

**Savannah Mobility Management, Inc.**  
**Board of Directors Meeting Minutes**  
**Thursday, October 15, 2015**  
**Savannah, GA**

The meeting of the Board of Directors of Savannah Mobility Management, Inc. convened on Thursday October 15, 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)  
Chris Crane  
Charlie Brazil  
Veleeta McDonald  
Bill Hubbard

The following directors were absent from the meeting:

Mark Dana  
Joe Marinelli  
Dr. Chadwick Reese

The following guests were also present at the meeting:

Nick Helmholdt, Administrator, SaMMI  
Adam Giambrone, CAT

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

***Governance***

**Upon a motion made by Charlie Brazil and seconded by Bob Coffey, the minutes of the August 20, 2015 Board of Directors meeting were approved unanimously.**

Jody announced that a Nominating Committee will be selected to bring a slate of nominees to the December 10<sup>th</sup> board meeting.

***Financial***

Nick Helmholdt presented year to date financial information. He stated that SaMMI is tracking \$22,502 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. He explained the reasons for the lower POR Fee revenue as a combination of late payments, payment discrepancies, and an unbudgeted hotel renovation. Nick pointed out other costs in the general and administrative category that contribute to the negative variance. Chris Crane pointed out that some of the business that the Inn at Ellis Square would have generated has moved to other hotels within the market. Jody suggested that some of that business may be going to hotels near the airport or other locations in the metro area. Nick stated that SaMMI had saved money over the past nine months because the streetcar had not been in operation – which eliminates the organization's fare expense to the city.

### ***System Ridership***

Nick Helmholdt reported system ridership figures through September, 2015. He said that riders on the dot Express Shuttle ridership was slightly down compared to last year. He pointed out that the growth over the two previous 12-month periods was up substantially. Bill Hubbard asked why ridership for September would be down even though Smith Travel showed an increase in hotel occupancy. Marc Friday stated that Smith Travel does not account for the difference between group travel and transient travelers – who may be less likely to use the service. Nick stated that this is the first time that we have a two year period for the dot Express Shuttle.

Nick stated that water ferry ridership was stable over the most recent period. He stated that the Craft Brew Festival was in September rather than August this year which accounts for a corresponding shift in ridership.

Nick stated that the streetcar remains out of service but that he is working with the city to determine how development on the West end of River Street will impact the future service. Jody asked if streetcar service would be paused. Veleeta said that the two hotels under construction will close River Street from the West and this will affect the city's ability to operate the streetcar. She said that the car barn will have to be relocated. Veleeta said the construction is supposed to start soon – she is waiting on an update from Traffic Engineering. She said that she is working with CAT to handle the operations of the streetcar going forward. Nick stated that SaMMI should consider maintaining an insurance policy for the streetcar due to the difficulty in finding a provider.

Veleeta stated that the dot shuttle stop at Ellis Square would be relocated to eliminate the traffic situation caused by illegal parking.

Jody asked if there was any consideration of allowing the streetcar to service destinations on East River Street. Veleeta said that was some discussion about this concept but no decision at this time. She stated that the car barn needs to be moved and it could be re-located to this area. Chris Crane asked what the budget implications of this were. Nick stated that the fare expense may be removed from the budget but the insurance premium would likely remain.

Nick introduced Adam Giambrone, the new Chief Development Officer at CAT.

### ***Program Elements***

#### **Water Ferry Grant Application**

Nick stated that CAT and GIMTCA submitted a federal grant proposal to perform major rehabilitation to three of the water ferry vessels: Florence Martus, Juliette Gordon Low, and Suzie King Taylor. He stated that if this grant is successful that it would have a major benefit to the long term costs of operating the water ferry. Bob Coffey stated that this grant would benefit operations by reducing maintenance expenses because the new equipment would be covered by warranty and that spare parts would be readily available. He stated that this overhaul would not change the propulsion type. Marc Friday asked when we should consider replacing the vessels. Bob said that the boats will last for a long time, potentially 30 years. Bill Hubbard asked when a decision on the grant was anticipated. The board discussed the implications of the Rock and Roll Marathon anticipated for November. Bob Coffey updated the board on the repair status of the City Hall Landing.

### Convention Transportation Fund

Nick presented the summary of Convention Transportation Fund. He stated that over the past 6 to 9 months, the forecast disbursements for groups have been coming down because of increased scrutiny on the actual transportation needs by the staff at Visit Savannah. He stated that there have also been many new groups in the Contracted and Tentative status due to improved sales performance. He said the net effect of this is approximately \$170,000 in additional disbursements in the forecast period.

### **Marketing**

#### Digital Campaign Update

Nick directed the board to the two attachments in the packet: data from Google Analytics and a summary of the activity provided by MY Agency. He summarized the performance of various digital ads. Nick stated that nearly a half million impressions were delivered. He reported that the campaign was overall a success due to the high click through rate (CTR). He pointed out what types of searches delivered the most impressions and clicks – including searches for Transportation Network Services (like Uber), restaurants, and Airport Transportation. He stated that over 75% of ad traffic came over mobile phones. Nick said that Melissa Yao recommended considering repeating a campaign like this two to three times per year to generate interest in the services around peak travel times in the spring and fall.

### **Unfinished Business**

#### City Hall Landing Shelter – Contract Recap

Jody McIntyre stated that the contracting process for this project has been rather intricate. She stated that all of SaMMI's contracts regarding this project were available for members of the board to review. Nick passed around the documents regarding the project dating back to 2009. He summarized each agreement and its relation to the project as a whole. Jody stated that conversations have continued between SaMMI, the City and Georgia Power regarding ways to reduce the cost impact of the utility relocation. Jody stated that the cost from Georgia Power had been reduced and that the highest officials at the company had reviewed the situation and determined no further reduction could be offered.

### **New Business**

#### November Budget Workshop

Nick stated that the 2016 SaMMI budget was under development. He requested feedback from members of the board to schedule a time for a budget workshop where all members of the board could provide feedback and commentary on the draft budget. The board discussed various dates and times. Nick agreed to send out a doodle poll based on the feedback and send out a confirmed time early in the next week.

**Adjournment** – There being no further business to come before the board, the Chairman adjourned the meeting at approximately 9:45 AM.

Respectfully submitted,

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Nick Helmholdt, Administrator  
For the Secretary