



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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**EXECUTIVE COMMITTEE MEETING  
MINUTES – MAY 11, 2015**

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The Executive Committee of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors held a meeting in the Board Room at PSTA Headquarters at 11:00 AM on this date. The purpose of the meeting was to approve the April 10, 2015 meeting minutes, approve the May 22, 2015 “Path Forward” workshop format, and the May 27, 2015 PSTA Board agenda. The following members were present:

Bill Jonson, Chairperson  
Julie Bujalski, Vice-Chairperson  
Janet Long, Secretary/Treasurer  
Darden Rice  
Ken Welch

Also Present:

Brad Miller, CEO  
PSTA Staff Members

**CALL TO ORDER**

Chairperson Jonson opened the meeting at 11:03 AM.

**PUBLIC COMMENTS**

There were no public comments.

**APPROVAL OF APRIL 10, 2015 MEETING MINUTES**

Mr. Welch made a motion, seconded by Ms. Rice to approve the April 10, 2015 meeting minutes. There were no public comments. Motion passed unanimously.

**[Ms. Long entered the meeting at 11:07 AM.]**

## **MAY 22, 2015 "PATH FORWARD" WORKSHOP FORMAT**

DRAFT Agenda Outline – Mr. Miller presented a draft agenda and changes to the Path Forward Plan. He said that the Planning Committee will meet two days prior to the workshop and will receive a detailed presentation on the bus capital plan, the development of a sustainable bus capital program, and look into the future Surface Transportation Program (STP) funds through the Metropolitan Planning Organization (MPO). Chairperson Jonson spoke of the route performance monitoring program, stating that he wanted to ensure that the Community Bus Plan was part of that. Mr. Miller indicated that the Planning Committee will receive a presentation on the monitoring program which includes the Community Bus Plan.

Mr. Miller recommended moving "Customer-Oriented Focus on Core Mission," to the bottom, explaining that the core mission is the foundation and the chart could be read from the bottom up. He also stated his opinion that creating an Advisory Committee for Pinellas Transportation (ACPT)-like Committee was unnecessary and therefore, deleted it from the document.

Mr. Miller explained that the Path Forward was developed from the February 18th workshop. He said he believes for this Path Forward to be a true Strategic Plan, it needs the addition of 1) use transit to sponsor transit economic development, 2) have an inspired workforce, and 3) other forms of sustainability, such as environmental. The Committee discussed PSTA's Mission Statement and the Core Mission as it relates to the Path Forward. Mr. Welch mentioned the wording "avoid 30% cut," and suggested more positive language as the title such as: maintain or sustain adequate transportation service for the community, with the "avoid 30% cut" bulleted underneath.

Draft Messaging Plan – Mr. Miller indicated that Tony Collins would join the workshop in the afternoon to present his work with PSTA in developing a strategy on public outreach about transportation.

Ms. Long asked for a list of five or ten of the country's top transit systems' names to see how other systems are branding themselves.

## **DRAFT MAY 27 PSTA BOARD AGENDA**

Mr. Miller stated that one of the tasks of the Executive Committee is to assist in framing the Board meeting agendas. He provided the Committee with a draft May 27th agenda. There were concerns about the bus advertising contract/policy and after discussion, it was decided to move this item to Action Items instead of Consent Agenda.

## FUTURE MEETING DATES/MPO/HART COLLABORATION MEETINGS

The Committee chose the first Monday of the month at 11:00 AM to hold the Executive Committee meetings. Mr. Miller stated that the joint PSTA-HART Executive Committee meeting is scheduled for June 8th at 1:30 PM. Chairperson Jonson suggested items for the meeting agenda: 1) update the list of coordination between the two agencies, 2) new technologies, 3) Legislative coordination, and 4) how PSTA-HART could jointly use advertising in the region. Mr. Welch suggested receiving a presentation from HART regarding Compressed Natural Gas (CNG) buses.

Mr. Miller stated that Whit Blanton, the new Executive Director of the MPO is starting the beginning of July. He said there is a scheduled MPO Board workshop for September. Mr. Miller indicated that he suggested to Mr. Blanton having a joint PSTA-MPO Board meeting or participation in some of their strategic planning efforts.

## COORDINATION OF MEMBER COMMUNITY & OTHER INITIATIVES

Mr. Miller explained that there are some significant efforts occurring that PSTA staff is working on with the City of St. Petersburg and also collaborating with Clearwater on their projects. Mr. Miller handed out the lists of projects for each city and asked the Committee how PSTA can best work with both cities' transit-supportive initiatives, but still represent a regional perspective. Ms. Bujalski said it is important to work with the cities, but believes it is also important that the projects fit in with PSTA's overall strategic plan. Chairperson Jonson said the agency has to figure out how much resources it can allocate to the cities' projects. Mr. Welch suggested setting up criteria for projects such as: 1) is the partnership bringing in revenue, 2) does it fit with PSTA's vision, and 3) how the agency is going to pay for it.

**[Ms. Long left the meeting at 1:04 PM and did not return.]**

## OTHER SUGGESTED TOPICS

Non-Participating Cities Discussion – This will be discussed at the next meeting.

Vision/Mission Statement Revisions – Chairperson Jonson distributed his suggested reordering of PSTA's Guiding Principles and revisions. It was decided to discuss the revisions at the next meeting.

## OTHER ISSUES

Public Comment – Personally Addressed Subjects/Use of Another’s Comment Time – Chairperson Jonson asked the Committee for advice on how to handle personally addressed subjects. It was suggested that he state at the beginning of the meeting that there will be no Board members mentioned by name and back and forth dialog. Regarding use of another’s comment time, Chairperson Jonson pointed out that there is a form that needs to be filled out if someone is giving their time to another person, and said he will enforce this rule.

Board Closing Comments – The Committee discussed this issue and agreed to keep the structure as is. Chairperson Jonson spoke about Board members speaking two or more times while other Board members had not spoken once.

## ADJOURNMENT

The meeting was adjourned at 1:31 PM. The next meeting is June 1, 2015 at 11:00 AM.