

CITY OF FLORENCE TRANSIT ADVISORY COMMITTEE

August 19, 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) was present and Susan Hekimoglu, Lane Transit District was present remotely; Kristine Sirmans, Lane Council of Governments (LCOG) was not present.

Support Staff: Glen Southerland, Planning was present.

Guests: Russ Pierson, Director, Lane Community College Florence Campus was present.

APPROVAL OF AGENDA

Craig motioned to approve the agenda.

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

APPROVAL OF MINUTES

Craig motioned to approve the July 15, 2015 Minutes.

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

PUBLIC COMMENTS

Russ Pierson, Director of the LCC Florence Campus introduced himself and was welcomed by the Committee.

PROMOTION & MARKETING

Ride with a Councilor Debrief: **Southerland** reported that the Mayor had been the August Ride with a Councilor, the City Manager and her family rode, but he had not received an exact count of riders. **Ashley** said that she rode and had asked the Mayor about the Bay Street stop sharing her concerns over safety issues and conflicts with UPS/Fed-Ex using the stop as a parking/loading zone. There was a brief discussion and **Southerland** said that he would direct the concern to Public Works for resolution. He also updated that Joshua Green would be the next Councilor to ride and added that Ride with a Councilor was scheduled to continue as a regular event.

ROUTE CHANGE UPDATE/OPERATIONS

Operations and Ridership: **Southerland** distributed the printed email from **Hekimoglu** that revealed the ridership graph by year and **Hekimoglu** commented that she felt the dramatic drop in ridership was due to the many changes and adjustments to the route, emphasized the need to get the marketing plan in motion and added that she now had time to get with the graphics department to make a poster for the back of the bus. There was discussion about using vinyl versus using the existing frame and the surface preparation that may be required and **Craig** said that he would inquire locally regarding the use of vinyl. **Hekimoglu** recommended that TAC sponsor the first Free Ride Day, she said that she would be working with the graphics department on a brochure and there was discussion between **Craig** and **Hekimoglu** regarding contacting area merchants for feedback, advertising and possible sponsorship. **Southerland** reminded the group of the Senior Expo in October, the importance of having a presence and **Haring** indicated he would order the merchant bracelets to give away and there was discussion over store guidelines and approvals. **Craig** said he would make a presentation and let **Hekimoglu** know when the next Old Town Merchant meeting would be held so that she would be able to provide examples of advertising opportunities.

Southerland suggested the idea of hosting a Business After Hours event through the Chamber of Commerce, there was brief discussion and the Committee decided it was something they would look into in the future. **Russ Pierson** inquired when TAC would be ready for advertising and there was discussion around the offer of LCC sponsoring with their first week of fall term that would begin September 28th. There was some discussion about Octoberfest and that it was not necessary to provide free rides for the event. There was also discussion about the policies/guidelines over promotional advertising with joint services and that it would need to be signed off by City Council and **Hekimoglu** said she would forward the RFP from the Marketing Manager with the policies/guidelines. **Haring** announced that Michelle was currently working on a Face Book page that included River Cities Taxi and Rhody Express.

Shelter Update: **Craig** inquired about construction on a bus shelter by Food Share, **Southerland** stated that it was a relocated shelter that had been on Oak Street, **Haring** updated that there was work being done at the new sub division on Oak Street, **Hekimoglu** indicated that Public Works had picked up another shelter, **Ashley** said that she would still like to see a shelter installed on the North side of 8th Street at the Safeway and there was some discussion regarding relocating shelters, acquiring additional shelters, and locations for consideration including a field trip with Public Works. **Southerland** presented the information provided by Dan Webb regarding the trash receptacles at the shelters and there was discussion regarding the donation of the receptacles, locations, proposed frequency of services and participation with the Public Works and EMAC.

OTHER ITEMS

Coastal Connectivity & Florence TGM Grant Update: **Southerland** reported that Florence would be hosting the upcoming Coastal Connectivity meeting on the 28th of August from 2:00 – 4:00 p.m. and **Patton** confirmed he would represent TAC at that meeting. **Southerland** said that he would give an update regarding the TGM Grant as soon as he had been updated, mid to late August.

SET FUTURE AGENDA

No items were raised for future agenda.

SET FUTURE MEETING DATE

The next meeting was set for September 16, 2015 at 1:30 pm.

ADJOURNED AT 2:30 PM

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

Bill Craig, Chairperson

Date