



DON WILLIS
DIRECTOR

P.O. BOX 227, GOLDSBORO, NC 27533-0227

BERRY GRAY
CHAIRMAN

***Goldsboro-Wayne Transportation Authority
Governing Board Meeting Minutes
December 14, 2023***

The Board of Directors of Goldsboro-Wayne Transportation Authority met for a regular session at 10:00 a.m. on Thursday, December 14, 2023, at the City of Anteroom, 214 N. Center Street, Goldsboro, North Carolina.

Members in attendance: Berry Gray, Chairman; Hiawatha Jones, Vice Chairman; Octavius Murphy, Secretary/Treasurer; Barbara Aycock; and Robert Dingess

Members absent: Steve Wiggins, Greg Batts

Others in attendance: Don C. Willis

Call to Order

Chairman Berry Gray called the meeting to order at 10:02 AM and welcomed Board members. There was a roll call to assure a quorum was present.

Approval of Minutes

Chairman Berry Gray requested the Board review and approve the minutes provided. A motion was made by Rob Dingess to approve the minutes of the meeting of October 26, 2023. Hiawatha Jones seconded the motion. The Board provided unanimous approval of the minutes.

Director's Report

Director reported NCDOT has released to GWTA the annual FY23-24 SMAP allocation of \$196,772 to assist with local match to provide urban services. NCDOT has not yet released the annual FY23-24 rural ROAP funds to Wayne County. Director has been in communication with County Finance to make them aware of the pending release of these funds.

Director also noted staff has provided the requested information and documents in preparation for our annual single audit and held a preliminary meeting with representatives from our auditing firm of Nunn Brashear and Uzzell on Friday December 8th. Unaudited year end profit and loss statement for the GWTA urban program shows a gain of \$26.69. The urban funds are expected to remain close to balanced due to grant reimbursement processes and how the program must be operated. Unaudited year end profit and loss statement for the GWTA rural program shows a gain of \$13,073.52. Due to the differences in grant funding and how the urban and rural programs operate the rural program may show gains and losses based on how successfully the program has operated during the year.

Board members discussed the status of the audit and expected timeline for completion. Director shared that many public audits are running behind this year and that at this time GWTA does not expect the timing will result in issues for GWTA.

Goldsboro-Wayne Transportation Authority
Governing Board Meeting Minutes
December 14, 2023
Page 2

Marketing Annual Plan Proposed

Director discussed work completed with QCA to develop an animated short video to promote the Mount Olive Connector and Circulator bus services. Director noted that the outreach is still planned to occur at an event at the Library on Saturday, January 20th from 10:30am to 2:30pm. Director will widely reach out to inform community leaders about the event in addition to public notices and postings in the community at town hall, the library and on buses to inform riders directly.

Board discussed how those with access challenges would get to the event at the library. Director committed to provide Saturday services through the Mount Olive Circulator to assure everyone had an opportunity to attend.

Board members provided feedback and suggestions for improvements to the new animated “Seymour the bus” short video about the Mount Olive services. Board also discussed the pros and cons of the approach to the animated character, with consensus that it was light hearted and targeted to the audience in a fun way.

Board members discussed some of the details about how the connector and circulator services worked. The service was reduced to keep within the available budgeted matching (50%) funds from Mount Olive. Traditionally ridership had been slow earlier in the day and picked up towards midday into the afternoon. So, with limited funds the times when there was lower ridership was reduced so that service was offered at the relatively more demanded times of day.

Director mentioned our community veterans rode free on the bus for the week of Veterans day and many expressed their appreciation for being honored. GWTA also highlighted our co-workers who are veterans to appreciate their service to the country and here at GWTA.

Additionally, Director shared that on the Friday and Saturday after Thanksgiving GWTA buses operated “fare free” and experienced strong ridership for this time of the month. Also, as approved by the Board, GWTA will again operate fare free on the Friday and Saturday (12/22 and 12/23) before Christmas and also the Saturday (12/30) before New Year’s Day.

Training

Director noted that GWTA employees received Customer Services refresher training at the November meeting.

Other Items

Director reported on various outreach activities and efforts over the last month.

Director requested Board to consider and approve a Christmas bonus for employees. Board discussed at length their intent and desire to assure employees know the Board’s appreciation for their efforts to provide excellent services to the community. Hiawatha Jones made a motion that employees receive a \$100 gift card of appreciation for Christmas. Barbara Aycock seconded the motion which passed unanimously.

Goldsboro-Wayne Transportation Authority
Governing Board Meeting Minutes
December 14, 2023
Page 3

Director provided Board with a recommended Holiday calendar/schedule for GWTA to observe in Calendar year 2024. The new Holiday Schedule is similar to past years, with exception that the Juneteenth holiday has been added, as was approved at a prior Board meeting. After discussion, Robert Dingess made a motion to approve the holiday schedule as proposed. Barbara Aycock seconded the motion, which passed unanimously.

Chairman Gray asked if there was any further business. Hearing no further business, Chairman Berry Gray adjourned the meeting at 11:00am.

Submitted by: Don C. Willis