

**THE COAST-WACCAMAW RTA
BOARD MEETING
April 24, 2013
12:00 p.m.**

Board Present:

Ivory Wilson, Chair
Bernard Silverman
Lillie Jean Johnson
Joseph Lazzara
Nicholas Twigg
Covia Stanley, MD
Gary Loftus
Katharine D'Angelo

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
Barbara Blain-Olds, Staff Attorney
Kevin Parks, Grants and Procurement Manager
Lynette Nobles, Executive Assistant

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, April 22, 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:

David Gray, SCDOT Columbia
Chuck MacNeil, General Manager, PDRTA Florence
Bobby Lamb, Coast Rider

PUBLIC COMMENT: (none)

EMPLOYEE RECOGNITION: The following employees were recognized:

- Employee of the Quarter: Edi Meka
- Operator of the Quarter: “Zach” Morris Smith

APPROVAL OF MINUTES: It was properly moved and seconded that the minutes from the previous meeting of March 27, 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 represented the Citizens Advisory Committee. Ms. Creech reported that the regularly scheduled meeting of the Citizens Advisory Committee is scheduled for Thursday, May 2 here at the Coast office, and invited the Board to attend. Ms. Creech also stated that she had met with CEO Rollins, who will be at the May 2 meeting, and discussed some very good ideas that will go a long way towards doing what needs to be done for Coast patrons. She also enjoyed seeing all of staff at the budget meetings for the county. The presentation provided was excellent and well received. Also, there were two public hearings, and thanked Coast staff for their assistance and most helpful material that was provided. It's very obvious that the people in the community who were using the public transit were using it due to medical issues or due to a physical handicap, and these people expressed their concerns. Thankfully most of these people will be able to be accommodated through CAPS. Coast staff was professional and caring, and Ms. Creech extended her thanks to them. There will be a public meeting in North Myrtle Beach, as North Myrtle Beach/Little River is still very much a concern and a need for public transportation. Chairman Wilson thanked Ms. Creech for her hard work on behalf of the Citizens Advisory Committee.

FEASIBILITY STUDY PRESENTATION: CEO Rollins reported that for the last six to seven months, staff has been poring over data all for the purpose of uncovering ways to grow the organization. Adequate funding is integral to the success of this objective, and this presentation is a result of the work that has been invested thus far. Coast RTA is at a point where the demand for service has outstripped the ability to meet that demand. Going back to November 2, 2010 as a starting point for discussion, the Transit Funding Referendum was passed; however, since then, CPIU has increased 5.6%. This simply means that the same funds that were contributed a few years ago equate to less dollars today. At this rate, Coast will invariably reach a funding crisis. To add to this quandary is that the mil requested from the County for funding was reduced to 6/10 of a mil despite the due diligence performed by Coast that the one mil request was indeed realistic. This translates to the need to identify new revenue sources to grow the organization, and Coast also needs to establish a reserve fund, a recommendation for which will come to the Board at a later date. Mr. Rollins then proceeded with his presentation of a “four-pronged plan”

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to increase funding to take the organization to the next level, starting with the formation of a Public Transportation Task Force. Key points of the presentation are as follows:

- The Mass Transit Task Force will work to identify short and long-term transit enhancement solutions for Horry and Georgetown counties. The plan will align with the COG TIP and SCDOT STIP to ensure a viable “2030 Transit Master Plan” for public transit on the Grand Strand
- Commencing June 2013, Coast RTA Transportation Task Force, in partnership with the MBACC will bring together dynamic business leaders to form the Horry-Georgetown Counties Transportation Task Force (HGCTTF) to examine the region’s transportation system, and will be charged to develop a series of recommendations for the region’s transportation system;
- The Task Force will create a mission statement and a set of guiding principles, with the mission being to develop and present a Transportation Growth Strategy for the next five to seventeen (2030) years;
- The Task Force will develop a regional strategy reflecting short and long-term vision capable of being acted on in the near future;
- Proposed principles were provided;
- Four key issues the Task Force should address:
 - Mobility;
 - Congestion;
 - Environment; and
 - Economic Competitiveness.
- A cost benefit analysis will be utilized to compare variations and combinations of roadway improvements, pricing as a means of congestion management, bus system enhancements, and rail enhancements.
- Suggested Task Force Team:
 - Chairman: Harold Stowe
 - Advisory Committee: Local Horry & Georgetown Leaders
 - Core Committee: QAC, CAC GM/CEO
 - Board of Director: Appointed by Chair

