MINUTES
CITY TRANSIT TRUST SPECIAL MEETING
FEBRUARY 9, 2016 - 6:00 P.M.
NEW CITY HALL, COUNCIL CHAMBERS/AUDITORIUM

The meeting was called to order at 6:04 p.m. by Fred L. Fitch, Chairman. Notice of meeting and agenda were posted on the City Hall notice board as required by law.

ROLL CALL

PRESENT: Bob Morford, Keith Jackson (arrived @ 6:07 p.m.), Jay Burk, Dwight Tanner, Jr., Cherry Phillips, V. Gay McGahee, Doug Wells.

ABSENT: Rosemary Bellino-Hall

ALSO PRESENT: Jerry Ihler, City Manager; Frank V. Jensen, City Attorney; Traci Hushbeck, City Clerk, COL Glen A. Waters, Fort Sill Liaison.

CONSIDER APPROVAL OF MINUTES OF CITY TRANSIT TRUST MEETING OF JANUARY 26, 2016.

MOVED by Burk SECOND by Morford to approve the minutes of City Transit Trust meeting of January 26, 2016. AYE: Morford, Burk, Tanner, Phillips, McGahee, Wells. NAY: None. MOTION CARRIED.

NEW BUSINESS ITEMS:

1. Consider rescinding City Transit Trust Policy Number 2002-2 and adopting City Transit Trust Policy Number 2016-1 regarding advertising on real or personal property owned or controlled by the Trust. Exhibits: Proposed new City Transit Trust Policy.

Deborah Jones, representing the Lawton Area Transit System, stated this is a revised advertising policy. There were edits that needed to be incorporated in this policy regarding content which was initiated by the City Attorney. The policy also provides for a new administrative approval of the graphics in wraps. The Transit Trust has approved every wrap and many advertisers and businesses have a specific month out of the year that they approve their advertising budget and if they want to buy a bus wrap they need to do it during that time period. This is causing problems because staff has to have three weeks to get approval from the Trust. Most of the wraps are not sensitive or suggestion, they are simple advertising, so staff would recommend that the Trust amend the policy and allow the City Manager or his designee to do some administrative approvals of these wraps unless it is something sensitive and in that case it would come to the Trust. She stated they are also recommending in this advertising policy to provide for some special promotions so they can get more advertising and more revenue. She stated when the budget is developed each year, the advertising revenue counts as local share. The more advertising they can sell, the lower the local share. They have seven good buses that should be wrapped and they should make every effort to do that.

MOVED by Burk SECOND by McGahee to approve rescinding City Transit Trust Policy Number 2002-2 and adopting City Transit Trust Policy Number 2016-1. AYE: Morford, Jackson, Burk, Tanner, Phillips, McGahee, Wells. NAY: None. MOTION CARRIED.

2. Consider approving a temporary incentive program for certain wrap contracts as a promotion to attract new advertisers and increase revenue. Exhibits: None.

Ryan Landers, General Manager, stated the agenda item relates to adding a temporary incentive program where if a company signed a 12 month contract they would get an additional month for free. This incentive program would last for a period of 24 months.

Phillips questioned why this would last for just 2 years.

Landers stated for the first year or two they want to attract new customers and the only way is to give them something and this was the easiest option.

Wells stated these buses will be taken out of service when the new ones arrive.

Landers stated no, right now the wrapped buses they would be using would be the newer buses and the current fleet they would be using even after they get the new fleet in two years.

Burk questioned if staff has done anything with the older buses they talked about wrapping.

Landers stated nothing. They put that agenda item on hold for monetary reasons.

<u>MOVED by Morford SECOND by Phillips</u> to approve a temporary incentive program for certain wrap contracts as a promotion to attract new advertisers and increase revenue. AYE: Morford, Jackson, Tanner, Phillips, McGahee, Wells. NAY: None. ABSTAIN: Burk. MOTION CARRIED.

There being no further business, the meeting adjourned at 6:13 p.m. upon motion, second and roll call vote.

FRED L. FITCH, CHAIRMAN

ATTEST:

TRACI L. HUSHBECK, SECRETARY