

Savannah Mobility Management, Inc.
Board of Directors Meeting Minutes
Thursday, February 19, 2015
Savannah, GA

The meeting of the Board of Directors of Savannah Mobility Management, Inc. convened on Thursday February 19, 2015 at CAT Transit Center, 610 W Oglethorpe Street, Savannah, GA. Chairman Jody McIntyre welcomed all present and called the meeting to order at approximately 8:35 AM.

The following directors were present:

Jody McIntyre (Chairman)
Marc Friday
Joe Marinelli
Dr. Chadwick Reese
Chris Crane
Veleeta McDonald

The following director was absent from the meeting:

Bob Coffey (Vice Chairman)
Scott Snipes (Secretary/Treasurer)
Charlie Brazil
Mark Dana
Bill Hubbard

The following guests were also present at the meeting:

Nick Helmholdt, Administrator, SaMMI
Marija Bumgarner, Tourism Coordinator, City of Savannah
Jeff Hewitt, Vice President of Business Development, Visit Savannah

The chairman reported that a quorum of board members was present. She proceeded to thank the outgoing chairman, Marc Friday, for his years of dedicated service to the organization, and his continued efforts on behalf of SaMMI. All in attendance applauded.

Governance

Upon a motion made by Joe Marinelli and seconded by Marc Friday, the minutes of the December 19, 2014 Board of Directors meetings were approved unanimously.

The chairman stated that Scott Snipes, the secretary and treasurer for the board, had announced his resignation. The Management Committee asked Marc Friday to fill the role of secretary and treasurer.

Financial

Nick Helmholdt presented year to date financial information. He stated that SaMMI is tracking \$7,552 favorable to budget based on current projections of revenues and expenditures. He stated that no POR Fee revenue had been collected for the current fiscal year. He mentioned that some expenses projected for January have been moved into February and discussed variances in the General & Administrative category of the budget. He also stated that the streetcar insurance premium was lower than anticipated.

Nick Helmholdt presented the 2013 & 2014 Biannual report. Joe Marinelli recommended that the full list of hotels in the convention district which pay into the POR Fee. Nick stated that the report will be produced annually going forward. Marc Friday recommended that color be added to the inside of the report.

Nick Helmholdt presented the POR Fee Collections for 2014. A discussion about the discrepancy between POR Fee revenue and the Smith Travel reported occupancy rates for the Savannah Historic District took place. Joe Marinelli and Veleeta McDonald agreed to explore potential reasons for the discrepancy between POR Fee revenue and Smith Travel reports.

System Ridership

Nick Helmholdt presented the system ridership figures for the year to date. He explained that Express Shuttle ridership decreased sharply in October 2013 when the service was removed from River Street and that in the interim, Savannah residents have started to use the service.

YTD Comparison thru November; 2015/2014					
	Passengers		Passengers/Day		% Change
	2015	2014	2015	2014	
Express Shuttle	8,699	4,616	290	154	+ 88%
Water Ferry	39,542	41,306	1,318	1,377	- 4%
Streetcar	2,731**	0*	303**	0*	n/a
*2014 streetcar out of service January – May **2015 streetcar out of service January					

Program Elements

Express Shuttle – Ridership Survey Results

Nick Helmholdt presented the Express Shuttle Ridership Study and summarized the findings for the board. The study found that 35% of the Express Shuttle ridership were visitors. The report provides detailed analysis of the timing and location of visitor and residential utilization of the service. He stated that resident riders appear to be using the service for round trip transportation, while visitors use a variety of stops to access various locations within the city and connecting trips with walking.

