



**Anaheim Transportation Network
Board of Directors Meeting Minutes
Wednesday, July 24, 2013
3:00 P.M. – 5:00 P.M.**

**Anaheim Convention Center
Mezzanine Conference Room
800 West Katella Avenue, Anaheim, CA 92802**

Board members in attendance:

Jerry Alder, Anaheim GardenWalk
Todd Ament, Anaheim Chamber of Commerce
Kevin Anderson, The Catch
Sergio Bocci, Anaheim Hilton
Marcus Borman, Anaheim Marriott
Fred Brown, Desert Palm Hotel & Suites
Jay Burress, Anaheim Visitors and Convention Bureau
Grant Dawdy, The Walt Disney Company
Jeff Morse, DoubleTree Guest Suites
Bill O'Connell, Best Western Stovall Hotels

ATN Staff Present:

Diana Kotler, ATN
Barbara Adams, ATN
Lita Aguilar, ATN

Ex-Officio Members:

Robert Johnson, MV Transportation, Inc.

ATN Members Present:

Linda Johnson, City of Anaheim

Members of the Public Present:

Rick Bacigalupo, OCTA
Joan Christopher, MV
Darlene Cochran, Pacific Coast Sightseeing
Joe Escobedo, MV
Maribel Leon, PCSTC Inc, Coach USA
Bill Long, Victory Communications
Jacquelyn Mitchell, MV
Todd Priest, CP&A
Curt Pringle, CP&A
Nancy Rincon, National Express
Emelio Vasquez, MV
Sue Zulke, OCTA

At 3:05, while waiting for a quorum to arrive, Executive Director, Diana Kotler, discussed the Request for Proposals (RFP) process initiated by the Walt Disney Company (Disney). Based on discussions initiated by Disney, the RFP was withdrawn for all services. Preliminary discussions indicate expansion of existing ART public routes to accommodate local transportation needs. Further updates will be provided at the August ATN Board of Directors Meeting.

Directors Anderson and Ament arrived to the July ATN Board of Directors meeting.

AGENDA

Call To Order Anaheim Transportation Network Board of Directors Meeting at 3:08 pm.

WELCOME & INTRODUCTIONS

SPECIAL CALENDAR

1. Presentation of a Resolution to:
 - a. Joan Christopher for the Anaheim Resort Transportation Operator for the Month of June
 - b. Jacquile Mitchell for the Anaheim Resort Transportation Operator of the Quarter
 - c. Victor Jimenez for the Anaheim Resort Transportation Excellence Award

ADDITIONS/DELETIONS TO THE AGENDA - None

PUBLIC COMMENTS - None

CONSENT CALENDAR

Items 2 – 8 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:

2. Receive and approve minutes of the ATN Board of Directors meeting held on Wednesday, June 26, 2013
3. Receive and file status report pertaining to the Anaheim Transportation Network operations
ATN Focus Area Reports – June 30, 2013
4. Receive and file ART Operating Reports through June 30, 2013
5. Receive and file ATN membership report for June 30, 2013
6. Receive and close financial reports for the periods of May 31, 2013. File draft financial reports for the period of June 30, 2013
7. Receive and file customer service summary for June 30, 2013
8. Receive and file sales report summary for June 30, 2013

END OF CONSENT CALENDAR

By motion (Brown/Borman) Items 2 – 8 on the Consent Calendar were acted on and approved by one roll call vote.

AYES: 9

NOES: 0

ABSTAIN: 0

OPERATIONAL REPORT:

9. ART operational update – monthly report provided by MV Transportation, Inc.

Robert Johnson said that they are still training staff going into summer.

Informational Item – No action required.

BOARD WORKSHOPS:

10. Update from the City of Anaheim on the Anaheim Regional Transportation Intermodal Center (ARTIC) and Anaheim Rapid Connection (ARC) projects. *Presentation by Linda Johnson, City of Anaheim. Originally scheduled for the June 26, 2013, ATN Board of Directors meeting*

Linda Johnson, City of Anaheim, provided a status updated on construction and solicitation of the property management company for the Anaheim Regional Transportation Intermodal Center (ARTIC).

As construction of ARTIC continues, simultaneously, the City of Anaheim is proceeding with the solicitation process for the Terminal Operator. A Request for Qualifications (RFQ) was released by the City and shortlisted firms should be announced in the August/September timeframe. Upon completion of the selection process for the Terminal Operator, a lease agreement for tenant services will be available for consideration of the ATN.

The planning process for the Anaheim Rapid Connection (ARC) restarted. The primary purpose for the ARC project will be to provide first/last mile connection between the Platinum Triangle and The Anaheim Resort in an effort to encourage residents, commuters and guests to use public transportation within our region.

A two-directional, at-grade, track will be 3.2 miles each way (6.4 miles total) beginning at ARTIC, going along Katella Avenue and terminating at the facility off of Harbor Boulevard, where a pedestrian bridge over Harbor Boulevard would connect ARC to the Disneyland Resort. A maintenance facility will be located at this location as well. Some right-of-way acquisition will be necessary to accommodate for pedestrian bridge and maintenance facility.

Projected Schedule:

▪ EIR Scoping Meeting	September 2013
▪ Completion of EIR	End of 2014
▪ Final Design	End of 2015
▪ Begin Construction	2016
▪ Begin Operations	2018

ATN Board members asked in the withhold of federal funds due to 13C issue would be a concern. OCTA representative Rich Bacigalupo informed the ATN Board of Directors that this issue is of an immediate concern, but not a long term concern.

