

**THE COAST RTA-WACCAMAW RTA  
BOARD OF DIRECTORS MEETING  
MARCH 25, 2015  
9:00 AM**

**Board Present:** Bernard Silverman, Chair  
Joseph Lazzara, Vice Chair  
Katharine D'Angelo  
Nicholas Twigg  
Chuck Ottwell  
Lillie Jean Johnson  
Ivory Wilson  
Wilbur James  
Robert Sheehan

**Staff Present:** Julie Norton-Dew, Interim General Manager  
Felicia Beaty, DGM of Operations – COO  
Lynette Nobles, Grants Administrator/Board Liaison  
Doug Herriott, Transportation Manager  
Tom Arends, Material Controls & IT Analyst  
John Glover, Transportation & Service Planning Manager  
Michelle Cantey, Public Information Officer  
Kevin Parks, Procurement Manager

**Also Present:** Darrell Eickhoff – AARP

*In accordance with the Freedom of Information Act (FOIA), the 2014 meeting schedule was provided to the press at the beginning of the 2015 calendar year, stating the date, time and location. In addition, notice of this meeting was provided to the press, stating the date, time, and place on Monday, April 23, 2015.*

**CALL TO ORDER:** Chairman Silverman called the meeting to order at 9:00 AM and welcomed everyone.

**INVOCATION/PLEDGE OF ALLEGIANCE:** Mr. James gave the invocation. The Pledge of Allegiance was recited.

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

**RECOGNITION OF VISITORS:** Mr. Silverman welcomed Mr. Eickoff

**PUBLIC COMMENT:** None

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**EMPLOYEE RECOGNITION:** None

**APPROVAL OF MINUTES:** It was properly moved and seconded that the minutes of the February 25, 2015 board meeting; the special called board meeting of March 13, 2015; and the special called board meeting of March 19, 2015 be approved. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

**MONTHLY REPORTS:**

**By-laws Committee:** Ms. D'Angelo, Chair of the committee, announced that the committee will be meeting next month. She reminded the board that in April, we will take nominations for Vice Chair; and will vote in May.

**Search/Contract RFI Committee:** Mr. Silverman announced that there will be an executive meeting in which there will be discussion of the negotiations with the candidate. Mr. James let the board know that the name of the candidate has been leaked and reminded the board that what is discussed in executive session should not be made public. He also thanked the committee for their hard work, as well as Ms. Avant Beaty. He also thanked Ms. Cantey, Ms. Norton-Dew and Ms. Nobles for the work they do; and the board for their support.

**Operations and Maintenance:** Ms. Felicia Avant Beaty reviewed the Ridership Report. In the year-to-date comparison, 2015 is down 14.5% over 2014 (266,083 in 2015 vs 311,046 in 2014). February 2015 (22,712) vs February 2014 (22,980); 2015 is down 1.2%. Mr. Ottwell asked how we can turn the negatives into positives. Ms. Avant Beaty replied that we need to get out in the community and publicize public transportation more. He then asked is the board would be hearing next month how you're doing that. Ms. Avant Beaty said that Marketing will be talking about things like that, as that is their area of expertise. Ms. Avant Beaty shared that the Street Rodders' service last week generated 5,790 rides.

There were a couple of columns added to the Vehicle Status report to show the interest in the vehicles and the depreciation of each vehicle. Mr. Ottwell asked when we are taking delivery of the two (2) new vehicles. Ms. Avant Beaty responded that Kevin will give that in the procurement update. Mr. Ottwell asked if she couldn't tell them now. Ms. Avant Beaty responded that procurement is handling that, not operations. Dr. Sheehan asked if she knows the answer; to which she responded, "No". The question was asked, "You don't communicate with Kevin?" Ms. Norton-Dew answered that Ms. Avant Beaty does; however, Kevin will bring you all of the information in the procurement update. She went on to say that once the two (2) vehicles are brought in, they will then move from procurement to operations and would go on this report at that time.

