

**REGULAR BOARD MEETING - BLOOMINGTON PUBLIC TRANSPORTATION
CORPORATION (BPTC) NOVEMBER 17, 2019, 5:30 P.M.
MINUTES**

In the Edward J. Kuntz Board Room of the Bloomington Transit Operating Facility, 130 W. Grimes Lane, Chair Obermeyer convened the regular meeting of the Board of Directors of the Bloomington Public Transportation Corporation.

ROLL CALL

Board Members present: Chair Nancy Obermeyer, Vice Chairman Kent McDaniel, Treasurer Alex Cartwright, Secretary James McLary and Board Member Marilyn Hartman. Also present were Lewis May, General Manager, Christa Browning, Controller, Brenda Underwood, Director of Human Resources and Marketing, Zac Huneck, Planning and Special Projects Manager,

PETITIONS AND COMMUNICATIONS ON NON-ACTION ITEMS

There were no petitions and communications on non-action items.

MESSAGES FROM BOARD MEMBERS

Jim McLary reported that he had lunch with Sue Sgambelluri. She is asking for BT service to cover the Blue Ridge neighborhood area. He explained to Ms. Sgambelluri that there likely wouldn't be enough riders to justify a route but that if the Micro-Transit grant works out it could be a good alternative.

MESSAGES FROM THE MANAGER

Mr. May started the meeting with discussion of the advertising contract renewal. Our current contract for advertising on buses is with Mesmerize Transit, formerly doing business as Clean Zone Marketing. The contract ends December 31, 2019 and has two (2) one-year options we can exercise for renewal. Mesmerize Transit began selling advertising for us in May 2016.

Year	Revenue
2019	\$130,259
2018	\$114,0069
2017	\$80,744
2016	\$55,539
2015	\$31,003
2014	\$25,488
2013	\$34,003
2012	\$45,748
2011	\$29,892

The only substantive issue we've had with Mesmerize Transit has been with their subcontracted installation/removal crew which have on occasion used torches to remove vinyl wraps from buses and have caused paint damage. MT has agreed to reimburse us for reasonable costs related to the repair of damages.

The annual minimum guaranteed revenue under the renewal year would increase from \$49,000 in 2019 to \$57,500 in 2020. Based on current trends, we anticipate that actual revenue will be well over \$100,000 in 2020. The commission rate that Mesmerize receives would remain unchanged at 50 percent of sales. Staff recommends that the Board exercise the first one-year option for renewal. Resolution 19-16 is included under New Business for your consideration.

Next, Mr. May gave an update on the Public Hearings on Proposed Service Changes. There have been five (5) public hearings and four (4) information tables held so far in an effort to gather public comment on proposed service changes. We've had about 60 people attend the public hearings so far. One (1) more additional public hearing is planned in early December. We will summarize the comments received from the public at all the public hearings and informational tables and have those available to the board in December.

Mr. Huneck, updated the Board with a brief presentation on Token Transit, our mobile bus pass sales and usage since it was implemented in July 2019. The mobile bus pass is becoming more popular with each passing month among our riders. This is an app downloaded by the user. We offer monthly passes on the fixed route. 222 passes were sold during the first 4 months. Interior bus posters will be added this week to make riders better aware. A graph was provided with more in-depth details. This program is more about convenience and sales to the riders and less about profit.

Ms. Underwood updated the board on our Stuff-A-Board campaign. She stated that this will be the 20th anniversary and we would like to make it bigger and better. The Salvation Army is our charitable partner who distributes the donations to needy families and children here in Monroe County. We will partner with WBWB (FM 96.7) and WHCC (FM 105.1). Both of these two (2) sister stations are owned by Artistic Media and are based here in Bloomington. She explained that we are already off to a good start with a summer donation campaign that took place at the Four Winds and a fish fry recently at the AMVETS where all proceeds will go to Stuff-A-Bus. It was noted that we still have a few volunteer spots available if anyone from the board would like to volunteer.

Ms. Underwood invited the board to the 40th year anniversary celebration for one of our drivers (Donnie Reynolds) and also to the annual employee holiday party.

Mr. May proposed the 2020 Board Meeting Schedule. Included in your packet is a copy of that proposal. All meetings except the August meeting are scheduled for the 3rd Tuesday of each month. The August meeting is scheduled for the 2nd Tuesday of the month (August 11) so as to avoid any conflict with City Budget presentations which customarily are scheduled on the 3rd Tuesday of August. The Board concurred with the proposed 2020 meeting schedule.

Lastly, Mr. Huneck presented the October operational statistics. He stated that October fixed route ridership increased 9.23 percent compared to October 2018. Year-to-date fixed route ridership is down 1.99 percent.

BT Access ridership was down 0.48 in October compared to October 2018. Year-to-date BT Access ridership is up 8.19 percent compared to the same period last year. Included in your packet are monthly statistics and performance for fixed route and BT Access service.

MESSAGES FROM THE CONTROLLER

Controller Browning gave an overview of the October Financial Report as included in the Board packet.

PUBLIC COMMENT – ACTION ITEMS

There was no public comment on action items.

NEW BUSINESS – ACTION ITEMS

Treasurer Cartwright made a motion to approve Resolution 19-16: a resolution authorizing the exercise of a one-year option for extension of the contract between the Bloomington Public Transportation Corporation and Mesmerize Transit (formerly doing business as Clean Zone Marketing) for the provision of exterior and interior bus advertising sales and service. The motion was seconded by Secretary McLary. The motion was approved unanimously.

OLD BUSINESS

Board Member Hartman wanted to know if there was any information on the solar panel contract. Mr. May stated that he has prepared and submitted a proposed amendment to the Interlocal Cooperation Agreement. This is a discussion draft submitted to the City Controller, City Economic Development Director and our Attorney regarding the solar panel contract. He is requesting that they fill in an amount as to the guaranteed savings. Hopefully, this will get the needed conversation started on this item of business between BPTC and the City.

CLAIMS

The claims for November 17, 2019 were presented for approval by Board Member Hartman and seconded by Treasurer Cartwright. The claims were approved unanimously.

ADJOURNMENT

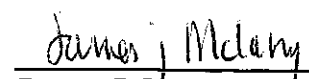
APPROVE:



Nancy Obermeyer, Chair
Board of Directors BPTC

11-17-19

ATTEST:



James J. McLary, Secretary
Board of Directors BPTC

11-17-19