



**Strategy Committee Minutes**  
**July 13, 2020 8:30 AM**  
**101 Queen City Road, Burlington VT 05401**  
**Meeting held virtually via Zoom Meeting**

**Present via ZOOM:**

Commissioner Buermann  
Commissioner Holland  
Commissioner Pouech  
Alternate Commissioner Gallagher

Jon Moore, General Manager  
Jamie Smith, Director of Marketing & Planning  
Milia Bell, Marketing Coordinator  
Nick Foss, Director of Finance & Grants

**Open Meeting**

Commissioner Buermann called the meeting to order at 8:31AM

**Adjustment of the Agenda**

No adjustments

**Public Comment**

No comment

**Approval of Committee Minutes**

Commissioner Pouech made a motion to approve the minutes, Commissioner Holland seconded. All were in favor and the minutes were approved.

**Strategic Plan Discussion**

Mr. Moore reviewed GM goals to update and improve the current Strategic plan. The committee agreed to move forward with creating a new plan.

Highlights from Mr. Moore's update include:

- Develop a vision statement
- Develop a mission statement
- Develop ACE (Achievable, Clear, Exciting) goals for the plan
- Structure for the plan should include a goal, strategy, KPI, and tactic

Mr. Moore reviewed the current Strategic Plan, suggesting that the Committee develop a maximum of 5-6 solid goals.

Mr. Moore suggested that the Committee begin to develop a new plan at the next Strategy Committee meeting using the diagram he presented as a guide. In an effort to have a draft for the Fall, the committee agreed to meet monthly (instead of every other month).

**Commissioner Items**

Commissioner Pouech asked for an update on COVID-19. Mr. Moore said that operationally not much has changed. We are still well stocked with PPE. Ridership is picking up, we have scheduled backup buses due to our boarding maximums.

Mr. Moore reviewed the employee leisure travel guidance. Anyone who travels to a location that requires someone to quarantine is required to quarantine upon return. Mr. Moore is awaiting more guidance on quarantine requirements and whether that the quarantine time is eligible to be paid by federal funding.

**Adjourn**

Commissioner Pouech made a motion to adjourn, Commissioner Holland seconded. All were in favor and the meeting adjourned at 9:32AM.