

CCTA BOARD MEETING MINUTES

DATE: October 11, 2011
TIME: 7:30am
PLACE: CCTA Administrative Office
15 Industrial Parkway
Burlington, VT 05401

PRESENT:

Steve Magowan, Chair, South Burlington
Tom Buckley, Vice Chair, Winooski
Albert Turgeon, Treasurer, Williston
Karla Munson, Commissioner, Hinesburg
Denis Barton, Commissioner, Shelburne
Brian Palaia, Commissioner, Milton
Harold Garabedian, Commissioner, Washington County
Bethany Whitaker, Commissioner, Burlington

Meredith Birkett, Acting General Manager
Aaron Frank, Assistant General Manager
Michelle Daley, Director of Finance
Jon Moore, Transit Planner
Patsy Redalieu, HR Director
Rose Getch, Public Affairs and Marketing Manager
Ken Robertson, Operations Manager
Liz Curry, Grants Manager
David Armstrong, Transit Planner
Tim Bradshaw, GMTA Regional Manager
Tawnya Kristen, Public Affairs Manager

Members of the Public:

Jill Krowinski, Political Affairs Director, PPNNE
Valerie Vass, Director of Marketing, PPNNE

NOT PRESENT:

David Lane, Commissioner, Grand Isle County
Chapin Spencer, Immediate Past Chair, Burlington
Marti Powers, Commissioner, Essex
Catherine Dimitruk, Secretary, Franklin County
Bonnie Waninger, Commissioner, Lamoille County



1. Opening meeting

Chairman Magowan called the meeting to order at 7:30am

2. Public Comment

Jill Krowinski, Political Affairs Director, PPNNE wanted to speak to the Board regarding an advertisement campaign they are rolling out. Chair Magowan told her the topic was on the agenda and that she would have a chance to speak when it came up on the agenda.

No other public comment

3. Adjustment of Agenda

A revised version of the agenda with the correct numbering was handed out at the meeting.

4. Review Minutes:

- **9/13/11 (Action)**

Chair Magowan referred to a typo in paragraph 4 approval of the minutes. Commissioner Munson pointed out a few things running together in 7a, as well as a period hanging in the beginning of a sentence. Commissioner Turgeon said he left the meeting at 8:53 but in 8a it has him asking a question. Ms. Birkett said we would go over the minutes again as we had moved some things around and would figure it out. In the future it would be good to have page numbers on the minutes.

Commissioner Barton moved to approve the minutes and Commissioner Munson seconded. All were in favor and the motion passed.

5. Financial Report (Information)

Chair Magowan called on Commissioner Turgeon for comments, he had none. Ms. Daley had neither comments nor anything more to highlight from her memo. All Board members indicated they are happy with the method of presentation.

6. PPNNE Bus Advertising Request (Action)

Paper copies of policy number C-1 re: Bus Advertising Content were circulated. Chair Magowan read a section of the policy that provided relevant standards. Ms. Birkett was asked to give some background on the PPNNE (Planned Parenthood of Northern New England) ad proposal. Ms. Birkett explained her understanding of the ad review process was that she should review prospective advertisements on a case by case basis in

consideration of CCTA's image and public relations goals. Using that method, she concluded the PPNNE ads were not in keeping with the image CCTA has been working to cultivate and declined to run them. Commissioner Barton then contacted her and encouraged her to review the CCTA Bus Advertising Content policy. After comparing the ads against the policy, Ms. Birkett offered to run four of the six ads. Subsequent to that, PPNNE requested a meeting to discuss running all the ads, as it was a cohesive campaign. It was at that point Ms. Birkett requested Board involvement.

Jill Krowinski, Public Affairs Director of PPNNE, explained that the exact same ad campaign was launched in Portland, ME last month to introduce a new health center opening, and they have received no complaints. Ms. Krowinski also offered statistics on the number of people PPNNE serves in our community.

Commissioner Turgeon indicated he wished they would have come up with a different approach. He found the ads a little offensive. Commissioner Buckley did not find the ads in good taste either, however, he acknowledged CCTA does not have the funds for a legal fight with a 50/50 chance of winning. He therefore reluctantly supported running the ads.

Commissioner Palaia made a motion to follow Ms. Birkett's original offer, to run four of the six ads. He stated CCTA has a policy and ultimately, Ms. Birkett has to make the final decision. Commissioner Munson seconded. Commissioner Munson concurred that CCTA would not likely win the First Amendment argument in court. She also stated that in her opinion, there were other more offensive ads run by CCTA in the past.

Commissioner Barton spoke against the motion. Chair Magowan asked to clarify Ms. Birkett's current position; if making an offer today based on the information we have, what would it be? Ms. Birkett said with the threat of legal issues, she would support running all the ads.

Chair Magowan put a motion on the floor to close discussion and vote. Commissioner Barton seconded and all were in favor.

The motion voted on was whether to support Ms. Birkett's original offer to run four of the six ads. Commissioners Palaia and Turgeon voted in favor of the motion. Commissioners Munson, Barton, Whitaker, Buckley, and Garabedian were opposed. The motion did not pass.

Commissioner Whitaker left at 8:06am

Commissioner Buckley entered a motion to close this issue and leave the final decision to the Acting General Manager based on the policy. Commissioner Munson Seconded. All were in favor and the motion passed.

