

**THE COAST-WACCAMAW RTA
BOARD MEETING
September 28, 2011
12:00 p.m.**

Board Present:

Ivory Wilson, Chair
Bernard Silverman
Katharine D'Angelo
Joseph Lazzara
Dr. Nicholas Twigg

Staff present:

Myers Rollins, General Manager
John Glover, Director of Transportation Services
Julie Norton-Dew, Director of Budget & Finance
Felicia Beaty, Director of Human Resources &
Organization Development
Yvette Jefferson, Director of Marketing and Community
Relations
Joe Ponticello, Budget and Internal Controls Manager
Lynette Nobles, Office Manager

Also Present:

Pam Creech, President of Citizens Advisory Committee
Gary Loftus, Horry County Council
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 September 26, 2011.

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:03 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Mr. 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: Chairman Wilson welcomed all visitors.

PUBLIC COMMENT: Bobby Lamb said the possible route to North Myrtle Beach might bring more ridership to the Grand Strand, and thanked everyone for doing a good job.

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

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

Res. Sept2011-41: Authorization to Award Contract to Unifirst Corporation to Furnish and Service Bus Operator and Maintenance Employee Uniforms -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to execute a contract

with Unifirst Corporation for furnishing and servicing bus operator and maintenance employee uniforms for a two (2) year term with options to renew for a period not to exceed a total of five (5) years.

Mr. Rollins said this would replace the previous contract, as the original low bidder was nonresponsive and withdrew from the contract.

Res. Sept 2011-42: Approval of a Petty Cash Policy -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to establish a policy and procedure that allows for the maintenance of a petty cash fund.

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.

CITIZENS ADVISORY COMMITTEE:

Ms. Creech reported that the Citizens Advisory Committee had held a community meeting at Carolina Forest Civic Association, and that there had been good participation, again with 60-70 people attending. The inquiries from the public had indicated interest in assistance getting children to recreation and the library, in addition to rides to the park. Mr. Rollins and Ms. Jefferson gave a presentation. Mr. Silverman said it had been a good meeting, with the people engaged and interested. Ms. Creech said there had been a lot of good press coverage, and that surveys will be distributed through the Civic Association website and sent to 13 Home Owners Associations.

The next meeting will be at John Dawsey Senior Center in Aynor. Mr. Skipper from the Citizens Advisory Committee is setting the meeting. The mayor plans to attend and civic groups have been invited.

The November meeting of the Citizens Advisory Committee will be at the Coast RTA offices on the 2nd Tuesday of the month, starting at 10:00 a.m. Discussion will include previous community meetings and any changes needed, and planning for the next meeting, which will probably be in the Myrtle Beach, Surfside, or North Myrtle Beach area.

Chairman Wilson said the objective of getting information into the community was going well. Mr. Silverman said the committee had discussed North Myrtle Beach again. Ms. Fitzgerald of the CAC is from North Myrtle Beach, and will be working on that. Ms. D'Angelo suggested that, if a community meeting were to be held in North Myrtle Beach, the meeting date be set prior to the closing of the bridge in November. Mr. Lazzara asked about any meetings in Georgetown. Ms. Creech said that was in the planning stages, and that the Citizens Advisory Committee member from a given district sets the community meetings up with assistance from Coast RTA. Ms. Jefferson sent information to Mr. O'Connell to help find a CAC representative from Georgetown.

Ms. Creech said she hoped that one of the community meetings in Myrtle Beach or Surfside would include the leadership group of the Real Estate Board. She has spoken with Steven Neeves, who works with the Real Estate Board, and would like to present the information to that group so that they can put it on their website for people coming into the community.

The Citizens Advisory Committee will not meet in December.

Mr. Rollins reminded the Board that Horry County Council Chairman Tom Rice has invited Coast RTA to be part of the April agenda at the annual budget workshop and retreat, where Coast RTA will provide a comprehensive overview of how the additional funding will be used, and laying out the strategic growth plan, which will be based on information gathered by the Citizens Advisory Committee. Ms. Jefferson said the survey is available both online and in paper form.

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara reported that the committee had met and finance reports from August had been reviewed and accepted. Ms. Norton-Dew reported that Coast RTA is currently operating under budget for the year to date. Chairman Wilson thanked Horry County Councilman Gary Loftus for his presence, and for the additional county funds to Coast RTA.

