

**FRANKLIN TRANSIT AUTHORITY
MINUTES OF BOARD MEETING
THURSDAY, January 19, 2012 – 3:30 PM**

The Franklin Transit Authority met on Thursday, January 19, 2012 at 3:30 pm at
708 Columbia Ave., Franklin, TN.

Members present

Preston Elliott, Chair
Pearl Bransford
Nancy Fletcher-Blume
Bob Horner
Dale Thomas

Others Present

Debbie Henry, The TMA Group
Kristen Corn, City of Franklin
Kevin Comstock, City of Franklin
Linda Tidwell, The TMA Group
Deb Varallo, Varallo Public Relations

1. Call to Order

Chairman Preston Elliott called the meeting to order.

A. Recognition of 5-year Service

Driver Linda Tidwell was recognized for 5 years of service with The TMA Group and Franklin Transit Authority.

2. Roll Call/Confirm Quorum

Chairman Preston Elliott confirmed that there was a quorum.

3. Public Comments

This portion of the agenda is for members of the public to directly address the FTA on any items not on the agenda and within the jurisdiction of the Authority. Comments are limited to three minutes per speaker. The Authority will hear all communication but will not take any action on items that are not on the Agenda.

CONSENT CALENDAR

4. Minutes of November 17, 2011 Regular Meeting Minutes (ITEM #4)

Ms. Pearl Bransford motioned to approve the minutes of the September 17, 2011 regular meeting; Mr. Dale Thomas seconded the motion. Motion carried unanimously.

OLD BUSINESS

5. Year-to-Date Financial Statement and Summary (ITEM #5)

Ms. Henry presented the year to date December 31, 2011 financial statements to the Authority, noting that at the half-way point of fiscal year numbers are tracking well; 51% revenues, 48% expenses. Transit fares are tracking well, also. Holly Trolley funds: \$11, 936. Chairman Preston Elliott called for acceptance of the financial report. *Mr. Dale Thomas motioned, Mr. Bob Horner seconded and the motion passed unanimously.*

6. Transit Report (ITEM #6)

Ms. Henry reported the ridership. As was previously discussed the new goal is: 4,000 a month. December's total: 4,887, as compared to December 2011 total of: 4,575. Significant increase in fixed route ridership was noted. Trips continue to show the largest percentage dedicated to

employment. Chairman Preston Elliott called for acceptance of the transit report. *Mr. Dale Thomas motioned, Mr. Bob Horner seconded and the motion passed unanimously.*

7. Route Match Update (ITEM #7)

Ms. Henry presented the Authority with the Federal and State Funding Report. She shared that we are awaiting 5309 Earmark Funds from Congress, uncertain of the amount until award. As reported \$960,978 grants funds obtained. In the latter half of 2012, staff will begin securing additional funding for FY 2013-14.

NEW BUSINESS

8. Community Outreach and Marketing Segmentation Update (ITEM #8)

Ms. Deb Varallo shared with the Authority an overview of the work her firm will be doing under the contract. Telephone surveys, data base building, social media, community meetings are among the various methods her firm will use.

9. TDOT Operating Assistance Contract BAI 01-19-12 9

Ms. Henry shared that the funds represented in this contract are allocated for annual operating support. Chairman Preston Elliott called for acceptance of the ridership report. *Alderman Bransford motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

OTHER BUSINESS

10. Report of Executive Director

Ms. Henry updated the Authority: (1) installation of security cameras on buses is schedule to begin Friday, January 28; (2) Budget work has begun for FY 12-13; and (3) Williamson County renewed contract with TMA for the Fleet Facility. Additionally, Ms. Henry shared that RTA has approached Franklin Transit about interest in providing service for routes between Franklin and Murfreesboro. Ms. Henry explained that a set price would be determined that would include all costs. The Authority was receptive to further consideration.

11. Adjourn

Chairman Preston Elliott called for a motion to adjourn. *Mr. Bob Horner motioned, Mr. Dale Thomas seconded and the motion passed unanimously.*

Preston Elliott, Chairman