

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

The Franklin Transit Authority met on Monday, May 21, 2012 at 3:00 pm
Aboard Transit Vehicle

Members present

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

Others Present

Debbie Henry, The TMA Group
Kristen Corn, 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 March 20, 2012 Regular Meeting Minutes (ITEM #4)
Chairman Elliott noted a correction in Section 9 of the minutes, called for motion to pass as amended. Ms. Pearl Bransford motioned to approve the amended minutes of the March 20, 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 April 30, 2012 financial statements to the Authority, noting that numbers are tracking well; 84% revenues, 78% expenses. Transit fares are tracking well having surpasses last year's number in fare box revenues. Contract fares are still well above projections. Ms. Henry spoke on the first year Franklin Transit has run shuttles for Main Street Festival; it was a success and more shuttle services are expected. Chairman Preston Elliott called for acceptance of the financial report. *Mr. Bob Horner motioned, Ms. Pearl Bransford 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. April 2012 total: 5,435, with 2,151 being Main Street Festival trips. Chairman Preston Elliott

called for acceptance of the transit report. *Mr. Bob Horner motioned, Ms. Pearl Bransford seconded and the motion passed unanimously.*

NEW BUSINESS

7. Consideration of FY12-13 Franklin Transit Budget

(BAI 05-21-12-7)

Ms. Henry shared that the final budget for Franklin Transit Authority FY 12-13. The General Fund request has been reduced, and is 37% of total year budget. This is the smallest request in Transit history. Chairman Preston Elliott called for acceptance of the FY12-13 Franklin Transit Budget. *Mr. Dale Thomas motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

8. Community Outreach and Marketing Segmentation Update

Ms. Varallo updated the Authority on marketing outreach performed to date. Surveys have been sent out to individuals, and will soon go out to businesses around Franklin. Presentations are ongoing with more being scheduled in the coming months.

OTHER BUSINESS

10. Report of Executive Director

Ms. Henry informed the Authority that the Board of Mayor and Alderman will have the first reading on the Transit Budget on May 22, 2012; with two more readings following. Transit and The TMA Group are now on Twitter and Facebook, with the social media launch being a success.

11. Adjourn

Preston Elliott, Chairman