



Southeast Volusia Advertising Authority
NSB City Hall Chambers – 210 Sams Ave.
New Smyrna Beach, FL 32168
May 4, 2017 – 10:00 AM

SPECIAL BOARD MEETING AGENDA

- I. Call to Order: Betsy Baker, Chairwoman
Roll Call: Debbie Meihls
- II. Public Participation: Public Participation is limited to three minutes, unless otherwise granted by the Southeast Volusia Advertising Authority members.
- III. Discussion and Approval of Trolley Project Funding
- IV. Adjourn

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

City Hall Chamber, Minutes of Workshop Meeting

Thursday, May 4, 2017

Members Present: Mike Arman, Betsy Baker, Donna Ruby, Chad Truxall (by phone), Erik Lumbert, Jamie Dudley, and Tom Clapsaddle.

Members Absent:

None

Betsy Baker, Chairwoman, called the meeting to order at 10:00 a.m.

Debbie Meihls did the roll call.

Elected official and other members present: Jim Hathaway-City Mayor, Jake Sachs-Vice Mayor, Pam Brangaccio-City Manager NSB, Nancy Maddox-NSB Leisure Services Department, Heather Blank -Votran, Tony Otte-CRA/ Economic Development Director, Debbie Meihls, Vivian Swartz, Megan DeBello from SVAA and Giffin Chumley from Volusia County.

TROLLEY PROJECT DISCUSSION

Tony Otte expressed that this is the first of a series of meetings to gauge the business interest and support for the trolley operation. There has been discussion over the years about the possibility of having a trolley in New Smyrna Beach. In 2013 it was discussed. Last year several meetings were held by Flagler Merchants who also discussed it. The reason for this workshop is that in one of the meetings that Flagler Avenue had with Transportation Planning Organization and DOT, they mentioned there was going to be a grant availability this year. FDOT grant application is due May 19, which gives the City very little time to submit all the required paperwork. One of the requirements of the grant is if it is deemed a success FDOT requires to continue with the project. Any trolley project is not going to be able to continue unless it has business support. It must be supported by the benefiting business owners. The City staff will be submitting the grant. If the grant was to be awarded, they are looking at about a year of working very hard to get businesses interest and support. Tony Otte gave an example of how a business can support by contributing certain dollar amount and getting in return a certain amount of tickets to give out to their customers. The reason why the trolley project has not succeeded in the past is because it is expensive.

Tony Otte referred to some trolley basics that will ease traffic congestion and free up some parking spaces. Overnight guests at hotels will be asked to use the trolley instead of their cars as much as possible as well as employees and be used as park and ride vehicle. One trolley operation must have two in case there is a mechanical problem, or the people will not ride it. The system requires reliability one in the garage as a backup. Can't use the draw bridge because it will throw the schedule off. They are looking at a route that uses the South Causeway. All the stops that they have must be handicap accessible and that is going to cost money to prepare the stops that are not in ADA compliance. The trolley vehicles will accommodate wheelchairs and be air conditioned. The look of the trolley is very

appealing. It will be part of the visitor's experience coming to NSB. If the proposed route is successful, they are looking to add other routes towards A1A, also to the South to reach out to people in condos or the Historic West Side to go to the Black Heritage Museum.

Debbie Meihls presented a revised trolley route PowerPoint presentation. Before she started she mention that Council Woman Deb Denys was not able to attend due to a County Council meeting. The figures presented are from February 2017 SVAA special board meeting. The figures will need to be updated prior any grants or purchasing. Availability of the quoted trolleys will have to be verified. They are projecting to start operations on Fridays and Saturdays 10:00AM to 9:00PM and Sunday 12:00-5:00PM. The dollar amounts include driver's salary, gas, insurance, and maintenance for a total of \$105,300 per trolley operation, lease \$88,620 per trolley. Total to operate one trolley but have 2 leased would be \$282,540. There are other costs such as delivery costs per trolley \$1,800, twelve 12 stops about approximately \$4,000 each to make them ADA compliance for \$48,000, fare box for ridership \$5,000, tracking technology \$14,000 so the visitor, employee and resident would be able to see where the trolley is using a mobile app. Total for the first year \$353,140 or monthly 29,428.33. Year two \$282,540 and monthly \$23,545. The new proposed route, which is subject to change, took in consideration City, businesses and residents feedback. The route will start at Sams and Julia, come up Washington and go over 1, go on the South Causeway bridge and come up on to 3rd Ave and then A1A Atlantic, then down on Jessamine and going over West to Pine to Oakwood and then going back to A1A Atlantic, and then coming back and reversing the route and going over to the Marine Discovery Center. They have ample parking so they should have a strategic conversation with them. The route tries to parallel to as many parking locations as possible. The route takes about 30 minutes and it was timed on a pretty heavy traffic day. Debbie Meihls mentioned as closing remarks that this is a tri-party agreement. The financial contributions from area businesses are key to the success of this project. She thanked Mayor Hathaway and his team for filling out the FDOT grant application and see where this project goes.

