

**THE COAST-WACCAMAW RTA
BOARD MEETING
October 26, 2011
12:00 p.m.**

Board Present:

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

Staff present:

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

Also Present:

Pam Creech, President Citizens Advisory Committee

Richard White
Albert D'Andrea
Rodney McCoy
Ebony George
Eddie Rhodes
Larry Green
Floretta Hill
Thomas Titaman
Marcus Brown
Anthony Moore
Daryl Brown
David Meredith

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 October 24, 2011.

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:03 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Dr. Stanley 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.

EMPLOYEE/OPERATOR OF QUARTER: Mr. Rollins announced that the Operator of the Quarter was Anthony "Tony D." Fairwell, and the Employee of the Quarter was Joe Ponticello. Both were given gift certificates, and their pictures will be displayed at the Coast RTA offices.

INTRODUCTION OF NEW EMPLOYEES: Ms. Beaty introduced the Board to new employees present.

Mr. Rollins said Ara Heinz had been recruited by the Horry County school system. Everyone is excited for her, and a farewell party will be held Friday. Kevin Parks will replace her.

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.

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

Res. No. Oct2011-43: Approval of a Policy that Defines the Role of Policies in Daily Operations of the Authority -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to establish a policy that outlines the need and use of administrative and operational policies in the day-to-day operations of the Authority.

Mr. Rollins said this would improve internal controls, and draws a distinction between policy and procedure, giving latitude to change procedures to support Board policies. Mr. Silverman asked the difference between a policy and procedure. Mr. Rollins indicated a policy was more of a macro approach, with procedures designed to implement policies. Ms. Norton-Dew said this would accomplish standardization between departments regarding writing policies for Board approval, and had been recommended by the CPA firm. In the past, policies and procedures had been intertwined, which meant even such a small change in procedure as a name or title change had to come before the Board for approval.

Res. No. Oct2011-44: Approval of a Policy to Create Procedures to Document How Duties of the Authority are Fulfilled -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to establish a policy to create procedures to document how to carry out the day-to-day duties of the Authority.

Ms. Norton-Dew said this resolution involved how to write procedures. Dr. Twigg requested specifics in terms of policies with contents, and then procedures with contents.

Res. No. Oct2011-45: Authorization to Purchase a Voice Over IP (Internet Protocol) Phone System from the South Carolina State Contract -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to purchase a voice over IP (Internet Protocol) phone system from the South Carolina State Contract to be used throughout the Authority.

Mr. Rollins indicated this would replace an antiquated and unproductive phone system, replacing it with a better, state-of-the-art system at less cost.

Res. No. Oct2011-46: Authorization to Enter Into a Contract With American Medical Response (AMR) Access2Care to provide Non-Emergency Medical Transportation Services to Medical Recipients in Horry and Georgetown Counties -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to enter into a contract with America Medical Response

(AMR) Access2Care, to provide non-emergency Title XIX medical transportation services in Horry and Georgetown Counties.

Mr. Rollins indicated this was to reinstate Title 19. If Title 19 is not reinstated, the Board will be notified and the resolution will not move forward.

Mr. Silverman asked if there was a clause to get out of the contract. Mr. Rollins said he had conferred with Ms. Blain-Olds, and that either party has a right to cancel within 30 days. Dr. Twigg said he thought it was the duty of the transit authority to perform this function, and he supports it. Mr. Lazzara indicated his support as well.

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:

Ms. Creech reported that the last community meeting had been held at Aynor Senior Center, organized by Mr. Skipper. She thanked Mr. Wilson and Mr. Silverman for attending. She said there was good attendance, and that each community has different transportation needs.

Mr. Skipper had pictures of an old train which had run at one time from Aynor to Myrtle Beach, and remembered the bus which had gone to AVX, as part of the local history of public transportation. Mr. Rollins had done a presentation. The people in the community understand that transportation in the area will begin slowly. Discussion will be held with the mayor and council regarding a van. Other board members are welcome.

Luttie Floyd did a great deal of work eliciting comment from the people in Aynor. Ms. Creech said she feels like they are not reaching working people, and will discuss it at the Citizens Advisory Committee meeting in November. Another series of meetings may be necessary.

The Citizens Advisory Committee wants to go to Georgetown in January. However, usually local representatives of the committee set up those community meetings, and at present, all representatives from Georgetown have resigned. The Georgetown League of Women Voters has been asked to recommend two candidates, and any suggestions from the Board will be appreciated.

The Horry County Council budget retreat will be held November 17th. Ms. Creech will attend, and hopes members of the Board can also come.

The next Citizens Advisory Committee meeting will be held on Tuesday, November 8th at 10:00 a.m.

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara reported that the committee had met and discussed the resolutions dealing with policies and procedures, and finance reports had been reviewed and accepted. Ms. Norton-Dew reported that the RTA is currently on task and on budget. She and Mr. Rollins will be involved with the council's budget retreat. Chairman Wilson noted that he had seen a reduction of the authority's liabilities.

Planning and Operations Committee: Dr. Twigg reported that the committee wished to discuss Title 19 program update, shelter update, a meeting with SCDOT, the Quality Ride program, and route enhancements.

