BOARD OF TRUSTEES
SOUTHWEST OHIO REGIONAL TRANSIT AUTHORITY

MINUTES OF: Regular Meeting of the SORTA Board of Trustees

DATE: Tuesday, November 16, 2010, 9:35 a.m.
The SORTA/Metro Board Room
602 Main Street, Suite 1100
Cincinnati, Ohio 45202

BOARD MEMBERS
PRESENT: Minette Cooper; Margaret Gutsell; J. Thomas Hodges; Gregg Hothem;
William L. Mallory, Sr.; Christine Matacic; Sean Rugless; Karl B. Schultz;
James R. Tarbell

BOARD MEMBERS
ABSENT: Jason Riveiro and Doug Sizemore

STAFF MEMBERS: Terry Garcia Crews, Lou Ann Hock, Bill Desmond, Barry Frank, Darryl Haley,
Sallie Hilvers, Mary Moning, Mike Ongkiko, Daron Brown, Colin Groth,
Mike Restle, Perri Allen, Joe Routt, Don Inman, Gary Swafford, Donna Adkins

OTHERS: Mark A. Bennett, ATU-627; Richard Moore, Frost Brown Todd; Brian Gay,
City of Cincinnati; Caroline Miller, League of Women Voters; Chris Moran,
League of Women Voters; Michelle Swafford

CALL TO ORDER

Mr. Rugless, Chair of the Board, noted the presence of a quorum and called the meeting to order.

HEARINGS FROM CITIZENS

Mr. Rugless asked if there were any citizens who would like to address the board; there were none.

MEET THE TEAM

Ms. Terry Garcia Crews introduced Mr. Mike Ongkiko, Metro’s new Human Resource Director. The Board welcomed Mr. Ongkiko.

Ms. Garcia Crews then presented Mr. Colin Groth, Metro’s Government Relations Director, with an award for being named to Mass Transit Magazine’s 40 Under 40 list, honoring young professionals who have made significant contributions to the public transit industry.

Ms. Moning then introduced Metro’s long-time transportation janitor, Gary Swafford. Mr. Swafford has been an employee since December 15, 1980 and plans to retire at the end of the month after 30 years of service. Ms. Moning stated that she wanted to recognize Mr. Swafford for his impressive attendance record as he had not missed a single day of work until June of 2008. She thanked Mr. Swafford for his outstanding years of service and stated that he will be greatly missed. Ms. Garcia Crews presented Mr. Swafford with a CEO Coin of Excellence.

APPROVAL OF MINUTES

Mr. Mallory made a motion that the minutes of the October 19, 2010 regular meeting be approved as previously mailed and Mr. Hodges seconded the motion. By voice vote, the Board unanimously approved the minutes.
COMMITTEE REPORTS

Planning and Development Committee

Ms. Matacic presented the action items from the Planning and Development Committee:


Mr. Schultz moved for adoption and Ms. Cooper seconded the motion. Ms. Matacic stated this is a five-year extension of the current contract, which is expected to provide approximately $540,000 in advertising revenue.

By roll call vote the Board unanimously approved Resolution No. 2010-25.

2. Proposed Resolution No. 2010-26, Approval of Amendment to Billboard Advertising Agreement with Lamar Outdoor Advertising Company

Ms. Cooper moved for adoption and Mr. Tarbell seconded the motion. Ms. Matacic explained that this contract is a five-year agreement for advertising on approximately 39 billboards. The revenue was $81,000 in 2010 and will increase to $93,000 in 2011.

By roll call vote the Board unanimously approved Resolution No. 2010-26.

3. Proposed Resolution No. 2010-27, Approval of Sam' Club Park & Ride Agreement Amendment

Mr. Tarbell moved for adoption and Ms. Cooper seconded the motion. Ms. Matacic stated that Metro currently leases 180 parking spaces at the Sam’s Club on North Bend Road. This contract amendment increases the cost from $17 to $17.50 per space, a 3% increase. Grant funds provide 100% funding for this lease at a cost not to exceed $37,800.

By roll call vote the Board unanimously approved Resolution No. 2010-27.

4. Proposed Resolution No. 2010-28, Approval of Clermont County Service Agreement

Ms. Cooper moved for adoption and Mr. Tarbell seconded the motion. Ms. Matacic informed the Board that this is a three-year agreement for service to Clermont County at a cost of $370,000 per year. Quarterly meetings will be held between SORTA and Clermont County to discuss costs and ridership to assure open communications.

By roll call vote the Board approved Resolution No. 2010-28, with Mr. Schultz abstaining.

5. Proposed Resolution No. 2010-29, Authorization to Enter Into an Agreement with the University of Cincinnati

Mr. Schultz moved for adoption and Dr. Gutsell seconded the motion. Ms. Matacic stated that this is a three-year contract for 2011-2013 providing quarterly cards to students and employees. Employees will pay $120 quarterly and students $75 for unlimited rides. Students also have the option of being provided a free card and paying $1.00 for each ride. Staff is also partnering with students to maintain bus stop schedules. Dr. Gutsell questioned how the cost will be converted when UC switches to semesters. Mr. Haley responded that staff is already working on this with UC and that there will be plenty of public relations and marketing to make the transition easy.
By roll call vote the Board unanimously approved Resolution No. 2010-29.

Operations and Management Committee

Mr. Tarbell stated that the Committee had one action item that was referred back to staff.

CEO's Report

Ms. Terry Garcia Crews thanked the Board and staff for the warm reception. She has been having “meet and greets” with staff, Board members, and community leaders, along with meeting local politicians and participating in “Stuff the Bus” at Kroger’s. She also met with City Council on November 15 to discuss the budget. Terry informed the board she will be aligning priorities, which are budget and ridership, the organizational structure, and assuring that Metro is a player in future transit plans for the community.

New Business

Mr. Hodges reported that the ERM Board met in early November and, as part of approving a 2011 budget, decided to change its current subsidy to partners from $1.10 per token to $1.00 per token to assist with a budget deficit. The ERM Board is working on a plan to fill the remaining deficit.

Mr. Tarbell suggested that the casino service be linked to Mt. Adams and the river area.

Mr. Rugless reported that he attended a “CEO’s for Cities” meeting in Detroit with Mr. Groth. The casino’s offices are in Detroit and while there, they met with representatives to discuss the project. There will be 4,500 jobs after construction and the Chamber is working on making the transportation connections.

EXECUTIVE SESSION

Mr. Hodges made a motion that the Board go into executive session as provided in Ohio Revised Code Section 121.22 (G)(3) for “conferences with an attorney for the public body concerning disputes that are the subject of pending or imminent court action” and Dr. Gutsell seconded the motion. By roll call vote the Board unanimously approved the motion and went into executive session at 10:30 a.m.

Mr. Schultz made a motion that the Board return to regular session and Ms. Cooper seconded the motion. By voice vote the Board unanimously approved the motion and returned to regular session at 11:07 a.m.

The next regular meeting of the SORTA Board of Trustees is scheduled for Tuesday, December 14, at 9:30 a.m. in the SORTA Board Room, 602 Main street, Suite 1100, Cincinnati, Ohio.

The Board meeting adjourned at 11:10 a.m.

APPROVED:

Sean Rugless
Chair

Barry E. Frank
Secretary-Treasurer