



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

PLANNING COMMITTEE MEETING MINUTES
FEBRUARY 20, 2019

Committee Vice-Chair Barkley called the February 20, 2019 Planning Committee meeting to order at 10:36 am. Members present: Joe Barkley, Joshua Shulman, David Allbritton and Charlie Justice. Member absent: Pat Gerard. Also present were: Brad Miller, CEO, and PSTA staff members.

Action Items:

January 16, 2019 Meeting Minutes – Mr. Justice made a motion, seconded by Mr. Shulman, to approve the minutes. Motion passed unanimously.

Information Items:

Enhanced Spring Break Services 2019 – Cassandra Borchers, Chief Development Officer, presented PSTA's plans to once again partner with the City of Clearwater to provide improved access to Clearwater Beach for the busy Spring Break season and Pier 60 Sugar Sand Festival. She explained that Beachgoer's can park for free at the vacant Clearwater City Hall lot and board any of three PSTA trolleys with a direct ride to the beach. Riders returning to the lot may board free at the northside Clearwater Beach Transit Center or at the soon to be opened, southside City Marina parking lot. Ms. Borchers was pleased to announce the City of Clearwater contributed \$96,000 to offset the cost of the increased routes. She said there will be new colorful wayfinding signs for passengers and extensive social media marketing contests for restaurant gift cards to promote the enhanced service.

Non-Member Cities – Mr. Miller explained that PSTA is examining various scenarios to help reduce the current budget deficit. He talked about the \$4 million potential funding if the non-member cities were members of PSTA. Mr. Miller said there are two options: 1) non-member Cities can vote by referendum to join PSTA and levy ad valorem tax; or 2) a Pinellas Board of County Commissioner-led "2-Step Vote": PSTA areas vote to expand PSTA district boundaries to County-Wide; and an All County referendum levying the 0.75 ad valorem in new areas. The Committee had questions and suggestions, such as increasing the contracted service rate paid by St. Pete Beach and Treasure Island

to make up the deficit, and/or propose a meeting with Commissioner's Bennett and Barkley to discuss ways for their constituents to contribute their fair share and join PSTA.

Future Meeting Subjects:

Mr. Miller mentioned future subjects will include discussions related to reducing the budget deficit such as a possible gas, sales and bed tax.

Adjournment:

The meeting was adjourned at 11:16 am. The next Planning Committee meeting will be held on March 22, 2019 at 2:30 am.