

**THE COAST-WACCAMAW RTA  
BOARD MEETING  
January 30, 2013  
12:00 p.m.**

**Board Present:**

Ivory Wilson, Chair  
Bernard Silverman  
Lillie Jean Johnson  
Joseph Lazzara  
Katharine D'Angelo  
Nicholas Twigg  
Mickey James  
Covia Stanley, MD  
Gary Loftus

**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  
Kevin Parks, Grants and Procurement Manager

**Also Present:**

Bo Ives, Citizens Advisory Committee  
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, January 28, 2013.*

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

**INVOCATION/PLEDGE OF ALLEGIANCE:** Dr. Covia Stanley gave the invocation. The Pledge of Allegiance was recited.

**SWEARING IN OF NEW BOARD MEMBER:** Mr. Gary Loftus was duly sworn in by Lynette Nobles, Executive Assistant. Chairman Wilson welcomed Mr. Loftus and provided

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general information as to the requirements of the Board. Chairman Wilson advised that Board members are required to serve on various committees and subsequently assigned Mr. Loftus to the Planning Committee and the Bylaws Committee. Board introductions were made.

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

**ACKNOWLEDGMENT OF VISITORS:**

Bobby Lamb, Coast Rider

**PUBLIC COMMENT:** (none)

**EMPLOYEE RECOGNITION:** Mr. James Duncan was recognized as Operator of the Quarter. Mr. Rollins made very positive and favorable comments as to Mr. Duncan's dedicated service to Coast, and Mr. Duncan thanked Mr. Rollins and the Board for the recognition.

Ms. Pamela Glenn was recognized as Employee of the Quarter. Mr. Rollins made very positive and favorable comments as to Ms. Glenn's dedicated service to Coast, and Ms. Glenn thanked Mr. Rollins and the Board for the recognition.

**APPROVAL OF MINUTES:** It was properly moved and seconded that the minutes from the previous meeting of October 31, 2012 be approved. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

**CITIZENS ADVISORY COMMITTEE:** Bo Ives represented the Citizens Advisory Committee in the absence of Chair of the committee, who is out of town. Mr. Ives reported that the Coast on the Road Participation Project is complete, and have also finished a "Doing Business with Coast" seminar. We now have a canned program that groups can use on that presentation. CAC looks forward to collaborating on the next project, and what next focus can be. The next CAC meeting is February 7, 2013 at 10:00 a.m.

**MASS TRANSIT PRESENTATION:** CEO Rollins opened the presentation by stating that this agenda item is a new feature that has been added to the agenda in an effort to ensure that everything that is done is transparent, and to apprise the Board of current events as they take place. Each month it is the plan to make a brief presentation of something that is current and important. Today's presentation is regarding the installation of cameras that have been installed on all the buses. This will certainly be a positive aspect to working with the police departments in the event of incidents that occur on the buses. Joe Ponticello continued the presentation with a video of a news report regarding cameras on buses in Atlanta (MARTA). Mr. Ponticello continued with an explanation that cameras have been installed in the interest of safety and security, and explained the differences between the two technologies used on the Coast's various buses, which are the SEON (13 buses) and Angel TRAX (27 buses) systems. Record retention is 60 days and then the recording loop starts over again. Mr. Ponticello provided a video of actual camera footage from a test ride to demonstrate the data that is collected during recording,

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and explained the security behind the recordings, such as who has access, etc. For example, IT only removes the hard drive if there is a request from HR in compliance with formal requests for particular footage. Statistical and historical data will be compiled and presented in the future when the program has matured. Mr. Silverman asked if there were signs on the buses to disclose that there are cameras on board, and it was advised that there are signs on some buses, and that more signs are being ordered. Discussion ensued on the merits of advertising the existence of the cameras to promote the aspect of safety and security on the buses. Mr. Rollins replied that a press release can certainly be done, as well as a disclosure on the Coast website. It was also clarified that audio is also being captured. The cost to outfit 27 buses came in at about \$64K, which came from a grant for safety and security. Mr. Silverman asked if the GPS information could be utilized for an “on time survey/study” for Title 6. Mr. Ponticello advised that that is something that definitely could be done.

#### **APPROVAL OF RESOLUTIONS:**

Ms. Nobles read the following resolutions into the record:

**Res. JAN2013-01: Authorization to File Applications with the South Carolina Department of Transportation for Federal and State Funding --** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to file applications with the South Carolina Department of Transportation (SCDOT) for federal and state funding.

**Res. JAN2013-02: Letter to Georgetown County Requesting Fiscal Year 2014 Funding –** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to submit a letter to Georgetown County requesting funding to provide public transportation services for fiscal year 2014 and to execute and deliver the agreement in the event that the letter yields positive results.

