

**THE COAST-WACCAMAW RTA
BOARD MEETING
September 26, 2012
12:00 p.m.**

Board Present:

Ivory Wilson, Chair
Bernard Silverman
Lillie Jean Johnson
Covia L. Stanley, M.C.
Professor Nicholas Twigg
Joseph Lazzara
Mickey James
Katharine D'Angelo

Staff Present:

Myers Rollins, General Manager
John Glover, Director of Operations
Julie Norton-Dew, Chief Financial Officer
Felicia Beaty, Director Human Resources and
Organization Development
Yvette Jefferson, Director of Marketing and
Community Relations
Joe Ponticello, Director Internal Controls & IT
Lynette Nobles, Executive Assistant
Barbara Blain-Olds, Staff Attorney
Kevin Parks, Grants and Procurement Manager

Also Present:

Pam Creech, Citizens Advisory Committee

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 Monday, September 24, 2012.

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:00 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Rev. Mickey James 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: (none)

PUBLIC COMMENT: (none)

EMPLOYEE RECOGNITION: In lieu of employee recognition, Mr. Rollins requested that Felicia Beaty present a manpower report with restructure changes to the Board. Ms. Beaty noted that the Finance department realized several changes, and that existing employees were utilized for IT responsibilities, while Mr. Ponticello had revamped custodial duties with positive results.

Mr. Rollins inquired about the internship program, to which Ms. Beaty replied that Rashad Leonard from CCU has been an encouraging experience. He is being cross-trained throughout the company so that he will have a full understanding of the organization at the conclusion of his internship. It was suggested that Mr. Leonard receive a Certificate of Completion at the conclusion of his time with each department. Mr. Leonard will be evaluated by each division director and in turn will evaluate each division director.

Mobility Manager was discussed. Julie Norton-Dew advised that this grant was not going to be continued. We still have the person on staff, but she is being utilized in customer service and other areas.

Ms. Beaty continued with explanation on the manpower report. Katharine D'Angelo requested a dictionary of acronyms for Board reference.

Discussion ensued on Title 6 v. Title 7 (having to do with civil rights), with an explanation of the difference.

APPROVAL OF MINUTES: It was properly moved and seconded that the minutes from the previous meeting of August 29, 2012 be approved. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

CITIZENS ADVISORY COMMITTEE: Chair of the committee, Pam Creech, addressed the Board. Ms. Creech advised that even with spreading the word regarding a public meeting "DBE/Doing Business with Coast" on September 20, 2012, only 5 people attended. She thanked Coast RTA staff for their hard work in preparing the presentation. The workshop had a fairly disappointing turnout, and she recommended not doing a second meeting. The next CAC meeting is on October 4 at 10:00 a.m. and everyone is welcome to attend. Ms. Creech acknowledged that she needs more diverse CAC representation from different areas. The Board acknowledged and thanked Ms. Creech for her commitment and asked for her continued focus and dedication.

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

September 26, 2012

Page 2 of 5

Res. SEPT2012-38: Appointment to Board of Directors Georgetown County -- A motion of the Board of the Waccamaw Regional Transportation Authority accepting the appointment of Lillie Jean Johnson to serve a three (3) year term as the Georgetown County representative to the Waccamaw Regional Transportation Authority Board of Directors.

Res. SEPT2012-39: Authorization to Purchase Ten (10) Used 35 Foot Transit buses from the Greater Richmond Transit System (GRTC) – A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to execute a contract with GRTC Transit System in Richmond, Virginia for the purchase of ten (10) 35 foot used buses.

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.

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara reported that the committee had met that morning. Financial information was reviewed and accepted. Ms. Norton-Dew provided further commentary, advising that the renovation project and procurement opportunities were also discussed.

Planning and Operations Committee: Professor Twigg reported that the committee had met this morning and discussed several items, including the resolution to purchase 10 used buses and updates on the shelter.

Chairman Wilson requested an update on the Wal-Mart project. Mr. Rollins explained that unfortunately, this is a lost opportunity due to the logistics involved.

