

Savannah Mobility Management, Inc.
Board of Directors Meeting Minutes
Thursday, December 10, 2015
Savannah, GA

The meeting of the Board of Directors of Savannah Mobility Management, Inc. convened on Thursday December 10, 2015 at CAT Transit Center, 610 W Oglethorpe, Savannah, GA. Chair Jody McIntyre welcomed all present and called the meeting to order at approximately 3:00 PM.

The following directors were present:

Jody McIntyre (Chair)
Bob Coffey (Vice Chair)
Marc Friday (Secretary-Treasurer)
Chris Crane
Charlie Brazil
Veleeta McDonald
Bill Hubbard
Joe Marinelli
Mark Dana
Curtis Koleber

The following guests were also present at the meeting:

Nick Helmholdt, Administrator, SaMMI
Jeff Hewitt, Visit Savannah
Michael Owens, Tourism Leadership Council

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

Governance

Jody McIntyre introduced Curtis Koleber to the board of directors as the Acting Executive Director of Chatham Area Transit.

Upon a motion made by Charlie Brazil and seconded by Marc Friday, the minutes of the October 15, 2015 Board of Directors meeting were approved unanimously.

Chris Crane presented the slate of candidates prepared by the Nominating Committee. Joe Marinelli asked what the process was for nominations. Chris said that the position was not advertised, however the committee developed a list of candidates. He stated that the committee had contacted its first choice candidate in advance of the board meeting to see if she would be willing to serve. Jody stated that the bylaws allow the board to accept or reject the slate presented by the Nominating Committee and that the term of the vacant board seat would end in one year. Mark Dana and Joe Marinelli discussed an alternative candidate to fill the vacant board position. Bob Coffey stated that the committee did discuss this alternative candidate but chose its nomination because of her experience with multiple hotels and working within the city. Nick Helmholdt stated that the SaMMI bylaws allow nominations from outside the committee to be presented in writing by November 20th. Bill Hubbard suggested that a committee review the bylaws and nominating process. The board discussed the background of the candidate presented by the Nominating Committee. Bob Coffey stated that part of his charge with regards to the Bylaws Committee was to examine the nominating process and the board

composition. He stated that he thought the process to present candidates from the body of the organization should be easier.

Jody McIntyre called for a vote on the nominating slate presented. The slate was approved unanimously.

Jody McIntyre brought the proposed 2016 Board Meeting calendar to the board's attention. The proposed meeting calendar included six meetings all scheduled for 8:30am at the CAT Transit Center on the following dates: February 18, April 21, June 9, August 18, October 20, & December 15. **Upon a motion made by Bob Coffey and seconded by Charlie Brazil, the meeting calendar was approved unanimously.**

Financial

Nick Helmholdt presented year to date financial information. He stated that SaMMI is tracking \$44,310 unfavorable to budget based on current projections of revenues and expenditures. He stated there were two reasons to account for this variance: lower than anticipated POR Fee revenue and contributions toward approved capital projects such as the City Hall Landing Shelter. Bill Hubbard asked for clarification on the amount of negative variance due to reduced POR Fee revenue. Chris Crane asked if any of the negative variance was attributable to occupancy. Nick stated that he would perform a detailed analysis on the full set of 2015 figures once they are ready. Jody directed the board's attention to the Smith Travel report figures. Nick described major expenditures that contributed to the negative variance in the statement of activities. Mark Dana asked for a summary of streetcar expenses. Nick described which streetcar expenses are reimbursed by the City of Savannah and which are expenses to SaMMI. Veleeta McDonald described the payroll expenses related to the streetcar operation.

Nick Helmholdt presented the proposed 2016 Budget. He stated that the comments and feedback from the November Budget Workshop were incorporated into the current version and he summarized changes from the previous versions. Jody McIntyre thanked the board for the participation in the workshop. Chris Crane asked if the map design line item was a contingency. Nick stated that should the dot route change, this fund could be used to perform a complete redesign of the map if needed. Joe Marinelli asked for clarification on the change in proposed marketing spending. Nick pointed out that the 2015 budget contained a separate item titled "branding and identity study" which was very similar to marketing and design. Joe Marinelli asked if Melissa Yao could provide a year-end recap on marketing activity. Veleeta McDonald stated that a meeting regarding the future of the River Street Streetcar was scheduled for the following day. She identified several of the operational impacts forecast by city staff. Mark Dana asked if it may be reasonable to expect if streetcar funds should be reallocated. Veleeta said that it was too early to say with confidence if the streetcar would be out of operation for the full year. She said that approximately \$100,000 of repair work was needed for the tracks. Bob Coffey suggested that the SaMMI board make a resolution supporting the continued operation of the streetcar. Jody asked Veleeta if it would benefit her at all if the SaMMI board requested a swift resolution to its decision making on the future of the streetcar operation. Veleeta responded that this would depend on the city's plans for River Street. She stated that a statement from SaMMI would not likely help with the resolution since the largest issue was funding. Marc Friday suggested that all streetcar related items remain in the budget until the City of Savannah provides clear notice to the contrary. Bill Hubbard expressed concern that the POR Fee Revenue forecast was too high. The board discussed potential ways to do a rubber tire transportation service along River Street to provide transportation – especially to benefit the elderly and disabled.

Upon a motion made by Bill Hubbard and seconded by Veleeta McDonald, the 2016 Budget was approved unanimously.

Program Elements

System Ridership

Nick Helmholdt reported system ridership figures through November, 2015. He said that ridership on the dot Express Shuttle was just slightly up compared to the last period and showing a stable trend. He said that the Water Ferry ridership was up compared to 2014, but very stable for the past 12 months. He said that there was no ridership on the streetcar due to it being out of service.

Convention Transportation Fund

Nick Helmholdt directed the board's attention to the summary of Convention Transportation Fund. Jeff Hewitt summarized changes from the past report which included promoting some tentative groups to definite status.

Unfinished Business

There was no unfinished business.

New Business

Schedule and Agenda Items for Board Retreat

Nick Helmholdt stated that the approved 2016 Budget included funding for a board retreat to be scheduled in the first quarter of the year. Jody McIntyre asked that members allocate a full day for this activity. The board discussed potential dates for the meeting and settled on Wednesday, March 2nd.

Jody asked that members of the board submit topics for discussion at the retreat to herself or Nick to assist in the development of an agenda. She stated that the objective of the retreat is to develop a vision that will support a revised mobility plan. She stated that the inception of SaMMI had a narrow focus, and that over time the mission had grown to encompass a wide spectrum of users. She also stated that some housekeeping regarding bylaws and organizational issues could be addressed.

The board discussed the downtown parking study, outreach to all hotels within the convention district, and new board member orientation.

Adjournment – There being no further business to come before the board, the Chairman adjourned the meeting at approximately 4:30 PM.

Respectfully submitted,

Nick Helmholdt, Administrator
For the Secretary