



## Item #1

### MINUTES OF THE REGULAR BOARD OF DIRECTORS MEETING WEDNESDAY, JULY 5, 2017 – 10:00 A.M.

#### **Call to Order**

Chair Bryan MacDonald called the regular meeting of the Board of Directors of Gold Coast Transit District to order at 10:05 A.M. at the GCTD Administrative Facility, 301 E. Third St., Oxnard, California.

#### **Roll Call**

Chair Bryan MacDonald – City of Oxnard  
Vice-Chair John C. Zaragoza – County of Ventura - ABSENT  
Director Paul Blatz – City of Ojai  
Director Jim Hensley – City of Port Hueneme  
Director Cheryl Heitmann – City of Ventura (arrived at 10:20am)

#### **Staff Present**

Steven P. Brown, General Manager  
Mike Maurer, General Counsel  
Steve Rosenberg, Director of Finance and Administration  
Ana Perez, Clerk of the Board  
Debbie Williams, Director of Human Resources  
Andrew Mikkelson, Director of Transit Operations  
Vanessa Rauschenberger, Director of Planning & Marketing  
Daniel Amaro, Finance Analyst  
Claire Johnson-Winegar, Planning Manager  
Matt Miller, Transit Planner II  
Beatris Megerdichian, Transit Planner I  
Marlena Kohler, Purchasing Manager/DBE Officer  
Tanya Hawk, Buyer  
Margaret Heath, Paratransit & Special Projects Manager  
Cynthia Torres Duque, Communications & Marketing Manager  
James Beck, Fleet Manager  
Sara Bonales, Transit Supervisor

#### **Ceremonial Calendar**

The pledge of allegiance was led by Director Blatz.

#### **GOLD COAST TRANSIT DISTRICT**

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### **Employee Recognition**

Mr. Rosenberg, Mr. Brown, Chair MacDonald and the GCTD Board of Directors congratulated Daniel Amaro, Finance Analyst, for his 5 years of service with GCTD.

Mr. Mikkelson, Mr. Brown, Chair MacDonald and the GCTD Board of Directors congratulated Sara Bonales, Transit Supervisor, for her 15 years of service with GCTD.

### **General Public Comment Period**

There were none.

### **Board of Directors Reports**

Director Blatz provided feedback on his experience riding Route 16 from Ojai. Director Blatz informed the Board that Route 16 was on time and the driver, Mr. Cattledge, provided good customer service. Director Blatz was able to use two of the bike racks without a problem. Director Blatz inquired on any changes on Route 16 when Service Changes take effect July 30<sup>th</sup>. Ms. Rauschenberger will review the online routes to ensure they are accurate.

### **General Manager Reports**

Mr. Brown informed that service changes will take effect July 30<sup>th</sup>, 2017. Changes will focus on improving travel times and eliminating some very low ridership trips late night and on weekends. We will also be adding two early AM Express trips to Ojai, requested based on customer and community feedback. Bus books will be available one week before the changes take effect.

Mr. Brown announced that GCTD received a visit from Caltrans on June 29<sup>th</sup>, to see some of the projects funded in part by the PTMISEA grant program and get a tour of the new facility site. The Public Transportation Modernization, Improvement, and Service Enhancement Account Program (PTMISEA) was created by Proposition 1B, the Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006. The visit allowed us an opportunity to show the progress we've made in using these funds for a variety of purposes including bus replacements and construction of the new facility.

Mr. Brown reported that MV Transit, operator of GCTD's GO ACCESS achieved 100 days without a preventable accident.

Mr. Brown informed that in preparation for the changes that our new facility will bring about, a team of GCTD staff from across the agency have formed the "1901 Team" to meet to review both current and future policies and procedures.

Mr. Brown announced that the Board and the Public can view plans and follow the latest construction progress on our website at <http://www.goldcoasttransit.org/news/newfacility>.

### **Agenda Review**

There were no changes.

