



PINELLAS SUNCOAST TRANSIT AUTHORITY  
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716  
[WWW.PSTA.NET](http://WWW.PSTA.NET) 727.540.1800 FAX 727.540.1913

EXECUTIVE COMMITTEE MEETING  
MINUTES – JUNE 1, 2015

---

The Executive Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 11:00 AM on this date. The purpose of the meeting was to approve the May 11, 2015 meeting minutes and discuss information items. The following members were present:

Bill Jonson, Chairperson  
Julie Bujalski, Vice-Chairperson  
Janet Long, Secretary/Treasurer  
Darden Rice

Absent:

Ken Welch

Also Present:

Brad Miller, CEO  
PSTA Staff Members  
Members of the Public

**CALL TO ORDER**

Chairperson Jonson opened the meeting at 11:01 AM.

**PUBLIC COMMENTS**

There were no public comments.

**APPROVAL OF MAY 11, 2015 MEETING MINUTES**

Ms. Rice made a motion, seconded by Ms. Bujalski to approve the May 11, 2015 meeting minutes. There were no public comments. Motion passed unanimously.

**[Ms. Long entered the meeting at 11:05 AM.]**

## INFORMATION ITEMS

Advertising Procurement Protest – Mr. Miller explained that at the last Board meeting, the contract award for the bus advertising was postponed and the Board also postponed a vote on changes to PSTA’s advertising policy. He said there was a need for legal counsel to review the contract before signing. Mr. Miller stated that PSTA received a protest from Direct Media, a non-winning proposer. He indicated that after a thorough review of the protest, PSTA has decided to re-issue the Request for Proposal (RFP). Mr. Miller stated that the new RFP will ask for multiple proposals - with and without the alcohol and governmental advertisements. The Committee discussed the bid protest procedures and policy. Mr. Miller indicated that PSTA will also be much clearer in the future on its evaluation process. Ms. Bujalski requested that the alcohol advertising policy discussion be added to a future Executive Committee agenda.

PSTA/HART Discussion Strategy – Mr. Miller stated that the meeting with the PSTA/HART Executive Committees is scheduled for June 8th. He said the agenda consists of three discussion items: 1) Key agency initiatives, 2) Ways to coordinate future Legislative priorities, and 3) Regional fare collection joint procurement. Chairperson Jonson commented that HART is very interested in working with PSTA to ensure effective communication with the Legislative delegation.

PSTA’s June 24, 2015 Board Meeting Agenda – Mr. Miller stated that the main item for the June 24th meeting is the presentation of the draft FY2016 budget.

Revised Budget Decision Impacts – Mr. Miller distributed a revised Strategic Changes sheet which showed an adjustment to the ad valorem changing it to the .75 mill cap. Ms. Long brought up the subject of the five cities who do not pay the ad valorem and the Committee discussed. She said she recommends the adjustment to the millage cap and a slight increase in the average fare revenue. Ms. Bujalski said she believes PSTA should do everything on the strategic change sheet. Chairperson Jonson stated he is concerned about increasing the millage cap unless PSTA demonstrates that it is really needed. Ms. Bujalski made a motion, seconded by Ms. Long to move forward with all strategic changes. Chairperson Jonson noted that the strategic changes are just guidance for Mr. Miller, not recommendations to the Board, therefore, no vote was taken.

Community Partnership Initiatives – Mr. Miller said that after the last workshop, Ms. Bujalski talked about the process for developing community partnerships and believes that PSTA should develop one. Mr. Miller asked the Committee what the key factors are that would cause the PSTA Board to evaluate a specific initiative in one of the municipalities, but not them all.

Ms. Long said that Mr. Miller is out in the community talking to a lot of people all the time and from an evaluation standpoint, she does not believe that Mr. Miller should be hindered by a process. Ms. Rice believes that the community partnership initiatives should have some basic requirements that Mr. Miller could outline for the cities. Chairperson Jonson stated his belief that it is an issue of managing expectations. He suggested putting some money in the budget to support initiatives for community projects. Mr. Miller stated that he will come back to the Committee with a framework for a process.

PSTA's Mission Statement Revision/Guiding Principles – Mr. Miller presented a background on what had been accomplished so far with the Mission Statement. He provided the Committee with a list of various Vision and Mission Statements from other transit agencies. Chairperson Jonson will continue to work on the Mission Statement.

Community Communication Strategy Development – Mr. Miller said he was looking for guidance on two separate community communications plans that he put in the performance objectives for PSTA staff to develop and bring to the Board for approval. He said there are two plans: 1) an overall communications strategy on how PSTA communicates the Path Forward strategic plan to the community, and 2) how PSTA communicates effectively about the service changes. Ms. Bujalski said she believes that PSTA needs to re-create its brand to the community.

PSTA CEO Evaluation – Mr. Miller indicated that the annual CEO evaluation process is coming up and the Personnel Committee will be meeting on June 24th to approve the evaluation form and process. The Committee will then meet at a later date to review the evaluations from Board members and make a recommendation to the Board.

Path Forward Performance Scorecard – Mr. Miller presented the scorecard based on the list of performance objectives he presented at the February workshop and suggested presenting this to the Board on a quarterly basis. The Committee agreed.

**[Chairperson Jonson left the meeting at 12:48 PM and did not return.]**

### **FUTURE MEETING SUBJECTS**

The Committee was provided with a list of upcoming meeting subjects.

Mr. Miller suggested not discussing the Fare Increase Analysis and Engagement Plan at the Executive Committee. He believes this item should be discussed at the Planning Committee because it is not a policy issue.

Ms. Long suggested sending a letter requesting details and specifics about the criteria for spending the Florida Department of Transportation (FDOT) \$300,000 Enterprise Road Grant money, with a copy to Congressman Jolly, and Senators Brandes and Latvala.

Mr. Miller said he will have a meeting with Whit Blanton, MPO Executive Director, to discuss the Surface Transportation Program (STP) grant. Ms. Bujalski suggested Mr. Blanton also speak with the Executive Committee.

### **OTHER BUSINESS**

None.

### **ADJOURNMENT**

The meeting was adjourned at 12:57 PM. The next meeting is July 6, 2015 at 11:00 AM.