



BOARD MEETING

Wednesday, June 20, 2007, 10:00 a.m.
Mid-Cumberland Human Resource Agency
Nashville, Tennessee

MINUTES

BOARD MEMBERSHIP PRESENT

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|--------------------------------|-----------------------------------|
| Rogers Anderson –Vice Chairman | Mayor, Williamson County |
| Paul Ballard – Secretary | Governor Appointee |
| Howard Bradley | Mayor, Robertson County |
| Tom Brashear | Alternate, Wilson County |
| Ernest G. Burgess | Mayor, Rutherford County |
| Angie Carrier | Alternate, City of White House |
| Ed Cole | Alternate, TDOT |
| Roger Farley | Governor Appointee |
| Don Fox | Mayor, City of Lebanon |
| Debbie Frank | Governor Appointee |
| Jo Ann Graves | Mayor, City of Gallatin |
| Rick Gregory | Alternate, City of Goodlettsville |
| Jay Johnson | Alternate, City of Franklin |
| Wayne Kennedy | Vice Mayor, City of Columbia |
| Don Long | Alternate, City of Hendersonville |
| Sheila Lockett | Alternate, City of Mt. Juliet |
| Bill Orange | Mayor, Cheatham County |
| Joe Regan | Mayor, City of Brentwood |
| R.J. 'Hank' Thompson | County Executive, Sumner County |
| Kenneth Wilber | Mayor, City of Portland |

ADDITIONAL ATTENDEES:

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|-------------------|------------|
| Phil Armor | GNRC |
| Terry Bebout | TSG |
| Tauna Blaisdell | GNRC Staff |
| Greer Broemel | GNRC |
| Patty Cavanah | GNRC Staff |
| Erin Collier | RTA Staff |
| Stevi Griffin | 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 |
| Jane Young | GNRC |

CALL TO ORDER

Vice-Chairman Rogers Anderson called the Board meeting to order at approximately 10:00 a.m., on Wednesday, June 20, 2007, at Mid-Cumberland Human Resource Agency, Nashville, Tennessee.

APPROVAL OF MINUTES

Vice-Chairman Anderson asked for the approval of the May 16, 2007 Board meeting minutes. Lebanon Mayor Don Fox made a motion to approve the minutes. Rutherford County Mayor Ernest Burgess seconded and the motion passed unanimously.

PUBLIC COMMENTS

Vice-Chairman Anderson called for comments from the public. There were no public comments.

ACTION ITEMS

Item 4 was presented by County Executive Hank Thompson. The item was the Finance Committee Report.

Item 4a was the Contract between GNRC and RTA for Professional Staff Services. County Executive Hank Thompson reported the RTA Finance Committee met May 8, 2007 to finalize the RTA FY 2008 Budget and review the Contract with GNRC for Professional Staff Services.

County Executive Thompson made a motion to approve the Contract between GNRC and RTA for Professional Staff Services. Jay Johnson, City of Franklin, seconded and the motion passed.

Item 4b Resolution 2007-001 to enter into Contract with GNRC. County Executive Thompson reported that RTA currently has a contract with GNRC and the contract is approaching its expiration date. GNRC provides professional staff services, administrative and financial management, office space, IT, project, program and support services, and is the actual employer for the RTA staff. County Executive Thompson reported that Mr. Sam Edwards would further discuss this issue.

Mr. Sam Edwards notified the Board there was a change within the contract regarding legal services. Mr. Edwards stated that he and the part-time legal counsel GNRC is associated with would handle any legal services rendered to the RTA. Furthermore, if there is ever conflict between the organizations, GNRC's legal counsel can no longer represent RTA and an alternate legal aid has to be utilized. Mr. Edwards also brought to the Board's attention the Personal/Professional Services Contract between the RTA and GNRC for the Provision of Professional Staff Services, Administrative and Financial Management, Office Space, Section 2 Item C. Vice-Chairman Anderson read the excerpt from the contact.

Mr. Edwards explained that the change was made due to Section I being removed. Section I was related to Bill Farquhar being a DTO employee and the benefits of being a DTO employee. Since Mr. Farquhar is no longer with RTA, there are no DTO employees within RTA, leaving Section I and language referring to Section I is not needed.

