



**Anaheim Transportation Network
Board of Directors and General Membership
Meeting Minutes
Wednesday, November 19, 2014
3:00 P.M. – 5:00 P.M.
Anaheim Convention Center
Mezzanine Conference Room
800 West Katella Avenue, Anaheim, CA 92802**

ATN Board Members in Attendance:

Jerry Alder, Gardenwalk
Sergio Bocci, Hilton Anaheim
Fred Brown, Desert Palms Hotel & Suites
Tony Bruno, Sheraton Park
Jay Burress, AOCVCB
Tom Morton, City of Anaheim
Bill O'Connell, Stovall's Hotels
Paul Sanford, Anabella Hotel
Grant Dawdy, Disneyland Resort

ATN Staff Present:

Diana Kotler, ATN
Barbara Adams, ATN
Lita Aguilar, ATN
DeAndre McCall, ATN
Belinda Trani, ATN

ATN Legal Counsel:

Fred Whitaker, Cummins & White, LLP

ATN Members Present:

Francois Khoury, Embassy Suites
Bharat Patel, Castle Inn and Suites

Ex-Officio Members:

Felicia Adams, First Transit

Members of the Public Present:

Shawn Chavira, First Transit
Linda Johnson, City of Anaheim
Emmanuel Perez, First Transit
Todd Priest, Curt Pringle & Associates
Sue Zuhlke, OCTA



AGENDA

The ATN Board of Directors meeting was called to order at 3:02 pm

WELCOME & INTRODUCTIONS

Executive Director Kotler mentioned that with the opening of ARTIC on December 13, 2014, that this will be the last meeting of the ATN Board of Directors at the Anaheim Convention Center. On behalf of the entire ATN Board of Directors, special acknowledgement was expressed Director Morton and the Anaheim Convention Center staff for their hospitality over the years of service to the ATN.

ADDITIONS/DELETIONS TO THE AGENDA

None

PUBLIC COMMENTS

None

SPECIAL CALENDAR:

1. **Presentation of a Resolution to Emmanuel Perez for the Anaheim Resort Transportation Operator for the Month of October 2014**

3:05 pm recess to convene ATN General Membership meeting.

ATN GENERAL MEMBERSHIP MEETING:

2. **Continue discussion and review of the proposed Anaheim Resort Transportation route streamlining and other technology, marketing and public outreach activities**

As part of the annual update of the ATN programs and services, as well as to outline projects slated for the upcoming year, the Executive Director summarized the following initiatives:

- a. Text2Go System is in the final implementation stages and is slated for deployment within 45-60 days. Unique text identification numbers have been assigned for each stop to enable ART patrons and front desk staff to receive real-time ART bus arrival information.
- b. To coincide with the implementation of the Text2Go system, all informational signs will be redone for each ART bus stop location and lodging establishments' lobbies.
- c. Work is in process to deploy real-time bus arrival electronic signs at ARTIC.
- d. An updated ART website will go live on December 13, 2014 and will include service updates, trip planning tools and will coincide with the ATN's electronic ticketing payment system



The above mentioned web-based tools are slated for implementation by December 13, 2014 to coincide with the opening of ARTIC.

A new edition of ART system map will be distributed by December 13th. System map has been completely re-designed to accommodate ART service growth and implementation of traveler tools.

Director Morton inquired if ART signage at East Esplanade will have the same color and numbers coding system as ART system map. Executive Director Kotler explained that at East Esplanade only stop numbers will be available, but these numbers will correspond to the ART system map. Discussions with Disneyland Resort's Transportation and Parking staff has been initiated to investigate electronic signage options.

Director Dawdy mentioned an "app" called "Double Map". This application allows riders to track arrival information. Belinda Trani indicated that ART's mobile site will have the same functionality and will have a trip planner ability. Todd Priest mentioned that our routes are federally funded and so there could be some constraints to use outside vendors.

Director Morton asked if our mobile app will work like Uber and would show ART bus progression along the route. Belinda Trani responded that the proposed trip planning and arrival functions will be similar to Uber application.

Executive Director Kotler said that text will be the first thing completed to go along with ARTIC. The other components are expected to be completed by the end of the calendar year.

3. Review and discuss proposed 2015 Anaheim Transportation Network Work Program

Executive Director Kotler indicated that after years of continuous growth and expansion, it is time for the ATN to take a closer look at its internal operations and dedicate 2015 to the systematic, retrospective, changes for the ATN. Deeper consideration of the ATN's institutional structure, assessment fee assumptions, by-laws, and other institutional and governance parameters need to be considered and re-evaluated in order to ensure that the organization's foundation is in-line with the operational needs and desires of the community we serve.

