

**THE COAST-WACCAMAW RTA
BOARD MEETING
Wednesday, March 28, 2012
12:00 p.m.**

Board Present: Ivory Wilson, Chair
Bernard Silverman
Dr. Nicholas Twigg
Katharine D'Angelo
Joseph Lazzara
Lillie Jean Johnson

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

Also Present: Pam Creech, President Citizens Advisory Committee
WACCAMAW REGIONAL COUNCIL OF GOVERNMENTS:
Mark Hoeweler
Chris Clark
Lindsay Wallace

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 March 26, 2012.

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:05 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Chairman Wilson 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: (none).

EMPLOYEE/OPERATOR OF QUARTER: Upon the recommendation of a new customer, Ms. Beaty recognized Arnette Reddick, Richard Carroll, Rodney McCoy and Zack Smith for outstanding service. Each will be receiving certificates for being "Caught in The Act."

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.

CITIZEN ADVISORY COMMITTEE: Ms. Creech stated they had completed many of their meetings and are still receiving feedback. The Citizens Advisory Board met in March. Discussions included the need to have meetings at night so that people who would ride the bus during the day could attend. Meetings in April will consist of meeting with the county including the county's budget meeting where they will be discussing finances and Coast RTA. The Citizens Advisory Committee will be working with council and going to meetings where the Coast RTA will be discussed. They will meet in May and plan other meetings. Mr. Silverman commended Ms. Creech on her work on behalf of Coast RTA.

PRESENTATION BY WACCAMAW REGIONAL COUNCIL OF GOVERNMENTS: Mr. Rollins explained that The Waccamaw Regional Council of Governments serves as the designated party to oversee federal gas taxes in our area. Coast RTA has a seat on their GSATS core committee as well as their policy committee, which is comprised principally of the mayors who make up the service area. This body approved designating money to purchase shelters and approved funds to support the transportation improvement plan and an intramodal facility.

Mark Hoeweler, Chris Clark and Lindsay Wallace, with the Waccamaw Regional Council of Governments, provided the Board an update of the plans for a new TIP with special emphasis on the transportation provisions contained in the plan. Chris Clark provided booklets to each board member and gave a slide presentation concerning long-range plans, short-term funding, an overview of public transportation, the new funding cycle, and specifically public transportation. Mark Hoeweler discussed what is budgeted and what is funded, along with current and projected projects.

Mr. Silverman thanked Mr. Hoeweler and his associates for their presentation and asked for an explanation of how 5307 and 5311 funds come to Coast RTA. Mr. Hoeweler stated they are required to report federal dollars being spent in the region and in order for projects funded from the one-cent sales tax to be eligible for federal funding they have to go through WRCOG. SCDOT wants the one-cent sales tax projects eligible for federal funding in case additional funds are needed. There was an explanation of the formulas used.

Mr. Hoeweler said Brunswick County, which is also part of their planning responsibility, added 20,000 people, which helped reach over the 200,000 number. He also said there is a conference call scheduled with SCDOT next Wednesday morning where federal highway and federal transit will be on the line to discuss the new designation. With that level of population, there are a lot more responsibilities as far as planning on the federal level and certification.

Ms. D'Angelo asked about Little River, that it is getting more crowded with more building. She expressed concerns over a road going into River Hills that she understands belongs to the county that needs paving. Mr. Clark said they are not allowed to spend funds on resurfacing and explained that is done on the county and state level.

Dr. Twigg said they are working in Sandy Island, trying to get improvements and asked how Mr. Clark's organization may fit in. Mr. Clark said he understands there has been some dialogue recently but no meeting called of that committee and that they have been participating in the planning process from the beginning and perform a support role.

Mr. Rollins thanked Mr. Hoeweler and his colleagues for their willingness to provide funding for a feasibility study. There was discussion about COGs being able to oversee the study but they are facing manpower issues, as is Coast RTA. Mr. Rollins has approached the city to see if they would oversee the project and have had discussions with Tom Leath and the other leaders of Myrtle Beach. Hopefully they will support that request. Mr. Rollins said this statistical data would be useful moving forward with the study and evaluating the best venue to build the facility. Coast RTA is very pleased with the partnership relationship. Mr. Rollins thanked Mark, his leadership, and he and his staff for all their work.