Mr. Silverman asked if there had been any progress with the Georgetown transfer station; to which Ms. Avant Beaty replied that in her last conversation with Mr. Millwood told her that they are going back and forth with SCDOT. They are concerned about the location that has been identified; they are not sure if it's going to be big enough for them to put a pad due to the fence and trees. Mr. Millwood said that they are still discussing and he will contact Ms. Avant Beaty. As of today, she has not heard from him.

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**Marketing & Communications:** Ms. Cantey gave an overview of the media coverage during the first quarter of 2015. Press releases were sent out regarding any route deviations during the marathon; also updates for route closings or alternate times. There were samples of coverage such as the search for a new CEO. The majority of the coverage was either neutral or positive. For the period February 1 through March 20, we had 843,734 impressions (page view or reading an article). Looking at print and media on line, we do not subscribe to any of the ratings to know where we rank.

Media Outreach – Coast RTA chaired and hosted the 2015 South Carolina Alliance for Mobile Infrastructure Rodeo competition. Pictures from the event were shown on the screen. Ms. Cantey and Ms. Ericka Hill visited past advertisers and distributed valentine candy. Ms. Cantey, Mr. Glover, and Mr. Herriott spoke to a group of autism students and took them on a trolley ride. We participated in the kickoff for the international students. We also provided trolley service for the Run to the Sun Pee Dee Street Rodders Car and Truck Show; and, last Friday, we spoke to the folks at Street Reach and explained how to read bus schedules and that they can catch the bus at the transfer center. We also attended the Legislative Reception in Columbia. Ms. Cantey attended the North Myrtle Beach Chamber First Friday Breakfast with Commissioner Mike Wooten as the guest speaker.

Part of our 30 Ways in 30 Days for Stand Up 4 Transportation Week was the kickoff preview of our Entertainment Express. We invited hoteliers along Ocean Boulevard to ride the trolley and see what their guests will see when they ride the Entertainment Express with us this summer. We also participated with Ms. D'Angelo in the North Myrtle Beach Saint Patrick's Day parade with one of our trolleys.

There is a national initiative – Stand Up 4 Transportation in which we will participate. A Stand Up 4 Transportation button was given to each board member, as well as a small note pad with the Stand Up 4 Transportation logo as a watermark. Ms. Cantey reported that she has sent requests to various municipalities requesting Stand Up 4 Transportation proclamations. Georgetown County Council was the first to endorse, with Mr. Johnny Morant presenting the proclamation to Ms. Cantey. Stand Up 4 Transportation is a local day for national education and outreach to the public and government officials. The goal is to raise awareness for the nation's long-term transportation infrastructure funding plight. All of the local RTS's, the DOT's, Chambers of Commerce, and others to partner and send a message to congress that the expansion of maintenance and upkeep of public transit, roads and bridges needs to be dealt with now in a long-term bill.

Moving forward, it is requested that the board reactivate the CAC, who will serve as community advocates for Coast RTA. We are working on a calendar showing all of the community festivals and events, in which we may participate. Also on the calendar are dates on which press releases will be sent regarding any of our annual events, such as Mothers' Day and Fathers' Day, when Mothers and Fathers ride free. We're also developing an in-school program for the 2015-2016 school year. Identify key stakeholders throughout the initiative and participate in their community events. We've already begun this with Street Reach. We sponsor events such as the New Member Breakfast with the Conway Chamber of Commerce, which is ongoing throughout 2015; the next one is May 12, 2015. We also plan to re-launch the Speakers' Bureau to speak at local civic clubs and organizations throughout the year. This is underway with local groups and events regarding routes and education for the public.

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Revenue Streams: Ms. Cantey showed a slide breaking down the pass sales (types of passes and where they are currently sold). She also spoke about revenue from ad sales, saying that there are pending ad sales contracts which will be shared with the board once the contract has been signed. Mr. Wilson why it is so hard to get contracts for ads. Ms. Cantey shared that the negative press has been detrimental to ad sales. He then asked about ads inside the buses. Mr. Silverman shared that there are some ads inside buses. Mr. Wilson then asked if the buses have video capability, to which the answer was that we have only one bus that has video capability. Dr. Twigg stated that the marketing plan will be part of the business plan, along with finance and operations.

