

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

**Board Present:** Katherine D'Angelo, Chair  
Ivory Wilson, Vice-Chair  
Bernard Silverman  
Nicholas Twigg  
Joseph Lazzara  
Mickey James  
Glen O'Connell

**Staff present:** Myers Rollins, General Manager  
Joey McKelvey, Director of Operations  
Dana Garcia, Director of Human Resources  
Pat Webster, Director of Budget & Finance  
Felicia Beaty, Director Human Resources and Organization  
Development  
Yvette Jefferson, Marketing and Community Relations  
George Osborne, Planner Specialist  
Lynette Nobles, Office Manager

**Others Present:** Pam Creech, Chairman Citizens Advisory Committee

**CALL TO ORDER:** Chairwoman D'Angelo called the meeting to order at 12:05 p.m.

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

**SWEARING IN OF NEW BOARD MEMBER:** Lynette Nobles administered the Oath of Office to Glen O'Connell.

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

**ACKNOWLEDGMENT OF VISITORS:** No visitors were present.

**PUBLIC COMMENT:** (none)

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

**EMPLOYEE OF THE QUARTER:** Mr. Rollins said there were two employees to recognize. Laurence Jones as Operator of the Quarter, for an impeccable driving record over four years, with no days of work missed and over 500,000 miles driven without an accident, and Al Lohr for his excellent work in the maintenance department. Each was given a \$50 Visa gift card, and their pictures will be displayed in The Coast offices.

## **APPROVAL OF RESOLUTIONS:**

Lynette Nobles read the following resolutions into the record:

**Resolution No. Jan2011-0: Authorization to Allow the Authority 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 US Chapter 53, Title 23, United States code and other Federal statutes administered by the Federal Transit Administration.

**Resolution No. Jan2011-02: Application for City of Myrtle Beach Fiscal year 2012 Grant Funding** -- 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 2012 and to execute and deliver the agreement in the event that the application is approved.

**Resolution No. Jan2011-03: Authorization to Allow the Authority 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.

**Resolution No. Jan2011-04: Application to Receive Community Development Block Grant (CDBG) Funding from Horry County** -- A motion of the board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to accept funding from the Horry County Community Development Block Grant (CDBG) Program.

**Resolution No. Jan2011-05: Letter to Georgetown County Requesting Fiscal Year 2012 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 2012 and to execute and deliver the agreement in the event that the letter yields positive results.

**Resolution No. Jan2011-06: Letter to the City of Georgetown Requesting Fiscal Year 2012 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 2012 and to execute and deliver the agreement in the event that the letter yields positive results.

**Resolution Jan2011-07: Letter to the City of Myrtle Beach Requesting Fiscal Year 2012 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 2012 and to execute and deliver the agreement in the event that the letter yields positive results.

**Resolution Jan2011-08: Letter to the Town of Surfside Beach Requesting Fiscal Year 2012 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 Beach requesting funding to provide public transportation services for fiscal year 2012 and to execute and deliver the agreement in the event that the letter yields positive results.

**Resolution Jan2011-09: Authorization to Change the Authorized Signers on Waccamaw Regional Transportation Authority's Account at the Conway National Bank** -- A motion of the board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to submit

a Corporate Authorization Resolution to the Conway National Bank to remove Felicia Beaty as an authorized signer and add Lynette Nobles as an authorized signer on the Waccamaw Regional Transportation Authority's account. Myers Rollins, Jr., Ivory Wilson, and Jonathan Esau McKelvey II will remain as authorized signers on the Waccamaw Regional Transportation Authority Account at the Conway National Bank.

**Resolution Jan2011-10: Authorization to Accept Transfer Pursuant to the Ferry Boat Discretionary (FBD) Program Disposal and Transfer of Alabama Ferry Vessel to South Carolina Between the Waccamaw Regional Transportation Authority, South Carolina Department of Transportation, and the Federal Highway Administration--** A motion of the Board of the Waccamaw Regional Transportation Authority d/b/a Coast RTA authorizing the General Manager/Secretary Treasurer to execute an agreement with the Federal Highway Administration to accept transfer of the Hokes Bluff, AL ferry to be used in revenue marine service linking the southeast Sandy Island Road terminus on Sandy Island with the northwest terminus of Sandy Island Road on the mainland at Sandy Island Landing. Said authorization is subject to the receipt of funding commitments from Georgetown County and the State Department of Education within sixty (60) days of the date attested herein.

