

Ozark Regional Transit  
Board Meeting Minutes October 27, 2022  
10:00 am at Ozark Regional Transit  
Available VIA Zoom Conferencing

**In Attendance**

Board Members:

Zachery Birdsong  
Ryan Carr  
Sharon Lloyd  
John McCurdy  
Jesse Hull  
Peter Nierengarten  
Mike Peters – Proxy for Rick Barry

ORT:

Kendall Luallen  
Mindy Campbell  
Bobby Tomlin  
Gail DeLancey  
Tayler Clark  
Jeff Hatley  
Steve Kinder

Auditor:

David Eaton – Przybysz & Associates

Attorney:

Tom Kieklak

Press:

Stacy Ryburn – NWA Democrat Gazette

**Proxies:** Mike Peters was proxy for Rick Barry. Peter Nierengarten was proxy for Chris Brown and Lionel Jordan.

**Agenda:** The agenda was considered adopted.

**Public Comments:** None

**Adoption of the 2021 Audit Report presented by Przybysz & Associates:** David Eaton of Przybysz & Associates presented the 2021 Audit report. David showed the Board ORT's statements of revenue, expenses, and changes in net position. He gave explanation for any increase or decrease we saw in

revenue and expenses. The audit concluded that they found no issues with ORT's financial statements. Sharon Lloyd made the first motion to approve the adoption of the 2021 Audit Report. Mike Peters made a second motion. All members voted unanimously in favor.

**5311 Grant Submission Approval:** The Board was asked to approve the application for the 2023 Grant Application to submit to ArDOT. Sharon Lloyd made the motion to approve the application and Mike Peters made the second. All members voted in favor.

**Board Approval – Bank of Fayetteville Check Signer:** The Board was asked to approve Mobility Manager Jeff Hatley as another check signer for the Bank of Fayetteville. Peter Nierengarten made the first motion to approve. Sharon Lloyd made a second motion. All board members voted in favor.

**Adoption of the August 2022 Board Meeting Minutes:** The August 2022 Board Meeting Minutes were considered adopted.

**Financial Reports:** Mindy Campbell, CFO, presented the Financial Notes for September 2022. Revenue had a favorable balance of \$152 K, due to Charter Revenue which had a favorable balance of \$149 K for the month and Contract Revenue that had a favorable balance of \$3 K. Expenditures had an unfavorable variance of \$174 K, mostly due to additional Professional Fees with a negative variance of \$152 K due to outsourcing transportation for Format Festival, Razorback Charters, and the Olsson Bus Stop Survey. Wages had an unfavorable variance of \$20 K due to additional wages and overtime for the charters. With revenues running favorably (\$152 K) and expenditures unfavorable (\$174 K), there is a negative balance of \$22 K for September. Year to date, there is a favorable balance of \$122 K. The Financial Notes were considered accepted.

**Ridership Statistics:** Kendall Luallen, Systems Information Director, presented the Ridership Statistics Report for September 2022.

- Total passengers in September were 18,213, or 867 per day.
- Daily ridership is trending up

**Social Media Update:** Jeff Hatley gave the Board an update on ORT's social media. Marketing Near Me has continued to help ORT's social media grow. Over three social media platforms (LinkedIn, Instagram, and Facebook), we have 2.1K followers. The help we are getting from Marketing Near Me will end at the end of the month, however there are still scheduled posts that they will do through the end of December to promote ORT, per our contract. Moving forward, all the social media will be done in house.

**Adoption of Community Engagement Sub-Committee minutes:** Jeff gave an update on the Community Engagement Sub-Committee. Jeff Hatley, Rick Barry, Zachery Birdsong, and Jesse Hull attended the meeting on September 21, 2022. Zach made the first motion to approve the bylaws, seconded by Jeff. The rest of the committee voted in favor. Jeff told the Board that they discussed how members should use the service to get feedback from the community about using public transit. The committee agreed. Peter Nierengarten made the first motion to adopt the Community Engagement Sub-Committee minutes, and by extension, the bylaws that were approved by the committee. Sharon Lloyd made the second motion. All members voted in favor.

**Open discussion on Transit Successes/ Opportunities in Respective Communities:** Peter attended the Hope Station event in Springdale. He was optimistic about how the crossover between art and

transit can help us improve bus stop conditions in the future. Ryan discussed the success of the Springdale Bus Discussion and how much of the feedback was that people didn't know about the transit system. He was optimistic that with our marketing we can continue to grow and get the word out about transit.

**Executive Director's Report** presented by Bobby Tomlin:

- Bobby told the Board about the Ford E-Transit that ORT has been given to test in Bentonville. He discussed the challenges we faced regarding charging the vehicle in a safe place with a level-2 charger. With our level-1 charger, it takes 48+ to charge. We found that we would need two and half E-Transits to complete a full day's work.
- Bobby informed the Board that the Walton Family Foundation has granted ORT the funding to continue the Zero Fare program through 2023.
- Bobby informed the Board about the special events that ORT has been involved with. We completed 4 Razorback games and participated in the ForMAT Festival and the CycloCross World Cup.
- Bobby discussed the success of the Hope Station event that we worked with Crystal Bridges. We hope to conduct similar events in Fayetteville, Rogers, and Bentonville in 2023.
- Bobby informed the Board that our 4<sup>th</sup> Ford Transit wrap is being completed this week. In coordination with Crystal Bridges, art from Leah Grant, Sean Fitzgibbon, Fermin Hurtado, and Richard Lorenz was featured on our busses.
- Upcoming Special Events:
  - Razorback Football:
    - November 5<sup>th</sup>
    - November 12<sup>th</sup>
    - November 19<sup>th</sup>
  - ORT closed Thanksgiving Holiday – November 24<sup>th</sup> through 27<sup>th</sup>

The Budget review meeting will be November 17, 2022.

The next regular Board Meeting will be December 15, 2022.

Ryan Carr brought up that the Executive Committee should start meeting on the off months. The committee will perform duties such as Executive Director evaluations, in depth view of finances, pursuing grants, finding new training opportunities, and other miscellaneous items.

The meeting was adjourned by Chairperson, Ryan Carr.

**An audio recording of this meeting is available upon request.**