

**Savannah Mobility Management, Inc.**  
**Board of Directors Meeting Minutes**  
**Thursday, August 20, 2015**  
**Savannah, GA**

The meeting of the Board of Directors of Savannah Mobility Management, Inc. convened on Thursday August 20, 2015 at CAT Transit Center, 610 W Oglethorpe, Savannah, GA. Chair Jody McIntyre welcomed all present and called the meeting to order at approximately 8:35 AM.

The following directors were present:

Jody McIntyre (Chairman)  
Bob Coffey (Vice Chairman)  
Marc Friday (Secretary-Treasurer)  
Dr. Chadwick Reese  
Mark Dana  
Chris Crane  
Joe Marinelli  
Charlie Brazil

The following directors were absent from the meeting:

Veleeta McDonald  
Bill Hubbard

The following guests were also present at the meeting:

Nick Helmholdt, Administrator, SaMMI  
Stephanie Rossi, Metropolitan Planning Commission  
Terry Koller, Coastal Heritage Society  
Bridget Lidy, City of Savannah  
Doug Patten, City of Savannah  
Leonard Bostick, City of Savannah  
Molly Swagler, Tourism Leadership Council

The chair reported that a quorum of board members was present.

***Governance***

**Upon a motion made by Mark Dana and seconded by Charlie Brazil, the minutes of the June 18, 2015 Board of Directors meeting were approved unanimously.**

***Financial***

Nick Helmholdt presented year to date financial information. He stated that SaMMI is tracking \$11,934 unfavorable to budget based on current projections of revenues and expenditures. He stated that this was primarily due to lower than anticipated POR Fee revenue due to delayed payments. Nick pointed out other costs in the general and administrative category that contribute to the negative variance.

Nick Helmholdt presented the POR collections through May of 2015. Marc Friday asked how much POR Fee revenue remains unpaid from previous months. Nick said that he expects this figure is roughly \$8,000. Joe Marinelli said that reports indicate that June and July hotel occupancy was strong.

## ***System Ridership***

Nick Helmholdt presented the system ridership figures through July, 2015. He reported that the water ferry set a record for one-month ridership at 92,156 passenger trips. Jody asked if there were any concerns about the growth in ridership. Chad Reese said that the Marine Operations anticipates lower ridership in the next fiscal year due to lower numbers of groups booked. Joe Marinelli asked what this was based on. Chad Reese said it was based on projections on convention bookings. Joe listed several groups that are booked. Nick stated that the different fiscal years used by CAT and other organizations may account for discrepancies in projections. Mark Dana made a statement regarding the projections for occupancy of hotels. Nick stated that the trend for the dot shuttle was in line with historical patterns for previous months. Joe Marinelli asked if the Rock and Roll marathon affects ridership forecasted in November. He said that the streetcar ridership for the most recent period was zero because it remains out of service.

## ***Program Elements***

### Marketing Presentation

Nick presented the highlights of what has been accomplished by the marketing efforts of the past year. He summarized the progress of the print campaign outreach to hotels and parking garages. Leonard Bostick said that he would check on the progress of the installation of the posters in city parking garages. Nick also mentioned the pull up banners which have been located at Visitors Centers, the Trade Center and City Market. Nick presented information about the digital retargeting campaign which launched earlier in the month. Joe Marinelli suggested looking into advertising on Connect Savannah's website. Charlie Brazil suggested that the kiosks on Broughton would also present an opportunity for advertising.

### dot Express Shuttle Updates

Nick updated the board on the status of the vehicle procurement. He said that the production meeting was anticipated for October with construction to begin in May, 2016. Chad Reese asked if colors or trim details have been selected. Nick said that they had not. Jody suggested that Nick clarify the schedule on when these decisions were needed and report back to the Management Committee. She stated that she thought that colors should match the city's wayfinding palette.

Nick updated the board about the service issues at the City Market dot stop caused by illegal parking. Leonard Bostick said that one alternative was to swap the existing dot stop with a nearby police car staging area. Chris Crane asked how this would affect printed maps of the route. Nick proposed installing a temporary sign on the location to redirect passengers.

### City Hall Landing Shelter Update

Jody introduced Bridget Lidy and Doug Patten from the City of Savannah. Nick provided a brief history of the project and the communications between Georgia Power and various project partners. Nick said that research and discussion was ongoing on ways for SaMMI recover funding for the unanticipated cost of relocating the power line. Jody stated that it was very important to keep the project moving and determine the best way to recover the cost. Bridget Lidy stated that Georgia Power agreed to proceed with work in advance of payment because of the assurance from the city that it would be paid. Doug Patten said that the contractor's responsibility was to coordinate with Georgia Power. He said that the current figure was reduced from an original \$35,000 estimate. Upon a series of questions Nick stated that the drawings for the site were prepared in 2009 by Kern & Company and that the scope of work

