



**PINELLAS SUNCOAST TRANSIT AUTHORITY**  
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**FINANCE COMMITTEE MINUTES**  
**AUGUST 11, 2021**

Committee Chairperson Cocks called the August 11, 2021 Finance Committee meeting to order at 9:01 am. Members present: Vince Cocks, Josh Shulman, Keith Sabiel, Dan Saracki, and Jeff Gow. Member absent: Richard Bennett. Also present: Brad Miller, CEO, and PSTA staff members.

**Public Comment:**

Todd Pressman, Vector Media Consultant, stated that he believes PSTA has made a mistake by not choosing Vector Media. He said that Vector Media is guaranteeing an additional \$870,000 in revenue. He also spoke about the evaluation process that took place. He is requesting the Board deny this award.

Logan Mayer, Vector Media Senior Director of Strategic Partnerships, also talked about the guaranteed revenue. He stated that the vendor staff is choosing does not have experience in Pinellas County. Mr. Mayer also outlined the scores that were given during the evaluation process.

Wendy Lang, Vector Market Manager, provided a brief history of the advertising on the buses. She said she has had a great relationship with PSTA over the years. She also expressed her concerns with the scores Vector Media received from the Evaluation Committee.

Marc Borzykowski, Vector President/CEO, stated that this is the company's first time protesting a bid because of how low the scores were from one evaluator, which resulted in Vector Media not winning the contract. He is requesting the Finance Committee deny this contract.

Casey Sexton, Lamar Transit President, stated that it has been a pleasure working with PSTA. He talked about the solicitation and mentioned their experience with advertising in the business community over the years.

**Action Items:**

**Approve July 21, 2021 Minutes** – Mr. Shulman made a motion, seconded by Mr. Saracki, to approve the minutes. The motion passed unanimously.

**Exterior Advertising Revenue Contract** – Whitney Fox, Director of Marketing and Communications, gave a presentation on the advertising contract. She spoke about PSTA’s brand image and its importance. She showed examples of current full wraps on the buses, noting that installing full wraps does not allow for a PSTA logo, and it is not something staff wanted. She said that Lamar’s proposal was exactly what was requested in the bid. Debbie Leous, Chief Financial Officer, stated that the revenue loss if Lamar is awarded the contract is not a large amount. She added that there will be cost savings because partial wraps will cost less than full wraps. Al Burns, Director of Procurement, talked about the procurement process and representatives from Lamar provided information on their background and experience. Questions and comments were made about brand imaging, scores, full wraps versus partial wraps, non-payment issue with Vector Media, diverse ads on wraps, and percentage of wraps with attorney firms.

After discussion, Mr. Shulman made a motion, seconded by Mr. Gow, to recommend the Exterior Advertising Revenue contract with Lamar Transit. The motion passed unanimously.

**Service Employees International Union (SEIU)** – James Bradford, Chief Operating Officer, provided a presentation of the proposed three-year labor contract with frontline employees with SEIU for FY22 – FY24. He explained that this union represents 490 Bus Operators, Mechanics, and Customer Service Representatives. Mr. Bradford also reviewed the proposed pay structure, annual wage increases, and step progressions. He noted that SEIU voted in favor of the contract. He said that PSTA’s Board approval on August 18, 2021, would represent the final step in the ratification process. Questions were raised regarding incentives for Bus Operators, health insurance, and incentives in relation to other transit agencies.

After discussion, Mr. Saracki made a motion, seconded by Mr. Gow, to recommend approval of the three-year labor contract with SEIU. The motion passed unanimously.

**Benefits Broker** – Trish Collins, Director of Human Resources, talked about the health insurance and benefits broker program. Mr. Burns briefly outlined the procurement process. A question was raised about the contract increase in years four and five. Mr. Shulman made a motion, seconded by Mr. Sabiel, to recommend approval of the contract with the Gehring Group. The motion passed unanimously.

**Facilities, Maintenance, Repair, and Operations (MRO) and Industrial Services** – Henry Lukasik, Director of Maintenance, and Mr. Burns, talked about the proposed 23-month agreement with Fastenal in an amount not to exceed \$368,000. Mr. Saracki made a motion, seconded by Mr. Gow, to recommend approval of the agreement with Fastenal. The motion passed unanimously.

**Reports:**

**Monthly Financial Report** – The financial statements were included in the packet.

**Quarterly Report** – The quarterly reports were included in the packet.

**Other Business:**

No other business was discussed.

**Adjournment:**

The meeting was adjourned at 10:41 am. The next meeting is scheduled for September 15, 2021 at 9:00 am.