

**MINUTES OF THE  
EAGLE VALLEY TRANSPORTATION AUTHORITY  
BOARD OF DIRECTORS MEETING  
APRIL 12, 2023**

A meeting of the Eagle Valley Transportation Authority (“Authority”) Board of Directors (“Board”) was held on April 12, 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 April 7, 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 April 7, 2023, and the certification of posting are attached hereto.

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**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.

**Directors Absent:**

Director Robert “Bob” Hill, Member of the Board of Trustees of the Town of Red Cliff

**Also in Attendance:**

Tanya Allen, Regional Transportation Director, Eagle County and EVTA Interim Executive Director

William “Bill” Ray, Transit Consultant, WR Communications

Dayana Herr, Administration Supervisor, ECO Transit

Allison Ulmer, EVTA Legal Counsel, Collins Cole Flynn Winn and Ulmer

Miguel Jauregui, Town Clerk, Town of Avon

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**APPROVAL OF THE AGENDA**

Director Phillips mentioned that some items on the agenda will be rearranged so that the Board Member Oaths of Office could be completed as the first agenda item. Director Davis motioned to approve the Agenda. Director Eickholt seconded this motion, which passed with a unanimous 6-0 vote.

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**BOARD MEMBER OATH OF OFFICE**

Allison Ulmer, EVTA Legal Counsel, presented the Oath of Office. Miguel Jauregui, Town of Avon Clerk administered the Oath of Office. All Directors present at the meeting were sworn in.

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**PUBLIC COMMENT**

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

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**AGENDA ITEMS**

**(!) Non-voting Agenda Items were presented first in order to allow the Oath of Office to be sent to Eagle County's Clerk and Records Office.**

**4. Communication and Outreach Update**

Mr. Ray said that he has been working with Ms. Allen on an interim strategic plan with the information collected at the Board Retreat. He has been updating the community on these subjects as well. Mr. Ray mentioned he will assist Ms. Allen in onboarding the Marketing firm that will work with the EVTA and will keep updating the website and monthly blog for the community.

**5. Interim Director's Update and Future Topics**

Ms. Allen said that the Eagle Valley Transportation Authority has now been collecting Sales Tax for two months, totaling just over \$3 million. This means that the EVTA can start paying bills and move forward with executing some of the budgeted priorities. Ms. Allen also mentioned that she will receive a preliminary readout for the service planning exercise for the Fare-Free zone analysis by the consultant in charge of this project, and expected to have an update to share with the Directors at the May meeting.

Ms. Allen said that Eagle County internally started some initial conversations regarding the staff and equipment transition, resulting in good conversations identifying areas where extra work needs to be done, some of the possible challenges, and the right people to start working on this plan. ECO Transit has also

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added some additional staff to assist with transition. A Road Supervisor has been promoted to a new Operations Supervisor Position. A senior transit industry professional with significant experience in this area has also been brought on as a transition consultant. This will allow the current Operations team to dedicate additional time to transition planning without adversely affecting day-to-day operations at ECO.

Ms. Allen mentioned that next month's meeting will be the quarterly joint meeting with members of the Eagle County Regional Transportation Authority (ECO) Board.

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**APPROVAL OF MINUTES**

Director Phillips presented the Minutes dated March 8, 2023, for approval, and asked if there were any requests for corrections from other Directors. Hearing none, Director Eickholt motioned to approve the minutes. Director Bidez seconded this motion, which passed with a unanimous 6-0 vote.

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**AGENDA ITEMS**

**7. Appointment of New Board Secretary**

**7.1 Approval of Resolution No. 2023-09, Concerning the Appointment of a Secretary to the Board of Directors.**

Ms. Ulmer said that the current secretary of the Board is the former law firm working with the EVTA and it will be appropriate to appoint a new secretary since this firm is no longer working with the Board.

Director Davis made a motion to nominate Tanya Allen, Executive Director as the new EVTA Board Secretary, therefore approving the resolution No. 2023-09 concerning the appointment of a Secretary to the Board of Directors. Director Bidez seconded this motion, which passed with a unanimous 6-0 vote.

