

**THE COAST-WACCAMAW RTA
BOARD MEETING
February 27, 2013
12:00 p.m.**

Board Present:

Ivory Wilson, Chair
Bernard Silverman
Joseph Lazzara
Katharine D'Angelo
Nicholas Twigg
Mickey James
Covia Stanley, MD
Gary Loftus

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
Lynette Nobles, Executive Assistant
Barbara Blain-Olds, Staff Attorney
Kevin Parks, Grants and Procurement Manager
Joe Ponticello, Director Internal Controls & IT
Doug Herriott, Senior Street Supervisor

Also Present:

Pam Creech, Citizens Advisory Committee
Bobby Lamb, Coast Rider

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, February 25, 2013.

CALL TO ORDER: Chairman Wilson called the meeting to order at 12:00 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Dr. Covia Stanley gave the invocation. The Pledge of Allegiance was recited.

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

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ACKNOWLEDGMENT OF VISITORS:

Bobby Lamb, Coast Rider

PUBLIC COMMENT: (none)

EMPLOYEE RECOGNITION: Ms. Felicia Beaty advised the board that a year ago, an award was created called “Caught in the Act.” It is an award where employees are acknowledged for being “caught in the act” of going above and beyond the call of duty. The following individuals were recognized for being part of the team who were tasked with driving to Richmond to retrieve the ten (10) recently acquired buses:

James Duncan
Eboni George
Craig Hutchinson
Joann Liquori
Allando Scott
Arian Nikolla
Matthew Simon
James Tutor
Richard Carroll
Edi Meka
Chris Smith
Doug Herriott

Mr. Rollins further commented that not only did the aforementioned employees achieve a monumental task of getting the buses transported, but also their teamwork saved Coast the approximate \$40,000 quote that it would have cost to have the buses flat-bedded. Mr. Rollins thanked the employees for their teamwork and service. The Board mirrored Mr. Rollins’ comments, especially commending Mr. Doug Herriott for his exemplary leadership in this project.

APPROVAL OF MINUTES: It was properly moved and seconded that the minutes from the previous meeting of January 30, 2013 be approved. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

CITIZENS ADVISORY COMMITTEE: Ms. Pam Creech reported that most of the tasks given the CAC have been accomplished. CAC members plan to be at the Coast meeting on March 8 to assist in any manner needed. The CAC has been working “behind the scenes,” and the CAC members who will be at the March 8 meeting will be reporting on the comments, needs, and wants that the members of the community have expressed. Looks forward to interacting on March 8 and receiving further instruction as to how the CAC can assist Coast RTA.

MASS TRANSIT PRESENTATION: Mr. Rollins reported that he plans to bring to the Board a formal, written recommendation to develop a Coast RTA Route Development Committee to

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assist in identifying areas in which Coast needs to grow. The March 8 meeting is the expected “kick-off” for that recommendation. The newly formed group would be expected to report in April on some exciting ways to improve service of the QAC, Quality Assurance Committee, and would look to the Community Advisory Committee to help identify the areas of demand. This will be comprehensive, and we want it to be empirically driven, to include surveys, public meetings, etc. Also suggested that we invite representation from each of the appointing authorities: Horry County, Georgetown County, City of Myrtle Beach, City of North Myrtle Beach, City of Conway, City of Georgetown, but also the Horry County Delegation and MBREDC because all of these entities play a role. Asked the Board to help him create the list of members, and stressed that this would be the Board’s committee, and would like feedback on who should represent. Would like to announce this to the public at the meeting on March 8m which of course necessitates a lot of work beforehand, and welcomed any and all Board input. Advised the Board that there would be more detail in the coming days, and would send the Board a detailed email to that effect. The ultimate goal is to ensure that the system is grown the right way.

We will also be announcing the new service at the airport at the March 8 meeting, and will be spending a lot of time walking attendees through that route so that they fully understand how that service will operate.

We will also be working on a route that will service Conway, and will be talking about that on March 8 as well. The hope is that each year, the route meeting will be a “State of the Coast” meeting so we can share with the public what our performance has been the prior year, and to divulge how public funds are utilized.

Ms. D’Angelo asked Ms. Creech if the CAC had representation from North Myrtle Beach, to which Ms. Creech responded that the CAC did not have North Myrtle Beach representation. Ms. Creech further stated that they have been reaching out to fill the vacancy, and the CAC is certainly open to recommendations.

Dr. Stanley recommended Mr. Kingsley to serve on the QAC committee.

