

Coos County Area Transportation District (CCATD)
Board of Directors Meeting

MINUTES

Coos County Area Transportation District
800 N Bayshore, Coos Bay, OR 97420
June 12, 2023, 9:00 a.m.

EXECUTIVE SESSION

The Board of Directors went into executive session at 9am pursuant to ORS 192.660(2)(h), to consult with legal counsel concerning the legal rights and duties of the District with regards to litigation likely to be filed.

1. **CALL TO ORDER – Public Meeting called to order at 9:19AM by Director Veysey**
2. **ROLL CALL/CONFIRMATION OF QUORUM OF BOARD OF DIRECTORS**
BOD Present: Director Veysey, Director Claassen, Director Dovenspike, Director Mason-Long, Director Taylor, Director Johnson
BOD Absent: Director Dewater
3. **ROLL CALL OF OTHERS PRESENT**
AC Present: Lauren Morris, Dick Leshley, Steve Zehler
Staff and Others Present: Fred Baker, Schira Nelson, Jane Stebbins, Jennifer Boardman, Manager Melissa Metz, Staff Selena Kelley Irvin, Krystal Hopper, Rae Lea Cousens, Matt Dutkevicz, Austi Jasinski, Julia Schick
4. **CHANGES TO AGENDA - None**
5. **CITIZEN COMMENTS ON AGENDA ITEMS - None**
6. **CONSENT AGENDA**
Approval of [Minutes May 8, 2023](#)
Accept the [Financial Report](#) and [Balance Sheet](#) for April 2023
Accept the [Ridership Report](#) for April 2023
Ratify Payment to [Partney Construction Invoice](#) \$148,459.51
Accept [notice of 8.1% fee increase](#) General Manager Employment Agreement
Accept [notice of 8.1% fee increase](#) Stebbins & Co. Attorney Employment Agreement
Stebbins has reviewed [Accounting Services Contract](#) for 2023-2025 and it is presented to the Board of Directors for execution.
Authorize Staff to submit a 2023-2025 COVID Grant Application
BOD Motion: Director Taylor moved to accept the Consent Agenda as presented. Director Dovenspike seconded, and the motion passed unanimously.

MINUTES

Coos County Area Transportation District
800 N Bayshore, Coos Bay, OR 97420
June 12, 2023, 9:00 a.m.

7. MOTION RESULTING FROM EXECUTIVE SESSION

BOD Motion: Director Claassen moved to accept the motion giving Jane Stebbins permission to negotiate within the parameters given during the executive session. Director Taylor seconded the motion and it passed unanimously.

8. ACKNOWLEDGEMENT OF RETIRING BOARD MEMBER AND ADVISORY COMMITTEE MEMBER

Thank you to LouAnn Dewater for her service on the CCATD Board of Directors and Dick Leshley for his service on the CCATD Advisory Committee.

Dick Leshley shared that he has spent 1/3 of his life on our committee. He is excited about our future and wishes us the best. He believes that one of the best things to come out of this is our current management team and how we are taking advantage of the changes coming to Coos Bay.

9. AUDIT REPORT – David Conradt representing Dick Maxwell

Document: [CCATD Annual Report June 30, 2022](#)

Dick Maxwell came to the opinion that the financial statements were present fairly in all material respects for fiscal year ending June 30, 2022. David added that this is equivalent to having a clean audit, and it is the highest standard we could achieve.

On the Summary of Net Position, you can see that cash and cash equivalents is around \$2 million. We had current liabilities of about \$152,000 and deferred income of \$1,746,000. Our net position after that was \$793,000.

On the Summary of Activities, revenues were up around \$200,000. Expenses were close to \$200,000. The main reason for that increase was a number of one-off items that are not expected to happen again. The change in net position – overall operating loss - shows \$284,000. That amount is mostly made up of non-cash items, depreciation, and loss on auctions of buses. The reason we saw a loss on buses of around \$108,000 is because when the assets were transferred from Coos County to CCATD they brought them over at their original value, which wasn't depreciated.

Capital Assets lists the land and other pertinent equipment items as well as depreciation associated with that.

There was a subsequent event listed after the books were closed. We received notification in September of 2022 from the IRS that during the pandemic there were several programs offered to businesses to save money on their taxes due to COVID. We applied for those benefits but found that public entities are not

MINUTES

Coos County Area Transportation District
800 N Bayshore, Coos Bay, OR 97420
June 12, 2023, 9:00 a.m.

afforded those credits and so the IRS was seeking payment on those taxes.

Dick Maxwell performed the necessary procedures and tests to make sure we were in compliance for the various grants we received from the state. Nothing came to his attention that caused him to believe that CCATD was not in substantial compliance.

