



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 1:45 p.m. on December 15, 2016 at 1955 Lakeway Drive, Suite 260, Lewisville, Texas 75057. A quorum was present.

Attendance

Small Cities

Connie White
Skip Kalb (arrived at 2:00 p.m.)
Eric Jensen

Large Cities

Charles Emery, Lewisville, Chairman
Paul Pomeroy, Highland Village, Vice-Chair
Richard Huckaby, Denton, Secretary
Carter Wilson, Frisco
Tom Winterburn, Corinth (arrived at 2:00 p.m.)
Jim Robertson, Flower Mound (arrived at 1:59 p.m.)

Denton County Unincorporated

George A. Campbell (arrived at 1:58 p.m.)
Don Hartman

Denton County at Large

Dave Kovatch, Treasurer

Board Members Absent

Doug Peach, Little Elm
Allen Harris, The Colony

Legal Counsel

Peter G. Smith, General Counsel

DCTA Staff

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

Others in Attendance

Randy Pennington, Pennington Group
Jonah Katz, Senior Planner
Marty Burke, First Transit
David Smith, Citizen
Kurt Hyde, Citizen

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

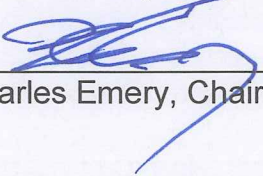
1. Strategic Planning for DCTA – Randy Pennington with the Pennington Group led the board and executive staff on a discussion of the following items in preparation for the board retreat in February
 - a. Future Service Options
 - b. Financing Options
 - c. Expansion
 - d. Service Improvements
 - e. Infrastructure Development
 - f. Policy Updates

<Break – 3:30 p.m. – 3:40 p.m.>


2. Convene Executive Session – The board did not meet in Executive Session
3. Committee Chair Reports
 - a. Program Services Committee (12/06/2016) Paul Pomeroy, chair
 - Paul Pomeroy gave an update of the committee's discussions during the Program Services meeting on December 6. .
4. Discussion of Future Agenda Items – there was no discussion
5. Routine Briefing Items
 - a. Staff Briefing on Monthly Financial Reports - Anna Mosqueda, Chief Financial Officer, reported on the following financial items
 - i Financial Statements for November 2016 (to be provided in January 2017)
 - ii Capital Projects Budget Report for November 2016 (to be provided in January 2017)
 - iii Monthly Sales Tax Receipts
 - iv Current Procurement Activities
 - b. Marketing and Communications – Nicole Recker, Vice President Marketing & Communications, reported on current marketing initiatives
 - i Collateral Material Overview
 - ii State Fair of Texas Campaign Recap
 - iii Veteran's Day Promotion Recap
 - iv Highland Village/Uber Marketing and Communications Plan Update
 - v Discount Pass Program Update
 - c. Staff Briefing on Planning and Development Projects – Kristina Brevard, Vice President Planning & Development, reported on current strategic planning and development initiatives
 - i Partnership Development Update
 - ii Infrastructure Development Update
 - d. Capital Projects – Raymond Suarez, Chief Operating Officer, reported on current capital projects for the agency
 - i Flood Damage Repairs Update
 - ii Positive Train Control & Signal System Enhancements
 - e. Staff Briefing on Transit Operations Reports – Raymond Suarez, Chief Operating Officer, reported on bus and rail ridership performance
 - i Bus and Rail Operations

6. ADJOURN - Work session was adjourned at 4:26 p.m.

The minutes of the December 15, 2016 regular meeting of the Board of Directors were passed, and approved by a vote on this 26th day of January, 2017.



Charles Emery, Chairman

ATTEST


Richard Huckaby, Secretary