

# County Connection

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Agenda Item No. 4.a.

## CCCTA BOARD OF DIRECTORS

### MINUTES OF THE REGULAR MEETING

July 17, 2014

#### CALL TO ORDER/ROLL CALL/CONFIRM QUORUM

Chair Simmons called the regular meeting of the Board of Directors to order at 9 a.m. Board Members present were Directors Andersen, Dessayer, Hudson, Manning, Schroder, Storer, Tatzin, Weir and Worth. Directors Hoffmeister arrived after the meeting convened.

Staff: Ramacier, Chun, Barnes, Bowron, Burdick, Churchill, Dean, Gaston, Hill, Mitchell, Muzzini, and Vassallo

#### CONSENT CALENDAR

**MOTION:** Director Dessayer moved approval of the Consent Calendar, consisting of the following items: (a) Approval of Minutes of Regular Meeting of June 19, 2014. Director Hudson seconded the motion and it received the following vote of approval:

Aye: Directors Andersen, Dessayer, Hudson, Manning, Schroder, Simmons, Storer, Tatzin, Weir and Worth  
No: None  
Abstain: None  
Absent: Director Hoffmeister

#### REPORT OF CHAIR

##### Nominating Committee for Election of CCCTA Officers

Director Simmons reported that the nominating committee, consisting of the current Chair and two past Board Chairs have met. They nominate Director Dessayer as Chair, Director Storer as Vice Chair, and Director Weir as Secretary. The nominations will remain open until the Board meeting next month, at which time nominations will close and the new officers will be elected.

#### REPORT OF GENERAL MANAGER:

General Manager Rick Ramacier asked the Board to look at the new bus design on the buses out of the bus yard. The Board members and staff walked outside to see for themselves how the bus advertising configuration would be different from the way it is now. After a tour and a brief discussion, the General Manager ended his report.

## **REPORT OF STANDING COMMITTEES**

### **Marketing, Planning & Legislative Committee**

#### **Bus Advertising Contract and Resolution No. 2015-001**

Director Schroder explained that County Connection received 1 proposal from our current advertiser, Lamar Transit Advertising, in response to the Request for Proposals. The MP & L Committee recommends that County Connection go it alone as opposed to a joint contract with other small operators, to avoid disagreements about revenue split and maximize revenues. Director Schroder stated that the MP & L Committee also recommends use of the "percentage of gross with a minimum guarantee" type payment method to better track sales and optimize potential ad revenues. Finally, following much discussion of the pros and cons of limiting bus advertising space to below the bus, or allowing the advertiser to use full wrap advertising on no more than 20% of the fleet, the Board determined that it would be appropriate to maximize revenue by allowing the full wrap option, which would then be available to fund more public transit service. Several directors noted the larger windows on the new buses limited advertising space, and that the relocation of the County Connection logo to above the windows preserved the identity and brand of County Connection.

**MOTION:** Director Hudson moved approval of awarding the Bus Advertising Contract to Lamar Transit Advertising, and revised Resolution 2015-001, for a three year term with two one year options, based upon the percentage of gross and minimum guarantee basis of compensation, and based upon allowing the use of full wrap advertising on no more than 20% of the fleet. Director Schroder seconded the motion and it received the following vote of approval:

**Aye:** Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons Storer, Tatzin, Weir and Worth  
**No:** None  
**Abstain:** None  
**Absent:** None

#### **Title VI Equity Analysis-Service Change & Mid-day Free Fare, Resolution No. 2015-002 & Resolution No. 2015-003**

Laramie Bowron and Anne Muzzini presented the two Title VI Equity Analyses for the Walnut Creek Service Changes and for the Mid-day Senior/Disabled Free Fare Program. After a brief Board discussion of the legal ramifications a motion was made.

**MOTION:** Director Schroder moved approval of Resolution No. 2015-002, Adoption of Title VI Equity Analysis of 2014 Walnut Creek Service Changes. Director Hudson seconded the motion and it received the following vote of approval:

**Aye:** Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons Storer, Tatzin, Weir and Worth  
**No:** None  
**Abstain:** None  
**Absent:** None

**MOTION:** Director Schroder moved approval of Resolution 2015-003, Adoption of Title VI Equity Analysis of Senior/Disabled Mid-day Free Fare Program. Director Hoffmeister seconded the motion and it received the following vote of approval:

**Aye:** Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons Storer, Tatzin, Weir and Worth  
**No:** None  
**Abstain:** None  
**Absent:** None

### **Report from the Advisory Committee**

#### Appointment of Jeremy Weinstein to the Advisory Committee as a Representative from the City of Walnut Creek

Director Simmons stated that the City of Walnut Creek recruited for individuals to apply for the advisory committee. The City had two applicants and interviewed them both. They recommended Jeremy Weinstein to become a member of County Connection Advisory Committee.

**MOTION:** Director Simmons moved approval of the Appointment of Jeremy Weinstein to the Advisory Committee as a Representative from the City of Walnut Creek. Director Hudson seconded the motion and it received the following vote of approval:

**Aye:** Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons Storer, Tatzin, Weir and Worth  
**No:** None  
**Abstain:** None  
**Absent:** None

**BOARD COMMUNICATION: None**

### **CLOSED SESSION:**

Public Employee Performance Evaluation Pursuant to Government Code Section 54957  
Position: General Manager

At 9:47 a.m. Chair Simmons announced that the Board will go into closed session regarding Public Employee Performance Evaluation of the General Manager.

### **OPEN SESSION:**

#### **A. REPORT OF ACTION(S) TAKEN DURING CLOSED SESSION**

The Board reconvened in open session at 10:13 a.m. Chair Simmons announced the Board met in closed session to discuss the performance evaluation of the General Manager.

**MOTION:** Director Dessayer moved Resolution No. 2015-004, Approving Sixth Amendment to Employment Agreement between Central Contra Costa Transit Authority and Rick Ramacier, providing for an approximate 2% increase in the General Manager's salary to \$171,500 as of July 1, 2014. Director Hudson seconded the motion and it received the following vote of approval.

**Aye:** Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons Storer, Tatzin, Weir and Worth  
**No:** None  
**Abstain:** None  
**Absent:** None

**MOTION:** Director Dessayer moved that the Chair and Legal Counsel develop a bonus pool of \$3500 for the General Manager. Director Tatzin seconded the motion and it received the following vote of approval.

**Aye:** Directors Andersen, Dessayer, Hoffmeister, Hudson, Manning, Schroder, Simmons Storer, Tatzin, Weir and Worth  
**No:** None  
**Abstain:** None  
**Absent:** None

**ADJOURNMENT:** Chair Simmons adjourned the regular Board meeting at 10:14 a.m.

Minutes prepared by

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Lathina Hill  
Assistant to the General Manager

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Date