Joe Marinelli asked Chad Reese what his takeaway from the report was. Chad said that the highest amount of residential ridership was occurring during the morning hours which are funded exclusively by CAT. Joe mentioned that the current amount of marketing is limiting the number of potential riders. Marc Friday stated that he sees the challenge facing SaMMI as finding ways to attract new visitor riders rather than managing the resident ridership. He went on to discuss some of the marketing challenges facing SaMMI in communicating with visitors. Joe asked if CAT or SaMMI has received complaints about rider experiences on the Express Shuttle. Chad said that, for transit services, feedback of this type is reactive, and not necessarily indicative of the actual experience of most riders. He went on to state that the dot Express Shuttle is among the lowest in terms of complaints. Veleeta McDonald explained her experience with having a dot stop near her office and the feedback that the city gets about

transportation needs from residents. Marc stated that the concierge association headed by TLC were voicing complaints about the Express Shuttle but that attempts to meet with them had not been successful. Chris Crane asked if the dot services were mentioned in publications provided in hotel rooms. Nick Helmholdt mentioned that riders may be staying in lodgings outside the Convention District definition, including short term vacation rentals.

City Hall Landing Shelter Update

Marija Bumgarner stated that a pre bid meeting for the City Hall Landing Shelter was held on February 10, 2015. She stated that the bids would be opened on March 3 and that she would be able to provide detailed projection of costs and timing once a bid has been accepted by the city. She said that approximately four contractors were in attendance at the meeting.

Streetcar Update

Veleeta McDonald directed the board's attention to a page included in the packet summarizing the repairs that are ongoing for the streetcar. She stated that she hopes to work with CAT to perform maintenance going forward. Chad Reese discussed the current state of streetcar funding options.

Convention Transportation Fund

Nick Helmholdt provided an update on the Convention Transportation Fund. Joe Marinelli stated that Visit Savannah is working with larger hotels to attract and retain Georgia state association meeting business. Jeff Hewitt mentioned specific new events that have been confirmed including the Georgia Beta Club and National Beta Club. Chris Crane asked why discrepancies between estimated costs and actual costs existed. Joe and Jeff explained reasons why event plans often change between booking and the day of the event.

Unfinished Business

Nick Helmholdt suggested that the discussion item on the Convention Transportation Fund be held until Mark Dana, who made the motion to hold this discussion, could be present. Hearing no dissent, the chairman stated that the discussion would be delayed until the next meeting.

New Business

Marc Friday provided an update to the board regarding a Georgia Department of Labor audit on the employment status of Howard Helmken as the previous dot administrator. The auditor found that Howard should have been classified as an employee rather than an independent contractor. Based on the advice of SaMMI's accountant, the repercussions of accepting this determination may have substantial financial costs for SaMMI. The management committee engaged a law firm that specializes in labor issues, Hunter MacLane. The attorney has sent a letter explaining SaMMI's interpretation of Howard's employment as an independent contractor. The Georgia Department of Labor has received this letter and determined that a hearing will be scheduled to determine the outcome of this issue. Marc stated that just under \$2,000 in legal fees had been spent to date on this issue, and that he believed the cost to SaMMI will far exceed this if the organization is forced to update its financial records to reflect the Department of Labor's findings. He stated that this issue had nearly expended the cap the board had placed on legal expenses of \$2,000. Chris Crane asked if there was a projection for the legal costs going forward. Marc Friday said he was surprised by the costs already incurred, and that he would expect that the future total costs not to exceed \$3,000.

Chris Crane motioned to allow a total expenditure not to exceed \$5,000 for the legal costs associated with challenging the findings of the Georgia Department of Labor audit. Veleeta McDonald seconded the motion.

Joe Marinelli asked that this issue be kept front and center with all board members as it develops.

The motion was approved unanimously.

Nick Helmholdt provided an update on the CAT board authorization for the purchase of two new trolley style buses.

Nick Helmholdt provided an update on the activity of the Marketing Committee. He presented the proposal developed by Melissa Yao of MY Agency for digital and conventional marketing efforts. Chris Crane suggested that hotels be polled to determine if they would be willing to use dot keycard insert advertisements as a part of their check in process.

Jody McIntyre said that the Bylaws Committee has not met.

Jody McIntyre stated that one of her targets is to update the Visitor Mobility Study. She stated that a lot of partners will need to be involved in this process.

Adjournment – There being no further business to come before the board, the Chairman adjourned the meeting at approximately 10:05AM.

Respectfully submitted,

Nick Helmholdt, Administrator
For the Secretary