With this summary, for 2015, ATN needs to concentrate on the following areas:

1. ATN — Institutional Structure

As the ATN continues to grow in its scope and complexity, current governance structure needs to be looked at in consideration of:

- a. ATN By-Laws



- b. Recommendations to the Phase II of the ATN Re-Structure Study (study commencement in Spring/Summer 2015); and
- c. Long-term governance options

Based on the findings and recommendations of the Phase II ATN Re-Structure Study, the ATN Board of Directors needs to evaluate and prepare recommendations for the ATN membership and assessment rates. Should changes to the current financial model be recommended and approved, the proposed membership, assessment and incentive payment structures, should be considered in concert with the review of the ATN by-laws and institutional structure. This discussion and approval process should take a comprehensive approach taking into consideration multiple distinctive areas of the City of Anaheim as well as areas served by ATN outside of Anaheim.

2. Platinum Triangle Mitigation Monitoring Program

Due to the difficult past economic conditions, ATN's efforts to develop service parameters for Platinum Triangle have been put on hold. Taking into consideration new developments planned for the Platinum Triangle, transportation infrastructure projects, and current connectivity options between the Anaheim Resort and Platinum Triangle, ATN needs to revisit and restart discussions with the property owners in Platinum Triangle.

3. Service Expansion Considerations

Continue to evaluate viability of Anaheim Resort Transportation (ART) service expansion considerations through direct operations, i.e. Costa Mesa destinations, and through partnership opportunities via ARTIC connectivity. Develop and implement joint marketing and promotional programs to encourage multi-modal transportation choices. Consider and evaluate ATN's institutional structure, as it pertains to outside funding opportunities, public and private, as well as ability to serve other communities with strong leisure and convention markets.

4. Evaluate and Provide Recommendations for Complementary Transportation Service Options

As the ATN continues to increase its operating area and expand to other cities in Orange County, we need to evaluate the feasibility, and potential liability, for direct operation of Complementary Transportation Services for individuals with disabilities.

Chairman Sanford suggested that we get a consultant for our fee structure. That it may be possible to reduce the burden on ATN members. Vice Chair Brown inquired about reduced fees for hotels, as it relates to the order of magnitude of the annual rebates available for the Anaheim hospitality community. Executive Director Kotler explained that the rebate is substantial and annual rebate is structured to coincide with lower pricing of ART tickets and is dependent upon pre-set annual ticket



sales goals. Todd Priest mentioned that this is probably a good time to discuss this as we look at the Platinum Triangle and as we deliberate ATN's comprehensive fee structure.

- 4. **2015 ATN Board of Directors Nominations and Elections**
 - a. **Nominations from the Floor**
 - b. **New and Incumbent Board Member Self-Introductions**
 - c. **Conduct Vote for 2015 ATN Board of Directors**

New and incumbent members were invited to make remarks from the floor, including two new candidates, Francois Khoury and Bharat Patel seeking a position on the ATN Board of Directors. Mr. Khoury, representing Embassy Suites North, provided an overview of his professional career and asked for the vote. Mr. Bharat said that he has been with the Castle Inn and Suites for 25 years and as a firm supporter of ART, is seeking election to represent the underserved properties along Harbor Boulevard corridor.

5. **Announce 2015 ATN Board of Directors**

Following collection and counting of ballots, 2015 ATN Board of Directors was announced as follows:

	ATN	Executive Director		Ms	Diana	Kotler
	Cummins & White	Legal Counsel		Mr	Fred	Whitaker
1	Anabella Hotel	Director	Dec 2016	Mr	Paul	Sanford
2	Desert Palms & Suites	Director	Dec 2016	Mr	Fred	Brown
3	Prospera Hotels	Director	Dec 2015	Mr	Ronald	Kim
4	Anaheim Marriott	Director	Dec 2015	Mr	Cesar	Cezares
4	Anaheim Marriott (Proxy)	Director		Mr	Mark	Ochoa
5	Embassy Suites North	Director	Dec 2015	Mr	Francois	Khoury
6	Anaheim Chamber of Commerce	Director	Dec 2016	Mr	Todd	Ament
7	Anaheim GardenWalk	Director	Dec 2016	Mr	Jerry	Alder
8	AOCVCB	Director	Dec 2016	Mr	jay	Burress
8	AOCVCB (Proxy)	Director		Ms	Mindy	Able
9	Walt Disney Company	Director	Dec 2015	Ms	Kyndell	Thorson
10	City of Anaheim	Director	Dec 2015	Mr	Tom	Morton
11	Stovall Properties	Director	Dec 2015	Mr	Bill	O'Connell
12	Hilton Anaheim	Director	Dec 2015	Mr	Sergio	Bocci
13	Sheraton Park	Director	Dec 2016	Mr	Tony	Bruno



The Anaheim Transportation Network General Membership Meeting was adjourned at 3:45 p.m. The Anaheim Transportation Network Board of Directors Meeting was reconvened at 3:46 p.m.

