

**THE COAST-WACCAMAW RTA
BOARD MEETING
April 27, 2010
12:00 P.M.**

Board Present:

Ivory Wilson
Bernard Silverman
Dr. Nicholas Twigg
Joseph Lazzara
Glen O'Connell

Staff present:

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

Also Present:

Pam Creech, President of 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 April 25, 2011.

CALL TO ORDER: Ivory Wilson called the meeting to order at 12:04 p.m.

INVOCATION/PLEDGE OF ALLEGIANCE: Mr. Rollins 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: Mr. Wilson 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:

Resolution APR2011-16 -- Approval of Revisions to Procurement Manual: A motion of the Board of the Waccamaw Regional Transportation Authority to establish revised procedures for the procurement of materials, supplies, and services, and for the acquisition of property and/or property rights for the Authority.

Resolution APR2011-17 -- Approval of Revisions to Fixed Asset - Inventory Policy: A motion of the Board of the Waccamaw Regional Transportation Authority to establish revised procedures detailing the responsibilities of employees in regards to fixed assets and inventory owned and/or maintained by the Authority.

Upon questions from Mr. Silverman, it was explained that this revision would reduce the limit of \$5000 to \$2500 which could be spent without authorization.

Resolution APR2011-18 -- Authorization to Participate in State Fuel Card Program Purchased through SC State Contract: A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to authorize the participation in the state fuel card program, which allows the purchase of fuel from multiple vendors at their sites located throughout the state.

Resolution APR2011-19 -- Authorization to Approve National Bus Sales & Leasing, Inc. as the Vendor to Provide Medium Duty, Medium Size Low Floor Transit Buses: A motion of the Board of the Waccamaw Regional Transportation Authority authorizing the General Manager/Secretary Treasurer to National Bus Sales & Leasing, Inc. as the vendor from which the authority is seeking to purchase Medium Duty, Medium Size, Low Floor Transit Buses.

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

CITIZENS ADVISORY COMMITTEE:

Pam Creech said the Citizens Advisory Committee members had been participating with the Mystery Rider program, and that all report that the bus drivers are professional, that those on the bus feel like family. She said it was an excellent program, and thanked Ms. Jefferson for setting it up.

She also reported that the committee had been working with the business plan, which had been finished and was presented by Mr. Rollins to Horry County Council's budget retreat. She said she couldn't imagine Council needing any further information. She said the Council was currently debating whether to apportion millage to Coast or give them \$500,000, noting that the previous year's referendum had indicated public support for the millage, for dedicated funding. She said several groups, including staff, had spent a great deal of money and time educating the public on the issue. She said the next Citizens Advisory Committee meeting would be on May 10th at the Council meeting. She also said Steven Neeves reminded that Coastal Realtors had given a great deal of support on this issue to Coast. All the groups continue to support the effort and to encourage County Council to put the millage allocation into the budget. Ms. Creech asked the Board to interact as well with the Council and Chairman.

Mr. Silverman asked if she meant each individual Board member talk to their respective Council people, or whether the Board as a whole should approach the entire Board. Ms. Creech said she thought it was time for the Board to act as a whole. She said, given the overwhelming support for the resolution, she had hoped the matter would pass without discussion.

Mr. Silverman also asked about why Harold Worley seemed to have changed his position, in order to give Coast a specific amount over a period of time, instead of allocating a millage.

Ms. Creech said no politician wants to pass a tax increase.

Mr. Rollins said there had been a question about oversight, and Council had said they wanted to see Coast bring in receipts to account for spending, only to discover that Coast already does that on a monthly basis. However, even after being provided that information, one Council member indicated a concern about oversight. Ms. Creech said she thought it was about power. She also said that there had been some discussion about Council members attending Board meetings, but said it was not her feeling that the suggested 3 Council people and three legislators were not going to come on a monthly basis, and that that was why they appointed people to these boards. She said each Council member wants any money provided to go in certain directions, to the benefit of their constituent bases.

Mr. Rollins also mentioned that Council discussed term limits for the Board members.

Ms. Creech said someone from the Board should be on the Economic Development Team, based on a question from Mr. Silverman.

Mr. Rollins noted that the EDC had asked for \$1.8 million without public vote, and asked if they were asked for or produced a business plan. Ms. Creech said they had not done so to her knowledge, and that not all Council people supported the EDC, since that kind of thing had been funded for 10 years and, to her knowledge, had not met any criteria given to them. She said as a taxpayer, she'd prefer to see results from her tax dollars. She's seen results from Coast. She has not seen from the EDC in bringing jobs to the county. She said if she were on Council, she would give the tax increase to fund Coast, put the money previously used to fund Coast back into the budget.

Mr. Wilson asked about the allegation that it was illegal to raise the tax pursuant to the referendum. Ms. Creech said she thought that had been addressed. Mr. Rollins said Coast had received a call regarding a potential legal problem, since the state statute precludes the use of property tax to fund mass transit, but that the issue never came up in the meeting. He said there are three organizations which receive dedicated funding, and Coast would have been the fourth, so that their funding would have been independent of Council decision. Mr. Rollins noted that even if Council gives Coast \$500,000, without dedicated funding, next year they are back in the same position as they have been. Ms. Creech said from a business background, she doesn't know how to have a good business plan without dedicated funding. She said to her, the entire intent of the referendum was about dedicated funding.

