

**THE COAST RTA-WACCAMAW RTA
BOARD MEETING**

July 27, 2011

12:00 p.m.

Board Present:

Ivory Wilson, Chair
Katherine D'Angelo
Bernard Silverman
Dr. Nicholas Twigg
Joseph Lazzara
Glen O'Connell

Staff present:

Myers Rollins, General Manager
John Glover, Director of Operations
Julie Norton-Dew, Budget & Finance
Felicia Beaty, Director Human Resources
and Organization Development
Yvette Jefferson, Marketing and Community
Relations
Joe Ponticello, Budget and Internal Controls
Barbara Blain-Olds, Staff Attorney
Lynette Nobles, Office Manager

Also Present:

Pam Creech, President of Citizens Advisory
Committee
Gary Loftus, Horry County Council
Bobby Lamb

In accordance with the Freedom of Information Act (FOIA), notices of the meeting were provided to the press stating the time, date, and place of the meeting on July 25, 2011.

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:05 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Ms. D'Angelo gave the invocation. The Pledge of Allegiance was recited.

ANNOUNCEMENT OF QUORUM/ROLL CALL: Roll call was taken. A quorum was present.

ACKNOWLEDGMENT OF VISITORS: Chairman Wilson welcomed all visitors.

PUBLIC COMMENT: (none)

APPROVAL OF MINUTES: It was properly moved and seconded that the minutes from the previous meeting be approved. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

INTRODUCTION OF NEW STAFF:

Mr. Rollins said the new staff is part of the ongoing determination of Coast RTA to serve the public. He introduced new Staff Attorney, Barbara Blain-Olds, saying she worked as an assistant city administrator with Conway, as an Horry County public defender, with the South Carolina Department of Social Services, with the Horry County Solicitor's Office, with Children Unlimited, Inc., and with the governor's office as the executive director of the Waccamaw Area Agency on Aging, and was a recipient of the Myrtle Beach Chamber of Commerce award for distinguished leaders in the community, the Ann DeBock Award. Ms. Blain-Olds said she was delighted to be part of the organization.

Ms. Beaty also introduced new and newly promoted staff members:

Joseph Friedman, promoted from Maintenance Manager to Director of Maintenance Services
Joe Ponticello, previously having worked at Ernest and Young and at Cablevision, Budget and Internal Controls Manager

Delisa Lee Jones, promoted from dispatcher to Human Resources Assistant

Jeanie Vereen, promoted from paratransit operator to dispatcher

Tamara Allen, promoted from fixed route operator to dispatcher

Courtney Smith, promoted from fixed route operator to dispatcher

Arian Nicola, Robert Ray, Matthew Simon, Keena Wells, Courtney Farris, Chedebra Colburn, Donna Vaught, Michael Senecha, Curtis Spike, Tony Farewell were introduced as newly hired drivers. Christopher Smith was introduced as a new mechanic.

Ms. Beaty also said Lynette Nobles had been recognized by SCDOT as "one of the people you should know in transit," and read aloud a copy of the article.

Mr. Silverman told Mr. Friedman said the buses he'd ridden were always in good shape, clean, and in good repair.

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

Resolution JUL2011-27: Authorization to Award Contract to Aramark Uniform Services, Inc. to Furnish and Service Bus Operator and Maintenance Employee Uniforms -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to execute a contract with Aramark Uniform Services, Inc. for furnishing and servicing bus operator and maintenance employee uniforms for a two (2) year term with options to renew, for a period not to exceed a total of five (5) years.

Resolution JUL2011-28: Authorization to Receive FY 2012 Funding from Horry County -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to receive FY 2012 funds in the amount of \$1,055,000 from Horry County for mass public transportation improvements.

Resolution JUL2011-29: Authorization to Receive FY 2012 Funding from the City of Myrtle Beach: A motion of the Board of the Waccamaw Regional Transportation Authority, authorizing the General Manager/Secretary Treasurer to receive FY 2012 funds in the amount of \$250,000 from the City of Myrtle Beach for mass public transportation improvements.

