

**ATN Board of Directors – Regular Meeting**  
**December 16, 2003**  
Anabella Hotel, 1030 W. Katella Ave., La Rosa Room

**Minutes**

*I. Call to Order*

Board members in attendance were:

Gary Johnson, City of Anaheim  
Doug Foye and Bill Hillis, Disney  
Larry Slagle, Yellow Cab and Western Transit  
Richard Pope, Anaheim Hotel Partnership, Hilton Anaheim  
Bill O’Connell, BW Stovall Hotel  
Virginia Gonzalez, Kaiser Permanente  
Bryan O’Connell, Coach USA  
Penny Elia, ART  
ATN Staff present: Laurie Smith  
Diana Kotler

*II.* The Board of Directors meeting was called to order at 3:30 p.m. No members of the public were present.

*III. Consent Calendar*

Meeting minutes for 11-18-03, 10-21-03, and 9-23-03 were received and approved (Johnson, Slagle) with minor corrections recommended by Slagle. Corrections noted. Draft October and November financial reports were presented. Approval of October and November financial reports was delayed until January 2004.

*IV. Anaheim Resort Transit Work Session*

- A. Liability Insurance Update – Laurie reviewed input from Driver Alliant on the transit exemption issue. Staff was directed to receive and review insurance coverage upon receipt of information from Driver Alliant. Coverage will be presented at January 2004 Board meeting.
- B. Ridership Report - Laurie reported that ridership continues to be under projections, but expected to be strong for 2003 holiday season.
- C. Kiosk Issues – Staff reported that performance improved. All credit card transactions have been processed.
- D. Route Issues – Staff reported that significant interest and good turnout was present at the Garden Grove workshop. Comments from Garden Grove hotels were reviewed and staff was directed to continue to work with the Garden Grove properties.
- E. Operational Issues – E-bus battery issues is still under investigation. SBETI will be used as a 3<sup>rd</sup> party to investigate the cause and responsibility for the accident. Coach staff is waiting for clearance from E-bus to use vehicles during holiday season. Staff reported that new scratch passes test order has been placed and will be conducted in January/February 2004. Upon completion of the kiosk tests, new style of passes maybe available in the upcoming year.

- F. Tram Report – Grant funds are completed, staff is working with Convention Center staff on maintenance training. No tram service was requested in December. Future service will be done on case-by-case basis with Convention Center covering 100% of operating cost.
- G. Marketing and Advertising – Board reviewed the report submitted by Penny Elia covering marketing and outreach activities for the months of November and December. Staff reported an opportunity to enter into an agreement with an on-line reservation system used by Visitor and Convention Bureau. Staff will provide a presentation and agreement recommendations at the January ATN Board meeting.
- H. Press Inquiry – the City of Anaheim received a Freedom of Information Act request from OC Register reporter Vik Jolly. Staff was directed to follow-up with Vik Jolly and schedule a meeting to facilitate the request. All future press requests pertaining to the ATN and its services will be directed to the Executive Director.

*V. Rideshare Report*

- A. La Palma Shuttle – Employee shuttle along the La Palma corridor will be discontinued due to lack on on-going operational funding. Staff was directed to issue 30-day termination notice to Western Transit System and to notify riders of service discontinuation.
- B. Employee Shuttles – ATN Board was informed that ATN received a request for employee shuttling in the Anaheim Resort area. Staff is working to begin service in March 2004. Initially one route will be started from the Haster/Orangewood area. Availability of employee shuttles is included in the draft franchise conditions from the City of Anaheim. The franchise conditions states that employee shuttles should be provided upon verification of vehicle availability and full operational cost recovery. Staff was directed to report to the Board development status of the employee shuttle services.

*VI. Brown Act Update*

Staff distributed information pertaining to the Brown Act compliance. Director Johnson requested for staff to provide Brown Act overview using the services of the City Attorney's Office.

- VI. Executive Session – Legal and Personnel Issues* –The Board went into Executive Session to briefly discuss pending legal and Executive Director personnel issues.

- VII. Adjourn* - The Board voted to adjourn at 4:30 p.m.