7. GMTA Winter Service Changes (Action)

David Armstrong, Transit Planner, explained that we want to have two winter service changes. A public hearing to discuss the Mountain Road Shuttle schedule change was held and there was one attendee with no comments. The proposal is to cancel the 9:30 PM trips on the Mountain Road Shuttle and to reallocate those hours to a 3:50 uphill/4:15 PM downhill trip. Ridership on the 9:30 PM trips was only 2% last season and Stowe needs a 4:15pm trip when the lifts close.

The Warren Shuttle in the Mad River Valley has been underperforming for three years. According to VTrans metrics, boarding per hour are too low and the cost per passenger is too high and as such, VTrans declined to fund the service any longer. An attempt to fund the route through local sources was made, but to no avail. Therefore, the proposal is to eliminate the Warren Shuttle for the FY12 winter season.

Chair Magowan made a motion to approve both proposals.
Commissioner Garabedian seconded.
All in favor and the motion passed.

8. Downtown Transit Center Update (Presentation)

Mr. Frank gave a presentation on Downtown Transit Center project progress.

Commissioner Buckley asked if we were working with federal specifications and if the FTA wants to be involved in the planning and design or only the process? Mr. Frank indicated their greatest involvement is in the process.

Commissioner Turgeon stated that the evaluation criteria would be difficult to use to evaluate any proposal. Mr. Frank said he would provide more details at a future meeting. Commissioner Turgeon stressed that the selection criteria needed to be measurable, easily explained, and easily defended. Chair Magowan stopped Mr. Frank's presentation to discuss a couple of important issues, including ways to develop public support for the project and to carefully consider creative solutions to ensure we are not just going through the motions.

Commissioner Buckley asked if the Advisory Committee meetings are open. Mr. Frank said they were and were very well attended. All Commissioners are invited. The next

meeting is on the 25th at the library at 4:00pm. Commissioner Barton brought up the importance of having a media strategy for the project.

Chair Magowan stated that a special Board meeting will be held next week for the additional link service and we should add a discussion about the pulse system.

Chair Magowan the suggested that we move on and closed the discussion by acknowledging that the Board questions and challenges because it is preparing all of us for public comments and review of our work.

9. GMTA Business Funding (Discussion)

Ms. Birkett wanted to touch base with the Board on the approach laid out in the memo to see if it makes sense – if it is what the Board had in mind about approaching businesses for funding. She indicated the aim of the business outreach is funding for FY13. In terms of which businesses to approach first, Ms. Birkett will sit down with Ms. Kristen and Mr. Bradshaw and get specific ideas.

Commissioner Garabedian thought it was a good start and also pointed out the State is an employer and should be thought of as one. Commissioner Buckley is glad staff was able to get started on this so quickly.

10. Additional Evening Essex Junction Trips (Action)

Ms. Birkett explained that there is overcrowding on evening Essex Junction trips. She explained that there is grant money available to fund additional Essex Junction service. The way the grant language reads now, Essex Junction is the only route eligible to use this funding, but the funding can't be used on an existing service. Therefore, adding new Essex Junction service is exactly what this funding allows for. The grant funds will cover at least a year of service and a decision about how to fund the service in the future will have to be made.

Chair Magowan asked if there were any questions and there were none.

Chair Magowan entertained a motion to approve the addition of two new evening Essex Junction trips. Commissioner Munson motioned and Commissioner Palaia seconded. All were in favor and the motion passed.

11. ADA Paratransit Survey (Presentation)

Ms. Curry, Grants Manager, prepared a presentation. She explained that every other year we do a survey of the ADA Paratransit. The first survey was focused on specific trips and this time, the survey questions were broadened. The surveys took place over five months from February to June of 2011. Unfortunately, her presentation would not work on the computer, so Commissioner Magowan asked Ms. Curry to please email the

presentation to the board and a decision will be made whether to put it on the next meeting agenda.

12. Committee Reports:

- Strategy Committee – Standing Committee (Next Meeting – November 4, 2011 at 8:00am @ CCTA)

Committee assignments will be circulated by Commissioner Magowan so everyone is aware of who is on what committee.

- Finance Committee – Standing Committee (Next Meeting – November 1, 2011 at 8:00am @ CCTA)
- Leadership Committee – Standing Committee (Next Meeting – TBD)
Chair Magowan will circulate a time for the meeting.

13. Other Business

No other business.

14. Executive Session

Commissioner Buckley made a motion to enter Executive Session to discuss the employment of an employee and Commissioner Palaia seconded. All were in favor and the motion passed. **Do we need the motion to exit executive session?**

The board came out of Executive Session and the Chair requested a motion to extend the deadline to October 31, 2011 for the Acting General Manager to enter into an agreement with the Assistant GM for retirement benefits. Commissioner Munson made motion and Commissioner Buckley seconded. Commissioner Palaia opposed and all others were in favor. The motion passed.

15. Adjourn

Commissioner Turgeon made a motion to adjourn and Commissioner Barton seconded. All were in favor and the motion passed.

Respectfully Submitted,

Accepted on behalf of the
Board of Commissioners

Tom Buckley
Secretary

Steve Magowan
Chairman