

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

**Board Meeting
Minutes**

January 24, 2019

MEMBERS PRESENT

Charlie Sutlive, Chair
Keisha Lance Bottoms – via teleconference
Steve Dickerson
Earl Ehrhart
Howard A. Mosby
Charlotte Nash
Mark Toro
Todd Ver Steeg
Chuck Warbington
Felicia Franklin-Warner
Tom Weyandt

MEMBERS ABSENT

Marsha Anderson Bomar
Andy Macke
Russell McMurry
Teddy Russell
Michael Thurmond

CALL TO ORDER

Mr. Charlie Sutlive, Chair, called the meeting to order at 3:02 p.m. and confirmed there was a quorum. Mr. Sutlive recognized Mr. Bob Dallas, MARTA Board member, and Rep. Deborah Silcox, new MARTOC Chair. Ms. Silcox briefly spoke to the Board.

APPROVAL OF THE MINUTES OF THE PREVIOUS MEETING

Mr. Sutlive called for a motion to approve the minutes for December 14, 2018. Mr. Warbington made a motion to approve the minutes and Mr. Toro seconded the motion. The Board unanimously approved the minutes.

APPROVAL OF THE BOARD AGENDA

Mr. Sutlive called for a motion to approve the agenda. Mr. Ehrhart made the motion to approve the agenda and Ms. Nash seconded the motion. The Board unanimously approved the agenda.

PUBLIC COMMENT

None

RESOLUTION TO ADOPT STANDING COMMITTEES

Mr. Sutlive called for a motion to adopt the resolution. Mr. Weyandt inquired about the process of selecting the permanent Executive Director for the ATL. Mr. Ehrhart responded that based on in his discussions with the Chair, this was a function of the Administrative Committee. He further explained that any recommendations for compensation, the search for an Executive Director, or ratification of the current Interim Executive Director would be discussed in Committee which is open to all Board members. Mr. Tomlinson informed the Board that while the Administrative Committee can make recommendations, HB 930 provides that the Board will ultimately select the Executive Director. Mr. Weyandt suggested that the description of the Administrative Committee be amended to include, "provides recommendations on the Executive Director hiring, performance and compensation."

Mr. Sutlive called for a motion to approve the amendment to the description of the Administrative Committee. Ms. Warner moved, and Mr. Toro seconded the motion. The Board unanimously approved the amendment to the resolution.

Mr. Sutlive called for a motion to adopt the resolution. Ms. Warner moved, and Ms. Nash seconded the motion. The Board unanimously approved the adoption of the resolution.

COMMITTEE REPORT – ADMINISTRATIVE COMMITTEE

Mr. Ehrhart gave the Board a brief summary of the Administrative Committee meeting that convened on January 17, 2019.

FY19 BUDGET RATIFICATION

Mr. Sutlive called for a motion to approve the resolution ratifying the FY19 Budget. Mr. Ehrhart moved, and Ms. Warner seconded the motion.

Mr. Weyandt suggested that the Board set some guidelines on the authority that is granted to the Executive Director which will help with public transparency.

Mr. Dickerson asked how the \$1 million of uncommitted funds will be used. Mr. Ehrhart responded that those funds will be used for future planning purposes. Mr. Tomlinson explained that the \$1 million is a combination of state and federal funds that can be used for planning and/or professional services.

Mr. Sutlive called for a vote to approve the resolution and the Board unanimously approved the resolution.

AFY19 AND FY2020 BUDGET PRESENTATION

Ms. Monique Simmons gave the Board an overview of the Amended FY 2019 Governor's recommended budget. Specifically, the funds that are received are for three positions and related expenses. The ATL staff will work closely with the Administrative Committee to determine how the funds will be spent. Ms. Simmons also explained the revised FY 2019 base budget including changes that are reflected in the AFY 2019 Governor's recommended budget.

Ms. Simmons gave the Board an overview of the FY 2020 Governor's recommend budget that provides State funds to establish operating support. The Governor was generous in granting the ATL the \$1.95 million that was received previously from the Governor's emergency funds as part of the base budget in State funds for the ATL as well as three positions that was discussed in the AFY 2019 budget.

