



DON WILLIS
DIRECTOR

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SHYCOLE SIMPSON-CARTER
CHAIR

***Goldsboro-Wayne Transportation Authority
Governing Board Meeting Minutes
October 27, 2022***

The Board of Directors of Goldsboro-Wayne Transportation Authority met for a regular session at 10:00 a.m. on Thursday, October 27, 2022, at the City of Goldsboro Mayor's Conference Room, 214 N. Center Street, Goldsboro, North Carolina.

Members in attendance: Shycole Simpson-Carter, Chair; Berry Gray, Secretary/Treasurer; Barbara Aycock (via phone); Hiawatha Jones (via phone); and Gregg Batts

Members absent: Brent Heath, Vice Chair; Steve Wiggins

Others in attendance: Don Willis, Borden Parker, Sandee Launch, Ginger Moore, and Sara Larson

Call to Order

Chairman Shycole Simpson-Carter called the meeting to order at 10:02 AM. Councilman Greg Batts was acknowledged as the newest member of the Board of Directors appointed by the City of Goldsboro. Mr. Batts commented regarding his appreciation for GWTA's efforts and impacts in our community. Also that he looked forward to serving on the Board and advocating for the GWTA.

Simpson-Carter noted that we would address action items first on the agenda and then move on to general reports. Simpson-Carter noted that the Board needed to enter into closed session in order to discuss employee performance. Barbara Aycock made motion the Board enter into closed session. Greg Batts seconded the motion, which was approved unanimously. Board entered closed session at 10:06 AM. Board came out of closed session at 10:21 AM.

Approval of Minutes

Chairman Simpson-Carter requested the Board review and approve the minutes provided. A motion was made by Berry Gray to approve the minutes of the meetings on August 25 and September 29, 2022. Barbara Aycock seconded the motion. Greg Batts abstained from voting and the remaining members of the Board provided unanimous approval of the minutes.

GWTA Marketing Plan Presentation by QCA

Sandee Launch gave a presentation on the 2022-2023 Marketing Plan, as well as discussing the many accomplishments over the last year.

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QCA will keep building on past successes. The ridership counts and surveys will be completed and the information will be used to approve routes. QCA will improve GWTA social media presence and continue to build on the GWTA website, ridegwta.com. A new animated character will be employed to help inform and educate the public about the GWTA. A new GWTA promotional calendar will be produced and distributed to increase public awareness. The employees will be honored and work will be done to recruit a new workforce. QCA will help GWTA continue to build community partnerships and enhance services.

Director's Report

Financial

Profit and loss statements for both the rural and urban program for September are attached. The rural program is showing a gain of \$23,495.27 in September, and a gain of \$73,563.17 this fiscal year to date. The urban program is showing a gain of \$630.58 in September, and a gain of \$0.11 this fiscal year to date. Fuel costs continue to run extremely high. The urban funds will remain about balanced throughout most of the year due to the grant reimbursement process.

The NCDOT provided an updated allocation of \$249,215 in ROAP funds for Wayne County. There will be a first disbursement of \$205,837 in early November, and a second disbursement of \$43,378 in January or February.

The FY23-24 Community Transportation Program (CTP) application has been timely submitted to the NCDOT. This grant funds GWTA's rural Administrative expenses and includes Capital and also additional Rural State Operating (RSO) funds. NCDOT has not provided final amounts available to budget for capital items. Estimated totals to replace six (6) vehicles was used and it is possible an additional public hearing will be needed. The CTP grant total was estimated to be \$904,657 with a local match estimated as \$156,898.

The process for our annual audit is near completion for FY2022 and staff from Nunn, Brashear and Uzzell will present the report at our meeting on December 8, 2022.

Marketing and Public Relations

GWTA plans to continue the Veterans Ride Free program during the week (11/7 through 11/12) of Veterans Day. For the holidays this year Director recommends GWTA provide "fare free" bus services on the Friday and Saturday (11/25 & 11/26) after Thanksgiving and also on the Friday and Saturday (12/23 & 12/24) before Christmas.

There was discussion about a request from the community that Veterans receive free services. Director noted Board approved fare free for Veterans during the week of Veterans Day and also that the Board had approved last year Veterans ride for half fare year round. There was discussion that GWTA look into grant funding opportunities, including those that could further subsidize trips for veterans in the future.

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Greg Batts made a motion that GWTA offer fare free services during the holidays as recommended by the Director. Barbara Aycock seconded the motion and the Board unanimously approved.

Outreach and Activities

Director participated in Wayne County Manager's meeting on October 6th. Director also participated in a monthly NCDOT virtual meeting on October 12th. Director participated in an in-person meeting with a representative from the Broker MTM to discuss how to improve our partnership performing Medicaid transportation. Director participated in Goldsboro Mayor's Council for Persons with Disabilities Awards Luncheon on October 20th and introduced the guest speaker. Director participated in a virtual meeting with ModivCare to discuss status of Broker partnership on October 21st. Director and staff have been engaged in multiple interviews for Financial Manager position as well as morning Dispatcher positions.

Director noted Finance Manager LaShonda Oliver had resigned in order to pursue a career growth opportunity. Also that she has continued to provide some assistance after hours. GWTA has been actively recruiting and interviewing for this key position. Depending on the time it takes for GWTA to successfully recruit an appropriate person for this important position, there could be some temporary delay in workflows as a result.

Training

Operators received training on Security Awareness by special guest from the Department of Homeland Security, Transportation Security Administration (TSA) in October.

Meeting adjourned at 10:51 a.m.

Submitted by: Don C. Willis