

**Atlanta-region Transit Link Authority Board Meeting  
245 Peachtree Center Avenue, NE, Suite 2200  
Atlanta, Georgia 30303**

**ATL Board of Directors  
Minutes**

**December 14, 2018**

The Atlanta-region Transit Link Authority (ATL) Board held its inaugural meeting on December 14, 2018 at 245 Peachtree Center Avenue, NE, Suite 2200, Atlanta, Georgia.

**BOARD MEMBERS PRESENT**

Charlie Sutlive, Chair  
Marsha Anderson Bomar  
Keisha Lance Bottoms  
Steve Dickerson  
Andy Macke  
Russell McMurry  
Howard A. Mosby  
Charlotte Nash  
Teddy Russell  
Michael Thurmond – swearing in only  
Mark Toro  
Chuck Warbington  
Felicia Franklin Warner  
Tom Weyandt

The above ATL Board members, except for the Chair who was previously sworn in by the Governor, were sworn in by Judge Robert McBurney.

**CALL TO ORDER**

ATL Board Chair, Charlie Sutlive, called the meeting to order at 1:00 p.m. and confirmed there was a quorum. Mr. Sutlive acknowledge the presences of Ms. Freda Hardage, incoming MARTA Board Chair, Mr. Jeff Parker, GM/CEO of MARTA and Representative Calvin Smyre, Dean of the House.

**APPROVAL OF THE AGENDA**

Mr. Sutlive called for a motion to approve the agenda for December 14, 2018. Ms. Bomar made the motion to approve the agenda. Mr. Weyandt seconded the motion. The Board unanimously approved the agenda.

**PURPOSE AND INTENT OF HB 930**

Representative Kevin Tanner and Senator Brandon Beach gave the Board an overview of the purpose and intent of HB 930.

## **ADOPTION OF BYLAWS**

Ms. Bomar made the motion for the bylaws to be adopted. Mr. Weyandt seconded the motion.

Mayor Bottoms proposed that Article II Section 5 be amended to change “three business days’ notice” to “one business days’ notice” for a member to request to participate in a meeting via teleconference, provided the decision whether to grant the request remains with the Chair.

Ms. Warner made the motion to approve the proposed amendment to the bylaws. Ms. Nash seconded the motion. The Board unanimously approved the bylaws with the stated change.

## **ATL COMMUNICATIONS ACTIVITY UPDATE**

Ms. Ericka Davis, Chief Communications Officer, gave the Board an update on the communications activities of the ATL including media relations, digital communications, public outreach, social media communications as well as graphic design and print communications. She reported on the number of outreach and educational presentations that ATL staff had conducted in the months preceding the initial board meeting.

## **ATL BOARD COMMUNICATION PROTOCOL**

Mr. Chris Tomlinson, Interim Executive Director, discussed the proposed communications protocol for the Board. Mr. Weyandt made the motion for the ATL Board Communication protocol to be approved. Ms. Bomar seconded the motion. The Board unanimously approved the resolution.

## **AUTHORIZATION TO SEEK DIRECT RECIPIENT STATUS**

Mr. Tomlinson briefed the Board on the authorization to seek direct recipient status for the ATL. Mr. Macke inquired about the costs associated with the application process. Mr. Tomlinson informed him that there were no substantial costs beyond staff time and that the work associated with the application process would be performed by existing staff familiar with the process from their previous work in seeking and receiving approval of SRTA’s Direct Recipient grantee application. Mr. Tomlinson informed the Board that process could take up to a year and was necessary in order for the ATL to be able to directly apply for and receive federal funding essential to performing the functions of the ATL. Ms. Nash made the motion to approve the resolution authorizing the staff to seek direct recipient status. Ms. Bomar seconded the motion. The Board unanimously approved the resolution.

## **2019 BOARD MEETING CALENDAR**

Mr. Tomlinson presented a proposed calendar of bi-monthly regular board meeting dates for calendar year 2019, beginning in January. Ms. Bottoms proposed that the July 3<sup>rd</sup> date be omitted from the calendar.

The Board discussed the potential need for additional meetings or work sessions. Mr. Tomlinson informed the board that he would poll the board’s availability and identify potential dates during calendar year 2019 that the Board could consider for specially called meetings or work sessions and present the same to the board.

Mr. Warbington made the motion to approve the proposed 2019 Board meeting calendar without the originally suggested July 3, 2019 Board meeting date. Ms. Bomar seconded the motion. The Board unanimously approved the 2019 ATL Board calendar.

**ATL LOGO & BRAND ADOPTION**

Mr. Mike Martin from Jackson Spalding presented on the research and creative process that they undertook on behalf of the ATL to research and gather feedback to develop the ATL logo. He stated that the proposed ATL logo was created based on feedback from a variety of stakeholder input, including qualitative and quantitative research, and a full creative process that was conducted over a very compressed time period in order to meet certain statutory deadlines set forth in HB 930.

The logo was revealed for the first time publicly and the characteristics of the logo were explained. Mr. Martin stated that the logo was designed to be reminiscent of both a guiding star as well as a compass.

Mr. Tomlinson informed the board that the creative process has resulted in the logo and if approved, an accompanying style guide that will govern its usage. However, the use and rollout of the logo beyond its use to identify the ATL as an agency, would be driven by the Board. Mr. Tomlinson stated that ATL staff will begin the process in 2019 to engage with regional transit operators to discuss ways to rollout the brand consistent with the intent of HB930, starting with MARTA due to the January 1 HB930 for MARTA to start using the logo on its new transit assets. He ensured that he would follow up with the board on the logo's use in the region and that the final outcome and approach had not been determined.

Mr. Toro made the motion for the ATL logo and brand adoption resolution to be approved. Mr. Weyandt seconded the motion. The Board unanimously approved the resolution.

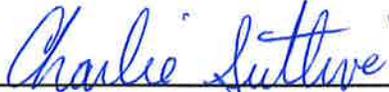
**NEW BUSINESS**

Mr. Dickerson spoke about his interest in seeing the ATL develop programs and initiatives to increase transit ridership, including the possibility of creating a collaborative "ATL Tech Team."

**CALL TO ADJOURN**

Mr. Sutlive called for a motion to adjourn the meeting. Ms. Bottoms made the motion to adjourn. Ms. Warner seconded the motion. The Board unanimously approved the motion. The meeting concluded at 3:00 p.m.

**APPROVED:**

  
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Charlie Sutlive, Chair

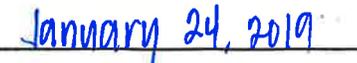
**APPROVED AS TO FORM:**

  
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Meryll Mandus, General Counsel

**ATTEST:**

  
\_\_\_\_\_  
Jamie Harris, Board Secretary

**DATE MINUTES APPROVED:**

  
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January 24, 2019