



**MINUTES**  
**REGIONAL TRANSPORTATION AUTHORITY**  
**MARCH 16, 2011**

- I. **CALL TO ORDER:** The regular meeting of the Regional Transportation Authority Board of Directors was held in the meeting room at Music City Central at 400 Charlotte Avenue on March 16, 2011. A quorum was established and the meeting was called to order at 10:00 a.m. by Chair Jo Ann Graves.
- II. **APPROVAL OF MINUTES:** Chair Graves entertained a motion to approve the minutes of the February 16, 2011 meeting. Motion was made and seconded. The vote of approval was unanimous and the minutes were accepted.
- III. **PUBLIC COMMENTS:** There were no public comments.
- IV. **MARKETING REPORT:** Chair Ed Cole reported that the Martha Station Grand Re-Opening was very successful on Friday, February 18<sup>th</sup>. The marketing team did a good job publicizing the event and the media coverage was great. The team also continued working on materials for the Robertson County Pilot Project that became permanent on Tuesday, March 1<sup>st</sup>.
- V. **OPERATIONS REPORT:** Chair Howard Bradley reported the ridership numbers for the fiscal year and month to month were up. January 2010 compared to January 2011 showed an overall ridership increase of 6.59% while the fiscal year to date showed an overall ridership increase of 4.65%. All express routes and the Star continued with the positive trend in ridership in January.

Continuing, Chair Bradley reported that the Titan's Game Day Express Service 2010 Final Report resulted in a loss of \$1,517.00. Although the breakeven goal was exceeded at the beginning of the season, ticket sales dropped in November and December and the overall goal was not met. Additionally, advance ticket sales were higher this year with tickets being purchased at a lower cost which also resulted in reduced revenues. TSG partnered with the RTA to share any potential losses at the rate of 50%. As a result, the season will be closed out by collecting \$758.84

from TSG and addressing the ticket price and cost structure prior to the 2011 season.

- VI. **FINANCE AND AUDIT REPORT:** Chair John Schroer reported that the financials are in line and he considers this a good job. The variances are not too far off of budget at this point in the year. He feels that RTA is in a stable financial condition.

Continuing, he noted that this is going to be a tough budget year. There are several assumptions of an unknown quantity and he can speak to one of those being TDOT's support of the EasyRide program. Currently TDOT's budget for EasyRide is \$500,000 and they are being asked for \$1 million for the FY 2012 budget and he is not sure how that is going to work. Chair Schroer has talked with the State's Finance and Accounting department to see if this can be pushed back down on the departments that use this or possibly to the employees, asking them to pay for a portion of the EasyRide program. Additionally, he noted that CFO Ed Oliphant is also in discussions with the Wilson County governments to determine their ability to support the Music City Star.

Concluding, this is just the beginning of the FY 2012 budget discussion and the committee will bring something to the Board once more definitive revenue numbers are confirmed.

- VII. **CHAIR'S REPORT:** Chair JoAnn Graves gave an update on the recent and upcoming Mayors Caucus events including the upcoming meeting of the full Mayors Caucus on the Lipscomb University campus Tuesday, April 19<sup>th</sup>. Following this meeting the Mayors of Middle Tennessee are invited to join the Transit Alliance and the Cumberland Region Tomorrow boards for a luncheon on campus at the Ezell Center. This will be the first time for these three groups to meet together. Chair Graves encouraged all who could to attend. Mayor Graves also led a discussion on the TMA administration of the van pool operations.

- VIII. **CHIEF EXECUTIVE OFFICER'S REPORT:** Paul Ballard noted that ridership continues to increase across the board for both bus and rail. He is looking forward to even greater numbers next month. The Music City Star will probably reach 1100 trips per day which is almost double from the two prior years.

- IX. **OTHER BUSINESS:** There was no other business.

- X. **ADJOURNMENT:** The meeting was adjourned at 10:42 a.m.

Attested:



Ed Cole  
Secretary