



PINELLAS SUNCOAST TRANSIT AUTHORITY
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EXECUTIVE COMMITTEE MEETING MINUTES MAY 1, 2017

Committee Chair Rice called the May 1, 2017 Executive Committee meeting to order at 11:07 AM. Members present: Darden Rice, Janet Long, Joe Barkley, Bill Jonson, and Pat Gerard. Also present: Brad Miller, CEO, PSTA Staff Members, and Members of the Public.

PUBLIC COMMENT

There were no public comments.

ACTION ITEMS

March 6, 2017 Meeting Minutes – Ms. Gerard made a motion, seconded by Mr. Jonson to approve the minutes. Motion passed unanimously.

[Ms. Long entered the meeting at 11:09 AM.]

Vision and Mission Statements – Mr. Miller talked about PSTA's current and proposed Vision and Mission statements. He noted that the current versions were last adopted on December 2, 2009. He said that the proposed statements were created from the discussions at the January 13, 2017 workshop.

Committee Chair Rice said that she is in favor of the proposed Mission statement from the workshop and the revised Vision from staff and PSTA Executive Committee. Mr. Jonson indicated that he does not believe "quick" is a good word to use. Ms. Long suggested convenient. Mr. Jonson also said he likes the revised recommended Vision. Ms. Long suggested changing the Vision to, "To be the people's first choice for transportation and a driving force for social, environmental, and economic vitality in the community through innovation and partnership." It was noted that, by the direction of the Board, the Mission statement should be short. They discussed the other options for consideration. Ms. Gerard suggested "We connect people to places" as the Mission.

Ms. Gerard made a motion, seconded by Mr. Barkley to recommend approval of the Mission statement, “We connect people to places.” There were no public comments. Motion passed unanimously.

Mr. Barkley made a motion, seconded by Ms. Gerard to recommend the Vision statement, “To be the people’s first choice for transportation and a driving force for social, environmental, and economic vitality in the community through innovation and partnership.” There were no public comments. Motion passed unanimously.

INFORMATION ITEMS

New PSTA Website – Alissa Kostyk, Digital Marketing Manager, indicated that PSTA’s website has not been redesigned in ten years. She said that staff has been working with FKQ Advertising to develop the new and improved site. Ms. Kostyk reviewed the current website and unveiled the new, mobile-friendly site with its much improved user-friendly maneuverability. The Committee tested the new website and made a few comments. Committee Chair Rice suggested “Flamingo” be better highlighted to stand out. Ms. Kostyk mentioned that there will be a website launch event on May 10th at 4:00 PM and everyone is invited.

Regional Transit Feasibility Plan – Mr. Miller talked about the work that Jacobs Engineering has done with the Transit Feasibility Plan. The group discussed the importance that Pinellas County is involved in this endeavor and ways in which PSTA can be engaged with Jacobs and this Plan. Mr. Barkley suggested that the Agency make a presentation to make its best interests known. Ms. Long spoke about the governance model.

[Mr. Jonson left the meeting at 12:15 PM and did not return.]

Performance Management Program – Mr. Miller explained that Mark Aesch from TransPro Consulting, is leading the task to develop a performance scorecard aligned with PSTA’s Vision. He provided an update on activities to date, and presented a draft of the redesigned CEO performance evaluation. Mr. Barkley indicated that he would like to see Mr. Miller’s current evaluation scores plugged into the proposed performance evaluation to see the comparison. Mr. Miller noted that other staff will have a similar scorecard. He stated that Mr. Aesch will be invited to the next Executive Committee meeting to further discuss the performance scorecard.

[Mr. Barkley left the meeting at 12:29 PM and did not return.]

May Board Meeting Agenda – The group reviewed the May Board agenda and Mr. Miller spoke about the PSTA 101 session which, will begin immediately following the meeting. He noted that Debbie Leous, Chief Financial Officer, will have a discussion on PSTA's finances as part of PSTA 101.

FUTURE MEETING SUBJECTS

The Committee was provided with a list of upcoming meeting subjects. Discussion took place about the FY 2018 budget and capital program. Mr. Miller said that there will be a discussion each month, with final budget approval in September.

OTHER BUSINESS

No other business was discussed.

ADJOURNMENT

The meeting was adjourned at 12:44 PM. The next Executive Committee meeting will be held on June 5th at 11:00 AM.