



**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY
d/b/a THE COAST RTA
REGULAR BOARD OF DIRECTORS MEETING
WEDNESDAY, APRIL 28, 2021
12:00 PM**

Board Present: Darrell Eickhoff
Dr. Marvin Keene
Joseph Lazzara
Bernard Silverman
Dr. Rob Sheehan
Greg James
Katherine D'Angelo
Lille Jean Johnson
Randall Wallace

Staff Present: Brian Piascik, General Manager/CEO
Ron Prater, Chief Financial Officer
Keisha Hemingway, Board Liaison
Lauren Morris, PIO

Visitors: Elizabeth Tucker, Waccamaw COG

In accordance with the Freedom of Information Act (FOIA), the 2021 meeting schedule was provided to the press at the beginning of the 2021 calendar year, stating the date, time and location. In addition, notice of this meeting was provided to the press and stakeholders, stating the date, time, and location on April 26, 2021.

CALL TO ORDER: Chairman Eickhoff called the meeting to order at 12:03PM and welcomed everyone.

INVOCATION/PLEDGE OF ALLEGIANCE: Mrs. D'Angelo gave the invocation with a prayer, then led the Pledge of Allegiance.

ROLL CALL/ANNOUNCEMENT OF QUORUM: Roll call was taken. A quorum was present. The Board Chairman and Past Board Chairman asked that those absent from board meetings be recognized as "Excused", only if that board member informs the Board Liaison, in advance, that

they are unable to attend. Board members who do not attend the meeting and do not inform the Board Liaison that they will be absent will be recognized as “Absent”.

APPROVAL OF AGENDA – There was a motion by Mr. Lazzara and a second by Mrs. D’Angelo that the agenda be approved. A voice vote was taken; no nays being heard the agenda was approved unanimously.

APPROVAL OF MINUTES – There was a motion by Dr. Sheehan and a second by Mr. Lazzara to approve the March minutes. A voice vote was taken; no nays being heard, the motion passed unanimously.

ACKNOWLEDGEMENT OF VISITORS: Elizabeth Tucker WRCOG-MPO

PUBLIC COMMENT: None

EMPLOYEE RECOGNITION: Mr. Piascik would like to recognize Doug Herriott, Ericka Hill, Felecia Vereen, Lauren Morris and Candace Brown. This team has done an excellent job getting things together for the implementation of new fixed-route service. Good job all!

CHAIRMAN’S CORNER:

- Mr. Eickhoff reminded the Board that they can way in to the project list with any concerns they might have. The Chairman discussed Project list #13 (New Service Marketing), including the new Georgetown route, along with the North Myrtle Beach Route. He would like for Mrs. Morris to reiterate her report from Service PAC meeting regarding the North Myrtle Beach Route for all the board members that was not present.
- Mrs. D’Angelo recited the Bylaws in regards to Mr. Piascik evaluation. The last pay adjustment was done in May 2020. Compensation will be discussed in June’s meeting. The Board will receive a self-report on goals from Mr. Piascik within the next week.
- In the event that a meeting is going to be canceled, Chairman asked that a notice be given so that all member will be informed. Mr. Piascik did inform the Board that there would be no meeting in July. As of now there is still no candidate to represent Conway. Mr. Piascik will be sending out reappointment letters by May 15, assuming that everyone wants to remain active on the Board. Board elections will be held in the August Meeting.

SERVICE/PAC COMMITTEE REPORT: Mrs. Johnson reported that even though the new routes don't cover all points, Georgetown Councilman Mr. Carolina is very happy with the new service starting on Saturday May 1. Mrs. Johnson also asked about the service on Route 4 in the City of Georgetown and HGTC.

Mr. Piascik shared with the Board that there are two (2) new routes. 15S has been extended from Market Commons to Socastee Blvd continuing to Tideland's Hospital via 707. This route would have two (2) buses operating so that hourly service on both the extension and the original route is maintained. The second new route is the Route 4/14 Georgetown Local. This run will serve Andrews to Georgetown, stopping in the Northern part of Sampit, continuing to Horry Georgetown Tech (HGTC). This route will travel every 90 minutes, connecting with the regular Route 16. Route 16 will also have two (2) buses in order to improve the frequency between Myrtle Beach to Georgetown during the day.

Mr. Piascik explained the benefits of having a new run pick and how it improved driver schedules. Ranging work weeks from 36 to 45 hours, scheduling in overtime. This way all drivers will have the opportunity to choose what route they wish to drive and the hours allotted for that run, being fair across the board based on seniority. The Entertainment Shuttle is scheduled to begin June 1, the day after Memorial Day. The operating hours will be changes to 11:00am to 11:00pm since we do not have J-1s to transport earlier in the day. Only one bus will operate during the week and two (2) buses Thursday through Sunday. At this time, North Myrtle Beach still has not requested service, although they are still interested of getting service in the future.