Tony Otte continued with the next item on the agenda which was the sample methodology for funding. He explained that what they are trying to accomplish with business support, in order to make the project happened, has already been done in a different venue. Daytona Beach International Airport was working to get JetBlue to have a presence at their airport. To make that happen the Chamber and the County went to businesses and asked for support for the new service. They asked for contributions from businesses and in exchange then, they were given tickets for air travel at JetBlue. He mentioned a form that has a box to a pledge for support from business groups and individuals, and in exchange they will be given trolley tickets, so they can then distribute to their customers to use the trolley.

He has been asked about fare revenue and advertising. They are important but usually fare box revenue in areas where people use cars usually accounts for less than 25% of the cost of the service. It is not enough money to cover the cost of service; if it was, there would be probably a private company already offering the service. The basic support is going to come from businesses.

PUBLIC PARTICIPATION

Steven Welfer: He has a lot located at 222 Flagler Avenue. He thinks it is a wonderful idea. He has used the flex bus in the past just for the experience, but the ridership is down. He is not in favor of the trolley project. He thinks money can be spent better in parking spaces, buying lots around Flagler Avenue. People that come into town will keep driving to the beach.

Robert "Bob" Withington: From Island Hopper. He said they have offered a free service that would actually provide money to the City of New Smyrna Beach just like a taxi for about a year, but they haven't approved the permit for them. He expressed his opinion about the trolley, he thinks it is too wide for Flagler Avenue and it is too congested for it. Votran cannot even get their mini buses down the road without problems, it would block traffic. There is no population to ride the bus, that is why Votran stopped the service. Island Hopper has proposed a golf cart service. It would be on demand service for the population.

Adele Aletti: She is part of the committee with Merchants of Flagler. They considered golf carts but the main problem was the bridge speed. Businesses support is important. Advertising would be great such as a trolley magazine that could feature points of interest. Use the trolley for special event such as Images, there are many 2-3 day events. There was also some concern about people parking in the neighborhoods to get on the trolley. The stops would be where there is parking available, so that shouldn't be an issue.

Scott Steger: President of Flagler Avenue Business Association and Exit Real Estate Solutions. He expressed that almost without exception businesses are looking at the project in a positive way. The idea of being able to move people that come to the City around to various businesses not only in one location is appealing to everybody. All businesses benefit because the visitors would be able to go from Canal Street to Flagler Avenue, and to the beach without ever getting in their car and enjoy all the wonderful things that NSB has to offer. The bus offers a good service but it doesn't add to the culture of New Smyrna. It is a great way to take vehicles off Flagler Avenue. On the next meeting, he will bring this topic to their members' attention and he is sure businesses are willing to support this opportunity. Maybe there is the possibility of moving the 150 employees in Flagler Avenue a day. Island Hopper is a good idea and it could supplement the trolley concept.

Mike Arman likes the idea of the trolley and adding buzz to the community. It strikes him that the issues are with schedules which can be adjusted, route which will have to be adjusted. The issue he has is with the choice of vehicle and the financing of it, he thinks it should be purchased and then sold. He thinks leasing is a wrong approach. They should revisit the bus type; the service should run more days and later at night. They need to sharpen the concept.

Tony Otte told that the next step was to fill the grant application and submit by May 19. Then continue series of meetings to get the businesses support to formulate the funding mechanism for this project. They have a year to plan, and if the grant is awarded they would have to have the continuation of funding before the grant is be accepted. They would know July 1 of next year if FDOT would award the grant.

Mike Arman asked what is holding up the City's approval for the Island Hoper, considering that there is no cost involved.

Pam Brangaccio, City Manager, said regarding the Island Hoper, they don't have an active application on file. She also explained that the City recently revised their taxi ordinance and golf carts cannot be taken on the road. They are welcome to submit an application and they have simplified the process. Referring to Adele Aletti's point there was a recent change on the Causeway, you cannot take a slow speed vehicle, there is a section where they can take the access road. They are actively enforcing golf carts right now where they are not supposed to be. If you have a slow speed vehicle certified by the State of Florida, you can take it where the speed limit is 35 or less.

OLD BUSINESS

None

ADJOURN

Meeting adjourned at 10:39 am.