

Minutes of the Regular Meeting  
Of the Lima/Allen County Regional Transit Authority Board of Trustees  
Held at the RTA Administration Building  
200 East High St., Lima, Ohio  
June 4, 2019 @ 12:00 PM

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Present were Brad Taylor, President; Joan Davis, Vice-President; Joshua Parker, David Stratton, Holly Rex, Richard Schroeder, and Scott Cockerell, Board Members; Shelia Haney, Executive Director; Leslie Rigali, Guest; and Teresa Brown, Board Secretary/Treasurer.

First Item of Business – Roll Call: Roll Call was taken and noted for the minutes. All members were present.

Second Item of Business – Guest – Leslie Rigali to report results of Levy: It was very rare to see the level of dedication of Shelia and the staff. They were basically working two jobs, as after work they were out walking neighborhoods, placing signs, etc.

The last time RTA went for a levy it became about the money, since we had to ask for more than we needed due to the Ohio Revised Code. This time we were able to get the message out about the level of services we provide throughout Allen County. We educated the community and got out the message about the workforce, about the quality of life, and the terms of an economic issue and explain to people what the tenth of a percent added up to.

We created coalitions of supporters, like the Mayor did when he pulled together the seven Mayors throughout Allen County. The promotional campaign was very broad. Shelia and Leslie did presentations all over. We used the voices of the actual riders to show why they needed the service.

We created a strong committee, with volunteers and RTA staff. We had the three campaign co-chairs. We established regular meetings and assigned responsibilities. We developed very specific community messages. They centered around people who cannot drive for one reason or another. We focused on the tax-paying workers who rely on the RTA to get to work and the employers that have employees who utilize the service.

We had a very strong digital media presence, through an interactive website, Facebook, and Instagram. We did Press Releases, Press Conferences, and electronic and print advertising. We did a daily absentee voter campaign, where everyone who requested an absentee ballot was sent a postcard about the RTA levy. We did an email campaign. On social media there were some dissenters, but they were people that complain about everything. There are always 30 % of voters who vote no on everything, and half of the complainers did not even vote.

With the IP targeted advertising, we sent out emails to voters that were regularly opened. We had 58,000 views of the ads we put on Facebook. We did ads in the Lima News, Delphos Herald, Bluffton, and the Spencerville paper. We had ads on the radio stations, the tv station, and junior billboards up around the community. We had five different versions of customized door hangers, such as the Bath ones having Chief Kitchen on them. We also did 12,000 mailers to likely voters. We put out 1,000 small yard signs and 26 of the large ones. We were invited by the Lima News to



do a guest column. We had 25 letters to the editor and three featured stories on the Hometown Stations. We did all these things and came in under our budget.

Perry Bush in Bluffton took control of that community for us, placing yard signs and signing up walkers.

We raised \$47,574. We have around \$10,000 left in the account and Shelia asked our attorney how to close out the account. When we get the bill from the Board of Elections, we can make a payment from the account towards the invoice to use up the rest of the money. We received the Certification of Election Results from the Board of Elections today and that was the last thing we needed to send into the State taxation Department. We already have our account set up in the portal. The tax will go into effect October 1<sup>st</sup> of this year and we will see our first payment on January 20<sup>th</sup> of next year by direct deposit. The money comes directly to us and does not go through the County. It should be around 1.6 million a year, averaging \$125,000 - \$145,000 a month.

Mr. Schroeder asked if there was anything we should continue to do going forward in terms of advertising or community information pieces. Leslie replied that one of the committee members brought up the same question. We need to continue to look for opportunities and keep the community informed. We can continue with the social media stories. Any time we have a great personal interest story about one of the employees or a rider we need to post them. The story we did about the driver and his family that do a Christmas dinner every year got a lot of great feedback. Elliot is still posting things we do such as the Memorial Day Parade. We can do press release about things also. We need to keep the outlying communities in the loop, so they know we are still doing service in their areas.

Public relations are about relationships. We have built relationships, so we need to continue to nurture them. We trade advertising space in Shawnee Living and trade for the advertisement on the radio and plan to continue that partnership.

Third Item of Business – Approval of Previous Board Minutes: Ms. Rex made a motion to approve the regular meeting minutes as presented. Mr. Cockerell seconded the motion and all members voted in favor thereof. Mr. Cockerell made a motion to approve the Special Meeting minutes and Mr. Stratton seconded the motion. All members voted in favor thereof.

Fourth Item of Business – Board President’s Comments: Mr. Taylor extended his thanks to Leslie. He agreed we need to keep the relationship in public relations. We need to under promise and over deliver on the campaign promises now to help manage the expectations of the public.

Fifth item of Business – Operations Report – April: The ridership has leveled out. In capital projects, there is the 5339-parking lot project and three buses that are due in September. We were awarded the grant for those two years ago at 100%. The parking project is the same way, it was awarded two years ago at 100%. The parking lot has had some delays due to environmental issues, finding flagstone with water running through it, and a tunnel under the building. Mr. Cockerell said he wished there was a way to educate the public on the difference between operating and capital grants, and how grants have specifications on how they can be used. Shelia said she passes on grants that are not 100%. In the past RTA would receive grants that were 80/20 or 75/25, and it was always difficult to find the local match portion. There are always grants out there you can apply for, but we will continue to only apply for the 100% ones.

