

**THE COAST-WACCAMAW RTA
BOARD MEETING
October 31, 2012
12:00 p.m.**

Board Present:

Ivory Wilson, Chair (via conference)
Bernard Silverman
Lillie Jean Johnson
Joseph Lazzara
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
Tom Arends, Material Controls & IT Specialist

Also Present:

Pam Creech, Citizens Advisory Committee
Gary Loftus, Horry County Council
Chris Eldridge, Horry County Administrator
Maya Prabhu, The Sun News
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 Monday, October 29, 2012.

CALL TO ORDER: Co-chairman Silverman called the meeting to order at 12:00 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Joseph Lazzara 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:

Chris Eldridge, Horry County Administrator
Maya Prabhu, The Sun News
Bobby Lamb, Coast Rider
Gary Loftus, Horry County Council

PUBLIC COMMENT: (none)

EMPLOYEE RECOGNITION: (none)

APPROVAL OF MINUTES: It was properly moved and seconded that the minutes from the previous meeting of September 26, 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 reported that there continues to be discussion regarding ridership. Most would like to see the NMB route return to service; would be a good link for the people from Finklea and Loris. Mayors of Loris and Aynor are talking with CAC volunteers about having something that would connect their people to current routes. Although everyone realize it costs money, they want and need the connectivity that ridership brings. Ms. Creech encouraged participation in the upcoming Horry County Council budget retreat on November 16. CAC will meet next in January. General Manager Rollins commented that, as part of the growth initiative, we continue to reach out to stakeholders in all four corridors, Horry County in particular. Leading up to the 2010 campaign, the consensus was that Coast RTA was most vulnerable in the NW corridor, so we agree that we should deliver some level of service. Mr. Rollins has a meeting with Mayor David Stoudenmire on November 8 to discuss what is fair and reasonable in light of mutual budget restraints.

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

Res. OCT2012-40: Adoption of a Policy for Vehicle Accident/Incident Reporting -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Chief Executive Officer to implement a Vehicle Accident/Incident Reporting Policy.

Res. OCT2012-41: Adoption of a Policy for Non-Vehicular Accident/Incident Reporting – A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Chief Executive Officer to implement a Non-Vehicle Accident/Incident Reporting Policy.

Res. OCT2012-43: Authorization to Approve Tyco Integrated Security for Security Cameras and Door Lock Expansion - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) authorizing the General Manager/Chief Executive Officer to enter into an agreement with Tyco Integrated Security to install Security Cameras and Door Lock expansions as outlined in IFB 090112, funded through 2009 Unobligated ARRA funding, as part of current capital facility renovation projects.

Res. OCT2012-44: Authorization to Implement a Policy for Company Assets Issued to Employees - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) authorizing the General Manager/Chief Executive Officer to implement a policy for Company Assets Issued to Employees.

Res. OCT2012-45: Authorization to Implement a Policy for Revenue Recognition - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) authorizing the General Manager/Chief Executive Officer to implement a Policy for Revenue Recognition.

Res. OCT2012-47: Approval of Waccamaw Regional Transportation Authority Revised Fiscal Year 2013 Budget - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) to adopt the Revised Fiscal Year 2013 Budget for the period July 1, 2012 to June 30, 2013 and authorizing the General Manager/Chief Executive Officer to manage the fiscal affairs of the Authority in accordance to the Fiscal Year 2013 revised operating budget amounts.

Res. OCT2012-48: Authorization to Purchase Additional Electronic Fare Collection Equipment from GFI/Genfare - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) authorizing the General Manager/Chief Executive Officer to purchase electronic fare collection equipment from GFI/Genfare.

Res. OCT2012-49: Approval of Waccamaw Regional Transportation Authority to Purchase New Tires for Ten (10) Buses - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) to approve the purchase of new tires for ten (10) buses, to be transferred into the Authority's fleet from Richmond, Virginia. The tires will be purchased through the South Carolina State Contract at a cost of approximately \$22,000.

Res. OCT2012-50: Authorization to Approve Tyson Sign Company for Restriping Ten (10) Buses - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) authorizing the General Manager/Chief Executive Officer to approve Tyson Sign Company, the current vendor under contract with the Authority, to provide vehicle restriping services on the Authority's ten (10) buses to be transferred from Richmond, Virginia at a cost of approximately \$20,450.

Res. OCT2012-51: Authorization to Implement a Policy for User Password Access to

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Server - A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) authorizing the General Manager/Chief Executive Officer to implement a policy for User Password Access to Server.

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. Also, he reviewed the revised 2013 budget with Ms. Norton-Dew on Monday. This morning the bank reconciliation report was reviewed and accepted. All was reviewed and accepted at the meeting this morning. Ms. Norton-Dew provided further commentary, and thanked the board for the approved resolutions. This morning she also reviewed the year-end results that were submitted to SCDOT and FTA.

