event on 12-25. We will provide one bus for the day.
- d. **Additional business.** Mitch Padilla asked about doing “shopper runs” such as Chino Valley to Gateway Mall. He also suggested a YRT “app”. Sandy Stutey will investigate the development of this app. Ron Romley described the limitations on our ability to do “charters” which the shopper shuttles would fall under.

Dawn-Marie Hayden is working on a Christmas fund raiser for YRT. It is a “Decorate a tree” (small tree), with a competition for “best decoration” and a prize to the winner. The trees would be voted on and a winner selected. They would also be offered for sale. Darryl Croft suggested that Dawn-Marie Hayden talk with the Town’s recreation department for help. She will send a description of the project out to the Board. Mary Connor offered a tree made out of tires by the County’s maintenance staff.

Ron Romley invited Board members to attend the Transit Advisory Committee on January 16, 2019. Sandy will send copies of several prior TAC meetings to new Board members for reference. This meeting will focus on reviewing YRT’s Vision, Mission, and Goals.

9. NEXT MEETING DATE: December 13, 2018, at 8:00 a.m. YRT Office, Chino Valley, AZ.

10. ADJOURNMENT – The meeting was adjourned at 9:45 AM.

Dated this November 9, 2018