

**SKAGIT TRANSIT
CITIZENS' ADVISORY COMMITTEE
MEETING MINUTES**

Thursday, December 12, 2013 5:00 p.m.
Skagit Station Conference Room
Mount Vernon, WA

Valerie Rose called the meeting to order at 5:00 p.m.

Committee Members

Susan Pole
Valerie Rose
K.B. Johnson
Dick Philips

Skagit Transit

Dale O'Brien
Dennis Digges

Members of the Public

Tommie Yturralde
Caroline Nazareno

I. Public Comment:

Carolyn Nazareno asked what Skagit Transit is doing to promote growth in ridership. She explained that Facebook may be a way to let people know if buses are running late. It could also be a way to challenge people to ride the bus, maybe one day a week or by establishing a group to ride with.

II. Approval of minutes: There was not a quorum available to approve the minutes.

III. Notes from the field: Valerie Rose rode Route 207 and was disappointed to see that WalMart was still being used on the bus reader boards. It was explained by management that changing the sign was discussed with drivers. WalMart is a popular destination and is also printed in the Rider Guide.

VI. General Update: Dale O'Brien stated the Open House celebrating the 20th Anniversary of Skagit Transit will be Friday, December 27th at Skagit Station. There will be refreshments, the new video and two other Power Point presentations showing Skagit Transit's history and photos of the staff and drivers.

V. Unfinished Business: None

VI. New Business: Susan Pole discussed the list of suggestions from the October 2013 Open House. Some of the items discussed were encouraging Holiday light displays, Wi-Fi on buses, working with businesses to encourage employees to ride the bus. The list of suggestions from open house participants included field trips, more bus shelters, weekend trips on the Everett Connector and poster competitions for school kids. Also topics discussed included color coding bus routes, an eagle mascot and working with the YMCA or Boys and Girls Club.

VI. Adjournment

The meeting was adjourned at 6:00 p.m.

Susan Pole, Chair
Skagit Transit Citizens' Advisory Committee

Attest:

Mary Lozeau
Clerk of the Citizens' Advisory Committee