Resolution JUL2011-30: Authorization to Receive FY 2012 Funding from Georgetown County -- A motion of the Board of the Waccamaw Regional Transportation Authority, authorizing the General Manager/Secretary Treasurer to receive FY 2012 funds in the amount of \$220,000 from Georgetown County for mass public transportation improvements.

Resolution JUL2011-31: Application for Discretionary Program Grants (Section 5309) for the State of Good Repair Bus Initiative -- A motion of the Board of the Waccamaw Regional Transportation Authority, authorizing the General Manager/Secretary Treasurer to file an application with the Federal Transit Administration for discretionary Bus & Bus Facilities funds in support of the "State of Good Repair" initiative.

Resolution JUL2011-32: Application for Discretionary Program Grants (Section 5309) for the Bus & Bus Facilities Livability Initiative -- A motion of the Board of the Waccamaw Regional Transportation Authority, authorizing the General Manager/Secretary Treasurer to file an application with the Federal Transit Administration for discretionary Bus & Bus Facilities funds in support of the "Bus Livability Program" initiative.

Mr. Silverman asked if the buses to be replaced had exceeded their useful lives. Mr. Rollins said they had, and that the Bluebirds had been inconsistent producers. An exception to FTA requirements will be requested for those buses with a history of trouble. The grants in question are 83/17, with a 17% local match.

Regarding Resolution 32, the FTA recently announced the grants to improve bus service. The Coast RTA's objective is to purchase 6 custom lifts for repair of buses, and 2 sixty foot articulated vehicles.

It was properly moved and seconded that each of the resolutions be approved. There being no further questions, a voice vote was taken on each. No nays being heard, the resolutions carried.

CITIZENS ADVISORY COMMITTEE:

Pam Creech reported that the committee had been updated on the new route at the last meeting, and had met new employees. She said the new employees will be an asset. The Citizens Advisory Committee will return to its original purpose, and would be holding meetings in Green Sea, Carolina Forest, and Aynor, meeting with seniors, students, and libraries. These are the first three series of meetings which will ultimately encompass every district. The CAC will work with Ms. Jefferson to compile a survey to determine how many people live in the main arteries, and would benefit from public transportation.

Ms. Creech also noted that the Citizens Advisory Committee had originally been scheduled to meet 6 times a year, but that it had become clear they needed to meet 12 times a year.

Chairman Wilson asked Ms. Creech for her contact information. He also welcomed Horry County Councilman Gary Loftus, and asked him to encourage other council members to attend Coast RTA's board meetings.

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara said the committee had met and discussed the financial reports. The reports have been reviewed and accepted. He said Ms. Norton-Dew was doing an excellent job.

Ms. Norton-Dew said she was excited about the new internal controls position, and that Coast RTA was under budget for the year. She further said contracts have been signed with the City of Myrtle Beach, Horry County, and Coastal Carolina University. The final budget has been placed on the website, and the YTD final financial report will be provided in August.

Planning and Operations Committee: Dr. Twigg said the committee had met and gone through an aggressive agenda. Fixed route rider total for the year was 699,991; total ridership was at 723,981. Four items were discussed in the meeting: bus routes, vehicle acquisition, the shelter project, and public/private partnerships, which are all part of the strategic plan.

Mr. Rollins said for the first time, Coast RTA is able to plan for the future, based on more reliable funds. Coast RTA is in the development stages of route mapping for new service to Myrtle Beach, North Myrtle Beach, and fixed route service to the airports. Meetings are planned to further those initiatives. A bus acquisition plan is being developed to predict the growth of the fleet over the next five years. Different types of rolling stock are being discussed, including vans, trolleys, and articulated vehicles. Regarding the shelter project, they should be placed in key destinations with signage, and take advantage of technology. The focus the coming year will be to get tourists out of cars and onto buses. To do that, Coast RTA will reach out to private partners, for a planned service rollout next spring.