After it was properly moved and seconded that the Board approve the resolution. Mr. Silverman asked if approval of the resolution wouldn't put the transportation authority in a compromising position, should Georgetown County and other funders fail to approve in 60 days. Mr. Rollins said the boat would not be received for several months, so the option remained to rescind in writing the receipt of the vessel. Mr. James asked if any letter had been received from Georgetown County. Mr. Rollins said the county and school board had asked to see a presentation, which he will provide on February 22.

Mr. O'Connell indicated, as a recent alumnus of the Georgetown County Council, he'd prefer more information on the particular matter, and would have to vote no lacking that information. He said he had concerns about the ferry, the plans, and monetary amount he'd seen so far. Mr. Osborne said he'd be glad to meet privately with him.

Chairwoman D'Angelo suggested tabling the issue until after discussion in Executive Session.

With the exception of Resolution 2011-10, it was properly moved and seconded that each resolution be approved. There being no further questions, a voice vote was taken. No nays being heard, those motions carried.

#### **CITIZENS ADVISORY COMMITTEE:**

Pam Creech, President of the Citizens Advisory Committee, reported that many other organizations were excited about the resolution regarding dedicated funding being passed by Horry County Council. She further indicated several committees on Horry County Council would be combined into one committee, which would meet as a whole, with the only separate committee for economic development, Gary Loftus as chairman. Transportation issues, including buses, will come under the new economic development committee. She said it seems many of the council members saw public transportation as a benefit. Ms. Creech reported that the CAC would be meeting at their usual time, the second Tuesday in February, at 4:00. Mr. Rollins will be talking to them about new issues. She invited any interested board members to attend. With respect to the relationship with County Council, Mr. Rollins indicated a need for not only a comprehensive business plan, but input from the Citizens Advisory Committee. He also noted that Ms. Jefferson was not the staff liaison with the Citizens Advisory Committee. Mr. Twigg noted the importance of a business plan to help educate the public.

#### **MONTHLY REPORTS:**

**Finance and Procurement:** Mr. Lazzara said the committee had met and discussed 9 action items, and information items 11 - 19. He met with Ms. Webster to discuss the financial reports for October, November, and December. All were accepted at the committee meeting. Ms. Webster said she would be glad to entertain any questions. No questions were offered by the board.

**Planning and Operations Committee:** Dr. Twigg said the committee had met that morning and looked at the business plan for the Sandy Island Ferry. Ridership has increased. The Route 7 modifications are with the intent to proactively arrange to best serve the mission and community. The objective is to have shelters in place in Myrtle Beach within the next 6 months. Mr. McKelvey gave a brief ridership presentation. FY10, Coast provided 576,908 rides for tourists and locals. Local ridership can be broken down into job access, medical/disability trips, college students, seniors, and retail. Fixed route was 554,000, and paratransit showed a decrease to 22,850. System-wide ridership for FY10 was up 36% compared to FY09. Fixed route was up 37% compared to FY09, with paratransit showing a 38% decline. Year to date, FY11, July 1 through December 31, Coast has booked 405,011 rides, up 39%, and are on target to realize approximately 810,000 rides for FY11. Fixed route is up 41% compared to FY10. Paratransit continues to decline, at a decrease of 20%. Through January, Coast has probably already exceeded FY09's total ridership. Average daily ridership is 2080. The strongest day was Wednesday, August 18, 2010, with 6125 riders. Average weekly ridership is 14,563. Strongest week was August 23 through August 29, 2010, with 29,951 rides. Average monthly ridership is 67,501. The strongest month was September, with 104,372 rides. Top performing routes are Coastal Carolina, with 193,892. Route 10 Myrtle Beach Connector, 31,534 year to date. 15 South has 31,870. The Georgetown Express, 25,068 year to date, and 15 North Ocean Boulevard, 24,258. Mr. James asked if the bus lane increased ridership. Mr. Rollins indicated that when the lanes were eliminated, the ridership decreased significantly. The year before the elimination of the lanes, there were 240,000 just on Ocean Boulevard. Mr. Rollins commented in the exponential growth of the Georgetown route. Mr. McKelvey said he thought if another bus was added to the route, it could be filled as well. Mr. Wilson said he thought the airport might need to be investigated, as many people are going through the airport. Mr. McKelvey said he agreed. Mr. McKelvey said the increase in ridership could be attributed in part to 1) employment. Statistics from APTA indicate 60% of ridership nationally is employment-based. 2) Tourism, as evidenced by the strongest month outside of the operating days of CCU. 3) Gas prices 4) Weather 5) Special events. Mr. McKelvey said another factor is the addition of new fare boxes, with close to \$500,000 spent on 35 new fare boxes, which allows for accurate record-keeping. Mr. Rollins said he thought improved performance accounted for some of the increase. Mr. Silverman concurred, particularly in the realm of reliability. Dr. Twigg introduced the topic of privatizing the school buses. Mr. McKelvey said he thought the Coast was prohibited by federal regulation from operating school buses. Mr. Rollins said if it was along a fixed route, it was permissible, but that they couldn't offer the return service needed by schools.