CONSENT CALENDAR

Items 6 – 13 on the consent calendar will be acted on by one roll call vote unless members of the ATN Board of Directors, staff or the public request the item to be discussed and/or removed from the consent calendar for separate action:

6. Receive and approve minutes of the ATN Board of Directors meeting held on Wednesday, October 22, 2014 and Special Meeting held on Friday, November 7, 2014
7. Receive and file status report pertaining to the Anaheim Transportation Network operations
ATN Focus Area Reports – October 2014
8. Receive and file ART Operating Reports through October 2014
9. Receive and close financial reports for the period of September 2014 and approve electronic payments for the period of November 2014.
10. Receive and file ATN membership report for October 2014
11. Receive and file customer service summary for October 2014
12. Receive and file sales report summary for October 2014
13. Receive and file ATN Board of Directors 2015 meeting schedule

By motion, Brown/Morton, the ATN Board of directors approved the consent calendar.

Ayes: Alder, Brown, Bocci, Burress, Bruno, Morton, O’Connell, Sanford, Dawdy
Noes: None

OPERATIONAL REPORT:

14. **ART operational update – monthly report provided by First Transit**

Felicia Adams, Operations Manager at First Transit reported that they are preparing for the holidays. First Transit is continuing to recruit to meet the required staffing efforts. First Transit is working to



increase the number of full time employees staff and currently have 109 full time positions filled. Recruitment for part time employees is ongoing.

Shawn Chavara, Interim General Manager for First Transit stated that he will be working at the Anaheim location or the next few weeks assisting with preparation for the holidays and CHP inspection coming up next week.

ACTION CALENDAR:

15. Review and approve Anaheim Transportation Network annual Membership Investment Rates for calendar year 2015

Every year, prior to the distribution of annual ATN Membership Investment Rates, the ATN Board of Directors needs to approve these rates. The initial rates have been established in 1996 and have not been adjusted since that time. Since ATN Membership Investment Rates were established to attract membership and not to discourage participation, the Board has been reluctant to increase these rates; therefore, the proposed 2015 ATN membership investment rates are recommended to remain the same as in 2014. The ATN By-laws specifically call-out membership categories and dictate that all Voting and Associate Members shall pay annual investment rates. These rates must be approved by the Board with a two-thirds vote of the ATN Board of Directors.

The by-laws also call for ATN membership structure categories as follows:

1. Hotels and Motels
2. Employers not operating as Hotels or Motels
3. Event Centers
4. Associates
5. Multiple Properties in Same Category - Identical ownership structure, with more than one business in a certain category
6. Multiple Properties in Different Categories - Owners with identical ownership structure, with more than one business in separate categories (i.e. one hotel and one employer)

The membership rates, as originally established are:



Membership Category	Membership Rate	Minimum Rate per Year	Maximum per Year
Lodging Establishments	\$1.75/room/year	\$300	\$1,500
Employers	\$1.50/employee/year	\$300	\$3,250
Major Event Centers	\$65/one million visitors/year	\$300	\$650
Associate Members	\$300/member	N/A	N/A

Director Alder inquired about the category of membership investment for GardenWalk. Executive Director Kotler indicated that GardenWalk is considered as one site and one employer; however, tenants located at Downtown Disney are treated as individual members and each must maintain and pay a membership investment fee to the ATN.

Director Bruno stated that with the upcoming 2015 work program is very timely, as we need to start to think about equitable playing field and pricing strategies for all ATN members.

By motion, Sanford / Bocci, the ATN Board of directors approved the Anaheim Transportation Network annual Membership Investment Rates for calendar year 2015.

Ayes: Alder, Brown, Bocci, Burress, Bruno, Morton, O’Connell, Sanford, Dawdy
Noes: None

Adjourn ATN Board of Directors Meeting at 4:14 pm

CLOSED SESSION:

16. Conference with Legal Counsel – Anticipated Litigation
Significant exposure to litigation pursuant to Government Code Section 54956.9(b): (1 matter)

The Closed meeting ended at 4:30 pm

Adjourn ATN Board of Directors Meeting at 4:30 pm to proceed in Closed Session:

Conference with Legal Counsel – Anticipated Litigation



Significant exposure to litigation pursuant to Government Code Section 54956.9(b)

At 5:05 pm ATN Board of Directors reconvened the Board Meeting. Legal counsel made a report.

ATN Board of Directors adjourned at 5:07 pm.