

MINUTES OF THE MEETING: City of Galveston Ad Hoc Trolley Committee / July 18, 2018 / City Hall - 11:00 a.m.

In Attendance: Chairman Kyle Albright, Co Chairman Trey Click, Kelly de Schaun, Joe Rozier, Mike Shriner, John Zendt; City of Galveston—Rick Beverlin, David Smith; Goodman Corporation—John Carrara; Galveston.com—Lee Roane, Scott Moon, Kent Muller.

Call to Order 11:03 a.m., **Roll Call.** Chairman Kyle Albright declared a quorum; there were no conflicts of interest.

Minutes. Noted that John Carrara had added additional text. Joe Rozier moved for approval, seconded by Trey Click, and motion carried.

Address the Committee. No request.

Status of First Trolley Car. Carrara reported the first car is still underway; flooring, doors, windows... There are control system and power unit issues. No firm delivery date on first car. Mike Shriner asked about costs. Carrara: All covered; no change order. Sample of wheel assembly to run around tracks and curves. Smaller, lighter – some issues; working out. May have change order. Can't give a fix on date – Gomaco will need extended time. Albright: What are they looking at? David Smith: Water damage on floor; steel okay...Gomaco will need a contract time extension. Number 1 power units installed – will get back to us; fall, winter. Albright: Hurdles on first one; will accelerate for others. Smith: Will return at 100%, Gomaco is repainting. John Zendt: Talking about getting winter testing – out by next summer. We need a timeline. Time to market, time for Kelly and team to get the word out. Carrara: Once all components in place will be able to give firm timeline. There is a good chance to have delivery of the first car by end of the year. Smith: Staff can hustle more pressure on timeline. Albright: Two of you? Smith: Yes, together. May have to take another flight up there. Goodman has a rep (Brent Sumrall) doing inspections there. Will push and, hopefully, will get the first one back. Albright: Safety paperwork all in the process. Smith: Yes, time to get safety documents approved. Joe Rozier: New employee working on paperwork certification. TXDOT may need some assistance from our side. Timeline-time to install air. Smith: Gomaco stepping up – they will install on all three and ship on trolley; air conditioning units rebuilt, painted and with Gomaco. Rozier: Color two greens and a red. Carrara: Giving us what we had. Smith: No change of colors – tan, green, red, black. Add signage, added after fact. Painting, no charge.

Marketing. Albright: Status of marketing efforts, Lee? Lee Roane: Galvestonislandtrolley.com, power point. Email blasts. Six million emails; 47,000 opened and read. Added to website tourism...walking, riding and downtown attractions. More details GIT.com. Banner ads, 49% click through rate. Hotel TV rooms (video), downtown and Seawall \$1 per person exact change. Ads, shelters. TVs inside trolleys, video downtown, historic, shops, restaurants, listed sites. Map inside trolley. Seawall loop – ads. Not generating enough revenue. Maps downtown, Hendley Green, trolley route, time. Albright: Ads? Roane: Not enough space. Kelly de Schaun: Need real time information. Set schedule or real time GPS tracking; agreed no way for set schedule so not doing it. Rick Beverlin: HGAC real time GPS. De Schaun: Scan to phone. Smith: Schedule hard to keep. Beverlin: Everything changes after steel wheels back. Actual frequency of service will change everything. See something every 15 minutes. Peak periods still could not predict actual time. Roane: Basically, what we have already done - \$4,000...not just building system, managing system. Downtown, Seawall changes – tell the system. Management of the system is a process. Beverlin: Our shift supervisors would have to be about to shut down public view. Smith: Day to day changes – software out of service. Shriner: UTMB matching the route. Beverlin: Shift supervisor. Don't have that public of a function. Sending out – one off-route – a lot of protocols. Roane: Solution on shelf; managing is the issue. De Schaun: Protocols overcome challenges; we don't know now when a bus is coming. Albright: When is bus going to get here? GPS ultimate solution. Smith: Staff to make adjustments. Beverlin: Skeleton crew now. Tied to mini-

transtar unless GPS and bus talking to signals – 8 to 10 minutes off, troubleshoot the whole thing. We will get email response. Click: Critical component. Roane: Galveston.com is not the solution. Smith: Meet with you (Galveston.com) to understand. Beverlin: You have HGAC and Metro RFQ for a variety of things including card readers. Grant floating on that. We want a regional technology. Maybe people from Houston could use their Metro card. Technology changing so fast; Metro fare box with card reader – get rid of box; use mobile app. Piggyback to larger regional system. Shriner: When you do something like that, what are the terms? Beverlin: We have ticket books, no GPS for Island Transit. Two people in entire building that have a degree. Lobby for staff from definite source. Field questions all day. Roane: Details significant but can be addressed. Beverlin: Map the architecture and how to implement. Roane: Pier 21 – Need to change sign. Downtown trolley loop sign (alert) – not a stop – scan for information. Click: So well-designed and clean looking; would not want advertising on it. Roane: 25th & Market Street – 20th stop sign, have to make sign. Trolley Stop pic (Click: put in bench), no sign where trolley stops. Map says it is a stop. Albright: Any in barn shelters for bus? Smith: Market to 53rd. Beverlin: 20th – open – shelter. Smith: Removed sign (for steel wheels) – people complaining rubber wheels were not stopping. De Schaun: (To Lee) When you developed maps, we did not give you a list. Zendt: Trolley driver pulled in front of hotel with pouring rain to let passengers out under cover. De Schaun: 14 trolley drivers went through Certified Tourism training. Roane: Add stops; add signs. Albright: Postoffice – no sign, frame. Do we have capability to create a frame to attach to a pole? Smith: We have the capability. Roane: Give information – can add before Labor Day.

Fundraising. Trolley Shelter pic, naming rights, ads, Pleasure Pier stop, etc. – not doing Google stops – on hold. Sign along top now. Sell ads. Frames \$13,000-\$15,000; City pays. Saving up money, almost enough to start buying. One for concept. Scott Moon: Projection distributed. Includes signage we can sell. Revenue for naming rights, projected for sign in shelters, conservative. \$200,000 mark next year on revenue. Garten Verein wedding events. Rent two rubber wheels that look like Galveston trolley. \$1,000 for steel. Creating new business streams.

Albright: Steel rubber wheel naming rights, placards, bench sponsors, benchmark club, mass sponsorships, advertising foldable maps. Roane: Would work whole island. Stops. 25th: engraved bricks. T-shirts, Mugs, Merchandise, special event rentals, weddings, birthdays, reunions. Move people around free of charge: Artwalk with banner. Trolley calendars. Sponsored art panels on stops, clear – through contest. Brochure on sponsorships, naming rights, sponsorship of entire system, vintage-looking extended passes sponsored, special occasion passes. Beverlin: Reception at Railroad Museum – use trolleys. Implement now. Shriner: Most or for all entire fleet? Albright: Some specific. **Other Interests.** Zendt: Who is going to sell it? Deluxe package. Albright: Postpone to discuss at next meeting.

Adjournment 12:10. Motion from Click, seconded by Zendt; motion carried.

Linda Strevell
Recording for David Smith – Director



Presentation Aids:
Power Point
Galveston Island Trolleys – 2019 Projected Revenue
Trolley Advertising Report

