



**SANTA CRUZ METROPOLITAN TRANSIT DISTRICT (METRO)  
SPECIAL BOARD MEETING MINUTES\*  
NOVEMBER 12, 2021 – 9:00 AM  
CHAMINADE RESORT & SPA  
ONE CHAMINADE LANE  
SANTA CRUZ, CA**

The Santa Cruz METRO Board of Directors convened a special meeting as referenced above. The Meeting Agenda Packet can be found online at [www.SCMTD.com](http://www.SCMTD.com) and is available for inspection at Santa Cruz Metro's Administrative offices at 110 Vernon Street, Santa Cruz, California. \*Minutes are "summary" minutes, not verbatim minutes. Audio recordings of Board meeting open sessions are available to the public upon request.

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**1 CALL TO ORDER** at 9:12AM by Chair Lind.

**2 ROLL CALL:** The following Directors were **present**, representing quorum:

<b>Director Jimmy Dutra</b>	<b>City of Watsonville</b>	<b>LV 10:00AM RET 12:10P</b>
<b>Director Shebreh Kalantari-Johnson</b>	<b>City of Santa Cruz</b>	
<b>Director Manu Koenig</b>	<b>County of Santa Cruz</b>	
<b>Director Donna Lind</b>	<b>City of Scotts Valley</b>	
<b>Director Bruce McPherson</b>	<b>County of Santa Cruz</b>	
<b>Director Donna Meyers</b>	<b>City of Santa Cruz</b>	<b>Presence visually acknowledged</b>
Director Alta Northcutt	City of Watsonville	
<b>Director Larry Pageler</b>	<b>County of Santa Cruz</b>	
<b>Director Kristen Petersen</b>	<b>City of Capitola</b>	<b>LV 11:59A</b>
<b>Director Dan Rothwell</b>	<b>County of Santa Cruz</b>	<b>LV 9:20AM</b>
<b>Director Mike Rotkin</b>	<b>County of Santa Cruz</b>	
Ex-Officio Director Dan Henderson	UC Santa Cruz	
Vacant Ex-Officio Director	Cabrillo College	

**3 ADDITIONAL DOCUMENTATION TO SUPPORT EXISTING AGENDA ITEMS**  
Hearing none, Chair Lind moved to the next item.

### **REGULAR AGENDA**

**4. CEO/GM AND BOARD WORKSHOP – LAYING THE GROUNDWORK FOR THE STRATEGIC PLAN UPDATE WORKSHOP**

CEO Clifford welcomed the participants and invited Teri Fisher and Carita Ducre to provide a brief introduction to today's intention. No formal actions will be taken at this meeting.

Ms. Fisher and Ms. Ducre spoke to the attached presentation engaging the assembly.

CEO Clifford provided several updates on a variety of subjects including, but not limited to, PEPPRA and potential funding impact, information received from recent APTA and CTA conferences, potential labor shortages, vaccination mandates, what to anticipate in the post-pandemic environment, industry trends such as remote versus in-person work environment, etc.

*Director Rothwell departed at 9:20AM*

*Director Dutra departed at 10:00AM*

Danielle Glagola, Marketing, Communications & Customer Service Director, briefly elaborated on the attached "Santa Cruz METRO Talking Points" which was distributed to the assembly.

Chuck Farmer, CFO, provided a quick preview of the financial update to be presented at the November 19<sup>th</sup> Board meeting and praised the members of his staff for their support and contributions to the success of METRO.

Margo Ross, COO, also thanked her staff, announcing an upcoming employee appreciation program that will be introduced in the near future to recognize employees for service above and beyond expectations. She stressed the need for updated technology and the changing work environment as Generation Z enters the workplace.

John Urgo, Planning and Development Director, previewed the ridership information to be shared at the November 19<sup>th</sup> Board meeting, expressing concern about implementing more service than required. Directors Pageler, Rotkin and Mr. Urgo discussed UCSC's ridership and why it has not returned to pre-COVID levels.

Carita introduced rewriting the Mission Statement and Strategic Priorities. The top six 2022-2023 strategic priorities proposed by management are:

- Strong Community Connection
- Shift the Culture to Adjust to a Changing Transit Environment
- Intelligent Transit Through Technology
- Financial Stewardship
- Service Quality
- Safety

*Director Petersen departed 11:59AM*

*Director Dutra returned 12:10PM*

Several Directors provided suggestions pertinent to the proposed strategic priorities; e.g., reach out to the local schools to improve congestion, etc.

The Directors present provided staff direction to develop a complete strategic plan to be presented by Mr. Urgo at the January 2022 Board meeting.

There was no public comment.

*Director McPherson departed at 12:55PM*

**5. ANNOUNCEMENT OF NEXT MEETING: FRIDAY, NOVEMBER 19, 2021 AT 9:00 AM, VENUE (TELECONFERENCE OR PHYSICAL) TO BE DETERMINED**

Donna Lind, Board Chair

**6. Chair Lind adjourned the meeting at 1:00PM.**

Respectfully submitted,

Gina Pye

Executive Assistant

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