Mayor Bradley of Robertson County, made a motion to approve the amended Contract between GNRC and RTA for Professional Staff Services and the Resolution 2007- 001 to enter into Contract with GNRC. Mayor Burgess, Rutherford County, seconded and the motion passed.

Mr. Ed Cole, TDOT, confirmed Mr. Edwards's statements regarding the contract and the requested attention to the issue of conflict of interest regarding legal services.

Item 4c RTA FY 2008 Budget for Approval

County Executive Thompson informed the Board the budget was prepared and the expenses practically remained the same in comparison to last year's. The proposed budget for the RTA includes expenses provided for Rideshare, Web Match, Relax and Ride, Commuter Rail Operations, Seat Guarantee, Job Access/Reverse Commute, and MPO Commuter Rail.

County Executive Thompson made a motion to approve the RTA FY 2008 Budget. Mayor Fox, City of Lebanon, seconded and the motion was approved.

County Executive Thompson stated the Titans games operating cost and expenditures were not included in the budget and the budget needed to have this line item added. County Executive Thompson requested that the calculation of \$7,000 be multiplied by ten Titans games. The calculation would increase the budget by \$70,000. There should also be a line item for revenues in the same amount. The revised budget would be \$5,179,165.50.

Mr. Edwards noted that the contract needed to be updated with the new budget figure.

Vice-Chairman Anderson requested a motion to reconsider Resolution 2007-001 with the amended budget. Gallatin Mayor Jo Ann Graves made the motion to reconsider the contract with the amended budget. Mayor Fox seconded. The motion passed unanimously.

Vice-Chairman Anderson requested a motion be made to approve the contract as amended with the new budget figure of \$5,179,165.50. County Executive Thompson made the motion to approve the amended contract and Mr. Ed Cole, TDOT seconded. The motion was approved.

Mr. Cole discussed TDOT's agreement to fund the Commuter Rail Business Plan update and will concentrate on the revenue sources in the budget.

Governor Appointee, Roger Farley noted the Commuter Rail needed to explore its options in regard to making the train readily accessible to others. He stated the Lebanon Chamber of Commerce was interested in having events involving train rides and that other ventures of this sort would also increase ridership.

Mr. Ballard informed the Board on MTA's and RTA's transportation services to be provided during the Titans home games. Mr. Ballard stated that MTA distributed brochures entitled *End-Zone Express*, to Titans season ticket holders, and will make them available to MTA and RTA ticket outlets, in addition to other places. This is an effort to promote the services of both the buses and the trains and increase revenue. Copies of the brochure were distributed.

County Executive Thompson requested the Board and Marketing Committee's attention on the Titans trains and the need for sponsors for the games, especially the preseason games. Mrs. Shumate discussed last year's cost and the hopes for this year.

Mayor Burgess made a motion to approve the amended RTA FY 2008 budget figure of \$5,179,165.50. Mayor Graves seconded. The motion was approved.

Item 5 was presented by GNRC Executive Director, Sam Edwards. The item was RTA Executive Director Position Recommendation. Mr. Edwards informed the Board that it is the duty of GNRC to retain an Executive Director with the Board's approval. Mr. Edwards notified the Board that after reviewing résumés, for the Executive Director position, he proposes Mrs. Diane Thorne as the Executive Director of the RTA, for the Board's approval. There were no objections. Several people commented on her talent and skill, and were confident that she would do an outstanding job for the RTA and they were sorry to lose her in Franklin and Williamson County.

Mayor Anderson made a motion to approved Diane Thorne as RTA's Executive Director. Mayor Fox seconded. The motion was unanimously approved.

Mrs. Thorne gave a brief speech thanking the Board for their consideration.

Item 6 was presented by Tom Brashear. The item was Marketing/ECOC Committee Report.

Item 6a On-Call Marketing Services Contract. Mr. Brashear requested action be taken on entering into Contract with IBIS Communications for On-Call Marketing Services. The proposals were reviewed and two firms were asked to present their services. The selection committee elected to work with IBIS Communications. The contract term will be for a three year period. After the three year period, this will be re-advertised. In addition, Mr. Brashear stated that the cost is included in the proposed RTA FY 2008 budget.

