

SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

Minutes of Special Meeting of
the Board of Directors of the District

August 4, 1977

Upon notice duly given, the Board of Directors of the Southern California Rapid Transit District met at a Special Meeting in the District Board Room, 425 South Main Street, Los Angeles, California, at 1:00 p.m. on August 4, 1977, at which time President Marvin L. Holen called the meeting to order.

Directors present:

George W. Brewster
Marvin L. Holen
Gerald B. Leonard
Mike Lewis
(entered at 1:45 p.m.)

Thomas G. Neusom
Jay B. Price
Ruth E. Richter
Charles H. Storing
George Takei

Directors absent:

Byron E. Cook
Donald Gibbs

Staff present:

Jack R. Gilstrap, General Manager
George W. Heinle, Manager of Operations
Richard T. Powers, General Counsel
Joe B. Scatchard, Controller-Treasurer-Auditor
Richard Gallagher, Manager & Chief Engineer-Rapid Transit
Byron Lewis, Director of Personnel
Robert Williams, Manager of Customer Relations
Michael Olivas, Deputy Admin. - Equal Employment Opportunity
Paul Taylor, Manager of Surface Planning
Richard Dimon, Acting Manager of Marketing & Communications
Richard K. Kissick, Secretary

Also present were members of the new media and the public.

Approval of Consultant in Connection with Manufacture of Bus
Radios

On motion of Director Price, seconded and carried as noted
below, the following resolution was adopted:

R-77-318

RESOLVED, that Requisition No. 7-3099-64 is approved, and the General Manager is authorized to enter into a contract with a communications consultant for an amount not to exceed \$60,000 for project control and specification compliance monitoring in connection with the procurement of the General Electric bus radio system; subject to the concurrence of the Urban Mass Transportation Administration (UMTA Project Nos, CA-03-0034; 0046; 0049; 0090 and 0106); form of contract subject to approval of the General Counsel.

Ayes: Brewster, Holen, Leonard, Neusom, Price,
Richter, Storing, Takei

Noes: None

Abstain: None

Absent: Cook, Gibbs, Lewis

Approval of Public Information and Marketing Plan for Fiscal
Year 1978

Mr. Dimon briefly reviewed last year's marketing programs and the proposed program for fiscal year 1978. A program level of \$1.3 million, including staff salaries, advertising, etc., had been included in the budget, but the recent transfer of \$275,000 from the advertising budget to the operations budget, in order to continue employment for 10 to 12 operators, had further reduced the advertising budget by that amount. This necessitated the deletion of the following programs from next year's advertising budget:

Resolution
No. Assigned

Bus stop information program
Student program and pass sales
Subscription service
Outdoor advertising

Mr. Dimon stated the major tasks would be accomplished during the first six months of the year, especially to inform passengers of the service reduction program, but that Airport Express service and the radio sports information programs would continue throughout the year. He also reviewed the main programs and goals of the marketing plan.

There was a lengthy discussion by the Board regarding the transfer of \$275,000 from the advertising budget to operations, and a step-by-step review of the proposed marketing plan.

(Director Lewis entered the meeting at 1:45 p. m.)

The following is a summation of the principal suggestions or actions:

Attempt to find additional funds for the Campus Tie-in program, and also attempt to have Airport service information included in the 50,000 pamphlets to be printed by U. C. L. A.

Staff to investigate mailing of timetables and literature by means of outside mailings by cities and other agencies. (It was determined that distribution costs were not shown in the budget, but that most of the present distribution is by Customer Relations Dept. and on buses.)

Community & Customer Relations Committee to investigate the placing of telephone numbers on bus stops, as well as to continue to pursue obtaining additional pass outlet sales locations.

Resolution
No. Assigned

On motion of Director Neusom, seconded and carried as noted below, the following resolution was adopted:

R-77-319

RESOLVED, that the Public Information and Marketing Plan for Fiscal Year 1978, as presented to this Board of Directors with the report dated July 21, 1977, be and the same is hereby adopted, with the staff instructed to make an effort to obtain additional funding for the "Campus Tie-in Literature Distribution Program."

Ayes: Holen, Neusom, Price, Richter, Storing, Takei
Noes: Lewis
Abstain: None
Absent: Brewster, Cook, Gibbs, Leonard

Mr. Dimon stated it was his last appearance before the Board as the Acting Manager of Marketing & Communications, and thanked all members of the Board and staff for their cooperation during the past year.

The meeting was adjourned at 2:55 p. m.


Secretary