

COOPERATIVE ALLIANCE FOR REGIONAL TRANSPORTATION

MINUTES FROM THE SEPTEMBER 11, 2018 BOD MEETING

MEMBERS PRESENT: George Sioras, Chair (Derry)
Scott Bogle, Vice Chair (RPC)
Rick Hartung (Hampstead)
Nancy Michels (Londonderry)
Martin Srugis (SNHP Londonderry)
Art Rugg (Londonderry)
Nate Miller (SNHPC)
Michelle Scott (Chester)

MEMBERS ABSENT: Andre Garron (Salem)

PERSONNEL PRESENT: Mike Whitten (MTA)
Bill Cantwell (MTA)
Laurie Makarawicz (MTA)

PERSONNEL ABSENT:

OTHERS PRESENT: Lisa Drabik (Londonderry)
Karri Makinen (Salem)
Fred Roberge (Easter Seals)
Leah Belanger (Easter Seals)

1. a. Call meeting to order.

Chairman SIORAS called the meeting to order at 3:35 pm.

2. a. **Approve minutes from the June 5, 2018 meeting.**

Motion was made by MILLER to approve the minutes from the June 2018 BOD

Motion was seconded by SRUGIS. All voting members present were in favor.

Abstentions: Fred Roberge, Leah Belanger, Karri Makinen

3. a. **PUBLIC COMMENT**

There was no public comment.

4. a. **FINANCIAL REPORT**

CANTWELL presented the July 2018 Financial Report to the committee.

July's financial report is a little different than a normal set of financials because

CANTWELL expected a July meeting. All the local towns' revenue hit the June

financials. Notice the July income statement, first line under operating

assistance, \$143,200 the entire local match. No more money to be received, just

deposits to be made, but I have recognized all the income.

July showing us net effect, primarily Easter Seals. 2nd page YTD

CART has a surplus of a little more than \$25,000

July current /July as a month was short \$11,500 and that will duplicate through

August and September, so in essence will wipe out the surplus.

This goes into what Mike was talking about in the narrative. Primarily the

advertising income is where CART lost most of the money.

There is about \$45,000 less that CART received, which in essence could be matched 50/50, and we could have another \$45,000 for service expansion.

HARTUNG that turns out to be \$90,000 CANTWELL correct that's quite a bit that has been taken off the table, by loss of advertising.

WHITTEN good news is, if advertising returns, that \$60,000 area you haven't lost the federal funds, they are still there. We didn't draw any down and it's not if any of those are in danger of lapsing. There is no going back and getting the \$45,000 in local match. That's gone.

Bill will meet with George to do two months of AP and hopefully do a check run with Rick later this week. Bill and Scott will do a drawdown.

CANTWELL next page AR we are owed \$124,000 and there is an accounting problem and we are really owed \$162,000. Missing is Londonderry which is dated for August and the last quarter for Salem which is dated for September so it doesn't show up on the aging report, but is in the financials.

Last page, we owe \$90,000 and that is primarily a payment to Easter Seals for June and July. Hopefully next week we will get August Easter Seals, and process that one too.

MILLER over all as we track to the end it looks like a break-even year.

MILLER is there a reason why you don't recognize town assistance funds over the course of the year? CANTWELL I will do that. I do think its better.

I will take annually what's owed from the towns, and take 1/12 of it and recognize that, over the course of the year.

WHITTEN I had asked Bill to put all of the revenue in, in anticipation of our August meeting. We were going to explore service expansion so you could see "Here is all of the money on the table" so there wasn't anything hanging out there.

SIORAS we need a motion to accept the financial reports.

Motion was made by Nancy Michels.

Motion was seconded by Michelle Scott.

All voting members present were in favor.

5. a. RIDERSHIP REPORT

ROBERGE Ridership service hours has picked up in July for demand response

Service hours for May 425

Service hours for June 448

Service hours for July 489

ROBERGE the increase in production is related to some of the marketing efforts this summer with handing out CART information.

Shuttles maintained consistency averaging 250-300 service hours per month.

Production has been consistent and the call center is not denying rides.

SIORAS Did you see a decrease in riders this summer due to the heat?

ROBERGE we saw an increase, but believes that was due to better marketing.

People still need to get out and maintain their independence.

SCOTT Does CART tend to be seasonal?

ROBERGE some, but for the most part people are dependent on service.

We may have some cancellation days due to severe weather in the winter.

WHITTEN seems like the first ten months the last few years are consistent and November and December are down a little bit. This could be due to the holidays or the weather.

6. a. OLD BUSINESS

Discussion items:

WHITTEN CART website has been completely redone. Link directly from the MTA website. Not sure if Nashua has had a chance to complete their website with the CART link, but have said they would which would make it easier to navigate instead of having to leave one site to go to another.

b. Ties in with the financials

c. WHITTEN spent the weekend after the EC meeting on Friday trying to drill down. We feel there should be more surplus than there is. Been trying to figure out what's going on. The advertising we know is down. In a way CART is very lucky to not have done a service expansion, if you had, you'd be looking at a \$40,000 deficit, which would have sent up red flags months ago.

