

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE
May 20, 2015 ** MEETING MINUTES **

CALL TO ORDER –

The meeting was called to order at 1:30 PM.

ROLL CALL

Committee Members: Bill Craig, Chairperson; Don Patton, Vice Chairperson; Jane Ashley; Sandi Young; and Stan Easter were present.

Ex-Officio Members: Josh Haring, River Cities Taxi (RCT); and Susan Hekimoglu, Lane Transit District (LTD) were present. Kristine Sirmans, Lane Council of Governments (LCOG) was not present.

Support Staff: Glen Southerland, Planning; Mike Miller, Public Works Director

Guests: Kevin Rhodes and Jennifer Conner, Florence Events Center

1. APPROVAL OF AGENDA

Young motioned to approve the agenda.

Ashley seconded. By voice, all ayes. Motion approved.

2. APPROVAL OF MINUTES

- **April 15, 2015**

Young motioned to approve the agenda

Ashley seconded. By voice, all ayes. Motion approved.

2. PUBLIC COMMENTS

No public comments were received

3. PROMOTION & MARKETING

- Discussion regarding Rhody Express Free Days. Haring reminded everyone that there are 24 hours of free community service in a year.
- July 4th: Fireworks at the Port: Potential park and ride in the east Events Center parking lot. Rhodes reported that the east lot is usually full. People walk down to the Port. Craig suggested that the Event Center make it a formal park and ride for the evening with a \$2 donation going to the Event Center. Suggested hours 7 – 9 pm, and again from 10:30 – 11:30 pm. Rhodes responded that the Friends of the Event Center meet on Tuesday. He will pass the suggestion on to them and report back.
- July 4th: Wings and Wheels: 10 am – 3 pm at the airport. Discussion of a park and ride at the Middle School parking lot. Haring expressed concern re overtime hours for his drivers, and also having enough properly licensed drivers to cover both events in a single day.
- Festival of Books: Sept. 26 at the Events Center. Rhodes said that this is a very well attended event, but does not see that free bus service is necessary, since there is generally adequate parking at the Events Center.
- Octoberfest: October 3rd, 8 am – 8 pm (?): Provide the same free ride service as that provided for Rhody Days, which is

- Art Gallery walks: Rhodes said that bus service would be helpful here, due to poor weather and age of participants. Hekimoglu responded that this would be classified as a charter service, not a free bus service.
- Young said that the city will be updating the Transit Plan soon, and asked Rhodes about Event Center needs/ wants. Rhodes said that to become a complete service convention center, they need connections to large lodging facilities, such as to Driftwood Shores, and that bus service to such facilities with hours to match convention events would be helpful.
- Rhodes and Connor then left the meeting.

4. ROUTE CHANGE UPDATE/OPERATIONS

- Rhody Days Update:
Haring said that there were 70 rides on Friday night and 64 on Saturday night. He said that more ads, and placement of flyers in lodging facilities would likely increase ridership. Signage on the bus would also help.
- Ride with a City Councilor:
Haring reported that the bus was full when Councilor Susy Lacer was on the bus, but that the kids had only two questions for her.

5. OTHER ITEMS

- Old Town Committee:
Craig attended a recent meeting to publicize the Rhody Express and the new schedule. He offered the opportunity to have an ad on the bus at a cost of about \$40. He thought we need a formal proposal. Young suggested a brochure with this information. Craig offered to draft a proposed brochure.
- Bus Shelters and Benches:
Craig met with the Florence Kiwanis Board about benches. The board will ask the membership about using Kiwanis funds to build several benches. Craig will report back. Moving of shelters is delayed due to the summer Public Works construction season.
- Yachats/Florence Transit Connection:
Southerland reported that Florence was well represented at the last meeting. He, FarleyCampbell, Young, Patton and Haring all attended. The agenda was the review of the application for TGM funds for the plan for the proposed service.
- Florence TGM grant:
Southerland distributed a proposed Letter of Support from the Transit Committee.

Young motioned to approve the letter of support.
Ashley seconded. By voice, all ayes. Motion approved.

Southerland said that other letters of support were being gathered, and that the grant application would go to the Council for approval in early June.

6. SET FUTURE AGENDA

No items were raised for future agenda.

7. SET FUTURE MEETING DATE

The next meeting was set for June 2, 2015 at 1:30 p.m.

ADJOURNED AT 2:45 PM

APPROVED BY THE TAC ON THE _____ DAY OF _____, 2015.

Bill Craig, Chairperson

Date