**Res. JAN2013-03: Letter to the City of North Myrtle Beach Requesting Fiscal Year 2014 Funding -** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to submit a letter to the City of North Myrtle Beach requesting funding to provide public transportation services for fiscal year 2014 and to execute and deliver the agreement in the event that the letter yields positive results.

**Res. JAN2013-04: Letter to the City of Georgetown Requesting Fiscal Year 2014 Funding -** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to submit a letter to the City of Georgetown requesting funding to provide public transportation services for fiscal year 2014 and to execute and deliver the agreement in the event that the letter yields positive results.

**Res. JAN2013-05: Letter to the Town of Surfside Beach Requesting Fiscal Year 2014 Funding -** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to submit a letter to the Town of Surfside

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Beach requesting funding to provide public transportation services for fiscal year 2014 and to execute and deliver the agreement in the event that the letter yields positive results.

**Res. JAN2013-06: Letter to the City of Conway Requesting Fiscal Year 2014 Funding** - A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to submit a letter to the City of Conway requesting funding to provide public transportation services for fiscal year 2014 and to execute and deliver the agreement in the event that the letter yields positive results.

**Res. JAN2013-07: Authorization to Apply for Fiscal Year 2014 Grant 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 file an application with the City of Myrtle Beach for a grant to provide public transportation services for fiscal year 2014 and to execute and deliver the agreement in the event that the application is approved.

**Res. JAN2013-08: Authorization to Approve Mercom for As-Needed Hourly Information Technology Services Through Best Value Sealed Bid** - A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to approve MERCOR Corporation for "As Needed Information Technology Services" through Best Value Sealed Bid.

**Res. JAN2013-09: Authorization to File Applications Directly With the Federal Transit Administration Due to Its Small Urban Designation** - A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to file applications with the Federal Transportation Administration for Federal transportation assistance authorized by 49 USC Chapter 53, Title 23, United States code and other Federal statutes administered by the Federal Transit Administration.

**Res. JAN2013-10: Authorization to Identify Waccamaw Regional Council of Governments as the Designated Recipient for Federal Funds Apportioned to the Myrtle Beach/Socastee Large Urban Transportation Management Area as Defined by the 2010 Census** - A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to identify Waccamaw Regional Council of Governments as the designated recipient for federal funds apportioned to Myrtle Beach/Socastee large urban transportation management area as defined by the 2010 census.

**Res. JAN2013-11: Authorization to Apply for Accommodations Tax Funds From the City of Georgetown** - A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to apply for A-TAX funding from the City of Georgetown.

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**Res. JAN2013-12: Approval of Title VI Program Update** – A motion of the Board of the Waccamaw Regional Transportation Authority approving the January 2013 Title VI Program Update, which meets the requirements as outlined in the FTA’s “Title VI Program Checklist”, pursuant to Title VI of the Civil Rights Act of 1964, FTA Circular 4702.1, “Title VI Program Guidelines for Federal Transit Administration Recipients,” (26 May 1988), and a recent memorandum from the FTA’s Director of Civil Rights outlining report requirements.

With respect to the resolutions regarding requests for fiscal year 2014 funding, Mr. Loftus requested the amounts of the requests. Mr. Rollins advised that the amount is in the actual application, and Ms. Julie Norton-Dew identified the amounts for each request, as the amounts were based on the amounts received the prior fiscal year. 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 met that morning and that he had met with Julie Norton-Dew prior to time off between October and December. Mr. Lazzara requested that Ms. Norton-Dew continue with the report. Ms. Norton-Dew advised that this morning she presented financial information for October, November and December of 2012, noting that October and November was over budget, but as of December the over-budget was down to about \$15K. It is expected that by the end of January, we should be under budget YTD. Ms. Norton-Dew thanked the board for the approved resolutions, advising that the letter writing campaign shall commence soon. Ms. Norton-Dew also recommended that there be a budget workshop in March and will be working with the Board to create the budget for next year. Ms. Norton-Dew answered a question from Professor Twigg advising that the financials are for FY 2012 and that the comparison among the other RTAs should be out soon.

**Planning and Operations Committee:** Professor Twigg reported that the committee had met this morning and there was discussion on signage, destination signage, etc. and turned the reporting over to Mr. Rollins for further comment. Mr. Rollins reported and provided updates on shelter and signage project. There was lengthy discussion on the Myrtle Beach Airport shuttle, which is on schedule to go forward sometime in April, complete with a ribbon cutting. Also discussed was the intermodal transit facility project, which is a joint project with the City of Myrtle Beach. Mr. Silverman advised that there is a meeting on March 8, 2013 from 9:00 a.m. to 3:00 p.m. regarding routes, and urged all members of the Board and Staff to get on a couple of buses to experience what the riders face on a daily basis.