Mr. Rollins said the committee concentrated on updating the Board in the areas mentioned by Dr. Twigg. Title 19, as supported by the previous resolution, is in a state of dysfunction, and Coast hopes to work through the challenges to secure a contract, with respect to improving the quality of service provided. Coast has established

a Quality Ride Guarantee program, and he, Ms. Blain-Olds, and Ms. Jefferson will be working on that for the next few months to put together a plan which will allow Coast RTA to grade itself. Finally, plans were discussed to strengthen and enhance service offered to Horry and Georgetown, particularly with a focus on corridors currently not being served.

Dr. Stanley expressed his hope to get transportation offered to Green Sea. Ms. Jefferson said she gets requests from that area every day, and the form remains posted on the Coast RTA website.

Marketing Committee: Mr. Silverman said the committee had met, and that Ms. Jefferson had addressed in some regard every item on a very ambitious list for the year. Ms. Jefferson and Erica have been a big help with the Citizens Advisory Committee.

Ms. Jefferson said it had been a pleasure to work with the Citizens Advisory Committee, and thanked them for their assistance. She said she looks forward to expanding into the community, not only Georgetown but North Myrtle Beach. Ridership continues to improve, and she looks forward to continuing to promote the RTA services to the public.

By-Laws -- Ms. D'Angelo said she had spoken with staff attorney, Ms. Blain-Olds, regarding the conflict of interest policy and the executive committee formed a few months prior. There is some fine-tuning to be done before the committee presents the issues to the Board.

General Manager: Mr. Rollins reminded the Board that he had been in discussion with corporate Wal-Mart regarding specific locations to establish transit stations in all the local Wal-Mart parking lots. He then gave a presentation of the locations selected for each of the 8 Wal-Mart properties. He reminded the Board that Wal-Mart was the nation's largest employer, with over 2 million employees, and said it was a unique opportunity to become more self-reliant by forming a public/private partnership.

After the presentation, Mr. Rollins said Coast RTA hopes to use GSATS funds, and is awaiting feedback on the locations chosen from Wal-Mart. There will be a separate agreement for each store. This initiative has positioned Coast RTA to salvage the portion of the grant at risk for not being used.

Mr. Silverman asked about the million dollar grant. Mr. Rollins said there were three phases, and that approximately \$500 thousand had been spent, including a planner specialist for \$100,000. Phase 1 was to purchase shelters, and there is a two-year price guarantee. Phase 2 is the purchase of signage, and phase 3 is to introduce IT. DOT has been asked for an extension and the plan shared with them. DOT would like to see signed contracts. Mr. Rollins reminded that SCDOT played no role in the request and receipt of the million dollar grant, though SCDOT is administering the grant.

Ms. Norton-Dew said DOT wants to withdraw funds, but is not supported by GSATS.

Dr. Twigg asked if there was a need to involve cities regarding construction in the parking lots. Mr. Rollins said all would be done on private property, so there are no municipal issues. Mr. Rollins also said in one area, Coast RTA has been cited for stopping on the road to pick up riders, and the shelter will eliminate that problem.

Mr. Rollins also said he and Ms. D'Angelo met with the North Myrtle Beach city manager, city planner, the head of public works and marketing, and assistant manager, to discuss the request for a shuttle to support the closing of the drawbridge.

Ms. D'Angelo said North Myrtle Beach has hired a boat captain to get people across the waterway, whereupon Coast RTA would pick those people up and give them a ride to the local Bi-Lo. She expressed reservations about the odds of success directing people to get on a boat, when people are able to drive from the back of the area, and suggested a different way of picking people up. She also said North Myrtle Beach hadn't surveyed the

public to see what they needed or wanted, and suggested that if they want a route, they should pay for it.

Mr. Rollins said North Myrtle Beach would pay for the service requested, and has devised an alternate route for North Myrtle Beach. He did say an area of concern was falling afoul of the prohibition about charter service.

Ms. Blain-Olds said the FTA had to define charter, and that it was difficult to find a specific answer. The penalties are severe, so the FTA must be consulted, and Coast RTA must tread carefully.

OLD BUSINESS (none)

NEW BUSINESS: Mr. Silverman said he'd heard "partnerships" mentioned at AFTA, and wasn't clear if that meant legal agreement. There are two groups for Coast RTA to partner with, affordable housing and economic development, to go together to the county for funding next year. Additionally, he noted that Coast RTA is a public agency.

Dr. Twigg said Brad Lofton had been approached. Mr. Rollins said he'd had conversations with Mr. Lofton, and a meeting is anticipated. Regarding affordable housing, the federal government released a major grant three months previously, and partnered 3 government agencies to award money; the FTA, EPA, and HUD. Working through the city, Coast RTA has applied for funds "to support a sustainable housing initiative," with Myrtle Beach being the lead agency. If successful, Coast RTA will receive money to purchase a number of buses to increase transportation in low-income communities.

Ms. D'Angelo mentioned the partnership with Wal-Mart, which brings the possibility of things like scholarships for employee's children or continuing education.

Ms. Jefferson reminded everyone that the "Coats for Kids" program will be launched at 10 locations, with new locations requested. They are partnering with WPDE, and Myrtle Beach is being very supportive. Mr. Rollins said this is a Coast RTA "brand," and generates a lot of free publicity. Ms. Jefferson also mentioned expanding the program to include "blankets for babies."

Dr. Stanley reminded everyone to get flu shots.

Ms. D'Angelo asked for someone to check her email status.

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 1:34 p.m.