



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

**FINANCE & PERFORMANCE MANAGEMENT
COMMITTEE MEETING
MINUTES – APRIL 19, 2017**

The Finance & Performance Management Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 9:00 AM on this date. The purpose of the meeting was to approve the March 22, 2017 meeting minutes and recommend approval of the Two-Year Strategic Marketing Plan and Task Order. The following members were present:

Joe Barkley, Committee Chair
Brian Scott, Committee Vice-Chair
Dave Eggers
Bill Jonson
Josh Shulman

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of the Public

CALL TO ORDER

Committee Chair Barkley opened the meeting at 9:01 AM.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

Approval of Minutes – Mr. Jonson made a motion, seconded by Mr. Scott to approve the minutes of the March 22, 2017 meeting. The motion passed unanimously.

Two-Year Strategic Marketing Plan and Task Order – Cyndi Raskin-Schmitt, Director of Communications & Marketing, introduced PSTA’s Marketing team and Stacy Howell and Elisa DeBernardo from FKQ Advertising.

[Mr. Eggers entered the meeting at 9:05 AM.]

Ms. Raskin-Schmitt gave a presentation on the two-year marketing plan and task order. She noted that the Marketing team’s role is to build relationships through various marketing efforts including social media and corporate partnerships. She spoke about how the Planning Department works with Marketing to successfully tell the story to the community. Ms. Raskin-Schmitt provided an overview describing what types of marketing strategies and materials would be designed and utilized.

Ms. Howell and Ms. DeBernardo presented information on the Modern Transit Campaign. They said the object of the campaign is to build awareness for PSTA’s innovative products and services designed to support economic vitality, thriving communities and enhance the quality of life of the local community. Ms. Howell described how FKQ will target specific groups to deliver an effective message. Ms. DeBernardo indicated that the campaign is expected to launch in January 2018 and spoke about the various types of media that will be used.

Ms. Raskin-Schmitt said staff is recommending approval of a task work order with FKQ Advertising for an Innovation Awareness Campaign in conjunction with PSTA’s Strategic Marketing Plan to be launched in FY2018 for an amount not to exceed \$230,000.

[Mr. Shulman entered the meeting at 9:46 AM.]

After a few comments from the Committee, Mr. Miller mentioned that the Transit Riders Advisory Committee (TRAC) unanimously recommended approval.

Mr. Eggers made a motion, seconded by Mr. Scott to recommend approval of a Task Work Order with FKQ Advertising for an Innovation Awareness Campaign. There were no public comments. Motion passed unanimously.

REPORTS

Monthly Financial Statement – The financial statements were included in the packet. Michael Hanson, Director of Finance, gave a brief summary of the reports for the month ending March 31, 2017. He also announced that the Government Finance Officers

Association (GFOA) presented PSTA with the Distinguished Budget Presentation Award for its 2017 budget.

Rider-Performance – The reports were handed out at the meeting. The group briefly talked about the ridership numbers for March. It was noted that ridership is holding steady. Mr. Jonson pointed out that almost 30% of the riders qualify for a Transportation Disadvantaged (TD) discount pass, causing a decline in revenue. The Committee made a few comments about the ridership trend report. Mr. Shulman asked if PSTA has data on the demographics of the full fare riders. Mr. Miller said that customer satisfaction surveys are conducted once a year that would show that type of information.

PSTA Contracts – The quarterly report was included in the packet. Mr. Miller pointed out that the top three contracts are for Demand Response (DART), fuel, and health insurance.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects. Mr. Scott would like a current state of the fleet report before voting on the bus purchase. Mr. Miller agreed and said that discussions will take place at the May meeting during PSTA 101. Committee Chair Barkley asked about the rebuilding of the fareboxes. Mr. Miller indicated that this will also be discussed during PSTA 101.

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The meeting was adjourned at 10:13 AM. The next meeting will be held on May 17th at 9:00 AM.