Planning and Operations Committee: Dr. Twigg reported that the committee had met that morning and discussed updates on Title XIX, the vehicle acquisition program, shelters, and additional routes. Ridership has increased 5%; mileage has increased 6%. The vehicle acquisition program is needed to keep up with those increases. Regarding Title XIX, negotiations are underway with the Department of Health and Human Services, which had been contracted to a for-profit organization called AMR to provide services. The investigation and negotiations will proceed for the next 30 days.

Joe Ponticello said four (4) new vehicles were scheduled to arrive. Two 35-foot buses will arrive in December, and two El Dorado buses will ship by December 31, but must go to Charlotte from California, so they will be received by the end of January. Mr. Glover indicated the buses are shipped by flatbed.

Mr. Twigg pointed out that additional routes would require additional buses.

Regarding shelters, the current objective is to target Wal-Mart stores. There are 8 such stores in the local area, with 7 in Horry County and one in Georgetown. Placing the shelters in those locations helps to get riders to their desired destinations. Issues are being worked on regarding funding.

The Sandy Island Ferry was discussed, with meetings scheduled with Georgetown County and the City of Georgetown. There is a need for the ferry, and commitment to providing one. However, studies show that an automobile ferry isn't feasible, but a passenger ferry may be. It may be an expansion of the school ferry. This will not be a new service, just part of a route.

Commitments are being sought from North Myrtle Beach. The Demand Response service and Coast Transit Plus were discussed.

Mr. Silverman noted that he has been on mostly Route 7 and Route 10 with standing room only. He also remarked that the new drivers seem better trained, and have a very positive attitude. They call stops and talk to the passengers. He said this was probably due to the good work of Felicia Beaty and Delisa Jones.

Mr. Lamb concurred that the drivers were helpful.

Mr. Wilson said Georgetown had been told that no money received from Horry County could be used for the Sandy Island Ferry.

Marketing Committee: Mr. Silverman said the committee had met, and deferred to Ms. Jefferson, who thanked the Citizens Advisory Committee and the Board. She reported that the committee had been focused on participation in the United Way Day of Caring. Coast RTA had partnered with Horry County Special needs to paint apartments. Coast RTA will also be participating in Coats for Kids, wherein coats will be collected until December 3, and distributed on December 17.

The ridership from CCU stands at 45,000. 15South to Market Common and the VA Clinic has increased 20% from last July. The Myrtle Beach connector is the 3rd highest in ridership.

New schedules will go into effect on October 1, which include a small decrease in hours. The Myrtle Beach connector will run until 9:00 p.m. Chairman Wilson remarked that Coast RTA is approaching the goal of one million riders.

By-Laws -- Ms. D'Angelo said that illness had precluded the committee meeting with the staff attorney, but that a meeting is planned and some changes are needed.

General Manager: Mr. Rollins reported he was in discussion with corporate Wal-Mart, and had been provided 8 separate bus shelter license agreements. The goal is to erect transit stations at each Wal-Mart, which will mean those transit stations will double as park & ride venues. This will mean no funding will be needed to create park & rides, and the shelters can be quickly installed. He has received agreement for the use of the land, and has been asked to identify specific locations. Mr. Rollins mentioned having the same success the previous year with K-Mart at Inlet Square Mall.

These agreements will involve perpetual use of that property at no cost. Shelters can be installed and Wal-Mart will be asked to assume normal maintenance. Permission to advertise and retain all profit from ads is being sought. Wal-Mart is expected to counter-offer in a few weeks.

CARTA has a similar agreement with Wal-Mart in North Charleston. Based on a request from Wal-Mart, each individual location will be negotiated separately.

OLD BUSINESS (none)

NEW BUSINESS: (none)

EXECUTIVE SESSION:

It was properly moved and seconded that the Board go into Executive Session for a personnel matter. There being no questions, a voice vote was taken. No nays being heard, the motion carried. The Board went into Executive Session at 12:40 p.m.

RETURN TO REGULAR SESSION:

The Board came out of Executive Session at 1:20 p.m. and announced that all issues had been resolved in Executive Session, and no action was needed.

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 1:22 p.m.