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

Res. No. MAR2012-18: Approval of Letter of Understanding Between Coast Regional Transportation Authority and Pee Dee Regional Transportation Authority. -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to enter into a Letter of Agreement with Pee Dee Regional Transportation Authority to provide non-emergency medical transportation services to Medicaid recipients and general public in Georgetown County.

Mr. Rollins said this agreement is an opportunity to improve the quality of life for Georgetown County residents by authorizing Pee Dee RTA to provide non-emergency Title 19 transportation services to residents. This is Coast RTA's service area and SCDOT's posture has been that without written approval Pee Dee RTA could not provide this service. Coast RTA is giving Pee Dee RTA a one-year window to provide service after which time it will be reevaluated.

Res. No. MAR2012-19: Acceptance of Independent Audit Report for Fiscal Year 2011. -- A motion of the Board of the Waccamaw Regional Transportation Authority accepting an independent audit report for the fiscal year ending June 30, 2011 performed by McGregor and Company LLP, Certified Public Accountants.

Mr. Rollins said an independent accounting firm has been reviewing the books for the past number of months and last month the Board was presented a draft report for consideration. Further input was received and at this time Coast RTA is proposing the adoption of the unqualified audit.

Res. No. MAR2012-20: Authorization To Repair Trolley Air Conditioners Through Sealed Bid. -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to issue a purchase order in the amount of \$18,510.12 and "Order to Proceed" to W.W. Williams, S. E. Inc. of Columbia, SC to replace all Compressors, Refrigerant Lines, Mounting Hardware, and Associated Electrical Connections on the Authority's fleet of four (4) Trolleys.

Mr. Rollins said historically the four trolleys have had AC units that are unreliable and compromised the quality of the service offered to riders. Funds have been secured to update and replace the components. It is being asked that the Board grant permission to award a contract to the firm being the lowest and best bid.

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 said he met with Julie Norton-Dew on Monday and again this morning with Ms. Norton-Dew and Joe Ponticello wherein they reviewed, discussed and moved to accept the financial report. Mr. Ponticello offered to go through the financials and asked if there were any questions. There were none.

Planning and Operations Committee: Dr. Twigg said they met this morning, had a lot of nice items with Title 9 information and updates and deferred to Mr. Rollins.

Mr. Rollins said they talked about the Sandy Island project and provided the Board with an update on the status of the project and with an update on the shelter project. They discussed plans to move forward with the improvement of rolling stock, disposition of buses that have met their useful life and approaches to secure natural gas buses to add to the fleet.

Marketing Committee: Mr. Silverman said the committee had met but did not get to hear about the hurricane evacuation study and will hear that next month. This will still be a month or two before the hurricane season.

Ms. Jefferson said Coast RTA is looking forward to the ribbon cutting that will take place today at 2:30 at Broadway At The Beach and are also looking forward to increased ridership, which is doing quite well, being up 29 percent.

By-Laws Committee -- Ms. D'Angelo said Ms. Nobles sent each board member updated amendments to the by-laws. One was the establishment of the executive committee and the other was the establishment of the conflict of interest policy, which will be voted upon during Old Business.

Mr. Silverman expressed concerns about the very last line, "To make Interim Decisions for the Board." He said it was a little fuzzy and asked if the executive committee could make a decision for the Board, maybe due to a short notice.

Ms. Blain-Olds said the intent was to have a mechanism in place through which a very timely decision could be made in emergency situations. It is not to bypass the entire board, but to authorize a segment of that board to act when time is of the essence, whenever contacting each board member is not practical, to make an interim decision to move forward in the absence of having heard from each individual board member. Ms. Blain-Olds assured the Board it would be used very sparingly.

General Manager: Mr. Rollins wanted the Board to know that Coast RTA has, and will continue, to play an integral role in the evacuation of residents in the event of a mandatory hurricane evacuation as declared by the governor. In the past, Coast RTA's point of contact has been operations with the county and their emergency evacuation team. Mr. Rollins wants the operation staff to focus on getting the busses out, making sure that they are on time and that they are safe. Mr. Rollins has designated Ms. Jefferson as the point of contact. Ms. Jefferson has been invited to be a member of their core committee, which is a Monday morning weekly meeting. Mr. Rollins has proposed that Coast RTA have an emergency evacuation symposium where all the stakeholders will be invited to come to Coast RTA and discuss a comprehensive plan to relocate tourists and residents who may be in harm's way.

