

**THE COAST-WACCAMAW RTA
BOARD MEETING
May 25, 2011
12:00 p.m.**

Board Present:

Katherine D'Angelo, Chair
Ivory Wilson
Bernard Silverman
Dr. Nicholas Twigg
Joseph Lazzara
Glen O'Connell
Joseph Lazzara
Mickey James
Dr. Covia Stanley

Staff present:

Myers Rollins, General Manager
John Glover, Director Transportation Services
Julie Norton-Dew, Director Budget & Finance
Felicia Beaty, Director Human Resources and Organization
Development
Yvette Jefferson, Director Marketing and Community
Relations
Lynette Nobles, Office Manager

Also Present:

Pam Creech, President of Citizens Advisory Committee
Mangro & Luttie Floyd, Citizens Advisory Committee

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 May 23, 2011.

CALL TO ORDER: Chairperson D'Angelo called the meeting to order at 12:02 p.m.

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

READING ALOUD OF BOARD OATH: Upon request from Chairperson D'Angelo, Ms. Nobles read aloud the oath of office for Board Members.

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

ACKNOWLEDGMENT OF VISITORS: Chairperson D'Angelo welcomed all visitors.

PUBLIC COMMENT: (none)

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

APPROVAL OF RESOLUTIONS:

Ms. Nobles read the following resolutions into the record:

MAY2011-20: Authorization to Purchase Additional Light Duty, Low Floor, 20-25 Passenger <30 Ft Transit Buses from National Bus Sales & Leasing, Inc. -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to purchase additional Light Duty, Low Floor, 20-25 Passenger, < 30 Ft. Transit Buses from National Bus Sales & Leasing, Inc., by exercising purchasing options.

Mr. Rollins said this was consistent with the goal of replacing the first worst buses each year with new buses, and that capital dollars are available.

It was properly moved and seconded that the Board approve Resolution MAY2011-20. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

MAY2011-21: Authorization to allow the Authority to File an Application with the South Carolina Department of Transportation for Ferry Boat Discretionary Funding Through the Federal Highway Administration -- A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to file an application with the South Carolina Department of Transportation (SCDOT) for ferry boat discretionary funding through the Federal Highway Administration (FHWA)

Mr. Rollins said there were new FHWA grant monies available for RTAs to operate ferry boats, and that it would be prudent to submit an application for funding of the Sandy Island Ferry Boat.

It was properly moved and seconded that the Board approve Resolution MAY2011-21. There being no questions, a vote was taken by show of hands. Mr. O'Connell and Dr. Twigg voted nay; Mr. Wilson, Mr. Lazzara, Mr. James, Mr. Silverman, Mr. Stanley, and Chairperson D'Angelo voted aye. Ms. D'Angelo announced that the motion had carried.

MAY2011-22: Request to Horry County for Dedicated Funding for Mass Public Transportation -- A motion of the Board of the Waccamaw Regional Transportation Authority requesting the Horry County Council to create a dedicated source of revenue that provides funding to enhance route and establish new routes that improves mobility and enhances the quality of life in Horry County.

Mr. Rollins said the request would be pursuant to a voter referendum to create dedicated funding, which was overwhelmingly supported by voters. However, Council hasn't committed as yet. The purpose is to ask Council to fund the RTA as it does other items receiving dedicated funding.

It was properly moved and seconded that the Board approve Resolution MAY2011-22. There being no questions, a voice vote was taken. No nays being heard, the motion carried.

Mr. James asked why the voting was by show of hands on Resolution MAY2011-21. Chairperson D'Angelo said the issue had been discussed in committee, and that she knew there would be those opposed, so requested a show of hands in order to properly record the votes.

CITIZENS ADVISORY COMMITTEE:

Pam Creech was recognized as having given three excellent minutes during public time at the previous County Council meeting. She has spoken with Pat Hartley, and will have an opportunity to finish her comments at the next Town meeting in June. Ms. Creech said she understands why the western part of the county doubts the need for public transit. She and Ms. Jefferson will look at the census and unemployment numbers, and point out that many of the unemployed were so because of lack of transportation. The numbers will be compiled, and they will work with council members from the western part of the county before speaking at the June meeting.