### **Interim General Manager:**

**Finance and Administration** - Mr. Lazzara stated that he and Mr. Ottwell discussed the financials with Ms. Norton-Dew on Tuesday and found them to be acceptable. He then turned the meeting over to Ms. Norton-Dew, who reviewed the mission statement. There are no action items (resolutions) for March and went over the list of resolutions passed in the February meeting. She then reviewed the agenda for today's meeting: (1) February 2015 Financials; (2) Bank Reconciliation Approval; and (3) Procurement Update.

February financials – Revenue is down significantly from what we had budgeted, due to the budgeting practice of dividing the total annual amount in equal 12-month installments, with more service hours in the summer and less service hours in the winter. Advertising revenue is also down, and as Ms. Cantey mentioned, we are working on a plan to work towards bringing that amount up for the next fiscal year. Our total revenue is down about \$28,000 for the month. Fortunately, for us, expenses are also down, about \$94,000. The personnel services are down \$47,709 due to not having a general manager in place and other positions have not been filled. Fuel and Oil is also down considerable (\$31,200 for the month) due to the decrease in the cost of fuel. Repairs and Maintenance is down \$13,000; and what we're spending in legal and professional fees is due to the lawsuit. For Year-to-Date, our total revenue is down about \$123,000. Personnel Services are down \$232,000; Fuel and Oil is down, along with Repairs and Maintenance. Overall, we are under budget \$383,000 in expense.

On our Current Assets, our cash is a little bit down as compared to last year; however, our Accounts Receivable is up, which almost evens it out. The Current Liabilities are about the same as they were last year. Our Non-Current Liabilities, is where the items that we have to pay on a long-term basis are recorded; most notably, the \$589,000 pay-back to SCDOT. On the Long-Term Debt Report (page 41 in the packet), at the end of February, we owe \$636,825 for our debt pay back. Beginning July 2015, we will be paying \$75,500 toward the shelter repayment to SCDOT. Our current ratio is 125%.

Dr. Sheehan called attention to the fact that the slides do not correlate with the information in the financial package and it's confusing. There was discussion as to how the committee wants to present the information to the board. Ms. Norton-Dew shared that the presentation was changed to make it simpler for the board, per a request from Mr. Loftus several months ago. It was suggested that on the slides, Ms. Norton-Dew reference the page within the board packet where the information on the slide appears. It was also suggested that a copy of the Power Point slides be included in the packet.

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Ms. Norton-Dew then reviewed the Fare Box Recovery (Page 44 in the board packet) per route and overall, with Admin and without Admin. Dr. Sheehan requested that Ms. Norton-Dew get comparable Fare Box Recovery figures from other RTA's.

**Procurement** – Ms. Norton-Dew asked Mr. Kevin Parks to give the Procurement update. He began by reporting that the two (2) Ford Explorers have been ordered. He was asked when we would get them. The reply was, “June”. Originally, it was May; however, not getting them until June is good for us because we will get 2016 models instead of 2015, for the same price. The color will be Deep Impact Blue. These will be used by admin staff conducting company business.

We have an IFB (Invitation for Bid) for printing route schedules and maps that will end soon. We are communicating with vendors in the hope that we will not have to release this for bid. We have the same situation with Tyson Signs for the bus wraps that will be ending soon. There are a lot of sign companies in the area that could do the bus wraps. Mr. Parks then went over the handrails (interior and exterior) and the non-slip coating on the porch. Lastly, later this summer, we will have an IFB for towing services. Before we release an IFB, we do an independent cost analysis and if it's over \$10,000, then we have to formally release for bid. Should the cost analysis be less than \$10,000, then we get written quotes from local vendors who can tow our smaller vehicles at a lesser charge, without having a contract. The problem now is that the towing company charges us the same thing to tow a small vehicle a few miles as they do to tow a large bus from Georgetown to Conway.

