

MINUTES OF THE MEETING: CITY OF GALVESTON TROLLEY AD HOC COMMITTEE

APRIL 10, 2018 – 11:00 A.M. CITY HALL – RM. 204

In Attendance: Chairman Kyle Albright, Co-Chairman Trey Click, Council Member Craig Brown, Kelly de Schaun, Joe Rozier, Clyde Wood, John Zendt; Goodman Corporation John Carrara; City of Galveston Rick Beverlin, David Smith; Galveston.com Lee Roane, Scott Moon, Kent Muller; Galveston homeowner Larry Wood.

Call to Order. Chairman Kyle Albright called the meeting to order with a **roll call**. A **quorum** was declared after arrival of an additional member, and no conflicts of interest were reported.

Minutes. Trey Click moved for approval; Clyde Wood seconded the motion. No discussion and motion carried.

Request to Address Committee. No one came forward.

Track Trolley Car Restoration Update. John Carrara reported on status of work in Iowa...December, stripping cars for restoration...skeptical about July...missed several interim deadlines...behind on assembly line...in shop now; June, July template of wheel configuration...hold to their word and contract. Chairman Albright asked about early or late July: July 31. David Smith said this is a company that does an outstanding job...up on the rack...motors, systems on #1; then #2 and #3...we want to see what they are doing paperwork-wise...give true date if running behind. Albright noted Memphis cars in much worse shape than ours and Carrara added it is less massive reconstruction on Galveston cars. Albright asked about contract dates; Smith will generate a letter...carpenter back on the job to strip floors, sand; air conditioning 80% complete. Carrara stated when first car returned have to install seats, air conditioning; then FTA and TxDOT tests are required. Lot of work here to handle paperwork...massive project. Rick Beverlin – Spring Break target date. MAACO brake systems tested there and here. Need paper trail on everything they have done...specs for agencies. Same as if trolley goes 80 mph – same as if Amtrak train. Albright – Marketing for Labor Day weekend? Carrara – After paperwork in order, certain amount of time to carry passengers for revenue service. Albright – Opportunity for photo op. Carrara – Testing around route – photos at other locations. Albright – On Strand, example, 6:00 p.m. Friday evening – could have people on board. Carrara will check. Beverlin – Police Department to drill with SWAT and put plans in place. Kelly de Schaun – If not ready to take out of barn...wait, make a big splash at event, Dickens. Trey Click – GPS? Craig Brown – Spring 2019? Smith – Yes; Beverlin – Yes, to get all three and all the boxes checked. Click – When they get here, press release: they have arrived. Keep public aware of progress. Smith – Fair to people but have to follow government guidelines. Albright – late July...how prepared are we for Hurricane Season. Smith – FEMA says wall barrier to put up around them. Elevate with wraps; storms come and go. Alicia a good example. If real threat, high ground. I would move up on the Seawall, 21st and Seawall. Worst: broken glass. Steel cell around them...things we are looking at. Carrara – Wait til August to mitigate risk, re-schedule. Beverlin – We talked about that for delivery. Albright – Anything else?

Marketing/Advertising Update. Galveston.com Lee Roane opened powerpoint...pics showed advertising on sides, above passengers; video (David said each week for the transit); side of structure. Sites – The Grand, party boats, poker vault, charters. Revenue summary of details distributed. (Hand-out made a permanent part of the minutes record). Started with Joe Tramonte ad. Frames that held ad mounted on side of structure or trolley. Contract allowed us to buy – city in black next month. Last on report – commitments forward. Receive money and cut city a check. October 13 fully executed contract; started then. Missed some budgeting processes – bad time to start. De Schaun – How much do you think you have; 75% more. Brown – Revenue wise. Kent Muller – Projections, once everything sold \$600,000 year. A lot of people said they don't have budget...impacted by Harvey. Shelter side panels \$250 month 6' tall, 2-sided color. Beverlin – Local, or push out nationally; Muller – Regional, Houston...Buc-ees, Space Center, places without ad agencies that take percentage. Map portion for trolley routes 3 x 3 in frame. Expensive to purchase. Brian Maxwell didn't want to have on there. De Schaun – Projections, commitments. Muller – Actual Children's Museum, six months committed, not booked. Click – Sweet spot? Muller – Exterior; all sold except back – have not sold, hopeful will pick up after Spring Break. Clyde Wood – Do you pick a trolley? Muller – All trolleys. On the videos, if you commit for a year, we do video at our cost. Click – Seawall ads going up – when they see it...Muller – Landry budgets were done; Click – Next cycle they will? Muller - Yes. Roane – Billion Dollar Buyer, Golden Nugget. Muller – I have reached out to them on it. Roane – Mock up. Blocking view. Changed. Idea now linear strip at top. Frames more expensive – restricts layout of map. \$11,000. Material that is resistant to graffiti. Smith – It is restrictive. Wood – Panel on side for map? Sell one sided and put map on other side. Sell more ads. Tape maps to the window as a temporary solution til we figure out the frames. Roane - Scan barcode website page