The FTA Triennial Audit is coming up next year; so, we will be going over our policies as some of them have changed and will need to be updated. On the 2017 State Audit, Shelia had just received an email that morning that they were trying to finalize it. The National Transit Database (NTD) audit has been sent to FTA and waiting on a response. This is a lengthy yearly report of all our ridership, mileage, and other parameters sent into FTA that determines our operating grant



allocation. This is the year all our numbers change due to the shut-down of services we experienced in 2018.

As far as accidents, nothing major.

The union decertification is the only new thing under policies and procedures. This is a big deal, as it shows the employees have enough trust in management to not need representation. We have worked hard to build that collaboration between employees and management.

Our contracts have been kept the same for a long time for the good will of the community. We now need the Board to direct us as to whether we should keep them the same for the good will, or if we should change them now that we know the true allocated costs from the CPA we are working with. We have the daycare trips this summer and have added a new one with trips for the Lima Parks. We have the Locos games again this summer.

Shelia has a meeting coming up with the City about the fuel contract. We go out to bid every year for over 600,000 gallons of fuel. Some of that goes directly to the city, county and other entities on the contract, some is used by us, and we resell fuel to around ten other nonprofit agencies. We charge 15 cents a gallon to the agencies we resell to, and for the other people on the contract we don't receive anything. We do all the legwork, write the RFP, receive the bids, etc. They then purchase from whoever wins the bid. It is a big project we have been doing for many years solely for the goodwill. We are currently replacing our fuel pumps at a cost of \$9000 due to the wear and tear on them. We have had to repair the electronic gate recently. I would like to add this project to the Projects Committee to discuss further. On our fuel consortium we have City of Lima Street Department, City of Lima Utilities, Allen County Engineers, Shawnee Schools, Lima City Schools, and Shawnee Township Fire Department. We resell fuel to the Allen County Sheriff, AC EMA, AC Dog Warden, Marimor, WOCAP, AC Veterans Services, AC Council on Aging, LACRPC, Family Promise, and West Central Ohio Crime Task Force.

Mr. Parker said he would be hesitant to make any changes to the fuel contract this year, many of the agencies on the consortium were proud supporters of the RTA in their levy effort. Shelia said the contract is up in November; so, we will look at it again closer to that time. If we try for the fueling grant, we could sell to even more agencies.

There was discussion earlier this year about the additional money ODOT was going to be receiving and how much RTA would be getting. Shelia said they have now been sending out emails about it. They allocated for the RTA to get \$189,550. We currently receive \$79,000, so we will be getting about \$110,000 more next year. This would have by no means been enough money to keep us going instead of the levy. The rest of the money will be going for Capital grants, and it will be competitive.

On the parking lot project, they found some brick that had been stuffed into a tunnel. They think in two weeks we will have everything leveled out and graveled. We will probably let everything settle for awhile as then we will have to go through the procurement process to get bids. Shelia has already met with the zoning committee and the City Engineers and they are on board with everything. We will need to meet with an architect next to get the blueprints done.

Ms. Davis made a motion to accept the Operations Report. Mr. Cockerell seconded the motion and all members voted in favor thereof.



Sixth Item of Business – Financial Report- Update from CPA (Bob Ruzinsky): The Finance Report from Bob was included in the packets. All the grants are being cleaned up and Bob has given Shelia the financials to include with the NTD report. He also gave Shelia a certified letter stating we are currently following the FTA Chart of Accounts. When the audit is done, and we have some final numbers Bob will be able to fix the depreciation numbers.

Mr. Schroeder made a motion to accept the Financial Report and Ms. Davis seconded the motion. All members voted in favor thereof.

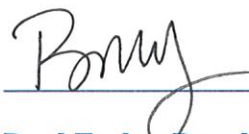
Seventh Item of Business – Reinstatement of Board Member – Dick Schroeder (oath): Mr. Schroeder read his Oath of Office, reinstating him as a Board Member retroactive to the March 21, 2019 term start for three years.

Eighth Item of Business – Discussion – Working Board Committees: It was decided the Board would start three committees. The Finance Committee will meet with Bob, Shelia, Teresa and Lori. Mr. Parker and Mr. Schroeder will be on the Finance Committee. There will be a Planning/Operational Committee consisting of Mr. Stratton, Ms. Rex and Ms. Davis. This committee will focus on hiring employees, training, and seeing what services should be brought back first. It will also work on route planning, such as more job access. The Project Committee has Mr. Cockerell on it, and he will meet with Miller Construction and Brian to see how the ongoing projects are going including bus orders. Shelia will send emails out to the Board Members letting them know her vision and ideas for the committees and getting dates and times the Members are available to meet.

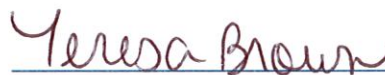
Ninth Item of Business – RPC Update: RPC had no update at this time.

Tenth Item of Business – Adjourn: Mr. Cockerell made a motion to adjourn and Mr. Parker seconded the motion. All members voted in favor thereof. Adjourn: 1:04 p.m.

The next monthly Board Meeting will be held July 2nd, 2019 at 12:00 Noon.



Brad Taylor, Board President



Teresa Brown, Board Secretary/Treasurer