



PINELLAS SUNCOAST TRANSIT AUTHORITY  
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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING  
MINUTES – JANUARY 12, 2016**

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The Transit Riders Advisory Committee (TRAC) of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Auditorium at PSTA Headquarters at 4:00 PM on this date. The purpose of the meeting was to approve the November 17, 2015 meeting minutes, recommend approval of the Strategic Communication Plan, and the TRAC By-Laws Adjustment. The following members were present:

Elaine Mann, Committee Chair  
Gloria Lepik-Corrigan, Committee Vice-Chair  
Catherine Baranowski  
Julie DiPietrantonio  
David Kovar  
Alejandra Mesa  
Elisabeth Olden  
Vivian Peters  
Robyn Pierce  
Kimberly Rankine  
David Schneider  
Chelsea Schneiter

Absent:

Kurt Hultquist  
G.W. Rolle  
Christian Smith  
Dave Stanton  
Carson Zimmer

Also Present:

Brad Miller, CEO  
Bill Jonson, PSTA Board Member  
PSTA Staff Members  
Members of the Public

## **CALL TO ORDER**

Committee Chair Mann opened the meeting at 4:00 PM.

## **PUBLIC COMMENT**

There were no public comments.

## **NEW MEMBER INTRODUCTIONS**

The TRAC members and staff introduced themselves.

## **CHAIR'S REPORT**

Since Committee Chair Mann was unable to attend the December Board meeting, Mr. Miller provided the recap of the meeting.

## **ACTION ITEMS**

Approval of Minutes – Ms. Lepik-Corrigan made a motion, seconded by Ms. Baranowski to approve the minutes of the November 17, 2015 meeting, as amended. There were no public comments. The motion passed unanimously.

Strategic Communication Plan – Cyndi Raskin-Schmitt, Director of Communications, gave a presentation on PSTA's Strategic Communication Plan. She explained that this comprehensive plan will outline the situation and goals, identify target audiences and key messaging, outline tools and techniques for communicating PSTA's messaging with the public, and describe new and ongoing initiatives and activities. After Ms. Raskin-Schmitt answered a few questions from the Committee, Ms. Pierce made a motion, seconded by Ms. Baranowski to recommend Board approval of the Path Forward Strategic Communication Plan. There were no public comments. The motion passed unanimously.

TRAC By-Laws Adjustment – Committee Chair Mann explained that when a revision was made to the TRAC by-laws in January 2015, a sentence was removed due to a scrivener's error. She indicated that staff is asking the TRAC Committee to recommend approval of the reinstatement of the missing item that was in the original by-laws. Ms. Lepik-Corrigan made a motion, seconded by Ms. Baranowski to reinstate the missing item. There were no public comments. Motion passed unanimously.

## **INFORMATION ITEMS**

By-Laws, Meeting Etiquette & Efficiencies, Sunshine Law – Cassandra Borchers, Chief Development Officer, gave the annual update to the Committee regarding the by-laws and government in the sunshine. The Committee received the information in their packet and Ms. Borchers highlighted a few areas.

Williams Park Public Outreach – Bob Lasher, External Affairs Officer, spoke about the upcoming public outreach for the Williams Park redesign. He indicated that on January 25th, staff will start training on the new downtown St. Petersburg grid system and on January 31st, staff will be stationed throughout Williams Park informing the riders about the upcoming changes; this public outreach will continue until February 17th. He also invited TRAC members to join staff for training and to participate in the public outreach effort.

Shelter Plan - Phase 2 – Chris Cochran, Senior Planner, delivered a presentation on the shelter plan - Phase 2 including background information for the new TRAC members. He explained the distribution strategy for the new shelters and provided the recommended locations of 34 shelters. Mr. Cochran also explained that shelter repurposing is part of the program, where useable old shelters will be re-deployed to new areas. He noted that another important aspect of the shelter plan is the shelter match program working with the cities and the state.

## **FUTURE MEETING SUBJECTS**

The Committee was provided with a list of upcoming meeting subjects.

## **OTHER BUSINESS**

No other business was discussed.

## **ADJOURNMENT**

The meeting was adjourned at 5:20 PM. The next meeting will be held on February 16th at 4:00 PM.