Mr. Brashear made a motion to approve entering into Contract with IBIS Communications for On-Call Marketing Services. County Executive Thompson seconded. The motion was approved.

Item 6b Marketing Update. Mr. Brashear updated the Board and commended the RTA for the exceptional success they are having with employer outreach efforts. Mr. Brashear reported that the staff has identified and is making tremendous efforts to contact downtown businesses along the shuttle routes. Contacts with Human Resources personnel at these businesses will make contact straightforward.

Mr. Brashear notified the Board of the meetings with General Services of Tennessee State Government to draft a contract. The contract is progressing and they also requested additional information on vanpool services. Mr. Brashear further reported that the RTA was invited to the Department of Labor to discuss possible transportation accommodations for State employees for that department. The items discussed were vanpool services and possible bus routes to Metro Center.

Mr. Brashear updated the Board on the Century City Area, and other companies near Donelson that are interested in shuttle services. The bids for this have been received and are being reviewed. In addition, the Gaylord Opryland Corporation is interested in providing RTA's services to their employees and surveys are being created to get further information. Mr. Brashear reported that the RTA was well represented at the Clean Air Week event at Centennial Park and RTA received great media coverage. The Marketing Committee interviewed and selected IBIS Communications to work with. Also, Vanderbilt's Medical Center is interested in starting a vanpool program with 20 new vanpools. The vanpools would transport their employees from all over of the Middle Tennessee area. Existing funding is needed to proceed.

Mr. Brashear reminded the Board the one year anniversary of the Music City Star is approaching and that possible events to celebrate are being discussed. There are plans to host an event for the Imagination Library, which country music singer Dolly Parton is a part of, and receptions at Riverfront and Lebanon station are being arranged for riders/commuters.

Mr. Brashear further reported a sponsorship policy was drafted to assist with special events and Titans game day trains.

Lastly, Mr. Brashear notified the Board of the recent positive news and media coverage the RTA has been received, the great press releases, and the great overall feedback of the RTA.

Item 7 Operations Oversight Committee-Paul Ballard

Item 7a Ridership Update. Mr. Ballard informed the Board that ridership for the Relax and Ride Hendersonville 35X and Murfreesboro 96X services have grown tremendously. In comparison to the pervious year, ridership has doubled. Overall, ridership has grown so significantly that more services may be requested.

In addition, the Music City Star has shown considerable increase and is steadily approaching a thousand trips a day. Mr. Ballard commended the late night Friday evening services as a contributing factor for the success of the Commuter Rail.

Mrs. Shumate informed the Board that the RTA has begun the ticket promotion with Frist Museum again. The last promotion did exceptionally well. The Frist promotion includes a \$2.00 discount on regular adult admission and a 10% discount in the gift shop, on Friday evenings, when a Music City Star ticket is presented. The coupons are at the Riverfront station.

OTHER BUSINESS

Mr. Cole stated that parking for state employees has been surveyed by a consulting firm. State employees have been accustomed to free parking but there is competition and expensive pricing for convenient parking lots surrounding downtown. TDOT is one of the largest employers in Tennessee and provides excellent benefits for its employees. TDOT is discussing options for employee transportation needs and looks forward to working with the RTA.

Mr. Cole also reported on the reorganization of TDOT's Public Transit, Rail and Waterways Division. This reorganization will require an Executive Director be hired to focus mostly on policies regarding transportation. Mr. Cole also informed the Board that Tennessee Public Transit Association (TPTA) is being consulted and there will be an office for rail, waterway alliance. Mr. Cole informed the Board that the Executive Director position is open and suggestions are accepted from the Board. The Executive Director will report directly to Commissioner Gerald Nicely as he and others do.

Mr. Cole also introduced the Board to Ms. Paula Shaw. Ms. Shaw works with public policy issues and has taken over administration of the new office. Her work will assist the Executive Director position.

Mr. Edwards provided a legislative report. Mr. Edwards stated that as the lobbyist for the RTA he wanted to inform the Board about the tort liability limits issue. The House of Representatives

sent the bill to Summer Committee Study. The RTA has great support in the Senate and support in House of Representatives but the House had a few obstacles.

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

The meeting was adjourned at approximately 10:50 a.m.

Respectfully,

Paul J. Ballard

Paul J. Ballard
RTA Secretary