



**KINGS TRANSIT AUTHORITY
REGULAR BOARD MEETING-MINUTES
May 24, 2017**

The regular board meeting of Kings Transit Authority was held on the above date at 4:00 pm at Kings Transit Authority Terminal, New Minas NS.

PRESENT

Board Chair Pauline Raven, Municipality of Kings County
Vice Chair Mercedes Brian, Town of Wolfville
Anna Morton, Town of Berwick (Arrived at 4:20 p.m.)
Paul Spicer, Municipality of Kings County
Jim Winsor, Municipality of Kings County (Arrived at 4:55 p.m.)
Diane Leblanc, Municipality of Annapolis County
Wayne Fowler, Municipality of Annapolis County
Linda Gregory, Deputy Warden, Municipality of Digby

KTA STAFF

Stephen Foster, General Manager
Tanya Morrison, Office Coordinator

CALL TO ORDER

Chair Raven called the meeting to order at 4:15 p.m.

1. APPROVAL OF AGENDA

The approval of the agenda was postponed as there was no quorum at the start of the meeting.

Motion to approve the agenda after the arrival of Councillor Morton.

MOVED AND SECONDED TO APPROVE THE AGENDA.

MOTION CARRIED

2. APPROVAL OF MINUTES

Minutes will need to be approved at a later date due to not having a quorum.

Motion to approve the minutes as circulated after arrival of Councillor Morton.

MOVED AND SECONDED TO APPROVE THE MINUTES OF APRIL 26, 2017.

MOTION CARRIED

3. BOARD CHAIR UPDATE

Chair Pauline Raven circulated the survey regarding domain names again to members of the KT Board via email prior to the meeting, looking for feedback on the preferred domain name.

After some discussion it was decided that KBus.ca was the choice of members. This will be used for advertising purposes and will be linked to the kingstransit.ns.ca site.

MOVED AND SECONDED TO ACCEPT THE BOARD CHAIR UPDATE.

4. GENERAL MANAGER'S REPORT

The Manager's report that was distributed with the Board package was incorrect; it was the previous month's report. The current report was circulated to those present.

There was a break-in on the buses stored at the Bridgetown depot. There was no damage but a cell phone which is used for radio communications was stolen. Additional security measures have been put in place to protect the buses at the depot.

Mr. Foster attended the CUTA conference in Montreal May 14th – 17th the conference was a global public transit summit with over 2500 delegates and 300 vendors from around the world.

A new position of Advertising Coordinator has been created to maximize revenue from bus advertising. The position has been filled and will begin in late May.

A tender for the CAD/AVL (computer aided dispatch & automated vehicle location software) has been issued with a closing date of June 10th

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

MOTION CARRIED

5. RIDERSHIP/REVENUE REPORT

Overall ridership for the month was down by 14.34% vs. budget. Year over year ridership was down by 5.63% for the month of April.

Revenue was down 4.91% vs. budget, and was down 5% year over year for the month of April.

MOVED AND SECONDED TO ACCEPT RIDERSHIP REPORT.

MOTION CARRIED

6. FINANCIAL REPORTS

Financials were circulated with the board package.

MOVED AND SECONDED TO ACCEPT THE FINANCIAL REPORTS AS TABLED.

MOTION CARRIED

7. OLD BUSINESS

Domain Name

MOVED AND SECONDED FOR KINGS TRANSIT TO ADOPT KBUS.CA AS THE DOMAIN NAME GENERALLY ADVERTISED.

MOTION CARRIED

Summer Pass

Board members discussed the promotion and the "look" of the new summer passes. All were in agreement that in order for the promotion to be successful in targeting 12-18 year olds, it will need to be pushed on social media.

It was suggested that the Berwick Recreation department summer students could offer assistance with the promoting on social media through a video posted on the KT Facebook page. Councillor Morton will get in contact with the students

and a brainstorming session will be setup with Berwick Recreation and Kings Transit.

In an effort to keep the costs minimal for the printing of the passes Mr. Foster presented a sample pass, which was created at the office using design software. The image will be printed on high quality stickers and placed over the existing S-Passes so that the holographic image is still visible making the pass secure.

It was also discussed that the information should be sent to AVRSB for disbursement throughout the school newsletters. Promotional posters can also be placed at the malls and Town and Village offices.

8. NEW BUSINESS

None

9. CORRESPONDENCE

None to report

ADJOURNMENT

Meeting adjourned at 5:17 p.m.

NEXT MEETING DATE

Next meeting will be held June 28, 2017 at 5:00 p.m.

CHAIRPERSON

SECRETARY