We expected a surplus of \$40-\$50 thousand and the advertising loss is \$45,000

Month to Month throughout the year the budget looked spot on, so we weren't generating a big surplus. I think they kind of masked each other.

As we look forward to the FY19 budget, I would really caution you against assuming the advertising will bounce back all the way in one year, and doing a service expansion. I would hate to see demand put on Easter Seals for vehicle/driver availability, new service put out there in the community, and six months in, advertising isn't where you'd hoped, and pulling back service.

Our recommendation would be level fund FY19, and build the advertising back.

Jane is confident that she is going to see an increase in advertising for FY19

SIORAS any idea on any outreach for additional advertising?

WHITTEN She's trying to get into advertising from local folk's. ATA has a history of rather large national pieces. One of the challenges for CART is its all cut-a-ways and the demand for vehicle wraps on cut-a-ways is really low. When Jane lost those health care exchange wraps, she initially didn't open it up to banners and smaller wraps, because if you put a banner on you've lost the ability to put a wrap on it. Once that banner is there, that's all you can sell.

SCOTT is Jane marketing with MTA?

WHITTEN no, she is the owner of ATA, a DBE that you do business with.

BOGLE if we thought about stretching resources by shifting services over, having new service using 5310 POS money. Could stretch match and put some additional service on the road. We have \$120,000 from the Nashua Urbanized

Area in 5310 funding that could conceivably be used. We typically have used it for mobility management and call center costs.

WHITTEN are there strings to those?

BOGLE service has to be targeted to seniors and those with disabilities

So it will probably need to be for a shuttle type service, rather than a demand response service.

WHITTEN we could do it a couple of different ways. Extend some of the existing shuttles.

ROBERGE Biggest need is the Londonderry, Derry, and Hampstead shuttles certainly could be expanded. Running those shuttles to the gill, basically trying to meet the demand. ROBERGE suggests revisiting the Salem Shuttle as productivity dropped in the last year. The later afternoon is not productive and suggests more marketing, more outreach for that program, or maybe just a redesign of the service itself.

SIORAS meeting in Derry talked about expanding service by either adding additional time to the end of the day or possible Saturday service.

ROBERGE the times of service are a guideline for operations and we certainly won't leave anybody that we have brought to an appointment that we know needs a ride back.

We do need to look at a livery operator. One that can stand up to FTA standards, which can be challenging. My hope is that we can explore these things with the R8/R9 mobility management project.

ROBERGE in terms of weekend service, we do not have a structure in place so when you consider that, there is additional cost of management and call center to take into account that would be a substantial financial commitment.

SIORAS we need something formal per Mike's memo to flat line budgeting for FY19

WHITTEN flat line FY19 with the bottom line expense of FY18 and if we are successful with Scotts effort we can shift things to 80/20 instead of 50/50

Not changing the bottom line, just getting more value.

BOGLE comes back with detail at the October meeting to match the bottom line.

SIORAS need a motion to approve FY19 as presented as a line item budget.

Motion was made by Nancy Michels.

Motion was seconded by Michelle Scott.

All voting members present were in favor.

7. a. NEW BUSINESS

ACTION ITEMS

SIORAS need a nominating committee for chairman of the board.

Rick Hartung, Nancy Michels, Scott Bogle

A vote will take place in November for a new chairman.

b. service expansion discussed earlier in meeting.

c. outreach opportunities:

MTA will reach out to the Towns of Chester and Hampstead to ramp up the service in their towns. Laurie and Leah will work together to recognize areas that can be expanded.

WHITTEN was concerned that if we put in the effort with the outreach can Easter Seals handle the additional riders, as the trips are long to some of these communities. ROBERGE we will do our best to get them on a bus and meet their needs, but they will have to understand that this is a shared ride and not demand response service.

SCOTT I'd be happy to help with Chester, but I will need to coordinate so I would know what to say.

MILLER Sylvia Von Aulock of our office has been working closely with the town of Chester and feels strongly that outreach is definitely needed in that community and I think that is reflected in the ridership numbers.

CANTWELL CART is going to have to engage outside financial review. It doesn't need to be an audit. With the review we will get a report that we can give out to the member communities.

BOGLE its Abby's recommendation that we have an audit every other year.

I think we are at the end of our options with Abby.

BOGLE makes a motion to exercise an option year on the existing audit services contract. MICHELS seconded the motion. All voting members present were in favor.

8. a. INFORMATION ITEMS

First draft of the one pager

BOGLE we could probably go on the back side and include financial understanding and decision making processes for CART.

ROBERGE show the towns how their contribution is leveraging all the federal funding.

b. CART was at Londonderry Old Home Day on Wed and Saturday.

Date for Next Meeting