



BOARD MEETING

Wednesday, April 18, 2007, 10:00 a.m.
Mid-Cumberland Human Resource Agency
Nashville, Tennessee

MINUTES

BOARD MEMBERSHIP PRESENT

Scott Foster – Chairman	Mayor, City of Hendersonville
Paul Ballard – Secretary	Governor Appointee
Howard Bradley	Mayor, Robertson County
Tom Brashear	Alternate, Wilson County
Kirk Bednar	Alternate, City of Brentwood
Ernest G. Burgess	Mayor, Rutherford County
Linda Elam	Alternate, City of Mt. Juliet
Roger Farley	Governor Appointee
Don Fox	Mayor, City of Lebanon
Jo Ann Graves	Mayor, City of Gallatin
Jay Johnson	Alternate, City of Franklin
Jim Ladieu	Alternate, TDOT
Adam Mc McCormick	Alternate, City of White House
Bill Orange	Mayor, Cheatham County
R.J. 'Hank' Thompson	County Executive, Sumner County
Kenneth Wilber	Mayor, City of Portland

ADDITIONAL ATTENDEES:

Terry Bebout	TSG
Tauna Blaisdell	GNRC Staff
Erin Collier	RTA Staff
Sam Edwards	GNRC Staff
Glenda Griggs	RTA Staff
Tanisha Hall	GNRC Staff
Era Hogan	RTA Staff
Lucreacia Points	RTA Staff
Sharon Simmons	RTA Staff
Mary Ann Sparkman	GNRC Staff
Allyson Shumate	RTA Staff
Diane Thorne	TMA Group
Jeff Wilson	NERR

CALL TO ORDER

Chairman Scott Foster called the Board meeting to order at approximately 10:00 a.m., on Wednesday, April 18, 2007, at Mid-Cumberland Human Resource Agency, Nashville, Tennessee.

APPROVAL OF MINUTES

Chairman Foster asked the approval of the minutes for the March 21, 2007 Board meeting be deferred. Lebanon Mayor Don Fox made a motion to defer the minutes. City of Franklin Alternate, Jay Johnson seconded and the motion passed unanimously.

PUBLIC COMMENTS

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

ACTION ITEMS

Item 4 was presented by County Executive Hank Thompson. The item was Executive and Legislative Liaison Committee Report. County Executive Hank Thompson stated the proposed bill on extending tort limits passed through the subcommittee; however much of the future progress depends on the trial lawyers. He noted the bill needs to get out of the Senate and push forward to the House.

Mr. Sam Edwards stated the proposed bill still has votes in the senate and is scheduled to move out soon. Mr. Edwards stated he asked the sponsor, Representative Stratton Bone, to move the bill out of the House Judiciary subcommittee to full committee. This was an effort to stabilize the issue until it came to some type of compromise with the trial lawyers. Mr. Edwards emphasized the need for support from the Board and elected officials. Mr. Edwards and County Executive Thompson requested the attendance of the Board at the Senate Judiciary meeting in hopes it will encourage the chair to move the bill up towards the front of the agenda.

Mayor JoAnn Graves asked Mr. Edwards to request a leadership roll be taken by Senator Diane Black. Mayor Graves stated that Senator Black has the position to request the proposed bill be moved to the front of the calendar. Mayor Graves also asked to get Senator Diane Black more involved in addition to other Senators and House Representatives.

Tom Brashear stated he will contact the people he knows but he is not sure the power base is strong enough to make a significant difference.

Item 5 was presented by Mayor Don Fox /Tom Brashear. The item was East Corridor Oversight Committee/Marketing Committee. Mayor Fox stated the ECOC committee has reviewed the issue of ticket sales. This effort should make ticket purchases more accessible. Mayor Fox also stated the purchases of the MTA advertising benches will transfer the contracts to RTA and the prepaid revenue will be transferred to the RTA on a pro-rated basis.

Allyson Shumate stated that the sales and marketing regarding MTA benches will be handled by her and the Marketing Coordinator, Ms. Stevi Griffin.

Item 5a was presented by Tom Brashear. The item was Amendment to MTA contract for advertising. Mayor Fox made a motion to approve the amendments to the RTA/MTA contracts

for Advertising Sales and On-Line Ticket Sales. Cheatham County Mayor Bill Orange seconded and the motion was passed. Paul Ballard abstained from voting.

Item 5b was presented by Tom Brashear. The item was Marketing Update. Tom Brashear reported on the status of the Vanderbilt ticket sales. He explained the discounted sales will occur at the Vanderbilt Valet and the Vanderbilt Central Parking garage for their employees' convenience.

Mr. Brashear also reported to the Board the Request for Proposal (RFP) for marketing support has been issued to several firms and staff is awaiting responses. In addition, he reported staff is working with WSM radio to broadcast the train whistle. WSM would like to partner with the RTA to broadcast the train whistle due to a past history of broadcasting the train's whistle of the old Pan American train in the 1930's.

Mr. Brashear informed the Board about the RTA's Employer Outreach efforts and how they are working with the Donelson Station and the State of Tennessee. Mr. Brashear stated that the RTA is currently working with the employers in the Donelson Station area to discuss funding. Furthermore, Mr. Brashear reported on the possible Community Outreach activities and that staff is determining availability.

Mr. Brashear updated the Board about a proposal from Sprint. The proposal includes Wi-Fi capacity which will allow the Music City Star to have internet capability but also have an option of installing cameras within the cars.

Mr. Brashear invited the Board to provide any suggestions regarding marketing. He hopes to collaborate with the RTA Marketing staff, incorporate the Board's ideas, list them all and then prioritize the list.

Item 6 was presented by Paul Ballard. The item was Operations Oversight Committee. Mr. Paul Ballard stated that the committee met on Tuesday, April 10th to discuss the following issues.

Item 6a Relax and Ride Update. Mr. Ballard reported on the Relax and Ride service. Mr. Ballard also reported on the success of the van pools that started from Opryland Hotel on April 1st. Mrs. Glenda Griggs commented that the ridership on the Murfreesboro 96X Relax and Ride service had over 4900 riders for the month of March. The new Henderson route, which also began in March, had 19 additional riders, which is very successful for a new service.

Item 6b JARC Update. Mr. Ballard reported about the JARC Federal Grant Funding. The RTA has received this funding for years; however the funds have become more difficult to obtain. The RTA is taking a lead position among other transportation providers to implement a coordinated plan to receive those funds.

Item 6c Music Star Update. Mr. Ballard noted that for the month of March, ridership averaged 461 passengers a day for the Music City Star. This is an increase in ridership from February, but the goal is to have 750 trips by the first anniversary. Mr. Ballard also stated that he will have the revenue and ridership numbers, regarding the Friday Night Music City Star Service, in May.

OTHER BUSINESS

Chairman Foster stated he met with Mr. Bill Farquhar, before he left, to discuss the job description for the Executive Director of the RTA. Chairman Foster notified the Board that the Executive Director job description was prepared with the help of the GNRC executive staff. He asked the Board to review the proposed draft and email him with suggestions or comments. Mayor Fox asked that marketing and public relations skills be added to the Executive Director job description.

Mayor Foster stated GNRC will advertise locally and the Strategic Task Force will review those résumés.

County Executive Thompson discussed the MPO's request to change meeting location to a different Floor. The location of the May RTA Board meeting is going to be moved to the first floor in room 104.

With no further business, Chairman Foster made a motion to adjourn. County Executive Thompson seconded.

The meeting was adjourned at approximately 10:55 a.m.

Respectfully,

Paul J. Ballard

Paul J. Ballard
RTA Secretary