

**THE COAST RTA-WACCAMAW RTA  
BOARD MEETING  
September 25, 2013  
12:00 p.m.**

**Board Present:** Bernard Silverman, Chair  
Joseph Lazzara, Vice-Chair  
Ivory Wilson  
Lillie Jean Johnson  
Gary Loftus  
Katharine D'Angelo  
Mickey James  
Nicholas Twigg

**Staff Present:** Myers Rollins, General Manager  
John Glover, Transportation & Service Planning Manager  
Julie Norton-Dew, DGM of Finance & Administration – CFO  
Felicia Beaty, DGM of Operations – COO  
Joe Ponticello, Director of Internal Controls  
Kevin Parks, Grants and Procurement Manager  
Erica Hill, Business Development Specialist  
Rick Carroll, Street Supervisor  
Tom Arends, Material Control & IT Analyst  
Pamela Glenn, Receptionist

**Also Present:** Lauren Hannant – WBTW TV13  
Doris Gleason, AARP and AARP Volunteers:  
Jacqueline LeBlakey, Sheila and Ted Cohen  
Sam Frink (Conway Ford & CCU), Jean Gillian,  
Judith Cole, and Patty Blum  
Bobby Lamb, Coast RTA 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, September 23, 2013.*

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

**INVOCATION/PLEDGE OF ALLEGIANCE:** Rev. Wilbert G. James gave the invocation. The Pledge of Allegiance was recited.

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

**ACKNOWLEDGMENT OF VISITORS:**

Lauren Hannant, WBTW TV13

Doris Gleason, AARP and AARP Volunteers: Jacqueline LeBlakey, Sheila and Ted Cohen Sam Frink (Conway Ford & CCU), Jean Gillian, Judith Cole, and Patty Blum

Bobby Lamb, Coast RTA rider

**PUBLIC COMMENT:** Ms. Doris Gleason shared that AARP in South Carolina and nationally has been a long-time supporter of public transportation recognizing that they serve the elderly, the under-served, and the disabled. AARP also recognizes that there is a need to increase public transportation. This summer, Ms. Gleason said, she and the local AARP volunteers watched the struggle between Coast RTA and the Horry County Council over additional board seats and its' funding. She also stated that they (AARP) are not here to take sides. Further, she, along with AARP volunteers and members are here to launch a campaign that will, hopefully, result in the yearly funding received from Horry County placed in the recurring budget, thus eliminating the struggle that seems to ensue each year. Ms. Gleason stated that their plans include involvement of local AARP volunteers and community leaders, outreach to the 60,000 AARP members in Horry County, and 16,000 local activists; a strong social media campaign and possibility of paid print ads, if needed. In addition, AARP has a strong national team located in Washington, DC that focuses solely on transportation issues. Ms. Gleason has been in conversation with them and they are fully aware of the situation and more than willing to lend a hand. Ms. Gleason concluded by asking that she be kept abreast of the situation and she looks forward to working with Coast RTA staff, as well as county council.

Chairman Silverman then asked if there were any other public comments.

**EMPLOYEE RECOGNITION:** None.

**APPROVAL OF MINUTES:** It was properly moved and seconded that the minutes from the previous meeting of August 28, 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 was absent and Mr. Silverman stated that the next meeting will be in October.

**MASS TRANSIT PRESENTATION:** Felicia Beaty gave a presentation, taking everyone on the newly proposed fixed route in Conway which will serve the following communities: Park Hill Drive, Turtle Creek, Darden Terrace, North Oaks, Ivy Glenn, Brown's Mobile Home Park, Ashland Estates, Cottage Creek, Bells Bay, Shady Moss, Westridge, Huckabee Heights, Cherry

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Hill Apartments, and 9<sup>th</sup> Avenue. Key destinations will include Pizza Hut, Wendy's, CVS Pharmacy, BiLo, Nye's Pharmacy, Doctors' Care, Central Park, Hardees, Walgreens, K-Mart, Food Lion, Conway National Bank, J. Rueben Long Detention Center, Department of Social Services, the Health Department, Wal-Mart, Smith-Jones Recreation Center, Conway Recreation Center, and The Fathers' Place.

Chairman Silverman asked the frequency and what days the route would run. Ms. Beaty replied that the frequency will be one hour and the other fixed routes run seven (7) days. Primarily, we are looking at Monday – Saturday for this route, as this is the schedule that is supported by the data that we have. We would also abbreviate the service to running from 5:00 AM - 9:00 AM and resume service from 3:00 PM – 7:00 PM. Our Demand Response data shows that these are the peak times. The majority of our riders connect with Route 7. The start date for this route is November 1<sup>st</sup>. Two public meetings will be held prior to beginning this route.

