

**Meeting of the Board of Directors  
TOPEKA METROPOLITAN TRANSIT AUTHORITY (TOPEKA METRO)  
December 20, 2017 – 3:15 PM  
Quincy Street Station - 820 SE Quincy St.**

**1. ROLL CALL**

**PRESENT:** Jim Ogle, Jim Daniel, Andy Vogel, Rodd Miller, Elsie Eisenbarth, Scott Tummons and Beverly Hall.

**STAFF:** Susan Duffy, Chip Falldine, Karl Fundenberger, John Cassidy, Terri Miller, Keri Renner and Adam Weigel.

Meeting called to order at 3:15 PM by Chair Jim Ogle.

**2. APPROVAL OF MINUTES**

Elsie Eisenbarth made a motion to accept the minutes from the November 20, 2017 meeting. Motion seconded by Beverly Hall; motion carried unanimously.

- 3. JUSTIN HOUCK, HOUCK TRANSIT ADVERTISING** – At 3:16pm, the board held a conference call with Mr. Houck discussing effective utilization of Topeka Metro space for advertising.
- a. Cost comparison to be done with other transits of like size to determine dollars generated per ad per bus.
  - b. New sales rep hired for Topeka area.
  - c. Sales goal of \$150K for 2017-18 contract year.
  - d. Topeka Metro almost at capacity as only a few sign spaces are available on bus fleet. Jimmy Johns purchasing eight signs. One hospital and another medical company may purchase signs. Larger sales options (1/2 or full bus wrap) are being offered to current advertising customers to upgrade.
  - e. \$66K budget for our revenue is based on minimum \$ to be received monthly per contract.
  - f. Other revenue opportunities for advertising – fleet vehicles, signage, bus stops, Quincy Street Station (including signage on the outside of building).
  - g. Naming rights – Obtain a sponsor that would help fund advertising of QSS signage, bus stops, buses. Quincy Street Station would contain the name of the sponsor individual or company. Sponsor could also purchase a route for naming rights and have a multiyear contract.
  - h. Jim Daniel inquired if PSA's on human trafficking could be supplied to Topeka Metro. Mr. Houck indicated he can obtain these from a federal agency for us. The Kansas Attorney General also has them. The PSA's could be scheduled in the open/free advertising timeslots. Topeka Metro does have funds that can be used for PSA's.

The call ended at 3:41pm.

- i. Jim Ogle inquired about the monthly minimum/annual minimum amounts in the \$66K budget. Mr. Falldine to check the exact amounts; Topeka Metro gets 50% of the gross sales.
- j. Naming rights would require a contract rebid or open bid.
- k. Jim Daniel inquired if Topeka Metro should establish a foundation. A separate board would need to be created for it if so. Would City Council approval be needed since we have a charter with them? Would the FTA allow us to sell ad signage on building or naming rights through the foundation? Topic could be discussed at the next long range planning session.

**4. PUBLIC COMMENT – None.**

**5. ADMINISTRATIVE/FINANCE REPORT**

**a) November Finance Report**

- QSS cabinets/countertops project – Have not heard back from the sole bidder of this project.
- Capital reserves – Transfer completed from insurance reserve fund to capital reserves.

Jim Daniel made a motion to accept the finance report as presented. Motion seconded by Andy Vogel; motion carried unanimously.

**6. DEPARTMENTAL REPORTS**

**a) Ridership Report – Mr. Weigel reported on the following:**

- Freedom passes – Downward shift in numbers started when REVEAL reporting commenced in April 2017. Adam to check with Denise Ensley on this matter.
- USD 501 students – Ridership remains steady.
- SOTO - Commenced on December 15<sup>th</sup>. First customer very appreciative and even wrote a thank you note which will be forwarded to the board and Barbara Stapleton with GO Topeka. SOTO daily numbers are 8-10. An additional employer would like to join as the 7<sup>th</sup> employer on the route. Inquiries have come in requesting lowering the cost from \$5 to \$3 per ride.
- 5339 grant project request after January. KDOT should award within a couple months of the deadline.
- Lawrence commuter grant project – Ms. Duffy reported draft ready to go. The sustainability aspect of this project was discussed with KDOT. KDOT will fund one year of the route operating cost and capital costs. Topeka Metro will spend approximately \$400K out of pocket if this project moves forward. Discussion commenced. Ms. Duffy will notify KDOT that Topeka Metro will not submit an application.