### **Consent Agenda**

1. Consider Approval of Minutes of June 7, 2017 Board of Directors Meeting
2. Consider Approval of Expenditures for the Month of May 2017
3. Consider Approval of Treasurer's Report for May 2017
4. Consider Approval of Budget Income Statement for the Month Ending May 2017
5. Consider Approval of Financial Statements and Schedule of Money Transfers for May 2017
6. Consider Approval of General Manager's Expense Report for the month of June, 2017

Director Blatz moved to approve Consent Agenda 1 thru 6. Director Hensley seconded the motion. **The motion passed unanimously.**

### **Public Comments on Agenda Items**

There were none.

### **Formal Items**

7. **Receive and File Presentation of the VCTC TDA Triennial Review for Fiscal Year 2014-2016 as prepared by Moore and Associates** – Steve L. Rosenberg, Director of Finance and Administration

Mr. Rosenberg introduced Mr. Lin Ma of Ma and Associates, a subcontractor to Moore & Associates. Mr. Ma made an oral presentation to the Board of Directors and discussed the TDA Triennial Performance Audit Report for FY 2014- FY 2016. Mr. Ma was pleased to report to the Board that GCTD was found to be in compliance and with no findings with the requirements of the Transportation Development Act (TDA). Mr. Ma briefly discussed the audit findings for the County of Ventura and the City of Ojai, since both Districts members receive TDA funds from GCTD to provide the services that are the subject of the audit.

Chair MacDonald congratulated GCTD staff members on their excellent work.

**The report was received and filed.**

8. **Consider Approval of Finance Manager Position Description** – Steve L. Rosenberg, Director of Finance and Administration

Mr. Rosenberg stated that as GCTD evolves as an organization we have been gradually expanding our historically limited list of approved staff position descriptions that other public entities of similar size and complexity consider to be core functional positions. Over the past several years the Board has approved position descriptions for Administrative Specialist, Finance Analyst and Information Technology Manager. To elevate the finance function to be equivalent to the Accounting, Information Technology and Purchasing functions, at this point in our development staff is recommending the addition of a position description for Finance Manager.

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The Board can be assured that no additional headcount is proposed at this time. This position is proposed as a promotional opportunity as part of a limited reorganization of the Administration Department. The position being vacated, Finance Analyst, is not budgeted to be filled in FY 2017-18 and is not expected to be filled in the immediate future.

The Finance Manager will retain many of the Finance Analyst's responsibilities, including budgeting, financial analysis, business process improvement and cash and fare revenue management. In addition, the Finance Manager will be assuming responsibility from the Accounting Manager for supervising the Payroll Specialist and the Administrative Specialist, overseeing day-to-day activities for payroll, accounts payable and accounts receivable activities and providing operational support to the Accounting Manager.

This change will allow the Accounting Manager to focus on her expanded responsibilities as the District's Accounting Officer and subject matter expert. GCTD's accounting function has grown larger and more complex over the past several years with the change from JPA to District, bringing added responsibility for funding member transit requirements, the addition of long-term debt and the additional reporting requirements, and the expanded requirements of new and complex GASB requirements such as GASB 68 and GASB 75.

The proposed salary range for the Finance Manager position is at a level equivalent to that of the Accounting Manager, Human Resources and Risk Manager and Transit Planning Manager, with an annual range of \$72,885 to \$102,241. This promotional change was anticipated and planned for in the FY 2017-18 operating budget.

Director Hensley moved to Approve the New Position Description of Finance Manager. Director Heitmann seconded the motion.

**Roll Call**

Yes:	No: None
Chair MacDonald	
Vice-Chair Zaragoza	ABSENT
Director Blatz	
Director Hensley	
Director Heitmann	

**The motion passed unanimously.**

**9. Consider Authorizing Award of Contract to Electronic Data Magnetics (EDMI) for Fare Media and Transfer Tickets – Tanya Hawk, Buyer**

Ms. Hawk informed the Board that an Invitation for Bid was issued on May 19, 2017 to provide GCTD with Fare Media and Transfer Tickets for a one-year base period and four (4) one-year option periods for an estimated amount of \$195,620.15 plus authorize an additional 10% (\$19,562) to cover any additional Fare Media or Transfer Tickets that may be needed during the course of the contract. The contract is firm unit price for the first year, with a price escalation provision for the option years. GCTD only received one bid for Fare Media and Transfer Tickets; it was from Electronic Data Magnetics (EDMI).