Coast RTA will invite the sister RTAs in the contiguous areas to participate in that symposium including Pee Dee RTA, Santee-Wateree, Williamsburg County, and will also invite Mr. Ed Peotroski to come and update Coast RTA on what is being projected for the year as well as the Horry County staff. Coast RTA has a 62 bus fleet and do not have enough seats to adequately move folks. If Pee Dee's 110 buses, Santee Wateree's 40 buses, and Williamsburg's 20 buses were included there would be a 200 bus fleet. That is the approach Coast RTA wants to take and is the plan supported by the county. The entire board is encouraged to participate in that symposium that will be coordinated by Ms. Jefferson and her staff.

Dr. Twigg said his past experience has been that the decision makers, such as the mayor and the governor, did not attend the meetings. Dr Twigg questioned what happens if all the bus drivers are sitting at home? He also said he had gone to the emergency public safety and asked for the flood zones and couldn't get that information.

Ms. Jefferson said storm surge has been discussed and they are looking at changing the zones. In light of Katrina, the surge needs to be taken into consideration and therefore people will be evacuated up to Aynor. Ms. Jefferson said some information is in the board member's packets, but there is more available and it can be discussed in the future.

Mr. Rollins stated the core mission is to provide safe, affordable, reliable and courteous mass transportation services that enhance the quality of life for residents but also support the growth of tourism. Coast RTA feels that over the course of the last several years a good job has been done on the first phase of the core mission. There are now reliable routes, dependable service, affordable fares and the capability of getting people from

point A to point B, safely and on time. He said it was felt that after the passage of the referendum and the doubling up of the commitment from the City of Myrtle Beach that it was time to focus on the second part of the core commission, which is to support the growth of tourism.

Six months ago there was a meeting with Mr. Rollins, some board members, Jim Apple of Burroughs and Chapin and Buck Waters, the new Chairman of the Board. The representatives of Coast RTA told Burroughs and Chapin that their help was needed and wanted them to be part of the growth of public transportation. O'Neil McCoy, manager of Broadway At The Beach, was told that we wanted to introduce a new service. The winter was spent creating route designs and a new quality service that the public is going to embrace. It is called The Myrtle Beach Entertainment Express. The grand opening and ribbon cutting is today.

The regular service will begin Friday. The service proposed is a 6.2 mile loop providing regular service 11 a.m. to 11 p.m. seven days a week. Soft opening will be in April and part of May, only on weekends. During that evaluation period, there will be onboard surveys from consumers. Coast RTA is prepared to add the second bus in June on this route or a companion route that offers faster service.

The routes will be started with supervisors during the soft opening period and they will be trained to call out stops. There will not be a fixed schedule but seamless service to tourists to hit key destination. There are 105 key destinations on the route with all of Broadway At The Beach counting as only one stop. There will be no fare for this service.

Coast RTA is budgeted for two busses. The second bus may be on the original route or there may be a second route started at a different location like Market Common that would create a separate route that intertwines with this route. Those decisions will be made based on input results, stakeholders, as well as what is determined to provide the most value to the community.

The goal in the next year is to secure new revenue streams from private sector partners to purchase trolleys and introduce trolleys on this service. Broadway At The Beach made a \$12,000 to \$15,000 commitment to wrap a bus. Wonder Works wants to wrap the second bus. Ripley's wants to wrap a bus. The goal is quality service and a new revenue stream. The next task is to plan a similar rollout for the new airport service that is budgeted. The route is already laid out. The expectation is to roll that out in July, a \$2 route, which will also be a two bus system. In June the plan is to take the Board to the airport to sample that route.

Mr. Silverman asked if there would be a GPS wherein one could check their phone to know when the bus would be arriving. Mr. Rollins said when Coast RTA requested funds from GSATs for signage and shelter purchases, it was sold as a three-legged request with the third being technology. It is anticipated at the end of the signage purchase there will be funds to introduce technology into the system. The short-term intention is to install DVD monitors on buses and sell advertisements, in a loop, to local vendors who have a captive audience on this free bus in order to generate additional funds for the organization.

Chairman Wilson stated that due to the scheduled ribbon cutting that Old Business would be bypassed. Chairman Wilson asked if there was any new business. There were no responses.

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 1:36 p.m.