Dr. Twigg reminded that part of Coast RTA's mission statement included enhancing the quality of life for residents and support the growth of tourism. He asked Mr. Rollins to comment on a new initiative with Coastal Carolina University

Mr. Rollins said Coastal Carolina University is the fastest growing educational institution in the state with in excess of 9000 students this year. 6 buses and 13 drivers are committed to serving Coastal Carolina University. This fall, a U-Pass program will be introduced, wherein students can access the campus via the route structure, but can ride all routes except the Charleston, express, and demand response. Coast RTA is working with Coastal Carolina University's IT staff to make sure students can swipe cards and access any route. Coast RTA is also working to introduce Wi-Fi, to make smart technology available to students around the campus.

Marketing Committee: Mr. Silverman said the committee had met, and that Ms. Jefferson had provided a typically large packet of press releases. Mr. Silverman further said that for years, there had been an issue with lack of notices to riders, and that Ms. Jefferson was doing a great job addressing that problem.

Ms. Jefferson again reiterated the large growth in ridership the previous year, approximately 147,000 more than the previous year, which is a 25% increase. She is looking forward to working with Coastal Carolina University students, and will provide a presentation on the first day to those students, to make sure they are familiar with how to use the service.

Chairman Wilson said he was glad to see positive press releases.

By-Laws Committee: Mr. Wilson he had met with Dr. Twigg, and no changes were needed. Mr. Silverman asked if the Executive Committee (comprised of the Chair, the past Chair, the Vice Chair, and the head of the Finance Committee) shouldn't be addressed in the bylaws. Ms. D'Angelo asked if a resolution hadn't been passed in that regard. Mr. Rollins said he would like to appoint Staff Attorney Barbara Blain-Olds to look into the issue.

General Manager: Mr. Rollins said when he had come to Coast RTA 7 years prior, 70% of his time was spent asking for funding. This will be the first year that will not be necessary. He will now focus on strengthening partnerships, building consensus for improving mobility, working with local governments and business leaders, to educate them about what Coast RTA does and what value it brings to the private sector. Myrtle Beach has asked him to be part of a group seeking a 3 million dollar grant, as part of a \$60 million grant released by the federal government called "Sustainable Communities," a collaboration of HUD, DOT, and the EPA.

Mr. Rollins pointed out that in a study done by Coastal Carolina University. The number one challenge which keeps the area from being a first class community is the lack of reliable public transportation. They will meet weekly to prepare for the grant. Last year, the only city to receive it was Greenville, which obtained streetcars.

OLD BUSINESS (none)

NEW BUSINESS:

ELECTION OF VICE CHAIR: It was noted that 3 members were absent (Dr. Stanley, Mr. James, and Mr. Frazier), but that their sealed votes had been received earlier, and would be counted so long as those members could be reached by telephone. Dr. Stanley and Mr. James were contacted and placed on speaker phone. An unsuccessful attempt was made to contact Mr. Frazier.

The ballots were cast. Ms. Creech and Ms. Bain-Olds tallied the votes. Ms. Bain-Olds then announced the results of 2 votes for Mr. James and 6 votes for Mr. Silverman.

Chairman Wilson congratulated Mr. Silverman, saying he was a dedicated Board member. Mr. Silverman thanked everyone.

Chairman Wilson recognized Bobby Lamb as a loyal rider and advocate of Coast RTA. Bobby Lamb said he was sorry he didn't make it to more meetings, and that he will start coming more often. He said that knowledge was power, and suggested that Coast RTA take baby steps and begin to branch out into the community. He said Coast RTA is doing a great job.

Chairman Wilson also commended Ms. Creech for the exemplary job being done by herself and the Citizens Advisory Committee.

EXECUTIVE SESSION:

It was properly moved and seconded that the Board go into Executive Session. There being no questions, a voice vote was taken. No nays being heard, the motion carried. The Board went into Executive Session at 1:05 p.m.

RETURN TO REGULAR SESSION:

The Board came out of Executive Session at 2:43 p.m. No action was taken.

ADJOURNMENT:

It was properly moved and seconded that the Board adjourn. There being no questions, a voice vote was taken. No nays being heard, the motion carried. The Board adjourned at 2:45 p.m.