

MINUTES  
STARTRAN ADVISORY BOARD MEETING  
City Council Chambers  
September 24, 2009

Members Present: Beatty Brasch, Kim Phelps, Karen Moritz, John Baylor, Tami Wellmann

Members Absent: Kory George

Staff Present: Mike Weston, Scott Tharnish, Kitty Miller, Brian Praeuner, Glenn Knust, Connie Thoreson

**REGULAR BOARD MEETING**

A. **Review/Accept Minutes of July 30, 2009 Public Hearing and Board Meeting**

The minutes were accepted as submitted.

B. **Patrons to be Heard**

None

C. **Marketing Report - Kitty Miller**

Kitty Miller reported on the following Marketing issues:

- As soon as the AVL Project is completed, Ms. Miller plans a “kick-off” event. Ms. Miller noted that PW/U has an intern, that will be helping out with this event.
- The Marketing Subcommittee met, discussing a proposal with regard to a bus advertising contract. After more information, research, and discussion, this proposal will be presented to the entire Board for review and consideration.
- Ms. Miller is working with CIC on the StarTran wrapped bus idea. Ms. Miller has taken pictures of actual patrons to be used for this wrap. Designs will be presented at a later meeting.
- The Big Red Express season ticket sales are down this year, however ridership is up. The season ticket wasn’t discounted as much as in past years, so this is speculated as the reason for less season ticket sales this year.
- The Arby’s promotion has been cancelled due to lack of funding.
- There will be a free fare patron appreciation day on October 23<sup>rd</sup>. This will be in conjunction with the Homeless Connect Event, however will be promoted as “Patron Appreciation Day”, to eliminate possible negative connotation.

The purpose of the “Patron Appreciation Day” is public awareness, with a cash impact of approximately \$1,000 loss for the day. Ms. Miller will meet with Ms. Brasch to discuss marketing ideas. Marketing costs as well as fare loss will be tracked and reported to the Board.

There was discussion with regard to the AVL Project Event possibly including a “free fare” time frame of possibly a week, promoting the convenience of transit due to the implementation of the AVL project.

It was noted that the AVL project is incurring penalties due to unmet deadlines.

It was suggested that StarTran create a mass email listing to notify patrons of promotions or any other transit news. Ms. Miller agreed to check on this. The Advisory Board would like to be included in the listing.

D. **Operations & Planning Report**

The Operations Subcommittee requested, and Ms. Thoreson agreed, to resend the “evening service” information.

There was discussion with regard to the shelter on 14<sup>th</sup> at “R” St being oddly placed. The shelter is placed so that patrons would not be splashed when buses pull up. It was noted that one regular route plus the Star Shuttle utilizes this shelter. This shelter will be part of the downtown shelter rehabilitation funded by the ARRA funds.

E. **Ridership Report**

Scott Tharnish reviewed and summarized the ridership report per the Board Packet.

There was discussion with regard to government subsidies being affected by decreased ridership. It was established that State subsidy is determined by legislature, Federal subsidy depends on revenue miles and service area population. The City portion is the highest revenue source for the operating budget.

Mr. Tharnish noted total annual fares = approximately \$850,000 including all fare devices.

The Operations Subcommittee would like to discuss the re-evaluation of the “O” Street Shuttle schedule, and possible ways of accommodating the patrons more effectively and efficiently.

F. **New Business**

None

G. **Miscellaneous Information**

None

**Adjournment**

Ms. Brasch adjourned the meeting.