

Minutes Southeast Vermont Transit Board of Directors Meeting

July 18, 2019

706 Rockingham Rd. Rockingham Vermont

President Chip Stearns called the meeting to order at 5:30 pm. Those in attendance and constituting a quorum were as follows:

**Board Members:** Chip Stearns, Travis Wendell, Joel Bluming, Scott Tucker, and Matt Mann.

**Members of the Public:** None

**Staff Present:** Randy Schoonmaker, Rebecca Gagnon and Leona Linney

**Public Input:** None

**Review of June Minutes:** No comments

**Amend Agenda:** Add an E & D presentation after sponsorships and foundations

**Old Business:**

**Ridership:** Randy presented the past four years of SEVT ridership, with four records set for Current. Brattleboro is doing great, and Springfield in town has almost doubled since four years ago. We set a record with volunteer rides. Current provided almost 160,000 rides. The MOOver year-round routes did okay, and the winter season routes set several records. The MOOver came up just short of 290,000 which is the second best in 23 years. There was not much change with the lack of Hermitage/Haystack. The company as a whole set a record of just under 450,000 rides. The graphs were presented for the routes.

**Financial Overview:** The executive summary of the Finance Committee Meeting from last Friday was presented. This is the time of year that June is not cost allocated and year-end adjustments have not been made, so these financials will change and final year-end actuals will be presented in August. The MOOver beat budget this year. This was cost containment and revenue from parking lots. The Current had another year of adjustment, with a unanticipated expenses that ended below budget. The vehicle expense was somewhat offset from capital reimbursement. E&D partner revenue did not materialize for the Current. Matt asked about the marketing increase on the MOOver budget and it was explained that it was Swiftly which is now being covered by VTrans. Discussion ensued regarding marketing in general. Combined SEVT generated, on paper, a \$36k operating surplus this year, subject to final numbers after June cost allocation. Chip explained the revenue correction from last Friday. Leona gave an update on the ongoing IRS fuel tax reimbursement issue. Discussion ensued regarding using solar power.

**Finance Manager Hiring Position:** At our last meeting we thought we had a hire, but that did not materialize. We have used newspaper, Linked-in, Indeed, Glass Door, and now we are looking at using Masiello Agency services to bring us candidates. Masiello would cost about \$8,700 if they were to find us someone, whether we hire or not. There are some specific skills we are asking for, but college is not required, only preferred. Joel asked if we could hire two PT in the same position and have one at each location, but the concern would be there would be no one central person. Other options were discussed.

**Stratton Update:** Stratton replied today. The one schedule we did not run numbers on is the option they want to pursue. We have sent Stratton some questions so we can work the numbers on this schedule as well. The route was discussed, as currently drafted.

**New Board Member:** Matt and Wendy previously discussed reaching out to Seth Boyd. Wendy is currently on vacation. Matt wants to have a brief all with him. Ideally, we would like to fill this position for the August board meeting.

**Sponsorships & Foundations:** Randy is focusing on getting more income for the company. Sponsorships are the focus right now. The foundations are a little more detailed and takes a bit more time. Sponsorships are more immediate. Rebecca has already jumped on sponsorships. Sponsorships are nontaxable, but advertising we pay 21% tax on. So currently the advertising is costing us some lost revenue in taxes. We want to sell sponsorships and preserve the integrity of the bus. These graphics are on the windows, so you can see the Current swish and MOOver spots. We are trying to sell a winter season window only wrap on the MOOver buses. If we sell the whole fleet to one or two big sponsorships this could potentially bring \$28,000. The Current already has people interested. The Current fleet has many different size buses so that is a bit of a production challenge. The Current has more territory, with different towns being served. If we sell the sponsorships for Brattleboro, we must have a spare bus with the same graphics to ensure that the sponsor gets what they paid for. Rebecca had Planet Fitness request space on the rear of the Brattleboro buses. Chip cautioned that since there is nowhere to wash the buses in Brattleboro, currently that we be cautious to make the sponsorships graphics are clean and legible.

**E & D Update:** An E&D update was given. The presentation was to explain who our partners are, and how the E&D committee works. The purpose with the grant is to fill the needs of the community and work out how to spend the grant. The E&D committee group works together based on funding priorities. The funding and billing for the E&D program was explained. ADA was also discussed and explained to the board. A summary of SEVT's grant award this year for E & D was presented. We will be able to offer more essential medical trips and expand service. The Rides to Wellness grant was discussed briefly.

**New Business:** Chip explained that the Ops Manager position was eliminated at the Current. The two divisions are now structured the same in administration. There was a new organizational chart presented. It was noted the Head Mechanic is a technical advisor to the Current mechanics, but he does not supervise the Current mechanics.

**Company Updates:** None

**Board Member Comments:** Joel commented that the focus seems to be that people who live in the small towns are "screwed". Joel is just expressing frustration that Route 30 is not being looked at seriously. He wants to bring awareness to the small towns. Chip explained that the only reason the Stratton to Manchester bus will happen is if Stratton pays as it is a funding issue. Route 30 will have another study conducted as well.

**Future Agenda Items:** Brattleboro will be the next meeting location, August 15. Matt will invite Seth Boyd to the next meeting.

**Executive Session if needed:** Not needed

**Motion 1:** Joel motion to adjourn at 7:23, Travis second. Motion approved