**Planning & Development** - Ms. Norton-Dew reported that the only thing going on at the present is the Transit Task Force. Local leaders are participating and in our March 3<sup>rd</sup> meeting, we went over our three (3) types of surveys: Rider, Non-Rider, and Visitor. The City of Myrtle Beach is allowing us to send the Non-Rider surveys out along with their water bills. The next meeting is March 31<sup>st</sup> at 4:00 PM.

**Budget** – Ms. Norton-Dew distributed two (2) sheets for the budget and reviewed them with the board. Mr. Silverman announced that our responsibility for insuring and storing the remaining shelters has ended. Looking at the preliminary income statement budget 2016, there is a column for 2014 Actual, 2015 Budget, 2015 Estimated, and then there is a column for FY2016 Preliminary Budget. Our budget will be a little less in 2016 than in 2015. The differences from 2014, 2015, and 2016 for Wages is due to not having a general manager in 2015, unfilled positions, and a position that was eliminated. The second page covers Expense by Route. We have found that passengers would rather have night service than to have more frequency during the day. Summer Service will begin June 1, 2015. Night service will end at 11:00 PM, June 1, 2015 until September 7, 2015. The Entertainment Shuttle will run 11:00 AM – 11:00 PM, June 1, 2015 – September 7, 2015.

Dr. Sheehan asked how the resources (drivers and buses) were reallocated when the contract with Coastal Carolina University ended. He expressed that if someone would discuss this with him afterward; that would be fine.

For the past few years, we have received the same amount (\$220,000) from Georgetown County and have reduced service to save costs. We have to request more money from Georgetown County, to be able to maintain service. If not, we will have to cut some service. The question was asked if we have

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spoken with the City of Georgetown regarding funding from them in order to maintain the present level of service. The City of Georgetown says that they already pay county taxes. Ms. Norton-Dew stated that we run out of grant money very early in the year.

Ms. Avant Beaty distributed Human Resources information (Organizational chart, list of staff, and salary information) to members of the board. Dr. Twigg requested job descriptions for the senior staff positions. Mr. Wilson said that once the Compensation Committee has finished their task, they will report back to the board.

Mr. Wilson asked about items on the check register report. What was the check to Francis Marion University for; it was for the speaker for the Planning Workshop. Also, what was the check to Conway National Bank for; \$13,000 for the credit card account. State Accident Fund is our Workers Compensation Insurance. South Carolina Money Plus is an employee benefit. Mr. Wilson said that we have paid \$38,452 to Trans Pro and he was under the impression it would be only \$25,000. Ms. Norton-Dew replied that the \$25,000 was for the initial contract; there was also traveling expenses involved; there was another charge for Ryan coming here to kick off our Corridor Study; and then there was another charge for the Corridor Study, again. She said that a detailed breakdown will be given to the board. Mr. Wilson expressed that the board should look at that policy and be specific about the total that is to be spent. Ms. Norton-Dew clarified that for the \$5,000 in January, she and Mr. Silverman had discussed it and he authorized her to spend that \$5,000, under her spending authority. The contract stated that the travel expenses were not included in that \$25,000. It was decided to revisit the policy and clarify.

**APPROVAL OF RESOLUTIONS:** None

**EXECUTIVE SESSION:** There was a motion and a second that the board go into Executive Session to discuss personnel and legal issues. A voice vote was taken and no nays being heard, the motion carried. The board went into Executive Session at 11:43 AM.

There was a motion and a second to come out of Executive Session. A voice vote was taken and the board came out of Executive Session at 12:45 PM. No votes were taken and no decisions were made in Executive Session.

There was a motion and a second to proceed with the candidate for the general manager position. Mr. Silverman will send a letter.

**NEW BUSINESS:** None

**ANNOUNCEMENTS:** None

**ADJOURNMENT:** It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board was adjourned at 12:46 PM.

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