was initiated by SaMMI. Bridget Lidy stated that all architectural and engineering contracts were held by SaMMI. Doug Patten stated that the city was not aware of any cost for line relocation until Place Construction called Georgia Power and the utility subsequently contacted the city. Mark Dana stated that if the contractor bid on the project knowing that there would be additional cost for utility line relocation that would create an issue with the bidding process. Doug Patten stated that the only utility relocation cost the contractor would be responsible for is the line from distribution to plug into the new structure. Marc Friday stated that buildings that generate power demand such as commercial properties, often do not bear the relocation costs because they use power. He also stated that the mass of the shelter facility had increased between initial design and the final approved drawings. Doug Patten said that Georgia Power uses a cost benefit analysis to calculate the line relocation cost. Mark Dana asked if SaMMI was being charged any fee for project management services through the city. Doug Patten stated that no such fee existed. Mark Dana said if he was building this then he would hold the individual responsible to share the cost. Jody McIntyre asked about the city's agreement with Georgia Power. Doug Patten said the city's franchise agreement exempts distribution lines, and underground network. Mark Dana asked if any future developments are known of that would utilize the distribution lines. Mark Dana asked if research had been done to go after the architect's professional liability insurance. Marc Friday said that it was one of the options under consideration. Doug Patten stated that Place construction has been given a "time only" extension of their contract without any additional costs. Chris Crane asked what the timeline was for completion. Doug Patten said it would take Georgia Power 5 to 6 weeks to complete its work. Charlie Brazil suggested that the delay in the project provided a good opportunity to examine the ability to pursue the architect's errors and omissions insurance. Chad Reese asked if any federal funding was involved. Nick stated that no federal funding was being used for the project. Chad said that new federal regulations prohibit the use of federal funds for utility relocations. He further asked that a summary of the options available to address this issue be prepared for the management committee. Mark Dana asked if it might make sense to approach Georgia Power again to discuss the larger context of the project and its impacts on River Street. Jody McIntyre said that it is one of the options under consideration. Joe Marinelli asked if the design for this facility could be presented at the next SaMMI meeting. He expressed concern about late night activities including fighting that occur on River Street.

Nick addressed the change order for the project to include the two alley gates between the shelter and the Hyatt building. He stated that these gates were not approved by the historic review board under the first round of reviews. After subsequent modifications, the gates were approved in a second round of reviews.

#### Convention Transportation Fund

Nick brought the board's attention to an updated summary of the Convention Transportation Fund. He stated that the most significant change was that nearly half of the 2015 funding had been allocated. He stated that several tentative groups had been contracted, but that there were no substantial changes to the dollar figures allocated for future years.

Chad Reese stated that Savannah was a finalist for the state transit association conference and that he is exploring the possibility of hosting a national transit conference. Joe Marinelli offered to assist with these efforts.

#### ***Unfinished Business***

##### North Bank POR Fee Change

Bob Coffey stated that the water ferry operating deficits for the trade center are increasing and this has triggered a need to reassess the funding mechanism for the water ferry. He stated that the idea is to increase the POR fee from \$1.75 to \$2.50 per night and use the entire incremental increase toward water ferry operations. He stated that the trade center has spent over \$3.6 million to keep the ferry operating over the past fifteen years. He stated that this proposal would narrow the operating deficit by about \$100,000 per year. He stated that this calculation did not include the likely application of capitalized maintenance from grants supplied through CAT. He asked for the SaMMI board to endorse the proposal to amend the revenue ordinance and to amend the funding agreement with the Westin. He stated that this funding formula would also apply to any new hotel rooms on Hutchinson Island. Joe Marinelli asked what the reaction was from the Westin. Bob Coffey said that so far they have been agreeable to the proposal. Bob stated that the attached document addressed a question that had arisen at the past SaMMI board meeting regarding the application of the current funding profile to the new revenue. Charlie Brazil said he thought the proposal was fair as the users would absorb the costs.

The board discussed the standing of various parties to make a request to city council. Nick explained that CAT has possession of the dock at City Hall landing and that it plans to apply federal funds to improve the dock. **Marc Friday made a motion to recommend to the City of Savannah that the City Revenue Ordinance be amended to increase the Per Occupied Room (POR) fee for Hutchinson Island hotel properties from \$1.75 to \$2.50 with the proceeds dedicated to the water ferry. The motion was seconded by Chad Reese and approved unanimously.**

#### Department of Labor Update

Jody McIntyre stated that a resolution had been reached regarding a matter with the Georgia Department of Labor. She stated that the fee sought by DOL had been paid under protest and that she understands the matter to be closed. She said that the potential legal costs for the hearing would have been more substantial than the organization could afford to absorb.

#### ***New Business***

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

Respectfully submitted,

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Nick Helmholdt, Administrator  
For the Secretary