

Board of Directors of the Kansas City Streetcar Authority

April 27th, 2017 at 12:00 p.m.

Meeting Summary Minutes

Singleton Yard

600 E. 3rd St, Kansas City, Missouri 64106

1. Call to Order:

Michael Hagedorn called the meeting to order. Introductions followed.

2. Approval of Previous Meeting Summary Minutes

Jan Marcason moved to approve the March 30th, 2017 meeting summary minutes, Jim Miller seconded and the motion unanimously carried.

3. Public Comment

There were no public comments.

4. Streetcar 1st Birthday Party Update

Donna Mandelbaum reported that on Saturday, May 6th the Kansas City Streetcar Authority will celebrate its one year anniversary of revenue service. A birthday party complete with cake, balloons and fun will be thrown at Union Station. There are numerous partners and vendors who are signed up to make the party successful.

5. Safety and Security – KCPD/Streetcar Ambassador Update

Major Daniel Gates, KC Streetcar KCPD off-duty coordinator, provided a general update and that they are reevaluating the service levels. He provided an update on recent activities and mentioned the following:

- Morning shifts will continue in May
- There was an extra officer on duty at the birthday party at the station stop
- KCPD is with HTSI Director of Security and Ambassadors to have a continuity of safety
- An officer will be added for the Celebration at the Station Memorial Day weekend

There were no incidents to report.

6. Committee Reports

Marketing Committee

Teri Rogers said that the Marketing Committee plans to meet prior to the next Board of Directors meeting. Donna Mandelbaum stated that the KC Streetcar project team has received a Grand Award from the National ACEC Engineering excellence awards. The ceremony was held in Washington D.C. and representatives from KCMO, KCSA and consultants attended.

Tom Gerend said that an arrangement was established with Smart City Media that allows KCSA to receive 12% commission on any referrals given to Smart City Media that lead to sales. Some of those referrals have resulted in sales (relatively minor) and KCSA is still awaiting payment. Recently, Smart City Media has started more aggressively pursuing national ad partners through their broader sales channels and many of their prospective buyers are inquiring about streetcar assets. This has led Smart City to inquire about a reciprocal commission on referrals that they send our way. In these instances we still get to vet the sponsor, their art, and finalize terms.

The proposal is a 12% commission on leads that lead to sales. This commission rate is significantly less than a formal ad sales agency would charge.

Teri Rogers moved to approve a reciprocal ad sales agreement with Smart City Media subject to Executive Director changes, Jon Copaken seconded and the motion carried.

Donna Mandelbaum said Art in the Loop 2017 Theme is Cue and it is starting in May.

- Art in The Park (City Market Park) 4 art installations and 6 music concerts.
- Art on the Line (KC Streetcar) 6 art installations, 2 performances and 8 music concerts.
- Art at the Library (KC Public Central Library) 3 performances and 2 music concerts.
- Lunchtime Music Series 16 performances from May 17-Sept 6. On Wednesday from 11:30-1:30 at rotating locations.

Operations Committee:

Tom Gerend gave a report on ridership and system usage as of April 26th, 2017.

- Total Ridership -1,959, 809
- Total 2017 Ridership -560,656
- 2017 Daily Average - 4,875
- Cumulative Daily Average - 2016-2017 - 5,521

Mr. Gerend said the FY2017 Q3 Citizen Survey and the KC Streetcar results are in. There were 1,145 responses. There was a presentation on the results and a discussion around the trends. Russ Johnson asked if there is a way to enhance the survey and ask the riders why they were or were not satisfied. Mr. Gerend replied that there is a plan to work with the KCATA to survey riders regionally that will allow different questions.

Mr. Gerend gave an update on the vehicle purchase process The TDD has formally acted and approved the purchase of 2 new vehicles and the next steps are for the City Council to approve it. The Board of Directors will be kept posted on the date the proposal is scheduled to go to City Council. Jeff Krum added that more than half of the cost of the vehicles will be paid out of TDD cash reserves and the 2nd car will be financed, at the most, for a 10 year term.