**Marketing:** Mr. Silverman advised the committee had met that morning and was provided with a three-month report by Ms. Yvette Jefferson. She has been doing a lot, including selling transit advertising. Mr. Silverman asked Ms. Jefferson to continue with the report, and she reported that marketing and community relations has hit the ground running, and is excited about the new initiatives, and looking forward to marketing the airport shuttle aggressively over the next 60 days, noting that the airport has been very cooperative. Hoping to have a kiosk, but

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at the very least will have information available about the service. As a side note, the number of the route is 747N and 747S. It was asked if there is an estimate on the cost of the kiosk, and Ms. Jefferson responded that she does not have that information, and Mr. Rollins reported that it would be paid for using federal funds. Rollins further reported that we are being very particular about how to move the project forward, being very cognizant of the tight airline schedules and the need for passengers to make their connections.

**Bylaws:** Ms. Katharine D'Angelo reported that there are two amendments for Board consideration and that the Board had received the amendments for review prior to the Board meeting and vote.

Ms. Nobles read the following bylaw amendments into the record:

Whereas, it has been the practice of the Board of Directors of Waccamaw (Coast) RTA to accept and follow the guidance of 'Robert's Rules of Order,' the most widely used and accepted parliamentary authority in the United States for deliberative assemblies; and,

Whereas, it has been determined that specific adoption of 'Robert's Rules of Order' is appropriate and advisable for boards of directors.

Be it therefore adopted by this body this amendment to the By-Laws of the Waccamaw (Coast) Regional Transportation Authority authorizing a 'Policy adopting Robert's Rules of Order' as its guidance for procedure in deliberations as an assembly.

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Whereas, it is the practice of the Board of Waccamaw (Coast) RTA to follow the guidance of 'Robert's Rules of Order', the most widely used and accepted parliamentary authority in the United States for deliberative assemblies; and,

Whereas, it may become necessary from time to time that members of said board exercise voting privileges either in person or by telephone; and,

Whereas, 'Robert's Rules of Order' requires express statements be contained in the organization's by-laws concerning the conditions under which absentee voting is acceptable.

Be it therefore adopted by this body this amendment to the By-laws of the Waccamaw (Coast) Regional Transportation Authority authorizing and adopting an 'Absentee Voting Policy'. Members of the Board of Waccamaw (Coast) Regional Transportation Authority shall be allowed to vote either in person or by telephone.

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After significant discussion, it was properly moved and seconded that each of the bylaws amendments be approved. There being no further questions, a voice vote was taken on each. No nays being heard, the bylaws amendments carried. Mr. Silverman noted that APTA is having a webinar on February 21 on Robert's Rules, and will send the information to the Board members.

**General Manager:** Mr. Rollins made the following comments:

1. The biggest challenge that prevents Coast from being a world class transit facility is rolling stock, the desperate need for new, additional, and more reliable buses. The extent to which Coast is able to grow and prosper as an organization will be directly attributed to Coast's ability to secure funds, new revenue, for a major bus buy. There are currently:
  - a. 19 small buses that will accommodate 20 passengers or less;
  - b. 19 large buses that will accommodate 37-42 passengers;
  - c. Four trolleys that will accommodate 37 passengers;
  - d. Two caravans (administrative vehicles);
  - e. One Uplander (administrative vehicle);
  - f. One four-door sedan (administrative vehicle); and
  - g. Two maintenance trucks.

The challenge here is that these vehicles must cover 1,333 square miles in Horry County and 680 square miles in Georgetown County, and Coast simply cannot grow until the bus inventory itself is grown. Mr. Twigg pointed out a discrepancy in the bus inventory in the Board report vs. what Mr. Rollins reported, to which Mr. Rollins responded that the discrepancy is found in that two buses were sent out for auction, and asked for questions on the state of the fleet. There being no questions, Mr. Rollins stated that a few months ago Coast reached out to some transit partners, and found that Richmond GRTC agreed to sell 10 "gently used" buses (the 10 best vehicles out of their fleet) for \$1,500 each. They were able to do this because they have acquired funding to add about 40 new buses to their own fleet. Since that agreement, wheels have been put into motion, payment in full was made, titles were acquired, and within the next two weeks, the 10 buses will be picked up as soon as the plates are received. That will bring the total number of buses to 56, of which 52 would be revenue. While this will certainly help in the short-term, we will still need more buses in the long-term.

