

Board of Directors of the Kansas City Streetcar Authority

October 27th 2016 at 11:30 a.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 and introductions followed. Mr. Hagedorn said that the reason the meeting started 30 minutes early is because Tom Gerend, Executive Director will be leaving immediately after the meeting to go and receive an award from his Alma Mater. The Board Members congratulated Mr. Gerend.

2. Approval of Previous Meeting Summary Minutes

Jim Miller moved to approve the September 29th, 2016 meeting summary minutes, David Johnson seconded and the motion unanimously carried.

3. Public Comment

There were no Public Comments.

4. Safety and Security – KCPD/Streetcar Ambassador Update

Captain Daniel Gates with the Off Duty KCPD program, gave a safety and security report. He said that the officers haven't had many incidents. When there are parking fouls the officers immediately call for a tow truck. The valet queuing on 14th and Main is still an issue. Mr. Gerend added that there are discussion with Cordish on the best way to manage it. It has been decided that for Halloween that masks are not allowed on the Streetcars. He has done research and this is the policy for most streetcars systems in the country.

Tom Gerend added that two of the Streetcar Ambassadors, Larry (Part-Time) and Tamara (Full-Time) have been hired by Herzog Transit Services, Inc. (HTSI) and are in training to be Streetcar Operators. Larry will continue to be an Ambassador as well. This is a blessing and a curse because both of them were the cream of the crop and very valuable ambassadors. KCSA is excited to have them on board as Operators and is very confident that their replacements will be great assets to the team.

5. Marketing Committee

a.) Donna Mandelbaum reported on the media coverage the streetcar has been receiving and the sentiment score. The Thanks-A-Million party was covered by all the T.V. stations. Tom Gerend added that the same day the streetcar celebrated 1 Million trips, Kansas City's City Council presented a resolution acknowledging the accomplishment of 1 Million rides in 5 months. He thanked the Board Members who came to receive it. The resolution was passed around for the Board Members to read.

b.) While some responses to the Biz Care Electronic Survey are coming in, there are many that have not responded. There will be a door to door campaign to encourage higher participation.

c.) The RFP for the Sponsorship Program is always open on www.kcstreetcar.org and www.kcmo.org. The Marketing Committee is being convened for a meeting to discuss adjustments to the program. The feedback that is being received is that the companies would prefer shorter terms and more real estate on the station stops.

d.) The Art on the Line program was very successful and will come to an end November 2nd.

Operations Committee:

Tom Gerend gave a presentation on ridership and system usage. As of October 26th:

- Total Rides 1,109,568
- Highest Ridership: Was on July 16th
- Average – 6,600
- Weekday Average- 4,800

The monthly performance report that is created by Herzog was at the Board Members places for their review. Mr. Gerend also reported on operational reliability.

A New Schedule is planning to be implemented for more runs on off peak time. There is expectation that ridership will dip in the cold months but there are planned events like Downtown Dazzle and Restaurant Week that will help with the winter ridership numbers.

Budget and Finance Committee

Tom Gerend said that the financial reports were at the Board member places and asked if there were any questions. There were none. The Budget and Finance Committee will meet before the next Board of Directors meeting to go over the audit report.

Jim Miller moved to approve the September 2016 monthly financial reports, Teri Rogers seconded and the motion unanimously carried.

6. System Expansion Report and Vote:

Mr. Gerend said that the RFP for the Riverfront Expansion Feasibility Study has been issued. There is an aggressive schedule and the plan is to have a decision made by the end of the year.

There has not been any new news on the Southern Expansion.

Clay Chastain's light rail initiative is on the ballot in November. The KC Star did a profile on the initiative and it sounds like it is close to the Streetcar expansion. There was discussion on if it was necessary to take a public position on it. It was decided to discuss with the Board Attorney.

There was a discussion on how motivated the KCSA is to reinforce the existing fleet. The Board of Directors asked the Executive Director to look at the finances for moving forward with procuring 2 additional streetcars. No action was taken

7. Report from the Executive Director

- Tom Gerend reported that the construction at Union Station is moving forward with an expectation of completion by December 1st, 2016.
- The Streetcar insurance premium is reducing \$10,000 for the next year due to the lack of claims filed.
- Because Thanksgiving falls on our scheduled Board meeting day and Christmas is close, Staff is proposing to combine the meetings, on December 1st or 8th.

Jon Copaken moved to vote to temporarily close this meeting to the public, pursuant to our authority to do so under subsections 1, 11, and 12 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 document or any documents related to 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. Jeff Krum seconded the motion. A roll call of following board Members voted to go into closed session: Nick Benjamin, Michael Collins, Jeff Krum, Mike Hagedorn, Jon Copaken, Jan Marcason, David Johnson, Jim Miller, Teri Rogers, Matt Staub, and Jason Swords. No board Members voted against the motion.

After coming out of closed session, it was announced that the Board voted to authorize Tom Gerend to sign the proposed agreement with UMKC regarding exchange of benefits, and the Board directed Tom Gerend to try to negotiate for the right to remove UMKC logos and information from a streetcar station stop if the Kansas City Streetcar Authority has other opportunities for revenue at that site.

Also, after coming out of closed session, Jeff Krum moved to approve the following wording *“The KC Streetcar Authority has evaluated the light rail proposal appearing on the Nov. 8th ballot, and has determined the plan to be unworkable and financially infeasible, rather, the Kansas City Streetcar Authority believes that it is appropriate to thoughtfully and methodically build on the success of the downtown streetcar starter line”*. David Johnson seconded and the motion unanimously carried.

Matt Staub moved to vote to go out of closed session, Jeff Krum seconded the motion. A roll call of following board Members voted to go out of closed session: Nick Benjamin, Michael Collins, Jeff Krum, Mike Hagedorn, Jon Copaken, Jan Marcason, David Johnson, Jim Miller, Teri Rogers, Matt Staub, and Jason Swords No board Members voted against the motion.

8. Next Meeting

The next meeting will be held on Thursday, December 1st, 2016, at Noon at the Singleton Yard, 600 E. 3rd St., KCMO.

The meeting was adjourned.

Board Members Attending

Nick Benjamin
Michael Collins
Jon Copaken
Michael Hagedorn
David Johnson
Jeff Krum
Jan Marcason
Jim Miller
Teri Rogers
Matt Staub
Jason Swords

Also Attending:

Tom Gerend, KCSA Executive Director
Beth Breitenstein, KCMO
Ralph Davis, KCMO
Chris Hernandez, KCMO
Lynn Horsley, KC Star
Ebony Jackson, KCSA
Donna Mandelbaum, KCSA
Sherri McIntyre, KCMO
Charlie Miller, Legal Counsel
Ruben Montenegro, HTSI