

**FRANKLIN TRANSIT AUTHORITY
MINUTES OF BOARD MEETING
THURSDAY, March 20, 2012 – 3:30 PM**

The Franklin Transit Authority met on Thursday, March 20, 2012 at 3:30 pm at
708 Columbia Ave., Franklin, TN.

Members present

Preston Elliott, Chair
Pearl Bransford
Nancy Fletcher-Blume
Bob Horner
Dale Thomas
Nancy Williams

Others Present

Debbie Henry, The TMA Group
Kristen Corn, City of Franklin
Kevin Comstock, City of Franklin
Laing McCullough, The TMA Group
Calveta Burger, The TMA Group
Deb Varallo, Varallo Public Relations

1. Call to Order

Chairman Preston Elliott called the meeting to order.

2. Roll Call/Confirm Quorum

Chairman Preston Elliott confirmed that there was a quorum.

3. Public Comments

This portion of the agenda is for members of the public to directly address the FTA on any items not on the agenda and within the jurisdiction of the Authority. Comments are limited to three minutes per speaker. The Authority will hear all communication but will not take any action on items that are not on the Agenda.

CONSENT CALENDAR

4. Minutes of January 19, 2012 Regular Meeting Minutes (ITEM #4)
Mr. Dale Thomas motioned to approve the minutes of the January 19, 2012 regular meeting; Ms. Nancy Fletcher-Blume seconded the motion. Motion carried unanimously.

OLD BUSINESS

5. Year-to-Date Financial Statement and Summary (ITEM #5)

Ms. Henry presented the year to date February 29, 2012 financial statements to the Authority, noting that numbers are tracking well; 67% revenues, 62% expenses. Transit fares are tracking well, also. Contract fares are still well above projections. Chairman Preston Elliot questioned fuel prices being so high. Ms. Calveta Burger responded that the budget will balance by fiscal year end. Chairman Preston Elliott called for acceptance of the financial report. *Mr. Bob Horner motioned, Mr. Dale Thomas seconded and the motion passed unanimously.*

6. Transit Report (ITEM #6)

Ms. Henry reported the ridership. As was previously discussed the new goal is: 4,000 a month. February 2012 total: 3,849, as compared to February 2011 total of: 2,858. Significant increase in fixed route ridership was noted, with a total over increase in fixed route ridership of 11%. Trips continue to show the largest percentage dedicated to employment. However, there is a 6% increase in medical trips for February 2011 to February 2012. Chairman Preston Elliott called

for acceptance of the transit report. *Mr. Bob Horner motioned, Mr. Dale Thomas seconded and the motion passed unanimously.*

NEW BUSINESS

8. Community Outreach and Marketing Segmentation Update (ITEM #7)

Ms. Deb Varallo shared with the Authority an overview of the work her firm has done under the contract. There have been multiple meetings so far, with a great turnout, and quite a few meetings scheduled over the next few weeks.

9. Consideration of FY12-13 Franklin Transit Budget BAI 03-20-12-8

Ms. Henry shared that the total budget is less than last year's, and the Authority is asking for less from the City of Franklin General Fund than last year. Chairman Preston Elliott called for acceptance of the ridership report. *Mr. Dale Thomas motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

OTHER BUSINESS

10. Report of Executive Director

Ms. Henry updated the Authority on the launch of Social Networking for all of The TMA Group, including the Franklin Transit Authority.

11. Adjourn

Preston Elliott, Chairman