

The Minutes of the City Audit Advisory Board held Wednesday, March 9, 2011 at 2pm

Call to Order

The meeting of the Audit Advisory Board was called to order by Michael Justus, Board Chair, at 2pm. This meeting was held in Conference Room 303, which is located on the third floor of the City/County Building.

Attendance

Present: Don Herz, City Finance Director; Jamie Phillips, Assistant to Don Herz; Peggy Tharnish, City Controller; Marcee Brownlee, Assistant City Attorney; Board Members: Michael Justus, Barbara Arendt, Todd Blome, Jason Christenson, Jim Mastera, Gerry Finnegan.

Others Present: Vince Mejer, Purchasing Agent; Rick Hoppe, Mayor's Chief of Staff; Greg MacLean, Public Works and Utilities Director; Nancy Kenny, Lincoln Journal Star Press.

Invited Guests: StarTran Advisory Board members: John Baylor, Kim Phelps, and Beatty Brasch.

Note Open Meetings Law

Michael made note of the Open Meetings Act that is posted on the wall of the conference room.

Introductions

Michael suggested that we go around the table and introduce ourselves since we had invited some additional guests to attend today's meeting.

I. Approval of February 23rd, 2011 board minutes

Michael asked for a motion to approve the minutes from the February 23rd meeting. Gerry Finnegan moved approval, which was seconded by Jim Mastera. AYES: Barbara, Jason, Gerry, Jim, Todd, Michael. NAYS: None. Motion carried, 6-0.

II. Presentation and Q&A with StarTran Advisory Board members

Michael had the three board members from the StarTran Advisory Board introduce themselves and each take a turn giving their presentation.

Kim Phelps stated that he is the current chair of the StarTran Advisory Board. He said that the board currently has seven members and meets monthly. He said the Transit Development Plan was done by a third party back in 2006/2007 and he hopes that this group can use that plan as a basis of comparison and can incorporate that information into what they are looking for. Kim shared a handout regarding StarTran Ridership. The handout compared the actual numbers from 2009-2010 to the TDP projected numbers. Kim also said he felt that StarTran would increase ridership if they reduced bus fares to \$1.00. He hopes that this board considers their StarTran Advisory Board as a partner and a resource if they have any questions.

Beatty Brasch stated she is also on the StarTran Advisory Board along with serving as the Executive Director at the Center for People in Need here in Lincoln. She feels like there would be an increase of ridership if StarTran did away with a bus fares and offered free rides to everyone. She said not only would it help with less air pollution, but it would also mean less cars on the road. She said she feels that if rides were free, then we would see more middle class people ride the bus as well. She stated that it would also help make Lincoln more attractive to new businesses moving into Lincoln and maybe they could encourage their workers to take the bus, especially downtown workers. She also suggested not providing bus service to newly development areas in order to save money.

John Baylor said he decided to serve on the StarTran Advisory Board because he took the bus twice a week when he was growing up. He said he would love to see the StarTran image improve, along with service and ridership. He said he has some great ideas that he feels would help, which are: lower sales commission on bus wraps by working with local media sales to generate more revenue, outsource all StarTran's marketing, reduce Saturday's service during off peak hours, reset bus fares, look at administrative staff cuts, and look at eliminating one bus route.

Kim and Beatty said they both agreed with all of John's ideas. Beatty did suggest that if they do eliminate one bus route that they cut the South Pointe route.

III. Continued discussion regarding the City Council's resolution to perform an operational review of the City's bus system (StarTran)

The group continued their discussion regarding the City Council's resolution. They all agreed that a rough draft RFP should be typed up combing both the ideas of the group, as well as the ideas of John, Kim and Beatty. The group decided that their draft RFP ideas consisted of two main items, which are: 1. Marketing research, to help define StarTran's clients; 2. Performance Audit, to check financial efficiencies, to serve clients effectively and efficiently, and an operational review of management. They asked Jamie to type up their list of ideas combined with John, Kim and Beatty's ideas and email them out to the group to review and discuss at the next scheduled meeting.

IV. Adjournment

Michael called for a motion to adjourn. Todd Blome moved approval, which was seconded by Gerry Finnegan. AYES: Barbara, Todd, Jason, Gerry, Jim, Michael. NAYS: None. Motion carried, 6-0.

The meeting was adjourned at 4:20pm.

Minutes submitted by: Jamie Phillips