Dick Maxwell doesn't express an opinion on the effectiveness of CCATD's internal control, but he did not identify any deficiencies in internal control that he considers to be material weaknesses.

Melissa Metz expresses Dick Maxwell's apologies for not being present. She also thanks Dick Maxwell and David Conradt for pulling together the annual report.

BOD Motion: Director Johnson moved to accept the audit report as presented. Director Claassen seconded the motion and it passed unanimously.

10. MARKETING PLAN – Transit 911

Documents: [Marketing Plan](#) and [Branding Guide](#)

Melissa Metz introduced Matt Dutkevicz from Transit 911 and Austi Jasinski from Hunter Marketing.

Matt Dutkevicz begins with the Community Assessment and Marketing Plans document. There are 5 sections, an introduction, an overview of services, a community assessment, the marketing plan, and then the implementation plan and timeline. In the overview of services on pages 12-13, it's broken down between our local routes, express services, CoosLift - which is what we are now calling the paratransit or ADA type service, and CoosGo, which is the new name for on-demand services. Go Coos Vets was separated out as a discount program.

The Community Assessment section shows positive feedback from the Community about the transportation district. They like what we do and are satisfied with the services. There was a high number of low-income participation in the community assessment but only 2.5% of the feedback stated cost was a barrier.

The survey demographics show that the respondents were more diverse than Coos County in general, which shows we have a good connection with diverse groups in the area.

The Marketing Plan gives us strategies and actions to make the biggest impact with the smallest budget. It starts with the easiest such as rebranding and the travel training program. Then there are suggestions for building ongoing customer

MINUTES

Coos County Area Transportation District
800 N Bayshore, Coos Bay, OR 97420
June 12, 2023, 9:00 a.m.

relationships, increasing awareness of services to potential customers, updating the bus branding, engaging with students, engaging and educating stakeholders and communicating our dedication to the community.

There is a relative timeline that is more of a priority list, which allows us to do the easier items now to make way for some of the bigger pieces later. There are evaluation goals to help us measure our progress and a marketing budget.

Austi Jasinski introduces our brand guidelines and creatives. CCATD has a brand-new look. The guidelines help us keep on-brand with fliers, ads or even employee uniforms. There is an explanation of the logo and how it can be used, the logo badge, and the color palette with the blues and oranges. There is a list of how the color palette interacts with the different services, to better differentiate between them for the customers. The guidelines also list fonts that can be used as well as recommendations for photography style that we may use in the future. It also talks about our tagline “Going Your Direction” as well as our message and the voice behind our marketing.

Some of the branding that we will see:

- Vehicle Wraps
- Signs for the Stops
- ID Badges
- Editable Templates for fliers, presentations and posters

Melissa Metz thanked Matt, Julia and Austi for their work on this project.

11. OLD BUSINESS

a. Report on the Gay 90s Outreach in Coquille – Selena Kelly Irvin

CCATD provided one driver and bus to give rides at no cost for the community from the parking areas to the Gay 90’s event location. Our driver worked from 10:30AM to 7PM, allowing us to support vendors and eventgoers. We covered about 15 rides over 4 stops and Selena believes it was beneficial for us to connect with the community and show our support.

b. Super Stop Update – Selena Kelly Irvin

They have completely broken ground and started building the sidewalks. We are about a week ahead of schedule.

Coos County Area Transportation District (CCATD)
Board of Directors Meeting

MINUTES

Coos County Area Transportation District
800 N Bayshore, Coos Bay, OR 97420
June 12, 2023, 9:00 a.m.

Krystle Hopper spoke on behalf of the Veteran community about their concerns of communication, loss of parking, an addition of a speed bump, and that Veterans will have to walk farther to get into the VA building.

Jane Stebbins commented that we cannot always answer questions directly during a meeting due to the nature of the topics. We may need to research information before responding.

Melissa Metz thanked Krystle and said that we will respond in writing.

c. CCATD Saturday Service Implementation July 1, 2023

Document: [Saturday Service Flyer](#)

We will begin our Saturday Service on July 1, 2023 and it will run 8:30AM-12:15PM and 1:15PM-4:15PM, with a lunch break in between. This is a big milestone because we've been trying to get it implemented for years.

12. NEW BUSINESS

a. Florence Updated Schedule Effective July 1, 2023

Purpose is to reduce standing time at a couple stops on the south bound leg of the route.

Document: [Florence Express Flyer](#)

13. CITIZEN COMMENTS ON NON AGENDA ITEMS – None

14. NEXT MEETING – Meeting of the Board July 10, 2023 9AM

15. ADJOURN – Meeting adjourned at 10:19AM by Director Veysey.