APPROVAL OF RESOLUTIONS: (none)

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara reported that the committee met that morning and that he had met with Julie Norton-Dew and discussed the January financials. Reviewed the current audit, and turned further comment over to Ms. Norton-Dew. Ms. Norton-Dew asked the Board to take the next few weeks to look over the draft audit and to please feel free to ask any questions. Final approval of the audit will be requested at the March Board meeting. We are currently operating within budget, and are continuously looking at the numbers to ensure that we stay within budget. Ms. Norton-Dew mentioned that in the month of March, a budget retreat will be held during the morning sessions; she is gathering the budgets from each department and will

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be compiling them, and will be making presentations on the potential grants and local funding, and that the route development process will commence at that time. Chairman Wilson thanked everyone for the draft audit information and commended the entire company on the quality work that is obviously being performed, as reflected in the draft audit.

Planning and Operations Committee: Professor Twigg reported that the committee had met this morning and there was discussion on about five (5) different items, but some of the items are fairly important for us, such as the signage project, Myrtle Beach Airport shuttle, and the CCU shuttle and opportunities presented there. CEO Rollins added that, in addition to those items, we gave the Board a brief update on the transition from a small urban to a large urban and the potential impact that may have on operations. Also discussed were the ongoing efforts to build a state-of-the-art headquarters east of the waterway with the support and assistance of the City of Myrtle Beach.

Marketing: Mr. Silverman advised the committee had met that morning and was provided with an aggressive schedule of activity. Mr. Silverman asked Ms. Jefferson to continue with the report, and she reported that marketing and community relations is looking forward to the spring and summer service rollout, and is excited about the new airport shuttle that will commence on April 2. She also reported a 12% increase in ridership, and also looking forward to the route workshop on March 8. Ms. Jefferson was commended for her hard work and effort with regards to the marketing initiatives within her group.

Bylaws: Ms. Katharine D'Angelo presented the updated bylaws to the Board and requested that the Board review the bylaws on occasion in order to be familiar with them.

General Manager: Mr. Rollins made the following comments:

1. Director Mickey James has been reappointed to a three-year term by the City of Myrtle Beach.
2. Planned to approach the City of Conway to allow Coast to use some of their land for a "Park and Ride." Under this scenario, more services could be offered to the City of Conway. Due to Santee Wateree's and PDRTA's financial crises, this initiative will be postponed for another year and will be revisited at another time.
3. TASC statewide conference starts this coming Saturday. Encouraged everyone to attend, especially the Roadeo event. This will be held at the old Waccamaw Pottery area. It runs from 9:00 a.m. – 3:00 p.m., and the bus roadeo, an especially popular event, is scheduled to commence at 10:00 a.m.
4. There has been a reorganization of staffing in order to become more business focused. Continually working to increase/diversify revenue streams. John Glover is now focused on planning, and Doug Herriott is in charge of day-to-day operations. It has been a smooth transition, and Mr. Rollins commended these gentlemen on a great job. Mr. Rollins concluded his report, which the Board received as information.
5. PDRTA. Spent time with the general manager last week and confirmed that the media reports are accurate. They are "cash poor," and get practically no funding, only \$80K/yr. They plan to reduce staffing by 75%, their budget by 80%; will eliminate commuter

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service, which will affect Coast RTA. Hospitality workers are left without transportation. While Coast wants to help, its hands are tied. Now they are planning to dispose of some of their buses, and we have begun the process of a cost-free exchange in their effort to dispose of some of their buses (if newer buses are acquired, Coast's older buses would be retired). They might also be forced to eventually liquidate. Mr. Loftus commented that this report is a testament to some of the funding that Coast is fortunate to receive from the various municipalities. Mr. Rollins stated that he is unsure that the hotel industry is aware of the impact of the commuter service suspension, and reminded the Board that Coast cannot charter buses for displaced workers, and the businesses cannot subsidize the cost of the commuter services.

OLD BUSINESS: (none)

NEW BUSINESS: (none)

EXECUTIVE SESSION: (none)

ANNOUNCEMENTS:

1. March 24 ribbon cutting at the airport at 1:00 p.m.
2. Ms. D'Angelo advised that she would be absent at the March Board meeting;
3. Dr. Stanley advised that he is retiring from DHEC effective March 1 and invited everyone to join him at 2:30 today for a farewell reception;
4. Executive staff was commended for their tireless work, and Mr. Rollins echoed the Board's sentiments.
5. The next Board meeting is March 27, 2013.

ADJOURNMENT: It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 1:00 p.m.

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