Discussion ensued regarding route schedules.

**APPROVAL OF RESOLUTIONS:**

Lynette Nobles read the following resolutions into the record:

**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY  
RESOLUTION NO. SEP2013-31**

**AUTHORIZATION TO ACCEPT DELIVERY OF THREE (3) TROLLEYS FROM PEE DEE RTA IN FLORENCE**

A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary-Treasurer to accept delivery of three (3) trolleys from Pee Dee RTA in Florence, SC to be added to rolling stock.

It was properly moved and seconded that this resolution be approved. There being no further questions, a voice vote was taken. No nays being heard, the resolution carried.

**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY  
RESOLUTION NO. SEPT2013-32**

**AUTHORIZATION TO REQUEST HORRY COUNTY COUNCIL TO DEFINE "GOOD-FAITH EFFORT" AS RELATES TO THEIR REQUEST TO INCREASE HORRY COUNTY COUNCIL REPRESENTATION ON THE COAST RTA BOARD OF DIRECTORS**

A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary-Treasurer to request that Horry County Council provide a written definition of "**Good-Faith Effort**" as relates to their request to increase Horry County Council representation to the Coast RTA Board of Directors.

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It was properly moved and seconded that this resolution be approved. There being no further questions, a voice vote was taken. With five (5) Yeas, one (1) nay being heard, and two (2) abstentions, the resolution carried.

**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY  
RESOLUTION NO. SEP2013-33**

**APPROVAL OF WACCAMAW REGIONAL TRANSPORTATION AUTHORITY  
REVISED FISCAL YEAR 2014 BUDGET**

A motion of the Board of the Waccamaw Regional Transportation Authority (Coast RTA) to adopt the Revised Fiscal Year 2014 Budget for the period July 1, 2013 to June 30, 2014 and authorizing the General Manager/Secretary-Treasurer to manage the fiscal affairs of the Authority in accordance to the Fiscal Year 2014 revised operating budget amounts:

It was properly moved and seconded that this resolution be approved. There being no further questions, a voice vote was taken. No nays being heard, the resolution carried.

**WACCAMAW REGIONAL TRANSPORTATION AUTHORITY  
RESOLUTION NO. SEP2013-34**

**AUTHORIZATION TO IDENTIFY THE GRAND STRAND AREA  
TRANSPORTATION STUDY AS THE DESIGNATED RECIPIENT FOR  
FEDERAL FUNDS APPORTIONED TO THE MYRTLE BEACH -  
SOCASTEE SC/NC LARGE URBAN TRANSPORTATION  
MANAGEMENT AREA, AS DEFINED BY THE 2010 CENSUS**

A motion by the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary-Treasurer to identify the Grand Strand Area Transportation Study as the designated recipient of federal funds apportioned to the Myrtle Beach-Socastee SC/NC large urban transportation management area, as defined by the 2010 Census; thus superseding Resolution No. Jan2013-10.

It was properly moved and seconded that this resolution be approved. There being no further questions, a voice vote was taken. No nays being heard, the resolution carried.

**MONTHLY REPORTS:**

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**Finance and Administration:** Mr. Lazzara reported that the committee met that morning and reviewed and accepted the financial report. Reviewed and accepted the bank reconciliation report as provided. Ms. Julie Norton-Dew thanked the board for approving the revised budget and shared that the auditor will be coming to Coast RTA in October to conduct our audit. She will present the audit report to the board at the January 2014 meeting for approval. The audit is being conducted earlier than usual pursuant to the request from Horry County.

**Operations Committee:** Lillie Jean Johnson reported that she and Felicia have spoken and there is a plan in place to clean up the transfer center located in Myrtle Beach. The Ridership Report reflects a 9% increase over the same period last year, even though we no longer have a route at Coastal Carolina University. The airport shuttle averaged 50 passengers per day in August. Regarding the new Conway route, it is expected to operate Monday – Saturday from 5:00 AM – 9:00 AM, suspend service, and resume from 3:00 PM – 7:00 PM. Plans are to begin this service on November 1, 2013. The fare will be \$1.50 and if there is a transfer from this route to another Coast RTA route, the additional fare will be \$.25

**Planning Committee:** Professor Twigg reported the committee met earlier and turned the floor over to Mr. Rollins. Mr. Rollins reported that Coast RTA is awaiting permits to begin the installation of ten (10) shelters. He also stated that he had given a brief update on the Intermodal Transit Center Feasibility Study project, as well as some requirements of the Federal Highway Administration. Also, an update was provided on the request by the North Myrtle Beach business community to extend the airport shuttle service into the North Myrtle Beach area. We also discussed two (2) of the resolutions that were voted on earlier in this meeting. Mr. Loftus asked whether Stantec will take a look at the old airport terminal as a possible location for the Intermodal Transit Center. Mr. Rollins responded by saying that Coast RTA had been contacted by Kurt at the airport and he, along with Felicia Beaty and Julie Norton-Dew had taken a tour of the facility, gave a report to Stantec, and Stantec has included that among the locations that are being considered.