Mr. Weyandt raised a question regarding the cost of the branding and logo in relation to the budget line item. Chris explained that the contract with Jackson Spalding covers several needs related to the ATL, and the logo is just a small piece of it. In compliance with the specific requirements of HB 930, the ATL used an RFP process of which Jackson Spalding was selected. Mr. Tomlinson further stated that the contractual obligation with Jackson Spalding is up to \$590,000, but this amount includes work to create the logo, create style guides and additional collateral, and the creation of a regional brand implementation plan. The consultant will help with a comprehensive communication platform, strategy and implementation. The contract also includes optional tasks.

MARTA's ATL BRANDING IMPLEMENTATION

Jennifer Jinadu-Wright, MARTA Senior Director of Marketing & Communications, gave the Board an overview on MARTA's brand history featuring its strong ties with the community. Ms. Wright further discussed MARTA's co-branding approach, maximizing the ATL brand value by combining it with MARTA's already established brand. Ms. Wright presented some practical considerations including the structural differences among vehicles, brand consistency and cohesiveness, existing sub brands, as well as cost effectiveness and efficiency. Ms. Wright also discussed the next steps for the co-branding effort which include implementing the ATL brand on MARTA's mobility vans, street cars, trains and non-revenue vehicles, rail stations, bus stops, bus and street car shelters as well as the MARTA buildings around the city.

REGIONAL TRANSIT PLANNING PROCESS DEVELOPMENT OVERVIEW

Tracy Selin, Cambridge Systematics National Operations Manager, gave the Board an overview on the scope and key objectives for the regional transit planning process development for the ATL. Ms. Selin further discussed the workshop series that will be held in the next two months working alongside an ATL technical group who are versed in local transit projects and needs to establish, test and refine the concepts and framework for the project prioritization.

Mr. Tomlinson explained that the workshop group is designed to engage the transit planning professionals, many of whom are already familiar with the current regional transit planning process. Mr. Tomlinson mentioned that the outcome of the workshops will be to bring before the Board proposed governing principles behind the overall Regional Transit Plan. Mr. Ehrhart raised a question whether the Board will vote on evaluation criteria before it is adopted. Mr. Tomlinson confirmed that the Board will take action in March. Ms. Selin further discussed the comprehensive, performance-based framework, the draft implementation timeline, some steps on how the Board can contribute in the process, and what the next steps are including the transit prioritization workshop with ATL stakeholders that will be held on February 1st.

BUS RAPID TRANSIT OVERVIEW

In the interest of time, Mr. Tomlinson requested to table the BRT discussion for the next Board meeting.

TITLE VI PLAN OVERVIEW

Chris Tomlinson gave the Board a brief overview of the Title VI Plan. Every FTA direct recipient must have a Title VI plan in order to become a direct recipient, and the plan must be renewed every three years. The Title

VI program needs to be put forth before the public for public comment, and staff hopes to align the public comment period with GRTA's, which would require the ATL to kick-off the public comment on Monday, January 28 through February 26. Mr. Tomlinson explained that once the public comment period is done and all the comments are analyzed, the final updated program will be presented to the Board in March for action.

UPDATE TO THE ATL BOARD MEETING CALENDAR

Chair Sutlive requested a motion to approve the change to add August 8, 2019 to the Board calendar. Mr. Weyandt moved, and Ms. Warner seconded the motion. The updated calendar was approved unanimously.

EXECUTIVE DIRECTOR'S REPORT

Mr. Tomlinson gave the Board a brief update on the Legislative Session. Both the House and Senate Transportation Committees have the same Chairs as last year, and Rep. Silcox is the new Chair of the MARTA Oversight Committee (MARTOC).

NEW BUSINESS

Chair Sutlive asked Mr. Tomlinson to send out communication to the all of the members of the Board outlining the nomination process on electing a Vice Chair. Mr. Sutlive further discussed that once the communication is sent, the nominations will be open, and the Board will vote for the Vice Chair position during the March Board meeting.

CALL TO ADJOURN


Mr. Sutlive called for a motion to adjourn the meeting. Ms. Warner made the motion and Mr. Dickerson seconded the motion. The meeting concluded at 5:10 p.m.

APPROVED:



Charlie Sutlive, Chair

APPROVED AS TO FORM:



Meryll Mandus, General Counsel

ATTEST:



Jamie Harris, Board Secretary

DATE MINUTES APPROVED:

March 7, 2019