



**KINGS TRANSIT AUTHORITY  
REGULAR BOARD MEETING-MINUTES  
April 26, 2017**

The regular board meeting of Kings Transit Authority was held on the above date at 3:30 pm at Berwick Town Hall – Berwick NS.

**PRESENT**

Board Chair Pauline Raven, Municipality of Kings County (Arrived at 3:43)  
Vice Chair Mercedes Brian, Town of Wolfville  
Anna Morton, Town of Berwick  
Paul Spicer, Municipality of Kings County  
Meg Hodges, Municipality of Kings County  
Ty Walsh, Town of Berwick  
Diane Leblanc, Municipality of Annapolis County  
Kim McKeough, Finance Director, Town of Berwick  
Don Regan, CAO, Town of Berwick

**KTA STAFF**

Stephen Foster, General Manager  
Tanya Morrison, Office Coordinator

**IN ATTENDANCE**

Karen Corey K-Rock  
Susan Dorman K-Rock

**REGRETS**

Linda Gregory, Deputy Warden, Municipality of Digby County

**CALL TO ORDER**

Vice Chair Mercedes Brian called the meeting to order at 3:35 p.m.

### **1. APPROVAL OF AGENDA**

K-Rock to present at 4:00 so staff can depart after the presentation.

MOVED AND SECONDED TO APPROVE THE AGENDA.

**MOTION CARRIED**

### **2. APPROVAL OF MINUTES**

MOVED AND SECONDED TO APPROVE THE MINUTES OF MARCH 22, 2017.

**MOTION CARRIED**

### **3. BOARD CHAIR UPDATE**

Chair Raven sent promotional links to members for feedback on the advertising of the new Summer Pass for students.

There is no word yet on the partners taking on Kings Transit finances.

Further information is being collected to assist with a more accurate cost analysis for the solar panel project before making a decision to proceed with applying. Applications for the project will be open on May 31<sup>st</sup>.

### **4. GENERAL MANAGER'S REPORT**

The budget for Digby was presented to council.

Yearend inventory has been completed.

The Student Summer Pass has been approved through the UARB

MOVED AND SECONDED TO RECEIVE THE GENERAL MANAGER'S REPORT.

**MOTION CARRIED**

## **K-ROCK PRESENTATION**

Karen Corey and Susan Dorman presented the new radio ads that will air on K-Rock promoting the service.

Extensive work was put into the research and presentation format of the ads. Three radio ads were created for the promotion. The ads promote the service between Kings throughout the valley. Ms. Corey suggests using drivers voices for the parts of the bus driver on the radio ads. All of the ads presented are able to be specifically tailored to Kings Transit's needs.

Three ads were presented to those present. Some suggestions for added information were the addition of a tag for Kings Transit website, and the promoting of the free Wi-Fi available on the buses.

Promotional ideas were brought forward by K-Rock to have an "event" type promotion with Darren Harvey. Another idea was a "touring" show on air with Doug Ralph who would travel along the KT route live streaming and highlighting landmarks throughout the Annapolis Valley.

Suggestions were made to include "actual" students in the ad and use them to help promote the radio ads on social media.

Target area for the ads should be aimed at persons living within one kilometer of the bus route.

Rates for the promotion were discussed. The "Reach Plan" has a cost of \$5000 and would run for 9-10 weeks. The ads would run on a rotation covering times throughout the day with a minimum of 28 times per week. Ms. Corey thinks that the 7:00 am news cast is the best time for promoting the Kings Transit ads; this is the most expensive air time.

Discussion regarding changing the domain name of Kings Transit to a simpler name for promotional purposes. Research will be done to find which domain names are available for purchase.

The potential for partnering on the new Student Summer Bus Pass, to help cover the cost of printing was discussed, as well as a potential giveaway to promote the summer pass.

## **5. RIDERSHIP REPORT**

Overall ridership for the month was up by .66%, ridership for the year was down 8.02%.

Both Hants Border and Annapolis East were the only routes to have an increase for the year. Hants Border was up 10.48% over budget and Annapolis East was up 5.78%.

MOVED AND SECONDED TO RECEIVE RIDERSHIP REPORT AND THE BOARD CHAIR UPDATE.

### **MOTION CARRIED**

## **6. FINANCIAL REPORTS**

Financials were circulated with the board package.

Annapolis West had incorrect amount allocated to repairs and maintenance, there are items to be capitalized which will change the overall expenses for the route.

MOVED AND SECONDED TO ACCEPT AS TABLED THE FINANCIAL REPORTS SUBJECT TO AMMENDMENTS.

### **MOTION CARRIED**

## **7. OLD BUSINESS**

### **Hants Border Route Update**

Ridership is up VS budgeted ridership, revenue is down. This is due to the fact that most people travelling on the route are using transfers and/or passes to access the service.

### **Solar Project**

Topic discussed under "Board Chair Update"

## **8. NEW BUSINESS**

### **Audit Committee**

Chair Raven called for nominations or volunteers for the Audit Committee.

MOVED AND SECONDED THAT COUNCILLORS ANNA MORTON, PAUL SPICER, MERCEDES BRIAN AND FINANCE DIRECTOR KIM MCKEOUGH

WILL BE APPOINTED AS THE AUDIT COMMITTEE FOR KINGS TRANSIT'S 2017/2018 AUDIT.

**MOTION CARRIED**

**Bridgetown Shelter**

MOVED AND SECONDED TO ALLOCATE FUNDS FROM CAPITAL TO ANNAPOLIS COUNTY TO FUND THE BRIDGETOWN SHELTER.

**9. CORRESPONDENCE**

None to report

**ADJOURNMENT**

Meeting adjourned at 5:06 p.m.

**NEXT MEETING DATE**

Next meeting will be held May 24, 2017 at 4:00 p.m.

\_\_\_\_\_  
**CHAIRPERSON**

\_\_\_\_\_  
**SECRETARY**