

MINUTES OF BOARD MEETING
MEMPHIS AREA TRANSIT AUTHORITY
August 26, 2013

A regular meeting of the MATA Board of Commissioners was held at 3:30 p.m. on Monday August 26, 2013 at the MATA Board Room at 1370 Levee Road.

BOARD PRESENT: Vice Chairman, Marion McClendon
Commissioners: Karl Birkholz; Charles Pickard; John Vergos; Mattie Carter

STAFF: Lawson Albritton; Alison Burton; Darryl Covington; Lavelle Fitch; Don Forsee; Tom Fox; William Hudson; John Lancaster; Glen Lockhart; Shelia Maclin; Maury Miles; Gilbert Noble; Glenda Wade; Tommy Wallace

OTHERS: Betty Anderson, Travel Trainer; Kenneth Bond, Citizens for Better Services; Michael E. Bond; Amy Doss, Memphis MPO; Bennett Foster, Memphis Bus Riders Union; Maria Fuhrmann, City of Memphis; Delon Hampton, Delon Hampton and Associates; Steve Johnson, Memphis Bus Riders Union; Aury Kangelos, TDOT; Johnnie Mosley, Citizens for Better Services; Shahin Samiei, Memphis Bus Riders Union; Eddie Settles, backinrivercity.com; Ham Smythe, Checker Cab; Brad Watkins, Memphis Bus Riders Union; Henry Wilson, MATA Retiree

Vice Chairman McClendon called the meeting to order. Board Secretary, Linda Eskridge called the roll. Four Board Members were present at roll call, one Board Member, Mr. John Vergos joined the meeting later. Two Board Members, Mr. Andre Gibson, and Chairman Sean Healy were absent. There was a quorum for the meeting. Ms. Carter made a motion for approval of the August 7, 2013 Board Minutes. Mr. Birkholz seconded the motion and the August 7, 2013 Board minutes were unanimously approved. Vice Chairman McClendon recognized MATA's new Board Member, Mrs. Lauren Taylor, who has been appointed by the mayor, but not yet approved by Memphis City Council, and will be a voting member at the next meeting. Ms. Taylor expressed that she is looking forward to working with the MATA Board.

BUSINESS & REPORTS

A. FINANCE COMMITTEE

1. Resolution to Approve Operating Budget for Fiscal Year 2014 - Res. No. 13-27

(Deferred from August 7, 2013 Board Meeting due to changes in city & state funding to MATA.)

Comments: Mr. Noble outlined the 2014 Budget according to the resolution that was presented. Mr. Vergos stated that he is still requesting the legal opinion on the bankruptcy question that was brought before the staff in a previous Board Meeting. Mr. Hudson is asking the Board to give staff the opportunity to come back to the Board, as they are working with the attorney to see what comes out of this as we address the future payment of the pension plan. Ms. Carter suggested that MATA take a look at a program through APTA, that could possibly assist, not necessarily financially, but perhaps by some other method, just as a possible alternative.

Ms. Carter moved that Resolution No. 13-27 be approved. Mr. Pickard seconded the motion, and the resolution was unanimously approved.

2. Resolution to Authorize New Freedom Projects – Res. No. 13-30

Comments: Dr. Fox presented this resolution to the Board. This resolution is recommending projects to be awarded to be funded out of the Federal Transit Administration program called New Freedom. This is designed for projects for people with disabilities that go above and beyond what is required by the ADA Act. The money comes to us by formula, but we are required to do a competitive project selection process. The Evaluation Committee went through the procedures, and a breakdown of the recommendations is presented in the resolution. Mr. Pickard moved that Resolution No. 13-30 be approved. Ms. Carter seconded the motion, and the resolution was unanimously approved.

