

**MINUTES OF THE
EAGLE VALLEY TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS MEETING
June 14, 2023**

A meeting of the Eagle Valley Transportation Authority (“Authority”) Board of Directors (“Board”) was held on June 14, 2023, at 12:30 p.m. The meeting was held in person at the Avon Council Chambers located at 100 Mikaela Way, Town of Avon, Colorado, 81620, and on Zoom. Notice of the meeting was posted on June 9, 2023, and included agenda items, location and time, as well as the teleconference information, needed to participate in the public portion of the meeting. The Notice of Board of Directors Meeting dated June 9, 2023, and the certification of posting are attached hereto.

ATTENDANCE

Directors in Attendance:

Director Amy Phillips, Mayor and Councilor, Town of Avon

Director Dave Eickholt, Beaver Creek Metro District

Director Jeanne McQueeney, Commissioner, Eagle County

Director Barry Davis, Councilor, Town of Vail

Director Earle Bidez, Mayor, Town of Minturn

Director Nick Sunday, Councilor, Town of Eagle.

Director Dana Veljacic, Member of the Board of Trustees of the Town of Red Cliff

Directors Absent:

All Directors were present for this meeting.

Also in Attendance:

Tanya Allen, Regional Transportation Director, Eagle County

Ray Shei, Alternate EVTA Board Director, Beaver Creek Metro District

Traci Jones, Principal & Creative Director, Studio Six

Amy Lane, Designer & Marketing Strategist, Studio Six

Violet Carlon, Multi-Media Manager, Studio Six

William “Bill” Ray, Transit Consultant, WR Communications

Dayana Herr, Administration Supervisor, ECO Transit

Joanna Kerwin, Edwards Metro District and community member

APPROVAL OF THE AGENDA

Director Phillips presented the agenda. Director Davis motioned to approve the Agenda. Director Eickholt seconded this motion, which passed with a unanimous 7-0 vote.

APPROVAL OF MINUTES AND FINANCIAL STATEMENTS

Director Phillips presented the Minutes dated May 10, 2023, for approval, and asked if there were any questions or requests for corrections from other Directors. Hearing none, Director Eickholt motioned to approve the minutes and financial statements. Director Sunday seconded this motion, which passed with a unanimous 7-0 vote.

PUBLIC COMMENT

No member of the public had a comment at the time of this meeting.

AGENDA ITEMS

5. Financial Policy Updates

Ms. Allen presented both of the financial items for review and acceptance.

Director Eickholt provided some additional detail regarding the Colorado Trust Resolution, explaining that it will give the EVTA more flexibility by providing additional investment opportunities with market-competitive rates of return.

5.1 Approval of Resolution 2023-14 Adoption of Business Expense and Purchasing Card Policies

Director Dana Veljacic motioned to approve Resolution 2023-14 Adoption of Business Expense and Purchasing Card Policies. Director Bidez seconded this motion, which passed with a unanimous 7-0 vote by roll call.

5.2 Approval of Resolution 2023-15 Authorization to Join with Other Local Governments as a Participant in the

Colorado Local Government Liquid Asset Trust (The Trust) to Pool Funds for Investment.

Director Bidez motioned to approve Resolution 2023-15 Authorization to Join with Other Local Governments as a Participant in the Colorado Local Government Liquid Asset Trust (The Trust) to Pool Funds for Investment. Director McQueeney seconded this motion, which passed with a unanimous 7-0 vote by roll call.

6. Branding Work Session with Studio Six

Studio Six Principal Ms. Traci Jones started her presentation by highlighting Studio Six's experience, capability, and philosophy surrounding the marketing of transit services. Ms. Jones asked each of the directors to talk about the highlights of their represented communities.

Amy Phillips the Director for the Town of Avon said that Avon is the heart of the Valley. She said that Avon has equal permanent residents, part-time residents, and visitors. She mentioned that the shopping district and recreational activities draw community members from other towns in the Valley to Avon every day.

Director Eickholt from Beaver Creek Metro District highlighted that Beaver Creek views itself as the world's best family resort, with amenities including its own in-town transit system. He said that their main goal is to get people up to the mountain to work and participate in the winter and summer recreational activities.

Director Sunday from the Town of Eagle said that Eagle is a community-based town, with the lowest percentage of second homeowners in the Valley. Director Sunday highlighted his community's significance to the County's workforce and other unique aspects of the area.

Director Bidez highlighted his community's history, small town feel, and spirit of looking out for one another. He said that most of the workforce from Minturn works in Vail.

Director Veljacic for the Town of Red Cliff described Red Cliff as a very small town with only a handful businesses but notable

for the many outdoor recreational activities that families could enjoy.

Director McQueeney for Eagle County said that they see the bus system as the spine of the community, as the main way to get the workforce to and from work in Eagle County and adjacent communities.

Director Davis for the Town of Vail focused on Vail's strong brand and international recognition. He said that Vail has 5000 local residents, 70% second homeowners, and more than 2 million visitors every year. He mentioned that Vail is where many from elsewhere in the Valley work, but also where they go for cultural and recreational activities.

Joanna Kerwin, an Edwards community member present at the meeting, asked for an opportunity to speak and noted that Edwards is a community where you can work, live and play. She mentioned that Edwards has a big shopping district and it is the home of the only college in the Valley.

Ms. Jones thanked everyone for their input and asked them to expand on what, in their view, makes this region different from other mountain towns. Responses included the region's accessibility, international character, metropolitan feel combined with an outdoor setting, and the ability for everyone to have access to the outdoors.

Ms. Jones then asked what they aspire to see in the branding of the buses and presented some concept logos to the Directors.

Ms. Jones said her team would incorporate this information in to their work on creating some ideas for names, logos, and branding, with drafts at the end of July. The next steps would include feedback sessions with community stakeholders.

7. Interim Director's Updates/ Future Topics.

Ms. Allen said that her official starting day as the EVTA Director will be July 6, after some leave in late June. She highlighted elements of the Directors' report, including a "60 Day Look Ahead" segment which will focus on progress towards the Board's strategic priorities. Ms. Allen asked the Directors to let her know if they will be attending the July and

August meetings to better understand if there will be a quorum for the next two meetings.

9. Communication and Outreach Update

Mr. Ray highlighted his recent activities. He also said that he was working on scheduling appearances at each of the Director's Board/Council meetings, to give an update on the EVTA progress and strategic plan. These meetings would likely take place in August and September.

NEXT MEETING

July 12, 2022

ADJOURNMENT

At 2:17 PM, Director Eickholt made a motion to adjourn the meeting. Director Sunday seconded the motion, which passed with a unanimous 7-0 vote.