**Marketing Committee:** Mr. Silverman said the committee met. Ms. Jefferson said she had provided a report and update to the committee. Now that the referendum has passed, the focus is on building relationships with Horry County and to prepare for the spring and summer service with the tourist season. Schedules are being distributed.

**By-Laws Committee: (no meeting)**

**Myrtle Beach Funding and Customer Service Committee:** Dr. Twigg said he had written a set of recommendations, saying an ad-hoc committee can be named by the Board, but it doesn't say anything about what that should be. Therefore, he suggested placing his comments in the minutes would give authority to the committee, and would preclude having to change bylaws. He's provided it to the Board members and Mr. Rollins to solicit input. Mr. Rollins indicated he had appointed Ms. Jefferson as staff liaison to that committee.

Mr. James indicated he was chair of the committee, and said he'd met with Dr. Twigg, and some decisions had been made regarding what to present to the Board at the next meeting. He said he thought he had a good relationship with the city, and said customer service was paramount; and that he thought funding was possible, with a focus on customer service. Chairwoman D'Angelo asked Mr. James to establish a meeting time and notify Mr. Rollins and her. Mr. Rollins said there will be a staff meeting between Coast RTA staff, city of Myrtle Beach planning staff, and city of Myrtle Beach public works staff. Myrtle Beach contacted Coast to begin discussing services Coast can continue to offer and expand. The purpose of the meeting is to brainstorm to formulate ideas to carry back to various committees. Dr. Twigg requested that the following be made a part

of the Board Meeting minutes. "According to 5, Section 10 of the Waccamaw Regional Transit Authority an ad hoc committee named the Myrtle Beach Funding and Customer Service Committee (hereafter referred to as "The MBF&C Committee) is formed. The purpose of The MBF&C is to (1) initiate strategies to educate political entities in Myrtle Beach; (2) Create a presence in the City of Myrtle Beach; (3) investigate the acquisition of land, buildings, office space, etc. for the use of a Customer Service Center to serve the City of Myrtle Beach. The MBF&C Committee shall consist of: Chair Wilbert G. "Mickey" James and Members: Bernard Silverman, James Frazier, and Nicholas Twigg. The MBF&C Committee is given authority from the board to meet according to the By-Laws of the Waccamaw Regional Transit Authority and at the discretion of the Committee Chair. The Committee will report to the Board Chair as determined by the Committee Chair and the Board Chair. According to Article 5 Section 10, the staff liaison is Yvette Jefferson."