Mr. Silverman asked if the argument to Council should be the need for public transit, or if they should focus on the results of the referendum. Ms. Creech suggested focusing on the referendum, since Council had asked for it.

Ms. Creech said additionally, for those areas of the county who don't understand how public transportation might benefit them, an education initiative might help garner public support.

Motion: Mr. Wilson asked for a vote authorizing the General Manager to send a letter from the Board asking for a meeting prior to the final meeting, to discuss funding. Mr. Wilson stressed that it should be the entire Board. It was asked whether it would matter to County Council if two of the members were members of Georgetown County. Mr. Silverman seconded the motion. There being no further questions, a voice vote was taken. No nays being heard, the motion carried.

It was noted that dedicated funding sometimes means Council members having to answer to constituents about matters over which they have no control.

Mr. Silverman noted that Councilman Frazier had told them he had a conflict of interest, since he had been a Board member, and asked if that created a conflict. Ms. Creech said she didn't think it did, and that as a Board member appointed by Council, he was bringing information from the Board back to Council. She said she thought he should actually be making a recommendation to Council from his position on the Board, and noted that he was not making money for sitting on the Board.

Regarding the proposal that 3 County Council people be on the Board, Dr. Twigg pointed out that he'd been on the Board for a year, and only twice had he seen anyone from County Council come to the Board meetings. Mr. Wilson said if there were three members on the Board, either they'd never be able to get a quorum, or the Board would be stacked to vote in favor only of Horry County.

Dr. Twigg said it was his understanding that there was a legal issue involved in having a Council member, who

votes to spend taxpayer dollars, sitting on a Board which also votes to spend taxpayer dollars. Ms. Creech said there were several Council people in various boards, and that if what Dr. Twigg said was true, it needed to be looked at.

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. Julie Norton-Dew said she was working with the 2012 budget, as it is determined what funding they would receive from the county.

Planning and Operations Committee: Dr. Twigg said the committee had met that morning and discussed a ridership goal of 705,000, and are on track to surpass that number.

Marketing Committee: Mr. Silverman said the Marketing Committee had met that morning. Ms. Jefferson had a list of things she and Erica were working on to promote Coast's name. He mentioned a cell phone application which indicated people grossly underestimated how much it cost to drive a car, and grossly overestimated the time necessary to use a bus. He said it was up to Coast to educate people in that regard. Ms. Jefferson said Ms. Creech had been extremely supportive. Ridership is at 617,809, which already surpasses last year's numbers.

By-Laws Committee: (none)

Ad-Hoc Myrtle Beach Funding and Customer Service Committee: Dr. Twigg said Myrtle Beach Funding and Customer Service Committee would be in touch with several prospective locations for a customer service center. He thought Mr. James had spoken to someone on Myrtle Beach. Ms. Jefferson said the International Student Center is in the same location being explored by Coast, so passes would be sold from the student center on 10th Avenue for the time being, though an Ocean Boulevard location is preferred.

General Manager: Mr. Rollins shared with Council the presentation to the City of Myrtle Beach, first introducing the Board, and then discussing the remarkable growth of the region, leading to 70,000-100,000 new cars. Then Mr. Rollins shared what made Coast attractive, including matching funds bringing dollars into the area, and then the routes taking people to popular centers. He thanked Ms. Jefferson and Mr. Glover for their help. He then talked about the phenomenal growth, and then went through different routes and how they meet the needs of the community. He said they were negotiating with the city to put shelters in a median.

Sport Show is something they've discussed with the city for a long time, regarding participation by youth in sports and other activities in homes where rides are a problem. The idea is to partner with the city and Horry County schools.

Mr. Rollins said when he made his presentation Coast was one of the few who had actual numbers to offer Myrtle Beach Council. He asked Dr. Twigg to do what he could to move along the identification of a location for the visitor's center.

Mr. Silverman asked if the \$500,000 had been divided by 14 million visitors.

Mr. Rollins said beginning Friday, Mr. Rollins will spend his entire day riding buses. He said it's a marketing tool and gives him a chance to spend time with drivers and talk to passengers about the concerns. A session will be offered to any member of Council who cares to ride with him, and then another session where any media will be invited.

OLD BUSINESS (none)

NEW BUSINESS: (none)

ANNOUNCEMENTS:

Mr. Silverman reminded that nominations for Vice Chairman would be in May, with elections to be held in June.

Mr. Wilson suggested getting uniform patches or some way to identify safe drivers. Mr. Rollins asked Felicia Beaty to look into a cost for the patches and report back.

Ms. Beaty said currently Coast was operating on Employee of the Quarter and Safe Driver of the Quarter. She will look into the pins. However, regarding a sign on a bus, the drivers change vehicles.

Ms. Beaty also announced that the luau would be held on May 13. She invited the Board to attend.

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 1:21 p.m.