Mr. James asked why a report from the Funding Development Committee had not been called for. This is an ad hoc committee and Mr. Silverman assured him that he will be asked to report next month. Mr. James then reported that the committee has not met and he has nothing to report.

**Bylaws:** Mr. Silverman remarked that our Staff Attorney will research as to whether or not members of the Board may legally attend all committee meetings and give her report at the October meeting. Ms. D'Angelo, chair of the committee stated that any changes will become part of the by-laws.

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**General Manager:** Mr. Rollins gave an update on the Transportation Task Force. He stated that this Task Force is comprised of a very diverse representation of both staff and the communities. He spoke of the need for metrics that will be used as each community is examined more closely. A solicitation was put out for a consulting firm to provide that data and URS (Kurt Neufang and Adam Migliore Myer) was selected to head that effort. These two consultants will work with Waccamaw Regional Council of Governments for demographic information that they will use to develop the metrics that will be used by the Task Force.

Mr. James asked who selected the members of the Task Force. Mr. Rollins replied that he did. Mr. James then asked why he believes it's diverse. Mr. Rollins then explained that the Citizens Advisory Committee (CAC) had been created that would represent the community. It was structured in such a way that they would not only be the eyes and ears of the community, but they would report directly to the Board. We recruited exhaustively to get people to join that committee. We've encouraged people, regardless of socioeconomic status, race, or color, to join. So, we have a committee that represents, at least in theory, the community. Members of the Task Force from CAC are Pam Creech, Bo Ives, and Don Neptune. We also brought the QAC to the table – Joe, Julie, and Felicia, because they have resurrected how we approach data analysis because now we go where the evidence takes us. We also have John Glover and Doug Herriott. Then we have GSATS who we asked to oversee the project, as well as be working partners. Also from Georgetown, we have Suzanne Harris, who is a very active community representative. That's why I say it's diverse. Mr. Rollins encouraged Mr. James to give him names of individuals that would get involved in the Task Force.

Mr. Rollins announced that he has been invited by WRNN to appear each month on the Thursday morning following our Board meetings to talk about what's going on with Coast RTA. Our newest board member, Mr. James Elekes is responsible for making this happen.

Mr. Rollins then gave an update on the board reconstitution effort stating that the fourth quarter payment had been reinstated by Horry County Council and that collectively, as a board and staff, we need to continue the work on this effort. The work isn't done simply because questions have been given to the Horry County Legislative Delegation to share with the SC Attorney General's office. Each month we will share with the board, things that we have done in the past month to support this initiative. One of the things we've done is prepare a survey that was forwarded to Ms. Ann Wright, representative for Horry County, for input and additional questions. I then presented it to the Transportation Association of South Carolina (TASC), a statewide board that represents all of the RTA's in the state. As a member of that board, I gave a presentation and it was very well received. After the presentation, TASC made the decision that this is a statewide issue which could impact everyone. The survey was sent to all of the South Carolina RTA's with instructions to submit their responses to me. As soon as all responses are received, I will share that information with the board. TASC, on its own, also met with their local delegations to talk about this issue of reconstitution, as well as Chapter 58 of the South Carolina Law. Coast RTA, in the form of the Chair, Vice-Chair, GM/CEO, and the Staff Attorney, went to Columbia and met with the Senate attorney, who ironically drafted the law. We had a very informative discussion. You approved a resolution earlier today, to request a clarification of "Good-Faith

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Effort” because we just want to be sure that this doesn’t become a larger issue moving forward, and that we are clear of what their expectations of us are. The Chairman of the Coast RTA Board will appear occasionally before Horry County Council, beginning in October.

The Coast RTA GM, Board Chair, or staff will attend each county Infrastructure & Regulation meeting and Admin meeting each month. This will be a standing update item on the agenda.

**OLD BUSINESS:** (none)

**NEW BUSINESS:** (none)

**EXECUTIVE SESSION:** The Board went into Executive Session at 1:56 PM to discuss a contract issue.

There was a motion and second to come out of Executive Session. A voice vote was taken. No nays being heard the Board meeting resumed at 2:16 PM. There was no action or vote taken in Executive Session.

**ANNOUNCEMENTS:** (none)

**ADJOURNMENT:** It was properly moved and seconded that the Board adjourn. A voice vote was taken. No nays being heard, the Board adjourned at 2:18 PM.

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