



PINELLAS SUNCOAST TRANSIT AUTHORITY
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716
WWW.PSTA.NET 727.540.1800 FAX 727.540.1913

EXECUTIVE COMMITTEE MEETING
AGENDA – JANUARY 9, 2015; 9:30 AM
PSTA AUDITORIUM

1. CALL TO ORDER
2. PUBLIC COMMENT
3. APPROVAL OF SEPTEMBER 17, 2014 MEETING MINUTES
4. RULES & REGULATIONS
5. TRAC BY-LAWS
6. ADJOURNMENT

ACTION ITEM



3: Approval of September 17, 2014 Meeting Minutes

Action: Approve Meeting Minutes

Staff Resource: Clarissa Keresztes, Admin Assistant

- The minutes of the September 17th Executive Committee meeting are attached for your approval.
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Attachments:

1. Minutes



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EXECUTIVE COMMITTEE MEETING
MINUTES – SEPTEMBER 17, 2014

The Executive Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Auditorium at PSTA Headquarters at 11:30 AM on this date. The purpose of the meeting was to review the Greenlight Pinellas Outreach materials. The following members were present:

Kenneth Welch, Chairperson
Bill Jonson, Vice-Chairperson
Julie Bujalski, Secretary/Treasurer

Also Present:

Brad Miller, CEO
PSTA Staff Members
Members of Public

CALL TO ORDER

Chairperson Welch opened the meeting at 11:40 AM.

PUBLIC COMMENTS

There were no public comments.

APPROVAL OF MINUTES

The minutes of the September 9, 2014 meeting were approved as amended.

REVIEW OF GREENLIGHT PINELLAS OUTREACH

Final Newspaper Insert – Mr. Miller presented the final version of the newspaper insert that will be published in the *Tampa Bay Times* and the *Tampa Tribune* on Sunday, September 28th.

Telephone Town Hall Schedule – Cassandra Borchers, Chief Development Officer, informed the Committee that staff came up with a six-call strategy for the price of five. She explained the various dates and attendees for each call. The Committee discussed the assignments and schedule.

Cancellation of Radio Ads – Mr. Miller recommended that PSTA not move forward with the radio ads because they could be construed as too much in the advocacy area. He said he had spoken with the Yes For Greenlight people, and they plan to do a radio campaign. Chairperson Welch and Mr. Jonson agreed with the recommendation. Ms. Bujalski commented that she likes the radio ads, and expressed her concern that she has not received any materials for Greenlight Pinellas at her residence, and suggested that PSTA send out a mailer. Chairperson Welch commented that the Yes For Greenlight people will be managing the mail campaign.

Mr. Jonson made a motion, seconded by Ms. Bujalski to cancel the radio ads. There were no public comments. Motion passed unanimously.

ADJOURNMENT

The meeting was adjourned at 12:25 PM.