

SOUTHWEST TRANSIT COMMISSION MINUTES

January 23, 2014 – 6:30 PM
SouthWest Station
Commission Chambers

COMMISSION MEMBERS

Jerry McDonald
Nancy Tyra-Lukens
Brad Aho
Jody Collis King
Bob Roepke
Dan Wilczek

ADVISORY BOARD

Ric Rosow, Attorney

EXECUTIVE STAFF

Len Simich, Chief Executive Officer
Dave Jacobson, Chief Operating Officer
Steve LaFrance, Maintenance & Facilities Director
Matt Fyten, Manager of Planning & Technology
Dave Simoneau, Director of Driver Services &
Emergency Management

GUESTS

Ryan Kronzer, SWLRT Project Office
Brooke Browne, little
Amy Rooker, little
Craig Peterson, Marathon Realty
Heather Agesen-Huebner, Metropolitan Council

I. CALL TO ORDER

The meeting was called to order by Chair McDonald at 6:30 p.m.

II. APPROVAL OF AGENDA

Motion: Aho motioned, seconded by Collis King to approve the agenda as presented. The motion carried 6-0-0.

III. PAYMENT OF CLAIMS (motion and roll call vote)

Motion: Tyra-Lukens motioned, seconded by Roepke to approve the payment of claims. The motion carried 6-0-0. Roll Call Vote: McDonald, yes; Tyra-Lukens, yes; Aho, yes; Collis King, yes; Roepke, yes; Wilczek, yes.

IV. CONSENT

- A. Approve Minutes of 12/5/13 Meeting and 12/18/13 Special Meeting
- B. Accept Current Financial Statements
- C. Accept Ridership Report
- D. Approve KDV Audit Services Contract
- E. Approve 2014 Rate Adjustment Gregerson, Rosow, Johnson, Nilan, LTD (Legal Services)
- F. Approve AEM Financial Consulting Services Contract

Motion: McDonald requested that Heather Aagesen-Huebner, Metropolitan Council be added as Guest to the 12/5/13 Meeting Minutes. Tyra-Lukens motioned, seconded by Roepke to approve the Consent items including the addition to 12/5/13 Minutes. The motion carried 6-0-0.

V. NEW BUSINESS

A. Appoint 2014 Commission Officers

Chief Executive Officer Simich stated that a Nominating Committee had been formed at the 12/5/13 Commission meeting to recommend Commission officers for 2014. Committee members Brad Aho, Jerry McDonald and Bob Roepke recommended the following be appointed: Jerry McDonald as Chair, Brad Aho as Vice Chair, and Jay Rohe as Secretary/Treasurer.

Motion: Tyra-Lukens motioned, seconded by Collis King to adopt Resolution 14-04 appointing the following slate of officers for 2014:

Chair – Jerry McDonald
Vice Chair – Brad Aho
Secretary/Treasurer – Jay Rohe

The motion carried 6-0-0.

B. Discuss SWLRT

CEO Simich introduced Ryan Kronzer of the SWLRT Project Office who presented three options identified to add additional parking stalls that would allow for joint operation between SouthWest Transit and SWLRT. Two of the three options would require demolition of current SouthWest Transit Station and offices.

No Motion Required.

C. Discuss SWT Branding

CEO Simich stated that during the last half of 2013, the advertising agency "little" was commissioned to review SWT's current brand, specifically how the brand meets/relates to the target audience.

Brooke Browne and Amy Rooker of little presented an overview of their report. Results of the study are intended to build a consistent message/theme around future marketing and public relation initiatives.

No Motion Required.

D. Approve 2014 Marketing Plan

Administrative Assistant Spevacek and Marketing Consultant Brink presented overview of 2014 Marketing Plan. All Marketing expenditures are tied to revenue generated through ramp advertising and selling of bus wraps.

Objectives are to increase ridership, increase awareness and enhance image of SouthWest Transit, and educate "gatekeepers". Marketing tactics include using social media, video, website. Community outreach will be geared to high schools, colleges, local businesses and realtors. Advertising venues will include billboards, local newspapers, bathroom ads, bus wraps.

Motion: Roepke motioned, seconded by Tyra-Lukens to adopt Resolution 14-05 approving the 2014 Marketing Plan and Budget as presented. The motion carried 6-0-0.

E. Norex Purchase Agreement

CEO Simich stated that Mark Undestad of Chanhassen has been working with SWT broker Craig Peterson (Marathon Real Estate) on purchase of Norex Maintenance Facility in Chaska. Staff is requesting authorization to move forward with sale transaction if terms outlined by SWT Attorney Rosow be acceptable to Mr. Undestad.

Motion: Aho motioned, seconded by Roepke to approve a Purchase Agreement with an LLP yet to be formed by Mr. Mark Undestad of Chanhassen (its Managing Partner) with the following parameters:

- Twenty (20) year Contract for Deed at an interest rate of 4.625% with monthly principal and interest payments amortized over twenty years.
- Purchase Price - \$4,750,000.
- Earnest Money \$100,000 (earnest money to be credited towards the purchase price at Closing.
- Down Payment - \$475,000 (10%. \$375,000 in cash at the time of closing and \$100,000 Earnest Money).
- Due Diligence Period thirty (30) days following the execution of the Purchase Agreement

The motion carried 6-0-0.

F. Adopt Title VI Plan

Chief Operating Officer Jacobson stated that at its 10/24/13 meeting Commission approved a Title VI plan. When submitted to Metropolitan Council, the plan was rejected.

Changes have been made to the Title VI plan and plan has been reviewed by Metropolitan Council. Staff requests Commission approve updated Title VI plan.

Motion: Roepke motioned, seconded by Collis King to approve the updated Title VI plan; rescind Resolution 13-36 and approve Resolution 14-06 for the purpose of forwarding the plan to the Metropolitan Council for the purpose of Federal compliance. The motion carried 6-0-0.

G. Carver Service Planning Update

Manager of Planning & Technology Fyten stated that staff has been working with City of Carver on new service to park and ride facility scheduled to be operational at end of 2014 or beginning of 2015.

Fyten presented proposed eastbound and westbound schedules which would connect Carver P&R service to East Creek service.

No Motion Required.

H. Legislative Discussion

COO Jacobson presented STA (Suburban Transit Association) 2014 Legislative Agenda. Items on agenda include Operational Funding; Regional Transit Bonds; Local Government Sales Tax Exemption; Transit Taxing District.

No Motion Required.

I. GFOA Award

CEO Simich stated that for the seventh consecutive year the Government Finance Officers Association has awarded SouthWest Transit its Certificate of Achievement for their comprehensive annual financial report (CAFR). The Certificate of Achievement is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.

No motion required.

J. Present 2013 Year in Review and 2014 Goals

CEO Simich presented results of 2013 Agency Goals/Objectives set forth by Commission, and requested approval of Agency Goals/Objectives identified for 2014. Commission stated approval of goals/objectives.

Simich presented "State of the Agency" highlighting 2013 accomplishment.

No Motion Required.

VI. UPDATES

VII. COMMISSION AND CITY COMMENTS

VIII. ADJOURNMENT

Motion: Aho motioned, seconded by Roepke to adjourn. The motion carried 6-0-0. The meeting was adjourned at 9:25 p.m.

January 23, 2014 SouthWest Transit Commission Minutes Prepared By: Linda Spevacek

Approved by: Linda Spevacek Date: 2/27/14
 recording secretary