Budget and Finance Committee

Jeff Krum said the Budget and Finance Committee met April 7th 2017. The financial numbers continue to be encouraging. The Committee approved the recommendation of purchasing vehicle spare parts. Tom Gerend said that there was a handout of the spare parts and their cost at the Board Members places for their reference.

Tom Gerend said that the financials are on target and he feels that KCSA is in a great position going into the next fiscal year. The financial reports were at the Board member places and he asked if there were any questions. There were none.

Matt Staub moved to approve the recommendation of purchasing vehicle spare parts and to accept the March 2017 monthly financial reports, Jim Miller seconded and the motion unanimously carried.

7. System Expansion Report

Mr. Gerend gave an update on system expansion.

Riverfront Feasibility Study

The study is underway and the technical feasibility analysis, route evaluation, and cost estimation are being studied.. The first public engagement meeting is scheduled for Wednesday, May 31st, 2017 at the Steamboat Arabia.

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Southern UMKC Extension Study

The media release about the consultant chosen for the Southern UMKC Extension Study will be released in May. There was a discussion around what will be studied. Mr. Gerend discussed the following:

- Refining alignment details
- Station stop locations and terminus configuration
- Plan for coordinated regional transit service integration and improvement
- Updated cost estimates
- Initiation of federal funding process

8. Report from the Executive Director

Tom Gerend said due to the summer holidays (Memorial Day, 4th of July and Labor Day) KCSA Staff is proposing to combine monthly meetings.

- May/June- Wednesday, June 7th
- July/August-Thursday, August 10th

Susan Robertson added that she agrees and asked if Staff could explore another mechanism to meet i.e., phone or skype if it is necessary. There was a consensus among Board Members that the summer monthly meetings would be combined as proposed.

In response to a question raised about the draft letter that was agreed on last month to send to the U.S. Senators and Representatives that serve our area. Mr. Gerend said it has been drafted and now it is being modified.

9. Jim Miller moved to vote to temporarily close this meeting to the public, pursuant to our authority to do so under subsections 1, 11, 12 and 13 of Section 610.021 of the Missouri Statutes - which authorizes the Authority to close its meetings to the extent the discussion relates to any confidential or privileged communications with its attorney, sealed bids or proposals or related documents, any documents related to a negotiated contract or specifications for competitive bidding, or employees or applicants for employment and that the meeting be reopened to the public upon conclusion of those discussions. Jan Marcason seconded the motion. A roll call of following board members voted to go into closed session: Jeff Krum, Mike Hagedorn, Michael Collins, George Guastello, Russ Johnson, Jan Marcason, Jim Miller, Susan Ford-Robertson, Teri Rogers, and Matt Staub. No board members voted against the motion.

Matt Staub moved to vote to return to open meeting, Jan Marcason seconded. A roll call of the following board members voted to go back into an open meeting: Jeff Krum, Mike Hagedorn, Michael Collins, George Guastello, Russ Johnson, Jan Marcason, Jim Miller, Susan Ford-Robertson, Teri Rogers, and Matt Staub. No board members voted against the motion.

The next meeting will be held on Wednesday, June 7th, 2017, at the Singleton Yard, 600 E. 3rd St., KCMO.

The meeting was adjourned.

Board Members Attending

Michael Collins

Jon Copaken

George Guastello

Michael Hagedorn

Russ Johnson
Jeff Krum
Jan Marcason
Jim Miller
Susan Ford-Robertson
Teri Rogers
Matt Staub

Others attending

Ralph Davis, KCMO
Daniel Gates, KCPD
Tom Gerend, KCSA
Lynn Horsley, KC Star
Ebony Jackson, KCSA
Donna Mandelbaum, KCSA
Sherri McIntyre, KCMO
Charlie Miller, Lewis Rice
Ruben Montenegro, HTSI
Jason Waldron, City of Kansas City