

**FRANKLIN TRANSIT AUTHORITY  
MINUTES OF BOARD MEETING  
THURSDAY, September 15, 2011– 3:30 PM**

---

The Franklin Transit Authority met on Thursday, November 17, 2011 at 3:30 pm at  
708 Columbia Ave., Franklin, TN.

**Members present**

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

**Others Present**

Debbie Henry, The TMA Group  
Kristen Corn, City of Franklin  
Kevin Comstock, City of Franklin  
Laing McCullough, The TMA Group  
Jesse Franklin, The TMA Group

## 1. Call to Order

Chairman Preston Elliott called the meeting to order.

## A. Recognition of 5-year Service

Driver Jesse Franklin was recognized for 5 years of service with The TMA Group and Franklin Transit Authority.

## 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 September 17, 2011 Regular Meeting Minutes (ITEM #4)

*Ms. Pearl Bransford motioned to approve the minutes of the September 17, 2011 regular meeting; Ms. Nancy Fletcher-Blume seconded the motion. Motion carried unanimously.*

## 5. Minutes of September 17, 2011 Special Meeting Minutes (ITEM #5)

*Ms. Pearl Bransford motioned to approve the minutes of the September 17, 2011 regular meeting; Ms. Nancy Fletcher-Blume seconded the motion. Motion carried unanimously.*

**OLD BUSINESS**

## 6. Year-to-Date Financial Statement and Summary (ITEM #6)

Ms. Henry presented the year to date October 2011 financial statements to the Authority, and commented that the expenses and revenues were tracking well, as well as fare box numbers. She also noted that contract revenues were over what was budgeted for the year, and should continue. By switching carriers this year, Transit was able to save approximately 25% in

insurance costs. Chairman Preston Elliott called for acceptance of the financial report. *Ms. Pearl Bransford motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

7. Transit Report (ITEM #7)

Ms. Henry reported the ridership. She noted the difference in October 2011 and past Octobers is the delay in Holly Trolley ticket sales. The goal is to have 4,000 riders monthly and the addition of the Columbia/Southbound Route launching on November 21, 2011 should help reach this goal. Chairman Preston Elliott called for acceptance of the ridership report. *Mr. Hays Waldrop motioned, Mr. Dale Thomas seconded and the motion passed unanimously.*

8. Route Match Update (ITEM #8)

Ms. Henry updated on the new Depot Monitor that has been installed and operational at the Factory. She also talked about adding one at Williamson Medical Center, noting that all the funding for these Monitors is in place. In addition, Franklin Transit Authority will be switching from Mentor Rangers to Galaxy Pads in the buses for GPS, Ridership counting and TODD information.

**NEW BUSINESS**

9. Consideration of Community Outreach and Marketing Segmentation BAI 11-17-11-9

RFP 2011-002 Award

Ms. Henry gave a brief timeline of the RFP touching on the marketing, public opinion and community outreach aspects of the award. This will be a three year contract with Varallo Public Relations renewable for 2 years, as necessary. This contract will be on an as needed basis. *Mr. Dale Thomas motioned, Mr. Hays Waldrop seconded and the motion passed unanimously.*

10. Consideration of Bus Security and Surveillance BAI 11-17-11-10

RFP 2011-003 Award

Ms. Henry gave a brief timeline of the RFP noting that these cameras will not be leased, but owned by the City of Franklin, they will enable real-time viewing of the location of the buses, and wireless transmission of necessary footage to a secure location at the Fleet Facility. This will be a three year contract with SEON System Sales. *Mr. Hays Waldrop motioned, Ms. Nancy Fletcher-Blume seconded and the motion passed unanimously.*

**OTHER BUSINESS**

11. Report of Executive Director

Ms. Henry updated the Authority on the South Bound Route, which will begin on Monday, November 21, 2011. The re-appointment of four Members of the Authority was recognized. Ms. McCullough gave an update on Holly Trolley 2011. 33% of tickets have been sold, and the online store has been a huge success this year. Ms. Henry passed out an updated Robert's Rules of Order to all Authority members and thanked them for their leadership.

12. Adjourn

Chairman Preston Elliott called for a motion to adjourn. *Ms. Pearl Bransford motioned, Mr. Dale Thomas seconded and the motion passed unanimously.*

---

Preston Elliott, Chairman