

**THE COAST-WACCAMAW RTA  
BOARD MEETING**

**July 25, 2012**

**12:00 p.m.**

**North Myrtle Beach Chamber of Commerce  
1521 Highway 17 South  
North Myrtle Beach, SC 29582**

**Board Present:**

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

**Staff present:**

Myers Rollins, General Manager  
John Glover, Director of Operations  
Julie Norton-Dew, Chief Financial Officer  
Felicia Beaty, Director Human Resources  
and Organization Development  
Yvette Jefferson, Director of Marketing and  
Community Relations  
Joe Ponticello, Director Internal Controls &  
IT  
Lynette Nobles, Executive Assistant  
Barbara Blain-Olds, Staff Attorney

*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 Monday, July 23, 2012.*

**CALL TO ORDER:** Chairman Wilson called the meeting to order at 12:00 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 RECOGNITION:** (none)

**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.

Chairman Wilson referenced their rules of procedure. Mr. Silverman mentioned that the Chairman only votes to break a tie.

**CITIZENS ADVISORY COMMITTEE:** It was announced that the Chair of the committee had a personal emergency, but that the Citizens Advisory Committee had met, and were planning a workshop on September 20th. The next regular meeting will be August 3rd.

### **APPROVAL OF RESOLUTIONS:**

Ms. Nobles read the following resolutions into the record:

**Res. JUL2012-31: Authorization to Receive FY2013 Funding from the City of Myrtle Beach --** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to receive FY 2013 funds in the amount of \$300,000 from the City of Myrtle Beach for mass public transportation.

**Res. JUL2012-32: Authorization to Receive FY2013 Funding from Georgetown County --** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to receive FY 2013 funds in the amount of \$220,000 from Georgetown County for mass public transportation.

**Res. JUL2012-33: Authorization to Receive FY2013 Funding from Horry County --** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to receive FY 2013 funds in the amount of \$1,055,000 from Horry County for mass public transportation.

**Res. JUL2012-34: Authorization to Receive FY2013 Funding from the City of Conway --** A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to receive FY 2013 funds in the amount of \$5,000 from the City of Conway for mass public transportation.

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 reported that the committee had met that morning. Financial information was reviewed and accepted. Ms. Norton-Dew said she'd presented the preliminary June financials through year end. A second set of financials will be available at the August meeting, in addition to a budget revision.

**Planning and Operations Committee:** Dr. Twigg reported that the committee had met and had a presentation. Mr. Rollins said the board had been provided with a full update on progress of the shelter project, including shelter installation, project signage installation, and the introduction of transit technology. There was additional discussion about starting a ferry service in Georgetown. There was discussion regarding a presentation given to the City of Conway regarding construction of a park and ride, to improve the quality of service. Finally, it was announced that Georgetown Route 14 will terminate the following week.

Chairman Wilson asked if all approvals have been received regarding the Wal-Mart shelter project. Mr. Rollins said Coast RTA still awaits the official word from Wal-Mart Corporate in Arkansas. Ms. D'Angelo asked if Mr. Rollins knew why the process was taking so long. Mr. Rollins replied that he was not certain with respect to all eight properties, but that after the engineering and real estate division approved the plans for the Seaboard property, the operations division called into question the safety of stopping in front of the store. SCDOT is reviewing alternatives for that location, and approval is pending from the operations department for the other locations.

**Marketing:** Mr. Silverman said the committee had met that morning and received a presentation from Ms. Jefferson. He noted that Ms. Jefferson has a busy and aggressive schedule, and is doing a great job. Ms. Jefferson said Coast RTA has experienced record ridership for FY2011/2012, with a 31% increase in their ridership, an increase of 224,000 riders. They look forward to continuing to provide a great level of service to Horry and Georgetown counties, and will have a public meeting regarding some of the changes in the near future.

**Bylaws:** (none)

**General Manager:** Mr. Rollins said he had signed up to participate in a Webinar offered on July 27th by congressional staff on an overview of MAP21, along with staff. At the August meeting, the Board will be given an overview of MAP21 (Moving Ahead for Progress in the 21st century). He anticipates there will be an opportunity to talk to some of the congressional staff. There is a provision in the new bill which purports to give a waiver to RTAs which have exceeded the 200,000 population threshold to continue to qualify for 5304 funding, which may allow Coast RTA to qualify for those funds over the next decade, but may require a transition over the next two years.

Mr. Rollins said he was pleased with the work being done as an organization. He has met with each of the division directors, and four key performance goals for each division were set. These will be reviewed and then brought to the Board, to make them aware of the initiatives chosen for focus over the next 12 months.

Regarding the new Coast RTA location, the core committee, chaired by the City of Myrtle Beach Planning Department, will have its next meeting in August. The FTA will be walking that committee through a presentation to provide guidance to RTAs which are building intermodal facilities, including all the legal requirements and regulations, so that Coast RTA can be prepared to submit a request for a full-funding grant, to provide between 60%-80% of the

project costs. That meeting is scheduled for August 9th at Myrtle Beach City Hall. A location for the center has not yet been chosen, but he and Dr. Twigg agree that there is value to having the Board represented at the Myrtle Beach meetings.

**OLD BUSINESS:** (none)

**NEW BUSINESS:** Mr. Rollins thanked the Board for traveling for the meetings, and said the meetings will return to the Coast RTA offices for the remainder of the year.

Mr. Silverman said, with respect to North Myrtle Beach routes, he wanted to revisit the vote which was taken in 2009. He suggested a fresh approach in strategy, and that it might be time to start planning routes.

Mr. Rollins said he and the leadership staff would be working over the winter on an update to the strategic plan, to be called a master plan. One component will be a ranking of future corridor growth, based on empirical data. Their recommendations will be presented at the January meeting.

**EXECUTIVE SESSION:** 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 Board went into Executive Session at 12:34 p.m.

**RETURN TO REGULAR SESSION:** The Board came out of Executive Session at 1:00 p.m. and announced that no action was needed as a result of Executive Session.

**ADJOURNMENT:** It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 1:05 p.m.