**8. Selection of Marketing Vendor**

**8.1 Approval of Resolution No. 2023-10, Authorizing Interim Executive Director to Enter into Services Agreement with Marketing Consultant.**

Ms. Allen explained that after releasing the RFP for Marketing Services back in February, some amazing responses were received. Two firms were selected to participate in an interview process conducted by Director Phillips, Director Davis, Ms.

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Allen, and members of the staff. After this process, the selected firm is Studio Six, a Front Range based firm that specializes in marketing transit and transit agencies. Ms. Allen mentioned that this firm has branded multiple systems throughout Colorado, including other RTA systems.

Director Phillips said that what made this firm stick out for her was that when they were asked about maps and bus schedules they were able to show that they have specialized experience in this area based on their experience working with other transit agencies. They were also experienced in delivering English/Spanish communication that reached all riders in the community. Director Davis said that for him it became clear that this organization had the right experience to accomplish what was needed and skills to connect with our community. Director Eickholt endorsed the selection and said that Studio Six's proposal was one of the most engaging and thorough proposals he has ever seen.

Director Bidez motioned to approve resolution No. 2023-10 Authorizing Interim Executive Director to Enter into Services Agreement with Marketing Consultant Studio Six. Director Davis seconded this motion, which passed with a unanimous 6-0 vote.

## **9. Retreat Follow-Up.**

### **9.1 Approval of Resolution No. 2023-11, Adopting the Interim Strategic Plan.**

Ms. Allen said on March 22<sup>nd</sup> the EVTA Board of Directors had its retreat. A lot of great work was accomplished regarding establishing the EVTA's mission, vision, goals; operating principles; and short-term strategic priorities.

Ms. Allen mentioned that she worked with Mr. Ray to create a visualization that if approved by the Directors could be formally shared with the public. She proceeded to share the document with all present Directors in the meeting.

Director Davis made a motion to approve Resolution No. 2023-11 Adopting the Interim Strategic Plan and Operating Principles. Director Sunday seconded this motion, which passed with a unanimous 6-0 vote.

## **11. Executive Session**

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**11.1 The EVTA Board of Directors moved to an Executive session pursuant to C.R.S. §24-6-402(b), (e) and (f), for the purposes of receiving advice of legal counsel, discussing personnel matters and determining positions relative to matters that may be subject to negotiations, developing strategy for negotiations, and instructing negotiators with regard to the Executive Director position.**

Director Davis made a motion to move the EVTA Board of Directors into an Executive Session. Director Bidez seconded this motion, which passed with a unanimous 6-0 vote.

Once the regular meeting was reconvened, Director Phillips read into the record that the Executive Session was concluded.

## **12. Approval of Personnel Committee**

### **12.1 Approval of Resolution No. 2023-12, Authorizing the creation of a Personnel Committee.**

Director Davis made a motion to approve Resolution No. 2023-12 Authorizing the creation of a Personnel Committee to Include Director Phillips, Director Bidez, Staff Member Eric Heil, and Director Sunday as an alternate. Director Eickholt seconded this motion, which passed with a unanimous 6-0 vote.

## **13. Approval of Job description, selection of finalist, designation of personnel committee, and any other actions related to recruitment, and hiring of the Executive Director, if necessary.**

Director Phillips mentioned that the Board of Directors discussed about the Executive Director Job Description, and decided to remove the requirement of a CDL License and establish a salary range from \$160,000.00 to \$215,000.00 plus benefits. She also said that the job description will be available for anyone that would like to see it.

Director Sunday made a motion to approve the changes to the Executive Director's Job Description. Director Davis seconded this motion, which passed with a unanimous 6-0 vote.

### **13.1 Identification of a finalist for the EVTA Executive Director Position.**

Director Phillips made the motion to announce Ms. Tanya Allen as the sole finalist for the position of Executive Director

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of the Eagle Valley Transportation Authority. Director Eickholt seconded this motion, which passed with a unanimous 6-0 vote.

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**NEXT MEETING**

May 10, 2022.

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**ADJOURNMENT**

At 1:56 PM, Director Davis made a motion to adjourn the meeting. Director Eickholt seconded the motion, which passed with a unanimous 6-0 vote.

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