

MINUTES
TOWN OF QUARTZSITE
REGULAR MEETING OF THE
HEALTH & DEVELOPMENT
SERVICES BOARD

465 NORTH PLYMOUTH AVENUE

THURSDAY, JANUARY 15, 2015, 3:00 PM

CALL TO ORDER: 3:03 p.m.

Chairman Sally Ford called the meeting to order at 3:03 p.m.

INVOCATION:

The invocation was said by Board Member Rita Wilson.

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was said by all.

ROLL CALL OF THE BOARD:

Chairman: Sally Ford, present

Board Member: Sue MacCracken, present

Board Member: Rita Wilson, present

Board Member: vacant

Vice Chairman: Elmer London, absent

Board Member: Suellen Pennington, present

Board Member: Monica Timberlake, present

Staff Present: Janet Collier, Transit Coordinator; Skylor Miller, Town Manager; Miguel Castellanos, Deputy Town Clerk.

APPROVAL OF MINUTES:

Board Member Monica Timberlake moved to approve the minutes of the regular meeting of December 18, 2014 and Board Member Rita Wilson seconded the motion. The motion passed unanimously.

BUSINESS

1. Discussion and direction to staff regarding the Quartzsite Transit Rider's Guide.

Janet Collier, Transit Coordinator, explained the issues the drivers are having with the passengers. Some passengers are verbally abusive to the drivers when they do not get their way. Janet Collier has contacted other transit service providers for policy guidelines for preventative measures and on-going abuse.

Chairman Sally Ford asked if there is any policy information posted on the buses. Janet Collier said the only sign posted is "The Driver Cannot Talk to Passengers".

Janet Collier talked about other transit providers' methods of dealing with difficult passengers.

Town Manager Skylor Miller explained the Town's Transit Service is a public service and not a private service. Chairman Sally Ford advised she would like the code of conduct and policy posted on the buses.

2. Discussion regarding the Board's direction to staff to do further investigation and contact agencies regarding the free passes for those who qualify.

Chairman Sally Ford asked if the Business Chamber is involved with the free passes for the Town's Transit Service. Janet Collier said they are not involved, but they are aware of the passes.

Town Manager Skylor Miller asked if there are any marketing ads for the passes. Janet Collier replied there are not. Town Manager Skylor Miller offered to make half page flyers.

3. Discussion and review of completed and returned Transit Surveys.

Board Member Monica Timberlake asked if the surveys show anything new or unknown for the transit service. Janet Collier says they do not show any new information. Janet Collier is going to hand out surveys herself for better results.

4. Discussion of ideas for marketing and outreach efforts regarding the Quartzsite Transit System and its logo for the vehicles, schedules and other hand-outs.

Janet Collier talked about the calendar and schedule for the transit services. Janet Collier said there will be a contest for suggestions of branding the transit vehicles. The 5311 Grant will be used to pay for the vehicle branding.

Chairman Sally Ford asked if it is possible to rent spaces on the vehicles for advertising. Town Manager Skylor Miller said it is possible and it is something to consider once the new program is utilized.

Board Member Monica Timberlake would like a magnet with the transit information. Town Manager Miller suggested the magnets be considered with the next budget and if the 5311 Grant is given to the Town.

Janet Collier explained about cancelling a trip to Lake Havasu City due to the lack of riders. Board Member Monica Timberlake said we should cancel a trip due to lack of passengers. Janet Collier explained they do not cancel trips for medical reasons.

Board Member Monica Timberlake asked what if the Town offered something fun for Saturdays outside of Quartzsite. Janet Collier said the Town can reschedule the second Havasu trip of each month. Town Manager Skylor Miller said staff could investigate what activities could be scheduled and the how much it would cost to have a trip like that.

The Board Members listed several ideas that would be nice to get new riders for the transit services.

Janet Collier mentioned that Parker residents have commented that they would like a trip to Quartzsite for the seasonal show times. Town Manager Skylor Miller explained that if the passengers are from out of town the ride would be fare based and not based on donations.

Janet Collier explained how the Town had advertised the trolley. Town Manager Skylor Miller said it would be something that will have to be planned with policies and procedures.

REPORTS:

Quarterly Ridership Report

Janet Collier explained the Quarterly Ridership Report. Board Member Monica Timberlake asked how many people are riding the transit. Janet Collier said about 128 different people rode the transit system in the last year.

Janet Collier explained some riders are saying the transit service is a donation only service, so they do not need the free passes. Town Manager Skylor Miller explained the daily cost to have a transit service.

Chairman Sally Ford said a mandatory fare would bring more money into the Town's transit service. Board Member Monica Timberlake said if the Town ever does do a mandatory fare, the Town should offer the people who cannot afford a ride some sort of pass. Janet Collier said the transit service has never denied a passenger in need.

Janet Collier talked about people taking advantage of the transit service by not making a donation. Board Member Rita Wilson stated she believed the Town should not have a donation only service anymore and should have a mandatory fare. Board Member Monica Timberlake would like a fare structure soon. Town Manager Skylor Miller said it would have to be planned for the 5311 Grant.

ADJOURNMENT: 4:24 p.m.

Board Member Monica Timberlake motioned to adjourn the meeting at 4:24 p.m. and Board Member Suellen Pennington seconded the motion. The motion passed unanimously.

CERTIFICATION:

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Meeting of January 15, 2015, of the Health & Development Services Board of the Town of Quartzsite, Arizona, held on January 15, 2015.

I further certify that the meeting was duly called and held and that a quorum was present.

DATED this 26 day of February 2015.


Miguel Castanellos, Deputy Town Clerk

On behalf of the Board,

Approved:


Sally Ford, Chairperson

Next meeting to be held February 19, 2015 at 3:00 p.m. in Council Chambers.