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BRENT HEATH  
CHAIRMAN

*Goldsboro-Wayne Transportation Authority  
Governing Board Meeting Minutes  
July 30, 2015*

The Board of Directors of Goldsboro-Wayne Transportation Authority met in regular session at 10:00 a.m. on Thursday, July 30, 2015, at the City of Goldsboro Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

**Members in attendance:** Gene Aycok, Joe Gurley, Brent Heath, Joe Daughtery, Jerry Grimes, and Bob Waller.

**Others in attendance:** Fred Fontana, LaShonda Oliver, and Traci Missildine.

Upon motion of Joe Daughtery and seconded by Brent Heath, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the minutes of the regular meeting of June 18, 2015.

**Appointment of Seventh Board Member**

The Board unanimously appointed Jerry Grimes as the seventh member to the Goldsboro-Wayne Transportation Authority Board.

**Election of Officers**

The Board unanimously appointed Brent Heath as Chairman of the Goldsboro-Wayne Transportation Authority Board.

The Board unanimously appointed Jerry Grimes as Vice-Chairman of the Goldsboro-Wayne Transportation Authority Board.

The Board unanimously appointed Bob Waller as Secretary/Treasurer of the Goldsboro-Wayne Transportation Authority Board.

### **Rebranding Report**

Traci Missildine of Quest Corporation of America (QCA) gave an update on the rebranding process for GWTA. Missildine informed the Board that the Website and Facebook page has seen an increase in visitors viewing the web pages. The next step of the rebranding process is the implementation and marketing stage. With the new transfer center opening on September 19, 2015, there will be marketing information provided to public on September 4, 2015. The new routes will be posted on the Website and staff will distribute the route maps and schedules around the community. An outreach plan will be developed and the rebranding group will continue to help market GWTA in the community. Missildine stated that it needs to be constant maintenance of the Website, Facebook, changes to brochures, and restocking of brochures in the community.

### **Director's Report**

#### ***Financial***

Fred Fontana presented the unaudited financial statements for both the rural and urban program through June. The statements reflect the new split of 60% rural and 40% urban for the shared expenses. The preliminary statements show an end of the year gain of about \$6,000 on the urban side and about \$83,000 on the rural side. These gains may be revised slightly downward as all of the invoices for the fiscal year has not been received. The auditor will also make some adjusting journal entries that may increase or decrease the final numbers.

#### ***RFP for Auditing Services***

GWTA has utilized the same auditing firm since at least fiscal year 2002. That is the earliest auditing financial reports that were found. Nunn, Brashear, and Uzzell have done an excellent job for us; however, it is prudent to request quotes for auditing services. Auditing fees for the recently completed fiscal year were \$25,300. The cost is not the sole factor in choosing a firm; but, we need to make sure that the cost is in line. An RFP is being developed from a sample that Pam Holt sent from the Local Government Commission with a tentative release date on September 11, 2015. The RFP will be for this fiscal year and two additional years. The Board informed Fontana to proceed with the RFP for financial auditing firm.

#### ***Training***

The Director and Finance Manager received training from NCDOT for implementing Performance Driven Organizations on July 20 and 21, 2015. Emphasis was on operating each transit system as a business. Over the next year, each system must develop a strategic plan.

All office staff is having customer service training throughout July and August through You Tube videos provided by Telephone Doctor. It is geared toward the proper way to communicate while answering the telephone and avoid certain key words and phrases.

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***Transfer Center Update***

The transfer Center is close to completion. FTA will be doing a walk through on August 6, 2015. The contractor, city staff, and Fontana will be developing the punch list on August 14, 2015. The administrative offices are anticipated to move to the new location over the weekend of September 12, 2015. The ribbon cutting ceremony is scheduled for September 19, 2015. The urban service should start on September 21, 2015, from the new transfer center. Fontana stated that he is requesting Board approval to operate free service on September 21 and 22, 2015.

Upon motion of Brent Heath and seconded by Bob Waller, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved to operate free service on September 21 and 22, 2015.

***Operating Statistics***

The urban ridership for the last fiscal year was 213,265. Ridership has decreased 4% from previous fiscal year. However, statewide ridership has decreased. The primary reason is the reduction in gas prices. There is a direct correlation between gas prices and ridership.

The rural ridership for the last fiscal year was 55,368. Ridership has decreased 3% from previous fiscal year. Most of the reduction was from WOC purchasing fewer rides. The on-time performance was 95% and no show rate was 4%. Both of those numbers are excellent compared to industry average.

**Draft Attendance Policy**

Fontana presented a draft of the attendance policy. He explained that it gives an objective documentation on job performance. Discussion was made on the clean slate section. The attendance policy will be effective September 1, 2015.

Upon motion of Joe Daughtery and seconded by Jerry Grimes, the Board of Directors of Goldsboro-Wayne Transportation Authority unanimously approved the attendance policy with the exception of the clean slate provision.

Meeting adjourned at 10:55 a.m.

Submitted by: LaShonda Oliver