



BOARD MEETING

Wednesday, December 20, 2006, 10:00 a.m.
Mid-Cumberland Human Resource Agency
Nashville, Tennessee

MINUTES

BOARD MEMBERSHIP PRESENT

Bill Orange – Chairman	Mayor, Cheatham County
Rogers Anderson	Mayor, Williamson County
Kirk Bednar	Alternate, City of Brentwood
Howard R. Bradley	Mayor, Robertson County
Ernest Burgess	Mayor, Rutherford County
Tom Brashear	Alternate, Wilson County
Angie Carrier	Alternate, City of White House
Jim Cotey	Governor Appointee
Diane Davidson	Alternate, TDOT
Roger Farley	Governor Appointee
Scott Foster	Mayor, City of Hendersonville
Don Fox	Mayor, City of Lebanon
Rick Gregory	Alternate, City of Goodlettsville
Jay Johnson	Alternate, City of Franklin
Wayne Kennedy	Alternate, City of Columbia
Bob Nugent	Alternate, City of Murfreesboro
Joe Reagan	Alternate, City of Brentwood
Rob Shearer	Alternate, City of Mt. Juliet
R.J. 'Hank' Thompson	County Executive, Sumner County
Don Wright	Mayor, City of Gallatin

ADDITIONAL ATTENDEES:

Phil Armor	GNRC
Terry Bebout	TSG
Erin Collier	RTA Staff
W.T. 'Bill' Farquhar	RTA Staff
Margot Foshes	Springfield/Robertson County Chamber of Commerce
Glenda Griggs	RTS Staff
Tanisha Hall	GNRC
Leon Herron	Town of Thompson's Station
Era Hogan	RTA Staff
Julie Lamb	TDOT
Danny M. Leverette	Mayor of Spring Hill

George Morgan
Sylvia Odum
Todd Presnell
Allyson Shumate
Diane Thorne

Morgan & Morganton
TDOT
Miller & Martin
RTA Staff
TMA Group

CALL TO ORDER

Chairman Bill Orange called the Board meeting to order at approximately 10:00 a.m., on Wednesday, December 20, 2006, at Mid-Cumberland Human Resource Agency, Nashville, Tennessee.

Robertson County Mayor Howard Bradley introduced Margot Foshes with the Springfield/Robertson County Chamber of Commerce. Williamson County Mayor Rogers Anderson introduced Leon Herron, Mayor of Thompson's Station. Thompson's Station is not an RTA member, however Mayor Herron would like to receive RTA information, including the Board packet and attending the meetings. Chairman Orange welcomed them to the RTA Board meeting.

APPROVAL OF MINUTES

Chairman Orange called for approval of the minutes of the November 15, 2006 Board meeting. Sumner County Executive Hank Thompson made a motion to approve the minutes. Robertson County Mayor Howard Bradley seconded and the motion passed unanimously.

PUBLIC COMMENTS

Chairman Orange called for any comments from the public. There were no public comments.

ACTION ITEMS

Item 4a was presented by Hank Thompson. The item was Executive and Legislative Committee Report. County Executive Thompson stated that he spoke with the Committee via phone and they decided to meet after the holidays. However, the Board packet has a draft of a legislative bill for the Board to review.

Staff has been reviewing the existing laws and gathering data on commuter rail and rail transit liability claims over the past 10 years. A joint presentation was made by the GNRC and Tennessee Road Builders Association to the Nashville Chamber of Commerce regarding the need for an extension of the current Governmental Tort Liability Act to include contractors to the state. Similar laws are on the books in Virginia and Utah already.

Mr. Farquhar noted that staff included a draft Question and Answer sheet regarding commuter rail tort liability cap. The sheet could be useful for when the Board members speak to their legislators.

Item 4b was presented by Hank Thompson. The item was Nominating Committee Report. County Executive Hank Thompson stated that the Committee recently met and recommends the following slate of officers for 2007: Chairman, Hendersonville Mayor Scott Foster; Vice Chair, Williamson County Mayor Rogers Anderson; and Secretary, Governor Appointee Paul Ballard.

