



Board of Directors

Work Session Minutes

The Board of Directors of the Denton County Transportation Authority convened the work session of the Board of Directors with Charles Emery, Chairman presiding at 1:32 p.m. on July 28, 2016 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057. A quorum was present.

Attendance

Small Cities

Skip Kalb
Connie White

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village, Vice-Chair
Carter Wilson, Frisco
Jim Robertson, Flower Mound
Allen Harris, The Colony (1:35 p.m.)
Doug Peach, Little Elm (1:42 p.m.)

Board Members Absent

Dave Kovatch, Treasurer
Richard Huckaby, Denton, Secretary
Tom Winterburn, Corinth
Don Hartman, Denton County
Unincorporated
George A. Campbell, Denton County
Unincorporated

Legal Counsel

Pete Smith, General Counsel

DCTA Staff

Jim Cline, President
Raymond Suarez, Chief Operating Officer
Anna Mosqueda, Chief Financial Officer
Nicole Recker – Vice President, Marketing
and Communications
Kristina Brevard, Vice President, Planning
and Development

Others in Attendance

Athena Forrester – Senior Procurement
Manager
Adrienne Hamilton – Senior
Communications Specialist
Amanda Riddle – Budget Manager
Jim Owen – Transit Management of Denton
County
Michelle Bloomer, Assistant Vice President,
Business Operations
Marty Burke, TMDC

Chairman Charles Emery called the meeting to order and announced the presence of a quorum.

1. Routine Briefing Items

- a. Financial Reports – Anna Mosqueda, Chief Financial Officer, reported on the following items
 - i. Financial Statements for June 2016
 - ii. Capital Projects Budget Report for June 2016
 - iii. Monthly Sales Tax Receipts
 - iv. Quarterly Investment Report Q3 FY2016
 - v. Current Procurement Activities

- b. Marketing & Communications – Nicole Recker, Vice President
Marketing & Communications, reported on current marketing initiatives
 - i. Customer Service Update
 - 1. GORquest – Customer Feedback Tool
 - 2. GovDelivery – Enhanced Rider Alerts System
 - ii. A-train 5-Year Anniversary Campaign Overview
 - iii. I-35/A-train Comparison Communications
 - iv. Community Survey Update

- c. Strategic Planning / Development – Kristina Brevard, Vice President
Planning & Development, reported on current strategic planning and
development initiatives
 - i. Comprehensive Operational Analysis (COA) Implementation
Update
 - ii. Interstate 35W High Intensity Bus Service Update

- d. Capital Projects Update – Raymond Suarez, Chief Operating Officer
reported on current capital projects for the agency
 - i. Positive Train Control Update
 - ii. Hike and Bike Trail Project Update

- e. Transit Operations – Raymond Suarez, Chief Operating Officer, reported
on the following
 - i. Bus and Rail Operations

- 2. Items for Discussion
 - a. Emerging Role of Social Media Presentation
 - i. Adrienne Hamilton, Senior Communications Specialist made a
presentation to the board regarding the ways DCTA uses social
media to promote DCTA and educate its customers. Adrienne
Hamilton also gave the board an overview of the current social
media policies.

- 3. Committee Chair Reports – Finance Committee (07/25/2016)
 - Connie White briefed the board on the activities and discussions from the
Finance Committee meeting on July 25, 2016.

- 4. Discussion of Regular Board Meeting Agenda Items (July 2016)
 - Connie White asked for clarification on item 1g on the regular meeting
agenda authorizing the president to execute a master research agreement
with Texas A&M Transportation Institute. Jim Cline explained that is for a
master cooperative agreement with TTI.

- 5. Convene Executive Session – The board did not meet in executive session

6. Discussion of Future Agenda Items – None were discussed

7. ADJOURN - Work session was adjourned at 3:26 p.m.

The minutes of the July 28, 2016 work session meeting of the Board of Directors were passed, and approved by a vote on this 25th day of August, 2016.



Charles Emery, Chairman

ATTEST


Richard Huckaby, Secretary