B. SERVICE AND DEVELOPMENT

1. Resolution to Approve Changes to #12- Florida and #39-S. Third Routes - Res. No. 13-31

Comments: Mr. Hudson presented this resolution to the Board. The changes are on Lines 39 & 12, which are minor changes to the recommendations approved on August 7, 2013. Mr. Hudson also stated that staff is working on the bus shelters as well. Ms. Carter moved that Resolution No. 13-31 be approved. Mr. Birkholz seconded the motion. After further discussion, the resolution was unanimously approved.

FINANCIAL REPORT

Mr. Gil Noble

July 2013

1st months of the fiscal year

The July Financial Report was presented, which compares the actual July results with the budget for the first month of the fiscal year that was approved. \$5MM in revenues and \$5MM in expenses were budgeted, and what actually occurred is close to that. It is really too early to make any other comments about the year.

MARKETING REPORT

Alison Burton

Transit Marketing for New Service Changes

- Service Changes are in compliance with existing ridership patterns and the Short Range Transit Plan
- The goal is to retain current customers and attract new ones by providing services that meet customer and community needs while supporting transit-oriented and pedestrian-friendly land use patterns.

Interior bus detailed posters:

- Posters should have messages about the new routes and getting to various locations. Each needs to communicate the end points and routes primary streets, for example:

Major message posters for bus exteriors, shelters and terminals:

These will feature key messages about new routes with simple maps and some with just messages. Message developed will include, but not limited to:

- Direct Mail
- Media relations
- Website postings
- Advertising

MATA retirees will assist with getting the passengers acclimated to the new routes.

MATA Board Members were invited to accompany staff on a route training ride to view the new routes. Chooch asked that staff email them when the training will take place.

GENERAL MANAGER'S REPORT

Mr. Hudson began his report by reminding the Board of the Bike racks purchase in 2013. Due to some accidents that caused damage to some of the racks, MATA has applied to the MPO for a grant of \$45,000 to replace the damaged racks. If successful, staff will seek Board approval to execute the grant.

Staff presented a copy of the Schematic proposal for the artistic bus shelters done by the Urban Art Commission. The shelters will be located in the Binghamton and Broad Avenue areas. The Urban Art Commission will come back with a final design for review and approval. This project is funded through an FTA Formula Grant of which MATA must use 1% for what is called "transit enhancements". The Board approved this project about 6 to 8 months ago.

A few months ago a request was made by Rev. Stiggers, with Memphis Convoy of Hope, for reduced fares for an event at the Convention Center this year. Staff recommended that due to budget restraints at this time, that we could not approve the request; however, it is the Board's ultimate decision.

After discussion, it was moved by John Vergos and seconded by Ms. Carter that the Board approve staff's recommendation to not approve the recommendation at this time because of MATA's budget restraint. The vote was unanimously approved.

A part of the general manager's report was a power point presentation to review Board adopted performance measures for January through July, 2013

Ms. Burton reported that MATA's Airways Transit Center has received a third award. This is an Honor Citation from the Gulf State Region of the American Institute of Architects.

Ms. Burton also stated that MATA has not always had the usage of credit cards at our transit center, but, now that we do, MATA is averaging about \$35,000 a month in sales through credit cards.

Mr. Pickard mentioned that he would love to work with someone from MATA and put together some kind of transit one-on-one training to help the public understand some of the decisions made by MATA, as well as the MATA Board of Commissioners. It was also stated that staff and Board should considering another Retreat.

This ended the general manager's report.

SPEAKERS:

There were no speaker requests

OLD/NEW BUSINESS

Ms. Carter recognized all visitors, as well as staff who were in attendance. There was special recognition to Dr. Delon Hampton, with Delon Hampton and Associates from Washington, DC.

Next Board Meeting is scheduled for September 23, 2013 at 3:30 p.m.

Mr. Karl Birkholz moved that the meeting adjourn. Ms. Carter seconded the motion, and the Board of Commissioners meeting was adjourned.

Marion McClendon
Vice Chairman of the MATA Board

NOTE: A taped recording of the MATA Board of Commissioners Meetings is always available in the event of clarity on a particular item.