**b) Bikeshare Report – Mr. Fundenberger reported on the following:**

- Bike availability for month of November was 99% with 100 bikes in operation. Four PT employees did a great job of having bikes in proper locations and serviceable.
- Red bikes have been pulled from the field and are ready for shipment to SOBI. No connect fees will be paid starting with December invoice saving \$5K per month until the new 100 blue bikes arrive (late February or March; shipping from China).
- Two part-time staffers have left to pursue fulltime employment. Looking at staffing options.
- TA funding of new stations – Looking at locations. Meeting with Parks & Rec soon to discuss. Possible locations: Wanamaker West Wal-Mart; Shunga Trail/Kossover; Ensley Gardens at Lake Shawnee.
- Plan to work on How-to-Ride education in 2018.
- Karl and Ms. Duffy to discuss with Andy Vogel the option of meeting with Washburn University foreign students. Currently, Topeka Metro is not able to meet with WU student senate.
- Ms. Duffy shared Topeka Metro recently received the Silver Award as a bicycle friendly facility from the League of American Bicyclists. Andy Fry submitted the grant application. Topeka Metro is the 5<sup>th</sup> or 6<sup>th</sup> Kansas entity to obtain a designation from the League.

## **7. COMMITTEE REPORTS**

- a) **Finance Committee** – Rodd Miller had nothing to report other than was discussed at the planning forward event.
- b) **Planning Committee** – Jim Ogle thanked everyone for spending the day to attend the event.

**8. OLD BUSINESS** – None.

**9. NEW BUSINESS** – None.

**10. BOARD TRAINING** – John Cassidy presented training to the board on KOMA (Kansas Open Meetings Act) and board responsibilities. He also provided training on KORA (Kansas Open Records Act) including staff procedures.

## **11. GENERAL MANAGER REPORT**

Ms. Duffy had nothing to report other than what was discussed earlier in the meeting.

**Note – Beverly Hall left the meeting prior to Executive Session motion below.**

## **12. EXECUTIVE SESSION**

Elsie Eisenbarth made a motion for the board to recess into executive session at 5:20 PM for the purpose of discussing matters relating to employer-employee negotiations for purposes of

ongoing discussions with ATU 1360. The open meeting session would resume at 5:30 PM. The motion was seconded by Rodd Miller, and the motion passed unanimously.

**Note – Andy Vogel was present for the above motion, then had to leave immediately after the Executive Session commenced.**

At 5:30 PM the open meeting session resumed. Scott Tummons made a motion to extend the Executive Session for 10 minutes, with the open meeting session to resume at 5:40pm. The motion was seconded by Elsie Eisenbarth, and the motion passed unanimously.

At 5:40 PM the open meeting session resumed. Elsie Eisenbarth made a motion to extend the Executive Session for 5 minutes, with the open meeting session to resume at 5:45pm. The motion was seconded by Rodd Miller, and the motion passed unanimously.

At 5:45 PM the open meeting session resumed. Elsie Eisenbarth made a motion to extend the Executive Session for 5 minutes, with the open meeting session to resume at 5:50pm. The motion was seconded by Rodd Miller, and the motion passed unanimously.

At 5:50 PM the open meeting session resumed.

### **13. ADJOURNMENT**

With no further business to discuss, the meeting was adjourned at 5:50 PM.

Respectfully submitted,

Leisa Shepherd  
Topeka Metro Board Secretary