

FLORENCE TRANSIT ADVISORY COMMITTEE MINUTES

September 20, 2017

The meeting was called to order at 1:34 p.m. by Vice-Chair Patton.

ROLL CALL:

Committee members: Don Patton, Vice Chairperson; and Nan Harvey

Ex-officio members: Josh Haring, River Cities Taxi; and Florence City Councilor Ron Preisler.

Support Staff: Glen Southerland, Associate Planner, and Dan Lokic, Management Analyst

A quorum was not present for the meeting. Voting items on the agenda were skipped.

APPROVAL OF AGENDA: No quorum was present.

PUBLIC COMMENTS: No members of the public were in attendance and no comments were offered.

COMMITTEE BUSINESS:

Committee Hiatus & Vacancies: All City committees will be taking a hiatus from November through February due to the scheduled City Hall move and boards and committees recruitment. Recruitment for vacant TAC positions would take place in December as usual. Southerland stated that there could be a special meeting, if needed, during the hiatus. Committee members asked to be updated during the recruitment process.

Membership & Code: Councilor Preisler stated that he had spoken to Russ Pierson, Dean of the LCC Florence Center, who was open to helping recruit an LCC student for the committee.

ROUTE CHANGE UPDATE/OPERATIONS:

Operations – Ridership: Haring stated that the ridership was remaining fairly steady, but that the number of wheelchair riders had gone up. He also mentioned that there were four school children who would be riding the bus this year.

PROMOTION AND MARKETING:

Ride Free Day Progress Report: Southerland stated that the sign for the current sponsor had been taken from the back of the bus, but had been replaced. Committee members reported that the every other week scheduling for Lofy Construction's Ride Free Day sponsorship was confusing. Southerland stated that he would work towards making it less confusing.

Vice-Chair Patton stated that Greentrees may be interested in sponsoring another Ride Free Day during the month of October.

Promotion & Marketing Ideas: Harvey suggested offering potential sponsors a year's worth of promotion, once a month, for \$500. This would be a \$100 discount in providing 12 Ride Free Days. She also stated that City Lights Cinema would be interested in trading advertising in the theater for advertising on the back of the bus.

Harvey asked for fare box measurements so that she could make a fare box cover.

Haring said that he would be ordering more Rhody Express bags. Southerland asked the committee to check locations around Florence to make sure that brochures were fully stocked.

OTHER ITEMS:

Florence/Yachats Connection: Vice-Chair Patton stated his concern regarding visibility through the windows with a full vinyl wrap. He said that the bus passes by some very beautiful scenery that would likely be of interest to passengers on the bus.

Bus Stop Adoption: Signage had been ordered. Committee members requested that staff invite members of the Public Art Committee to a future TAC meeting.

SET FUTURE AGENDA:

1. Minutes
2. Promotions and Marketing

Next meeting scheduled for October 18, 2017.

Meeting adjourned at 2:52 p.m.

APPROVED BY THE TAC ON THE _____ DAY OF _____, 2017.

Don Patton, Vice-Chairperson