Upon entertaining questions from the Board, Mr. Rollins clarified that this proposal does not include Brunswick County. The plan moving forward is that we will manage some of their funding for them, make sure they get their appropriations, but have no involvement in service in Brunswick County. Chairman Loftus recommended this Task Force include representation from the Georgetown Industrial Alliance. Mr. Rollins thanked Mr. Loftus and welcomed any suggestions from the board, and further stated that next month he will be presenting some funding plans that have the potential to generate substantial new revenue sources. The Board received Mr. Rollins’s report as information.

MASS TRANSIT PRESENTATION – PEE DEE RTA STORY: Mr. Chuck MacNeil, CEO of the Florence PDRTA, addressed the Board. Mr. MacNeil thanked the board for the invitation today, stated that he is very impressed with Coast’s operation, and provided a brief biography of how he came to be in the mass transit business and ultimately the CEO at PDRTA. Mr. MacNeil continued with his own challenges at the helm of PDRTA, noting that they have been in the news

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a lot lately, and not for particularly good reasons. Mr. MacNeil provided a detailed presentation as to the financial challenges he is facing, particularly with acquiring the needed funding to run a beneficial, streamlined, and profitable company. Unfortunately, unless something turns around, and quickly, the PDRTA is at real risk of closing its doors.

APPROVAL OF RESOLUTIONS:

CEO Rollins requested that the Board table the proposed resolutions until future notice.

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara reported that the committee met that morning and discussed the financial report with Ms. Norton-Dew. Ms. Norton-Dew continued the report, and advised that Coast is currently under budget on the expense side by \$93K. The revised proposed budget was distributed this morning, and that version will be put on the Coast website for 30 days for public comment. Also, Ms. Norton-Dew advised that the resolution to approve the general contractor and will be making a full presentation on the proposed renovations.

Planning and Operations Committee: Professor Twigg reported that the committee had met this morning and there was discussion on shelter signage projects, the airport shuttle, the intra-modal transport center, and fleet update. Professor Twigg turned the reporting over to Mr. Rollins for further comment. Mr. Rollins reported that the committee discussed and came to consensus on how to move forward with the Sandy Island Ferry Project.

Marketing: Mr. Silverman advised the committee had met that morning and turned the remainder of the update over to Ms. Yvette Jefferson. Ms. Jefferson stated that the spring and summer service is gearing up on May 13, with extended hours up until about 11:00 p.m. The airport ribbon cutting ceremony will be held on June 3 at 11:30 a.m. and invited everyone to attend; service begins on June 1. Ridership on major routes: Route 7 has about 70K rides so far this year, Route 15S reporting good ridership, and we are on pace to have one million rides this year.

Bylaws: Ms. Katharine D'Angelo reported that, per the bylaws, at next month's Board meeting, we will entertain nominations for the Vice-Chair. The vote will take place in June, and it will be by secret ballot. Ms. D'Angelo requested that each nominee send an email to each Board member stating why he or she feels qualified to fill the position of Vice-Chair. Ms. D'Angelo also reminded the Board to please review the bylaws regularly in order to remain attuned to them. CEO Rollins added that there is not a vote for the Chairman, but that the Vice-Chair does a two year internship under the current Chairman, and then assumes the Chairman position after that term is up.

General Manager: Mr. Rollins reminded the Board that in January, Mr. Wilson, Mr. Silverman, and he had a very good meeting with Peter Rogoff, even though they didn't leave

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with especially good news, given the formula for funding that makes up MAP 21. However, yesterday, the FTA announced a new TIGER (Transportation Investment Generating Economic Recovery) program. This is a TIGER 3 program in which a \$474M competitive grant for which all RTAs can compete. Mr. Rollins assured the Board that Coast intends to be very aggressive in acquiring some of this funding.

OLD BUSINESS: (none)

NEW BUSINESS: (none)

EXECUTIVE SESSION: (none)

ANNOUNCEMENTS: Mr. Rollins reminded the Board that he is working on reorganization for the past six months, and will share more information next month for the Board's information and input.

ADJOURNMENT: It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 1:20 p.m.

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