**General Manager:** Mr. Rollins reported on an invitation by AFTA to make a presentation. AFTA has a committee of approximately 100 RTAs who have fewer than 100 buses, of which Coast is a member. 17 had referendums on the ballot last election, and only two passed. Mr. Rollins has been asked to share strategies and techniques used in achieving the referendum results. However, the time and location pose a conflict, so Mr. Rollins will attempt to do something via the internet. Coast has received a questionnaire from a consumer group which evaluates transit authorities, and Mr. Rollins has been informed that Coast is a finalist for "best places to work for a transit authority, for a small system." Some things looked at by the survey were hours of work. Mr. Rollins mentioned his staff, who he said comes in early, works late, and works on weekends. Annual banquets and cookouts, award programs, number of formal complaints were also examined. The average number of formal complaints from employees in transit is 17 complaints a year. Coast had none the previous year. Other measures attempting to improve the quality of work life were examined as well. He said it was an honor to be a finalist, and he will keep the Board apprised of any further developments. He said he would introduce a GM Monthly Report in February, which would provide a snapshot of everything which happens in the organization between meetings. Mr. Rollins indicated this was a practice which he'd undertaken earlier, but had stopped due to a Board member sharing that internal document with the larger public. Mr. Rollins reiterated that the report would be an internal document for the Board. TASC (Transportation Association of South Carolina) will be holding their annual conference in Myrtle Beach March 19-23<sup>rd</sup> at the Hilton Myrtle Beach Resort. This organization will reintroduce their exceptional Board training, and have asked for full attendance by Board members and CEOs. The registration fees will be paid. More information will be provided. Chairwoman D'Angelo noted that the training was exceptional. Ms. Beaty asked for confirmations on who would be attending as soon as possible.

## **OLD BUSINESS (none)**

## **NEW BUSINESS:**

Chairwoman D'Angelo said she would be out of town from February 3rd through the 7th. Mr. Rollins said Ms. Nobles would be coordinating the Coast's Board orientation, which will probably be a half day session, where Board members are given an overview of each department, talk about the organization's mission, and talk about what each department does in terms of the mission, and provide additional information. "State of the Coast" is going to be rescheduled.

## **EXECUTIVE SESSION:**

**Personnel and legal matters** - 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 motion carried. The Board went into Executive Session at 1:25 p.m.

## **RETURN TO REGULAR SESSION:**

Chairwoman D'Angelo called the meeting back to order at 3:23 p.m., saying personnel issues were discussed, and no votes were taken in Executive Session. She then said the Board would revisit the earlier tabled Resolution 2011-10. Ms. Nobles read Resolution Jan2010-11 into the record. Mr. Rollins said Coast had been in discussions with Georgetown County Council, residents of Sandy Island, and the Georgetown County School

District, to improve mobility to and from Sandy Island. A vessel has been identified, applications submitted to take possession of the vessel, and the purpose of the resolution is to authorize Mr. Rollins that Coast is accepting the 80 foot ferry vessel. He restated language contained in the resolution which indicates a 60 day limit to receive a funding commitment from Georgetown County as well as the state Board of Education for matching funds to operate the service, and finally no Coast RTA funds will be used to provide the service to the community.

**Resolution Jan2011-10: Authorization to Accept Transfer Pursuant to the Ferry Boat Discretionary (FBD) Program Disposal and Transfer of Alabama Ferry Vessel to South Carolina Between the Waccamaw Regional Transportation Authority, South Carolina Department of Transportation, and the Federal Highway Administration--** A motion of the Board of the Waccamaw Regional Transportation Authority d/b/a Coast RTA authorizing the General Manager/Secretary Treasurer to execute an agreement with the Federal Highway Administration to accept transfer of the Hokes Bluff, AL ferry to be used in revenue marine service linking the southeast Sandy Island Road terminus on Sandy Island with the northwest terminus of Sandy Island Road on the mainland at Sandy Island Landing. Said authorization is subject to the receipt of funding commitments from Georgetown County and the State Department of Education within sixty (60) days of the date attested herein.

It was properly moved and seconded that the Board approve Resolution Jan2011-10. There being no questions, a voice vote was taken. Mr. O'Connell voted nay; all others voted aye. Chairwoman D'Angelo indicated the motion had passed.

**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 3:27 p.m.