

Minutes

SHEBOYGAN TRANSIT COMMISSION

Tuesday, February 16, 2010 at 5:00 p.m.

Third Floor Conference Room – City Hall

Members: Richard Hiers, Chair; Lee Montemayor, Vice-Chair; Mayor Bob Ryan; Ald. Mark Hanna; Ald. James Gischia; Ald. Jean Kittelson; Jim Gilligan; Chief Chris Domagalski; Paulette Enders; Ron McDonald (Ex-officio Member)

Others in Attendance: Kevin Kellner, Deputy Director; Ann Koeller, Administrative Assistant; Scott Navis, ATU #998; Milton Storm; Brian Vanduske; Marge Mattern; Joe Caruso, BreconHill Consulting; Mark Podrzay, Parking Utility Superintendent; Jeff Agee-Aguayo, Bay Lake Regional Planning Commission

Absent/Excused: Ald. James Gischia

1. Call to order

5:00 PM

2. Pledge of Allegiance

3. Approve Minutes from January 19, 2010 Meeting

Ald. Mark Hanna motioned to approve the minutes. Ald. Jean Kittelson seconded the motion. All ayes, motion carried.

4. Public Input (Time limits are at the discretion of the Commission)

None

5. Business Items:

5.1. Com. No. 81-09-10. February 1, 2010.

Submitting a communication from Ed Wackowski regarding changes that he would like to see in Sec. 2-558 of the Municipal Code entitled, "Composition; appointment; terms – Transit Commission"

Ald. Mark Hanna made a motion to hold items 5.1 and 5.2. Motion failed. Vice-Chair Lee Montemayor motioned to hold item 5.1 and strike item 5.2 from the agenda as a point of order, stating item 5.2 never should have been referred back to the Transit Commission. Commissioner Jim Gilligan seconded the motion. Ald. Mark Hanna stated item 5.2 will be discussed at the Committee of the Whole meeting. All ayes, motion carried.

5.2. Gen. Ord. 55-09-10 referred back to the Transit Commission by the Common Council for reconsideration

AN ORDINANCE repealing and recreating Section 2-563 of the Municipal Code relating to fiscal control of Transit Commission expenditures, so as to conform with current practice

- 5.3. Bay Lake Regional Planning Commission Boarding & Alighting Survey, Jeff Agee-Aguayo to attend

Jeff Agee-Aguayo summarized the results of the passenger boarding and alighting survey conducted in October, 2009.

- 5.4. Marketing effort and rebranding by BreconHill Consulting, Joe Caruso to attend

Joe Caruso presented 7 objectives for the transit marketing effort. One component under discussion was the rebranding effort for Sheboygan Transit. Six alternatives were presented.

Mayor Bob Ryan made a motion to approve the rebranding of Sheboygan Transit System. Ald. Mark Hanna seconded the motion. All ayes, motion carried.

Vice-Chair Lee Montemayor made a motion to use the logo presented "Lakeshore Metro" and the style of text to be approved by staff (#2 on the top row of brands presented). Ald. Mark Hanna seconded the motion. All ayes, motion carried.

- 5.5. Authorization to execute contract with Sheboygan County for the provision of Elderly & Disabled Transportation for CY2010.

Vice-Chair Lee Montemayor motioned to approve this item. Ald. Jean Kittelson seconded the motion. All ayes, motion carried.

6. Information Items:

Chair Richard Hiers would like to commend transit staff for their excellent service and assistance to the Sheboygan Community with the recent fire in the downtown area and a Fleet Watch program that yielded the capture of an accused sexual offender.

Sheboygan Transit and RTC drivers went 119 days without an accident claim. In 2009 Sheboygan Transit and RTC employees had 0 Workers Compensation Claims.

Great Job Everyone!

6.1. Departmental correspondence

Sheboygan Transit provided one less day of service in January 2010 vs. January 2009. Ridership declined 7.1%. Revenue declined 18.4%.

The Parking Utility meter revenue is up for January and attended lot revenue is down. The rental stall revenue is not yet available from the Finance Department.

Ald. Mark Hanna motioned to accept and file this information. Ald. Jean Kittelson seconded the motion. All ayes, motion carried.

Next meeting date is scheduled for March 16, 2010.

Vice-Chair Lee Montemayor motioned to adjourn meeting. Commissioner Jim Gilligan seconded the motion. All ayes

Meeting adjourned.

Respectfully submitted by:

Ann Koeller
Administrative Assistant