Ms. Creech said she appreciated seeing Board members at the Council meeting. She is not sure if they can achieve dedicated funding this year, feels sure that can be accomplished next year, as they will work to educate Council. There will be no Citizens Advisory Committee meeting in June, as she will be working on projects with Ms. Jefferson. Mr. Lazzara, Mr. O'Connell, Mr. Wilson, and Mr. Silverman thanked Ms. Creech for her work.

Mr. Rollins said one of the earlier expressed concerns of County Council was that Myrtle Beach would stop providing any funding to the RTA is Council dedicated funds. He said the actions the previous week, wherein Myrtle Beach is creating dedicated funding for the RTA, disproves that concern. Ms. Creech said that what Myrtle Beach does is important to the County, and that Myrtle Beach's actions would likely resonate with some Council members.

EMPLOYEES OF THE QUARTER:

Mr. Rollins recognized Edi Mack as Safe Operator of the Quarter, for his initiative in suggesting foreign students purchase monthly passes to assist them.

Mr. Rollins also recognized Tom Arend as Employee of the quarter, for his excellent work in running the inventory room. The state auditors have said it is the best in the state, and will use it as an example of best practices.

Both employees were given \$50 gift cards, and their pictures will be posted on the Coast RTA office wall.

MONTHLY REPORTS:

Finance and Procurement: Mr. Lazzara said the committee had met and discussed the financial reports and procurement issues. The reports have been reviewed and accepted. He said Ms. Norton-Dew was doing an excellent job. Ms. Norton-Dew gave an overview of the budget provided to the Board. The budget will be posted in the internet until the next meeting for public input.

Planning and Operations Committee: Dr. Twigg said the committee had met. The Sandy Island Ferry was discussed. Mr. Rollins will have an update on some items in the General Manager's Report.

Marketing Committee: Mr. Silverman said Ms. Jefferson had a lot to report. Ms. Jefferson said the committee was excited about the upcoming tourist season, is looking forward to educating the public, and that ridership has increased from the previous year. They are in the process of negotiating for billboard space on Highway 501, possibly in exchange for putting NextMedia advertising on their buses. Additionally, there is a ridership contest ongoing, and those who guess the closest ridership numbers win a donated prize.

By-Laws Committee: Mr. Wilson said he had been unable to arrange a committee meeting, and will contact Mr. James.

Ad-Hoc Myrtle Beach Funding and Customer Service Committee: Mr. Rollins announced that since the goal had been reached of more than \$150,000 in funding from Myrtle Beach, and that they were very close to having a location for an information center, the ad-hoc committee was disbanded, as their purpose had been met. Mr. James asked why he had not been notified prior to the meeting, as he was chair of the committee. Chairperson D'Angelo asked if the committee had ever met. Mr. James indicated he spoke regularly with the members, though not Mr. Silverman. Chairperson D'Angelo indicated that as an ad-hoc committee, there was a specific timeframe for it to operate. Mr. James reiterated that it would have been proper to notify him in advance. Ms. Nobles was sent to get a copy of the bylaws.

General Manager: Mr. Rollins said the route had been reinstated to Market Common, with stops included at the airport. This will begin the process of serving the airport, since Myrtle Beach is the only one of the top 25 destinations without bus service at the terminal.

Secure funding has been obtained from Myrtle Beach. An underperforming leg will be eliminated, and a new leg will be added. A diagram was presented of the route, which includes the VA Clinic at Market Common, and will get to the airport every hour. Mr. Rollins will meet with the airport director to get approval. Additionally, Coast RTA will be added to the voice promotion loop at the airport. 1.7 million people embark and disembark at the airport.

Mr. James asked if this would conflict with taxi service. Mr. Rollins said taxis pay a fee at the airport, but that fee is waived for Coast RTA. Mr. Glover said this uses space Coast is already provided for disabilities/special needs people, and the service at present will only be for customers going to downtown Myrtle Beach.