Planning and Operations Committee: Mr. Rollins reported that the committee had met this morning. The Chair, Professor Twigg is in Washington, DC on business. There was lively discussion on four key initiatives:

1. Fixed route service to and from the International Airport. Have had several discussions with key airport personnel, including Mr. Michael LaPier, and have reached an agreement on how to implement and introduce that fixed route service since Myrtle Beach is the only one of the top 10 tourist destinations that does not provide some sort of ground transportation to and from the airport. This will allow us to be more competitive and offer a better quality of service to the public.
2. Provided the board with an overview of a joint partnership with the City of Myrtle Beach to take steps to build a world-class multi-modal facility that will include a new transfer hub east of the intra-coastal waterway, new administrative offices, and ideally a platinum LEED certified 20-bay bus maintenance facility and space to safely store our rolling stock;
3. Overview of our contract with CCU, including a review of each route and ridership; and
4. An overview of the continued challenges facing us with regards to our rolling stock, which continues to be a challenge for us to develop and implement a short-range distance plan.

Marketing: Mr. Silverman said the committee had met that morning was provided an overview by Ms. Jefferson on a very aggressive schedule. Stated that advertising revenue YTD is an unprecedented almost \$10K. Ms. Jefferson reported on various activities, including the Coats for Kids campaign, where we are partnering with other businesses so that we can grow this particular event. We have had great ridership, with a 22% increase YTD, with a total ridership of 321,000. Also reported that Mr. Rollins was presented with the Mable Doctor Economic Achievement Award from the Conway Branch of the NAACP, which was a great honor.

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Bylaws: (none)

While waiting for the General Manager report to queue up, Mr. Gary Loftus advised that the Horry County Council Budget Retreat will be held at the County Council conference room, from 9:00 until on November 16.

Ms. Julie Norton-Dew presented a report on MAP-21 (Moving Ahead for Progress in the 21st Century Act), and reviewed the following topics:

1. Current Authorized Funding;
2. MAP-21 Authorized Funding;
3. Highlights of Program Changes;
4. What MAP-21 Means for FTA Grantees;
5. Safety Program;
6. State of Good Repair (SGR) Grants;
7. Transit Asset Management Provisions;
8. Bus and Bus Facilities Formula Program;
9. Public Transportation Emergency Relief;
10. TOD Planning Pilot;
11. Urbanized Area Formula Grants;
12. Enhanced Mobility of Seniors and Individuals with Disabilities;
13. Rural Area Formula Grants;
14. Fixed Guideway Capital Investment Grants;
15. Metropolitan and Statewide Planning Program;
16. Research, Development, Demonstration, and Deployment;
17. Technical Assistance and Standards;
18. Human Resources and Training; and
19. Other Notable Provisions.

After the presentation, Ms. Katharine D'Angelo made a subsequent request for a listing of acronyms. Ms. Nobles responded that this document is currently being developed.

General Manager: Mr. Rollins presented a presentation to the Board that was originally presented to Senator Lindsey Graham and staff on June 20, 2012. Mr. Rollins reviewed the following areas of focus:

1. Introduction of Coast RTA Board of Directors;
2. Vision and Mission of Coast RTA;
3. Key Strategic Priorities;
4. Operating Budget;
5. Population Statistics;
6. Definition of Public Transportation;
7. Who utilizes public transportation; and
8. Severe Disparity in Local Funding Dollars between Coast RTA and Areas with Comparable or Even Much Less Annual Tourism.

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Mr. Rollins summarized the presentation by stating exactly what was requested, and that was the need to increase the reliability and the size of the Coast RTA fleet. We only have 42 buses. Asked the senator and staff to look at the accommodations taxes, and ultimately stated that it is critical that Coast RTA secure a portion of the \$400M that MAP-21 allocates for bus procurements, and to assist Coast RTA to get in the front of the line so that Coast RTA can adequately service both counties. We need 20 new buses, which will require \$7M in new revenue. Mr. Rollins also found it interesting that Senator Graham and staff were unaware that Coast RTA is a first responder in the case of natural disasters, thus driving home the need for additional rolling stock. The senator's office provided advice; suggesting that Coast RTA prepare a White Paper, and go to DOT and meet with the federal administrator.

OLD BUSINESS: (none)

NEW BUSINESS: (none)

EXECUTIVE SESSION: (none)

ANNOUNCEMENTS: Mr. Silverman stated that this is the last board meeting for 2012. The next board meeting is scheduled for January 30, 2013 at 12:00 p.m.

ADJOURNMENT: It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 1:30 p.m.