Mr. Rollins further responded to an inquiry about buses that have no a/c in that any buses with known a/c problems are pulled from service.

Marketing: Mr. Silverman said the committee had met that morning and requested commentary from Ms. Jefferson who reported that the focus is on community service now that the spring/summer season has concluded, and that we are gearing up for the Coats for Kids campaign. We have had great ridership, with a 32% increase YTD, and a 10% increase month-to-month. We are having very good response from CCU as well as HGTC, with positive results from the CCU football shuttles, with about 1,800 people using.

Professor Twigg noted that the mission statement needs to be reviewed to reflect the growth of the service area. He also commented on getting more choice riders, and extending shuttle service to acquire those riders.

Bylaws: (none)

General Manager: Mr. Rollins reported on conversations he has had with local business leaders (e.g. Brad Dean, Mayor Rhodes) led by Mr. Buck Waters concerning a fixed guideway and creating a commuter rail. This would be a fixed guideway that would connect Myrtle Beach to Conway to Chadbourn to Georgetown and back to Myrtle Beach. A solicitation is being crafted to have a study done and secure grant funding. There is also interest in bringing Amtrak closer. There was discussion on the track pattern, and it was asked if Whiteville could possibly be along the pattern. Mr. Rollins noted that some tracks have been covered by asphalt and we are currently working towards a feasibility study with regards to the possibility of this critically important project.

Regarding the business opportunity he and Julie presented to the City of Myrtle Beach regarding the free Entertainment Express, the long-term plan was to make the ride itself more of an attraction by putting a trolley on that route. The City of Myrtle Beach has provided capital funds to purchase a trolley, and we are now challenged with the task of figuring out how we will put a trolley on that route next year.

We are considering outsourcing the following:

- Myrtle Beach Airport Shuttle, which is scheduled to commence about March of 2013. We are performing due diligence with regards to the possibility of outsourcing to a private firm, and will make a recommendation to the board once completed;
- Paratransit. This is a fractured project with exorbitant costs in which outsourcing may be a viable option.

Discussion ensued on each of the above items. Mr. Rollins advised that there are many ways to address any concerns, and that all conditions as to level of service would be stipulated in any considered contracts. A question was also raised about funding, and Mr. Rollins advised that it is indeed funded as the outsourced company's financials would be audited as well as their Human Resources compliance with SCDOT requirements, etc. There was also significant discussion on transportation to airports, hotels, etc., so that the public has various options.

Mr. Rollins advised that he is moving forward with bringing in a professional consultant to evaluate the routes, look at efficiencies, quantify costs, and recommend areas to reduce expenses.

Mr. Rollins advised that he and Yvette met with the principals of the Myrtle Beach school system, at their request, regarding transportation demands of children with pre-school and after school activities. Transportation alternatives were discussed. This is a project that will require due diligence as well, especially since the school district is willing to pay for this service. This would be approached as a pilot project and we will look at designing a route to accommodate the needs of the children with transportation issues.

September 26, 2012

Page 4 of 5

Dr. Stanley commended Mr. Rollins on his commitment and efforts for the advancement of the company.

Professor Twigg asked Ms. Jefferson for an update on CCU. Ms. Jefferson advised that there is a group of special needs students at CCU. Ms. Jefferson has met with CCU and is now looking at ways we can assist these students with their special transportation needs.

OLD BUSINESS: (none)

NEW BUSINESS: (none)

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 Board went into Executive Session at 1:09 p.m.

RETURN TO REGULAR SESSION: The Board came out of Executive Session at 2:20 p.m. and announced that no action was needed as a result of Executive Session.

Ms. Nobles announced a SCDOT-sponsored free workshop for Board members “*Boards That Perform: The Roles and Responsibilities of Transit Board Members*” being held in Florence, SC on Tuesday, November 13, 2012. The workshop is free and lunch is provided. Coast RTA will provide transportation for those members who wish to attend. Board members are to let Ms. Nobles know if they wish to attend, in order to complete registration. The registration deadline is November 2, 2012.

ADJOURNMENT: It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 2:30 p.m.