



**Colorado State University**  
**Alternative Transportation Fee Advisory**  
**Board 2021-2022**

SEPT 27, 2021  
LSC 376

Approved  
Recorded by: Helen Flynn

I. Call to Order - 5:30pm

II. Attendance

<b>Name</b>	<b>Title</b>	<b>Affiliation</b>	<b>Present?</b>
<b>Mark Kohn</b>	Chair	Executive Board	X
<b>Helen Flynn</b>	Vice-Chair		X
<b>Micheal Townsend</b>	Financials		X
<b>Adam Vance</b>	Representative	ASCSU At Large	X
<b>XX</b>	Representative	ASCSU At Large	
<b>XX</b>	Representative	Ag Sciences	
<b>Rob Long</b>	Representative	Business	X
<b>Jack Powell</b>	Representative	CVMBS	X
<b>Colin Hill</b>	Representative	Engineering	X
<b>Michael Needham</b>	Representative	Graduate School	X
<b>XX</b>	Representative	HHS	
<b>XX</b>	Representative	Liberal Arts	
<b>David Wise</b>	Representative	Natural Sciences	X
<b>XX</b>	Representative	Undeclared	
<b>Lucas Bunger</b>	Representative	Warner College	X

Approval Date: <Date or DRAFT>

III. Approval of Minutes from Last Meeting

Approved? Y/N

a. Yes

IV. Open Items

V. New Business

Update from the Spoke:

- HDS funding for 21-22 >> \$4500 covered move-in + covering space lease (value ~\$3000) + communication deliverables \$3385 = total \$11,107 in value, \$4500 in cash
  - deliverables = social media campaign, email, big ads
- staffing:
  - 11 employees currently
  - would like to hire 13-15
    - looking to expand on diversity of employees
    - 25 applicants so far - 4-5 interviews per week
  - trying to create a buffer for COVID by hiring more employees
  - labor tracking
- mobile shop: staffing and credit card challenges
  - 30 popups
  - Bike to Breakfast not as impactful for education, but good to get name recognition
  - possible shop at Ram's Village/International housing
- brick and mortar shop:
  - 2500 engagements so far (higher than last year AND previous year pre-covid)
  - installation of signage is intended to be completed by end of calendar year
    - has already been approved by HDS
  - proposed appointment only hours over winter break

- stats/survey info:
  - increase in off-campus students and upperclassmen
  - lots of positive feedback thus far

#### Rental Bikes:

- 8 rental bikes for FA21, more to come in SP22
  - overhauled all bikes this semester
  - will relaunch program FA22
  - price of bikes ^^^
    - increase in our costs ~\$3000
  - all bikes gone prior to start of school >> lots of demand, not enough bikes, not enough money to buy more bikes
- several Qs asked by board>> mostly related to info that was already solidified by board in the past
  - ran out of time>> email presenter, give board access to drive with presentations, past proposals that were approved, etc

#### SkiSU:

- funded by ATFAB since 18-19
  - switched to all Ikon destinations >> low ridership at Epic locations
  - now \$23 for students and \$30 for staff
    - prices are in response to survey
- Michael asks about accuracy of stats regarding price change
    - erica will send a new spreadsheet/revised info
  - Mark asks about employees being allowed to purchase tickets >> wasn't offered during covid
  - Adam: have you considered increasing advertising?
    - Erica: yes, target freshmen/on-campus people. We run a story in the collegian. Suggestions?
    - Mark: Social media
  - Michael: If you are raising prices, what will you do with the extra money we gave you?
    - Erica: ATFAB will get back excess? If not, we will spend money on marketing, but we assumed you'd only award what was needed.

- Rob: Operating/marketing costs based on historical data?
  - Erica: yes, we estimate with HDS info plus prior costs

VI. Post Meeting Action Items

Action:	Assigned To:	Deadline:
get board on google drive and groupme	Helen	Next meeting/ASAP

VII. Motions Made

- **Motion 1- Approval of Minutes**
- **Motion 2**
- **Etc.**