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This was a sole source brand procurement due to the proprietary nature of the encoding required on the tickets. The encoding allows the fare boxes to read the information on the tickets. There are only two companies that have been granted rights to the Genfare encoding for the GFI Odyssey Fare Boxes, EDMI and Magna Data, therefore, they were the only companies to receive the IFB.

Based on GCTD's acceptance of EDMI's proposed pricing, EDMI's bid is considered fair and reasonable for both Fare Media and Transfer Tickets. In addition, a responsibility determination was conducted, which resulted in determining that EDMI is a responsive and responsible contractor capable of meeting GCTD's Requirements.

Director Heitmann moved to Approve Authorizing Award of Contract to Electronic Data Magnetics (EDMI) for Fare Media and Transfer Tickets. Director Hensley seconded the motion.

### **Roll Call**

Yes:	No: None
Chair MacDonald	
Vice-Chair Zaragoza	ABSENT
Director Blatz	
Director Hensley	
Director Heitmann	

**The motion passed unanimously.**

### **10. Receive and File Monthly Report and Presentation of the Status of the Construction of the GCTD Administration and Operations Facility – Reed Caldwell, Director of Engineering and Construction**

On behalf of Mr. Caldwell, Ms. Torres Duque presented a Highlight Video produced by CAPS Media of the successful Groundbreaking ceremony that took place on May 10, 2017 at 11:00 am at the site.

**The report was received and filed.**

### **11. Provide Input on Agenda for 2017 Board Retreat – Vanessa Rauschenberger, Director of Planning and Marketing**

Ms. Rauschenberg discussed hosting a Strategic Planning Session for the Board to review, discuss, and provide direction on mission critical topics. In order to help give the strategic planning session a clear focus, staff has developed a list of priority topics for discussion and is seeking feedback from the Board in order to narrow down the list to only two to three topics. Those topics are:

1. Discuss strategies for meeting long-term funding challenges to keep GCTD financially sustainable and mission-focused.
2. Evaluate and re-affirm our mission and goals to ensure our staff culture and initiatives align with and directly advance that mission in meaningful ways.

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3. Receive a status update on the 2015-2019 Short Range Transit Plan and discuss priorities for implementing faster more frequent service.
4. Discussion of ridership trends and what can be done to increase ridership levels.
5. Should the need arise; discuss ways in which GCTD should prepare to take on a larger role in serving additional transit needs beyond the current service area.
6. Discuss strategies for GCTD member cities to encourage transit supportive land use planning.

Proposed Meeting Dates are:

1. September 6<sup>th</sup> (hold as part of regularly scheduled board meeting)
2. September 20<sup>th</sup> (hold a special session)
3. October 4<sup>th</sup> (hold as part of regularly scheduled board meeting)
4. October 18<sup>th</sup> (hold special session)

Board Members provided feedback on topics and dates. Ms. Rauschenberger will update the Board of Directors with the topics and date of the Strategic Planning Session.

**The report was received and filed.**

### **INFORMATIONAL ITEMS**

*None*

### **FUTURE AGENDA ITEMS**

*None*

### **CLOSED SESSION**

*None*

There being no further business Chair MacDonald adjourned the Board of Directors meeting at 11:04 A.M.

Minutes recorded by: Ana Perez, Clerk of the Board of Directors

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Steven P. Brown  
Secretary of the Board of Directors

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Chair  
Bryan MacDonald  
Board of Directors

Unless otherwise determined by the Board of Directors, the next regular meeting of the GCTD Board of Directors will be held on **September 6, 2017 10:00 A.M. at the Gold Coast Transit District Board Room, 301 E. Third Street, Oxnard, CA 93030**. Copies of administrative reports relating to the Board agenda are available on-line at [www.GoldCoastTransit.org](http://www.GoldCoastTransit.org) or from the Office Manager, Gold Coast Transit District, 301 E. Third Street, Oxnard, CA 93030.