Nominations from the floor will be received at the January 17, 2007 Board meeting. Elections will then take place.

County Executive Thompson made a motion to approve the recommendation. Jay Johnson, City of Franklin, seconded and the motion was approved.

INFORMATION ITEMS

Item 5a was presented by Allyson Shumate. The item was Marketing Update. Mrs. Shumate stated that the RTA Marketing Coordinator position had been vacant since late October. Staff developed a plan to cover the activities while assessing the needs of the agency now that it is an operating agency. The plan consists of two components; first is to execute a change order to the Neel-Schaffer contract to extend marketing consultant support and the second is the RTA staff managed the marketing efforts through February to better assess the long term needs of the agency.

Mrs. Shumate went through activities that staff recently performed. Activities such as the promotional partnership with the Frist Center for the Visual Arts offering free admission on Thursday and Friday evenings for Music City Star commuters; press releases for each game day express and the evening service, which the news media has covered each week. Staff has also met with Belmont staff to continue discussions and work to figure out the best way to serve the faculty, staff and students there. Contacts have been made with Nissan at the BellSouth Building,; Waller, Lansden, Dorth & Davis; LP Field; and other employers. Lifeway has signed on for the Commuter Benefits Program to begin in 2007.

Upcoming activities include staff meeting with Kroger after the first of the year; update the Music City Star Marketing Implementation Plan with new activities for the next 12 months that will build ridership and name recognition; develop this plan into an overall Marketing Implementation Plan for the entire RTA; bid of shuttle service; and Employer Outreach Activities for RTA services.

Item 5b was presented by Bill Farquhar. The item was Thursday and Friday Night Service. Mr. Farquhar stated that ridership is light on Thursdays, averaging approximately 27 riders per evening. The Friday night trains have been much better. Ridership was 78 on Friday, December 8, which was the night of the Nashville Christmas Parade. The Friday average ridership at this point was 127. Staff expects it to decrease slightly for the remainder of the season.

Item 5c was presented by Bill Farquhar. The item was Game Day Express Report. Mr. Farquhar stated that the first two Game Day Express trains almost covered the preliminary costs; if fuel calculations are correct. This last weekend's Game Day Express may cover the operational costs.

Mr. Farquhar thanked Mt. Juliet City Manager Rob Shearer and his staff for getting the sponsor; which was Providence; a developer from Mt. Juliet.

Monday was the third month anniversary of service. RTA gave out coffee to the morning commuters. It was well received by all.

Item 5d was presented by Bill Farquhar. The item was November Operations and Ridership Report. Mr. Farquhar stated that ridership for the month of November averaged 482

passengers a day. Ridership was lower during the Thanksgiving holiday and staff expects that the ridership will drop in December due to the holidays. The Friday after Thanksgiving saw the highest single day ridership to date; 1128 total passengers.

Hermitage has become the most patronized station, followed by Mt. Juliet and Lebanon. On time performance was over 95% for the month.

Item 5e was presented by Sharon Simmons. The item was Relax & Ride Ridership Report. Mrs. Simmons stated that the Murfreesboro #96X ridership increased from 167 to 184 daily riders, over 10% last year at this time. The Hendersonville ridership increased from 34 riders per day to 65 daily riders, a 91% increase.

Mrs. Simmons stated that some months now there has been standing room on the 96X. Staff has spoken with MTA to add a bus to go express after the service picks up at Smyrna. The cost is \$35,000 for the extra trip; which is covered in the budget.

OTHER BUSINESS

Chairman Orange reminded the Board members to review the draft of the permanent funding options and get their comments in to staff.

Mr. Shearer brought copies of a book that he highly recommends reading. It pertains to transportation.

RTA staff handed out gifts to the Board members while thanking them for a great year, and wished them happy holidays.

The meeting was adjourned at approximately 11:15 a.m.

Respectfully,

Paul J. Ballard

Paul J. Ballard
RTA Secretary