ATN Board member Grant Dawdy arrived to the Board Meeting at 3:30 pm.

ACTION CALENDAR:

11. Appoint Tony Bruno, General Manager, Sheraton Park Hotel at The Anaheim Resort, to ATN Board of Directors to fill a vacancy created due to the retirement of ATN Director Jeff Morse

By motion (Brown/O'Connell) action approved by vote to appoint Tony Bruno to the ATN Board of Directors to fill vacancy created due to the retirement of Jeff Morse.

AYES: 10

NOES: 0

ABSTAIN: 0

12. Approve consulting agreements with Transportation Management Services (TMS) for \$61,490 and with Curt Pringle & Associates for \$92,900 to continue implementation of the Rideshare Development Project awarded by Orange County Transportation Authority (OCTA). Total award from OCTA for the Rideshare Development Project is \$221,740

ATN will continue its work with the Orange County employers through the award of the Rideshare Development Project awarded by OCTA. Efforts initiated in 2012 will continue and will move from information gathering phase to full implementation.

Project team will consist of Curt Pringle & Associates, TMS and Barbara Adams from the ATN. Ms. Adams will provide support to the consulting team.

By motion (Brown/Ament) action approved by vote to award consulting agreements with Transportation Management Services (TMS) and Curt Pringle & Associates.

AYES: 10

NOES: 0

ABSTAIN: 0

13. Approve a three-year with two one-year options government affairs agreement with Curt Pringle & Associates to assist the ATN with policy development, governmental advocacy efforts, communications and media relations.

With major project underway and in the planning phases, it is important for the ATN to have adequate presence and advocates to ensure that the ATN interests and services are well represented to the local and regional agencies.

As indicated by the completed ATN Re-Structuring Study, significant service delivery implications may adversely affect the ATN's future ability to provide service to the community. To ensure that the ATN is fully engaged and is cognizant of the upcoming policy decisions, by other local and regional agencies, the ATN needs support in its policy development, governmental advocacy, communications and media relations. To provide the necessary depths of expertise and representation, staff recommends retaining Curt Pringle & Associates (CP&A) to assist with services mentioned above.

CP&A, as full-service public relations, public affairs and government relations firm, will be able to guide, advise and represent the ATN, and its Board of Directors, as transportation decisions and projects proceed through planning, funding and implementation phases.

Since the ATN is a small transportation agency, it is imperative that our organization is adequately represented as significant transportation decisions will be made by local and regional agencies that may impact ATN's future ability to deliver transportation services to the community. CP&A's representation of the ATN to local and regional governments, communicating our purpose and ability, to key government leaders, shall ensure the ATN's participation and relevance in the decision-making process. CP&A's Scope of Services and fees were provided to the ATN Board of Directors

Board member Brown requested that staff follow-up with CP&A on the fees associated pass the initial 3-year term. Staff indicated that the contract option years could be only approved by the Board and at that time fees associated with the exercise of the options years would be addressed and discussed at that time.

Board member O'Connell stated that the agreement with CP&A was necessary and that there no one better that Curt Pringle & Associates to represent ATN and its Board's interests.

By motion, (Brown/Ament), action approved to approve a three year with two one year options government affairs agreement with Curt Pringle and Associates.

AYES: 10

NOES: 0

ABSTAIN: 0

14. Approve an Agreement for Demolition and Construction Services in response to the Invitation for Bids for ATN's new location at 1354 S. Anaheim Blvd., Anaheim, CA 92805 Update and supporting materials will be provided at the Board Meeting

ATN only received one bid for tenant improvements and the bid was for approx. \$1.2 million.

ATN had an extensive meeting with the architect regarding value engineering to reduce the cost of project. Modifications to the plans will be made by Ware Malcomb and the Invitation for Bid (IFB) will need to be re-released as the ATN staff is not permitted to inquire and discuss project costs with the only bidder.

ATN must reject the current bid and is planning to re-release the IFB in September.

Information received from the contractors indicates that with some modifications to construction schedule, other general contractors would be willing to participate in the project. In addition, the ATN will need to increase its project budget. With the anticipated release of federal funds, the ATN Board of Directors will have flexibility to increase the budget from the current \$500,000 to approximately \$650,000.

15. Approve an amendment to an Advertising Agreement with Victory Communication, Inc. for deployment of real-time LED ribbon advertising program on board ten (10) ATN buses

In October of 2012, the ATN Board of Directors authorized staff to proceed with the implementation of the real-time advertising project. Based upon discussion at the June Board meeting, the ATN is in the process of formalizing its business relationship with ICG (technology vendor). Meanwhile, to begin pre-sale of the advertising opportunities, current agreement with Victory Communication needs to be amended to adjust current commission structure.

The InfoTainment project will be implemented in two phases:

Phase I	Graphics Displays
Phase II	Addition of Audio Functionality

Phase II implementation would be timed with the NAMM 2014 Show.

Board members advised staff to be careful with the audio portion of the project as preliminary testing of the audio/video component indicated that audio at the end of the service day was found to be disruptive to the passengers.

16. By motion, (Brown/Ament), action approved an amendment to an Advertising Agreement with Victory Communication, Inc. for deployment of real-time LED ribbon advertising program on board ten (10) ATN buses

AYES: 10

NOES: 0

ABSTAIN: 0

Other Business

Adjourn ATN Board of Directors Meeting

Next regular ATN Board of Directors meeting will take place at the Anaheim Convention Center, Room 206, 800 West Katella Avenue, Anaheim, on Wednesday, August 28, 2013.