Dr. Twigg said he'd gotten educated on the importance of frequencies, and said Coast could use more. Mr. Rollins said this was a first start at the airport, and is at a minimal cost.

Mr. Silverman asked about luggage. Mr. Rollins said if the service takes off, they plan to purchase a special bus. He also mentioned that Mark Kruea of Myrtle Beach routinely gets phone calls, asking why there is no bus service at the airport.

Regarding shelters, Mr. Rollins reminded that 5 years previously, Coast RTA applied for and received a \$5 million grant for shelters and signage. Shelters were purchased and locations identified. Shelter installation in Conway begins in June. Coast RTA will award a contract for the work, and will report monthly on the progress. In July, they will release a solicitation for signage.

Coast will also pursue a kiosk at the transfer center. Funds are available.

Dr. Twigg said the Conway Beautification Board signed off on the project. Mr. Rollins has met with Conway planners for regulations regarding shelters. Mr. Silverman suggested looking at the Chicago sign system, which he said was very helpful.

Intermodal Transit Center -- Mr. Rollins reported that there was money left from 2009 which was earmarked for engineering the center. The money will sunset. 3 years ago, County Council agreed to look for 15 acres to donate. Coast RTA will look for funds to build the center, and will visit other centers for ideas. Additionally, there is need for a hub in Georgetown County, as the route to Georgetown is a busy one, and the buses have to return all the way to Conway each day.

In Myrtle Beach, a shuttle is being introduced for the Skywheel/Ripleys area to Broadway at the Beach, to Plyler Park, to run every fifteen minutes. The city will pay, and the service will be free to passengers. Ripleys and Skywheel will pay for wraps on two trolleys.

Chairperson D'Angelo suggested a voice promotion on landmarks during the ride.

This service will roll out in July, and is only for tourists. It will thereafter operate from April to October. Dr. Twigg said the Myrtle Beach Economic Development should participate. Mr. Rollins said he'd like a seat at that table.

OLD BUSINESS

Dr. Twigg offered a change to page 5 of the April minutes. Regarding the legal issue, he requested it be added that Mr. Rollins was awaiting feedback from DOT on the legality of having an elected official sitting on the Board.

Mr. James indicated Mr. Frazier had talked about that issue during a council meeting.

NEW BUSINESS:

The June meeting will be on June 22, and will include passage of the budget and election of new Board vice chair. Ms. D'Angelo requested that everyone make an effort to attend.

The Executive Committee will be composed of the Chair, Past Chair, Finance Chair, and Myers Rollins. This goes into effect in June. The Committee is to handle hot button issues. It does not constitute a quorum, but is designed to get things to the Board quickly. Its meetings will not be secret, is for information sharing and giving guidance about direction. It is consistent with Robert's Rules of Order.

Chairperson D'Angelo asked for nominations for Vice Chair.

Mr. Lazzara nominated Mr. Silverman, as a Board member whose term expires in 2-14, a bus rider, a member of the Citizens Advisory Committee, the Planning and Operations Committee, and Chairperson of Marketing and Compensation Committees.

Dr. Twigg nominated Mickey James, as a Board member from Myrtle Beach and involved in leadership.

Chairperson D'Angelo gave each nominee an opportunity to speak.

Mr. Silverman said he began riding the RTA in 1983, and started coming to Board meetings in 2004 and 2005. He began serving on the Board in 2008, and is focused on rider concerns, and thought he'd been a somewhat effective advocate. He believes in Coast's mission. He has attended TASK, AFTA, and met with the delegation. He is ready to work for Coast.

Mr. James thanked Dr. Twigg for the nomination. He said whatever the Board decides will be good. He said he's aggressive and has contacts, and will stand for what he believes in. He wants to have continuity on the Board.

Chairperson D'Angelo requested that Ms. Creech take control of the paper ballots the next meeting.

ANNOUNCEMENTS:

Mr. Silverman said AFTA was having a Board member conference in Jersey City. The fee is \$600. He provided information to the Board.

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 1:18 p.m.