2. At this time, Mr. Rollins requested that Barbara Blain-Olds, Staff Attorney, discuss with the Board the Business Continuity Disaster Recovery Plan, which was provided in hard-copy form to the Board for review as Ms. Blain-Olds made the presentation. Ms. Blain-Olds discussed the plan in detail, stating that it is advisable for every business to have a disaster recovery plan, and that the major priority is always to safeguard human life followed by safeguarding of data, mitigation of loss, and safeguarding of public trust. Also presented was a flow chart to demonstrate a close working relationship with the EOC office during a disaster situation. This is intended to be a working document that will change over time as challenges present themselves. Ms. Blain-Olds stated that this is intended to be an in-house document that is presented to the Board for information only. Mr. Loftus inquired if Coast was coordinating with Mr. Randy Webster and that we needed a firm secondary location secondary to the primary Sumter location.

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3. Mr. Rollins updated the Board on “destination signage” on the buses. The 10 Richmond buses come fully equipped with functional twin-vision destination signage. However, we currently have 12+ buses in the fleet that have never been retrofitted for electronic destination signage, creating a challenge to coming up with a solution. This is intended to be corrected with the current signage project. Temporary low-tech signage will be purchased and installed, and will make this a priority to be completed within 30 days.
4. Mr. Rollins presented his annual “challenges and opportunities” presentation to the Board, as follows:
  - a. Key Strategic Priorities:
    - i. Improve Financial Health;
    - ii. Improve Service to Customers;
    - iii. Enhance Image in the Community;
    - iv. Improve Internal Controls and Organizational Development.
  - b. Goal 1: Intermodal Transportation Center;
  - c. Goal 2: Sandy Island Ferry Project;
  - d. Goal 3: Shelter/Signage Project;
  - e. Goal 4: Bus Destination Signs;
  - f. Goal 5: Business/Master Plan.

Mr. Rollins further presented the Board with an impressive list of accomplishments for FY 2012, as follows:

1. Local Funding;
2. Transit Study Grant;
3. City of Myrtle Beach Public-Public Partnership;
4. FY '12 YE Under Budget by \$250K;
5. Clean audit;
6. In-house IT department;
7. Web-blocker integration;
8. Server rack/organization of server room;
9. Cessation of outsourced IT support;
10. Timely and successful IT support to Coast employees;
11. FY '13 budget to include construction plan, and continual monitoring;
12. Successful completion of procurements;
13. Coast enrolled in State Retirement Program;
14. “Run Picks” for fixed route operators;
15. More efficient fixed route schedule;
16. Managed LogistiCare service, became CTAA certified;
17. Reorganized “dispatch” to “customer service;”
18. Two airport shuttle routes developed;
19. Developed entertainment shuttle;
20. Incorporated Market Commons into Route 15S;
21. Revised Route 16X to accommodate displaced riders;
22. Identified shelter and bus stop locations in Horry and Georgetown counties;
23. New in-house Legal and Safety departments;
24. Created Coast RTA Safety Committee;

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25. Developed Coast RTA Safety Manual;
26. Created incident review panel;
27. Assured compliance with FTA EEO and Title IV mandates and reporting requirements;
28. Entertainment Express ribbon cutting, promotion, and ridership;
29. Increased transit advertising revenue with three (3) major long-term contracts;
30. Google Transit trip planner on Coast RTA website;
31. Initiated Street Team; and
32. Expanded annual Coast for Kids Campaign.

Mr. Rollins also presented the Board with anticipated 2013 challenges, as follows:

1. Capital funding for Intermodal Transportation Center project;
2. Capital funding for purchase of new transit vehicles;
3. Federal and local funds for service expansion.

Mr. Rollins concluded his report, which the Board received as information.

**OLD BUSINESS:** (none)

**NEW BUSINESS:** Mr. Rollins reported the following:

1. The Board really needs to have a budget workshop in the spring, preferably March, in which the entirety of the committee time will be spent, from 9:00 until 11:30, on a budget workshop where finance can lay out in granular detail the budget for FY14.
2. Also in March, at the library on Main Street, there will be a Route Workshop, which will also be in granular detail. The group will discuss the entire route system and will have route maps for review and discussion for the purpose of discussing Coast growth;
3. Mr. Rollins will be going back to DC in March for an APTA Legislative Conference, as well as a State of Good Repair Workshop.

**EXECUTIVE SESSION:** (none)

**ANNOUNCEMENTS:** The auditor will be present during the February meeting to present the draft audit.

The State of the Coast meeting will be held on Saturday, February 9 from 8:00 until 11:00 a.m.

Ms. Nobles requested that the Board members please turn in their conflict of interest forms.

Mr. Rollins announced that he is running for the Board of Education's vacant District 3 seat. Interviews will be next week.

**ADJOURNMENT:** It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 2:25 p.m.

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