

High Valley Transit District  
Board of Trustees Minutes  
**Thursday, June 9, 2022**  
Virtual Meeting via Zoom  
Meeting ID: 925 0510 6471  
Sheldon Richins Building, Room 133  
1885 W. Ute Blvd.  
Park City, Utah



**High Valley**

**TRANSIT**

Members of the Board of  
Trustees, presenters, and

members of the public could  
attend by electronic means using Zoom (phone or video).

BOARD OF TRUSTEES PRESENT:

**Kim Carson**, *Chair*

**David Geffen**, *Vice Chair/Secretary*

**Chris Robinson**, *Board Member*

**Roger Armstrong**, *Board Member*

**Malena Stevens**, *Board Member*

ABSENT: None

STAFF PRESENT:

**Caroline Rodriguez**, *Executive Director*

**Jamie Dansie**, *Sr. Transportation Planner*

**Isabel Hanowicz**, *Business Analyst*

INVITED ATTENDING GUESTS: None

PUBLIC MEETING

Chair Carson called the meeting to order at 1:00 pm

1) **Pledge of Allegiance**

2) **Public Comment**

CLOSED SESSION

3) **Property Acquisition**

4) **Litigation**

WORK SESSION

5) **Ridership and performance**

Presented by I. Hanowicz

Micro demand remained steady between April and May, with 9,753 passengers vs. 10,271. The most notable change was a 15 percent decrease in driver hours, as we have worked to decrease hours to roughly 800 – 850 per week in the off season. Our fixed routes had a much sharper decline in passengers than Micro, with over a 35 percent decrease in passengers on the 101 and 103

**6) Transit facility**

**7) Advertising program**

Presented by J. Dansie

- HVT can have a right of refusal on wrap campaigns. HVT will have final approval before running any wrap campaign.
- Once a campaign is approved, little to no HVT staff time should be necessary
- A minimum of 10% of the digital inventory will be reserved for HVT's messages at all times
- Via's marketing team will help create some messages about the service at no additional cost
- Advertising revenue estimates: Total = \$163,713 annually

CONSIDERATION OF APPROVAL


**8) Discussion of letters requesting official site visits by Senator Mitt Romney and Congressman Blake Moore**

Discussion of letters requestion official site visit from Senator Mitt Romney and Congressman Blake Moore. Chair Carson to sign letters.

**9) Board comments**

**10) Staff comments**

The Board meeting adjourned at 2:00 pm.

  
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Kim Carson, *Chair*

6/1/2023  
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