with information. GPS to figure out. Mock up of times based on the schedule. Scan barcode estimated time of arrival. Leaves on hour from Stewart Beach 16 after hour. Issue – Sunday, 2:36. Ten minutes ahead of schedule. Rider walks up after it leaves so 35 minute wait now. Hesitant to put times anywhere without GPS. Will always be wrong unless you have GPS. Beverlin – Said from the beginning; GPS real time. GPS on trolleys but not on website. Need program to be effective. Brown – On Google Earth? Roane – No. Send information to Google. Muller – GPS. Where it is every two minutes. We have to figure out direction of trolley – figure the logic and tell Google. De Schaun – Capable but not in contract. Bus without schedule. Standing in August; don't know if I have missed it. We must have the technical connected; futile with no times. Beverlin – Cannot do it with a map. Best you can do, locate vehicle key stops, arriving at that time. Brown – How much money to do this: \$4,000. Click – Google app. Beverlin – Mobile app. We have discussed with a couple of vendors. Brown – Son works with a company that has program to know where police are at all times. Smith – Council wanted our staff to research. Albright – It has to happen. Beverlin – Without this, every half hour. Click – Component is critical. Beverlin- Fixed route and demand response. Insert another vehicle, run three instead of two. De Schaun – What do you count as successful; other part is experience: what riders say. Wasn't here when they ran before – failed. Could not depend on them for any time. \$4,000 a small sum. Smith – Will follow up with IT. Click – What now? Smith – On bus. Albright – Publish to Google and city buses. Brown – Can you pull up and see when bus is coming? Smith – No. Bus, speed, direction, anticipate through software. Will check with our staff. Albright – Lee, can you follow up with David? Roane – Yes.

Paper map – take times off; changes for special events, memorial weekend, etc. Should have ads all over map and, on the back side, times of operation. Click – Holiday times set? Place on them. Eliminate cost of reproduction. Beverlin – Special events also affect the routes. Roane – GPS. Could be in hotel rooms, the ultimate. Albright – Anticipate routing map in general, tri-fold. Roane – Met with Trey on transit map. Don't want to print map and wrong. Albright – Wayfinding map, incorporating and not blocking view. Can we mount next to signs already there. De Schaun - \$6,500 each on Seawall and involves the Corps of Engineers. Click – Normal bus stop-map, opaque film that would not block view. Portion of one panel. Smith - Bus stop in front of Landry's is example. When we sold to citizens, clear view. Click – Not advertising. Strictly a transit map. Smith – It would still cut into view. Wood – Map on bracket at side. Albright – Back to sign ordinance and how much can you put on the structure. A way of incorporating 'you are here' on the advertising. Roane – Would work fine at top, linear \$11,000 / 30 signs. De Schaun – Attractive. Muller – Think \$11,000 included map. John Zendt – Time to get up and running – two months. De Schaun – How long is the contract? still pulling a profit. Albright – Answer between you (Galveston.com) and the City. (Roane shows pictures of new logo with varied dates 1867, 1891, 1868). Smith – Lee's crew has done outstanding job, top notch.

Brown – Two requests for charter of rubber tire trolley. Beverlin – We can draft guidelines. Now, or wait for steel wheels; take to City Manager's office. Smith – Weddings on trolleys popular. Carrara – FTA prohibit buses; does not apply to rubber wheel trolleys. Brown – People lined up to rent them. Smith – Will look at charter. Joe Rozier – Signs. Times. Put them on. Roane – What I heard was don't print times. Beverlin – Time we present...fee split on mobile app. Smith – Write up as proposal. De Schaun – Outside purview of the committee to see invoices? I would like to see a financial report. Beverlin – We will be able to operate without overtime in several services...ancillary bus operations...that will be taken care of, costs could come down. Albright – For Lee. Lead up to steel wheels. Roane – Hoping to do that this summer. Albright – Teasers. Roane – Historical videos. Albright – Include rubber wheel? Roane – 4 to 6 minutes, might look at TV, not on trolley, too long. Wood – Rail trolleys – great stops. Roane – Mocked up sign consistent with the other maps; took signs off – people were standing. Sign on 25th – does not stop here. Albright – Restrictions on shelters in Silk Stocking Historic District. Carrara – Whole review process. Rozier – Steel wheel by Holiday Inn, July. Albright – with safety issues, Spring Break 2019. **Other Interests.** De Schaun – Meet when? Albright – Quarterly. Next meeting, June.

Adjournment. There being no further business, Albright asked for adjournment. Click seconded. All in favor and motion carried.

Respectfully submitted,

Linda Strevell - Recording for David Smith, Director