Lauren Morris shared with the Board her new marketing plans for Coast RTA. Socastee has provided a mailing list and has 5000 pieces has been mailed for the public's input. Also we have implemented some google ads along with utilizing social media. A media ad has been purchased through WMBF for a five (5) month advertisement time frame, consisting 75 commercial ads per month. There would be featured during The Morning News, The Today's Show, The Evening News and also during midday. The newspaper and chamber in N. Myrtle Beach have been difficult to reach and coordinate marketing efforts. Staff will redouble our efforts.

FINANCE COMMITTEE REPORT: Dr. Keene recapped the primary discussion points from the last Finance Committee meeting. There were no major issues, but labor expenses are unbalanced, so a Budget Revision is needed to realign those items. The Committee then discussed the budget revision. Overall, the budget was increased by \$227K with a reduction in vehicle parts and fuel budgets and recognizing additional revenue to cover expenses.

Mr. Piascik announced that there was a 3% increase in the budget overall. Farebox revenue budget is reduced from \$400K to \$300K, not really expecting to reach that number. A budget to cover the needs in maintenance has been applied for new positions. This position will ensure that the pre-trips are getting done correctly, checking the destination signs and also to assist in

the supply room. This person has to maintain a CDL and be knowledgeable of the buses and what needs to be checked. Also in the budget was an estimate for the increase in service and hours to accommodate the new routes. Mr. Piascik informed the Board of an Authority-wide step increase was added in the budget, starting on Sunday April 25, reflecting on the next pay check. This increase would help with retention and allow employees to eventually earning a retirement plan. Dr. Sheehan questioned the need for extending the step-increase Authority-wide, having understood that the primary issue was the recruitment and retainage of drivers. Mr. Piascik explained that the breadth of the step increase is such that we maintain morale. The Compensation Plan will be resurrected over the summer and presented before October. The overall FY 21 budget revision changes, along with the income statements were displayed on the screen.

GENERAL MANAGER'S REPORT: Mr. Piascik reported:

- After an abundance of silence, we did get an email from the owner of the new location, stating that he would get back to us regarding our preferred parcel. The owner is still settling thing with another buyer, and at this time they are not ready to discuss anything but, they will get back to us. Coast RTA has provided the owner of Fantasy Harbor with a Letter of Intent (LOI). Mr. Piascik will keep the Board up-to-date with this process. In the event that we don't get this parcel the process starts over, but there are more parcels available.
- Coast RTA has submitted the project to Representative Rice "Call for Projects" for community projects, which was being discussed in the House. We also have a date certain for "The Raise Program", which is President Biden's infrastructure formerly called "Build", due in July. Representative Rice's office has given word that the 5339 Grant (the bus and bus facility), the funding category should be released over the summer.
- The first Culture of Service meeting (The Solar Panel) was Monday April 26, 2021. A commitment has been made from all members to fully commit to the project. In the future we will be asking for Board participation. Having a SWOT analysis, consisting of strengths, weaknesses, opportunities and threats. This will happen sometime around the first or second week in May.

RESOLUTIONS:

- **Resolution APR2021-08** Board Establishment of the Locally Preferred Alternative (LPA) for the WRTA Operating & Maintenance Facility Location

There was a motion by Mr. Lazzara and a second by Mrs. D'Angelo to approve the resolution to establish the LPA for the location of a new O&M Facility for the Authority. A voice vote was taken; no nays being heard, the motion passed unanimously.

➤ **Resolution APR2021-09** Approval of FY21 Revised Budget

There was a motion by Mr. Lazzara and a second by Dr. Keene to approve the resolution to adopt the Draft FY2021 Revised Budget for the period October 1, 2020 to September 30, 2021 and authorizing the General Manager/ Secretary- Treasurer to manage the fiscal affairs of the Authority with budget amounts. A voice vote was taken; no nays being heard, the motion passed unanimously.

There was a motion by Mrs. D'Angelo and a second by Dr. Sheehan to allow the Chairman to sign each of the approved resolutions on behalf of the Board. A voice vote was taken; no nays being heard, the motion passed unanimously.

There was no old business or new business.

ANNOUNCEMENTS: None

ADJOURNMENT:

There was a motion by Mr. Lazzara and a second by Dr. Keene to adjourn the meeting. A voice vote was taken; no nays being heard the meeting was adjourned at 1:52pm.