



MAYOR & COUNCIL
SPECIAL WORKSHOP MEETING MINUTES
February 7, 2020

***Meeting minutes are transcribed in a summarized format.
Tape recording of actual discussion is available at Town Office***

Mayor Jacobs called the meeting to order at 6:02 p.m. In attendance were Vice Mayor Andrews, Councilmember Jones, Councilmember Collyer and Town Manager Resele. Councilmember Edwards was absent.

Agenda

Councilmember Collyer made a motion to approve the agenda for the Special Workshop Meeting to discuss the Transportation Task Force proposed business plan. Vice Mayor Andrews seconded the motion. All in favor. Motion carried.

PROPOSED BUSINESS PLAN AS PRESENTED FOLLOWS:

Rock Hall Transportation Task Force

Advisory Plan

February 7, 2020

Members:

Dawn Jacobs, Mayor of Rock Hall

Beth Andrews, Council Member

Bryn Ponti, Wheelhouse Restaurant, Owner

Jason Maristch-Miller, Eastern Shore Farm & Country, Owner

Ed “Cap” Pickering, North Point Marina & Curtis Stokes & Associates, Broker

Statement of Purpose and Summary

The Jeep and passenger trailer styled tram system that has been in use for many years now is in desperate need of replacement for several reasons, mainly road worthiness and passenger safety issues. This “Transportation Task Force” was formed to provide an advisory function to the Mayor, the Town Council, and to the residents and visitors of the Town of Rock Hall. While acting in this capacity, peer members of the business community have discussed with many of the local businesses and residents on what concerns, suggestions, and involvement they could provide to be part of the critical solution to a problem that has broad ramifications to the financial vitality of the town of Rock Hall.

Outline

I. The Rock Hall Transportation System (RHTS)

a. Description of business

A multiple vehicle transportation system that will safely and effectively transport residents and visitors throughout the Town of Rock Hall, allowing patrons to see the heritage of the Town, visit the businesses and services it provides, and interact with the great people that live here

b. Marketing

Town wide involvement in marketing the RHTS, with posted drop off/pick up signs, maps, social media, email, website (Town and County), promotion by local businesses, advertisements both on the vehicles and signage, ongoing and continuous fundraising initiatives, as well as video advertisements on board the vehicles

c. Competition

Currently there is not a viable business or service that would/could be considered competition to the proposed system.

d. Operating procedures

Continue with the current operating procedures in place for the RHTS, with the premise that it will be reviewed and updated to reflect any changes needed due to the new vehicles being used prior to May 15, 2020 (the Memorial Day weekend). Also suggested in this review is to have a formal driver training and emergency response policy that is coordinated with the local agencies (Police, Fire, & EMS). Vehicle safety checks and equipment accountability will also be considered. The Town Manager will continue to run the daily operations of the RHTS

e. Personnel

Continue to use the existing drivers that have performed in this capacity, remaining open to potential new drivers to serve. This would be strongly encouraged in order to have complete cover during all seasons of use, as well as peak service times and conforming with hourly service guidelines. As noted above, satisfactory completion of driver training, emergency response procedures, and any public safety training that is needed, is required by each driver. We have several template programs that we are currently looking into

f. Business insurance

Maintain our current policies, adjusting for new equipment and service. Standard procedure should be to offer the insurance policy out for review, revision, and readjustment (both policy and price) on a yearly basis, ideally in January

II. Financial Data

a. Loan applications

The Task Force is unanimous in advising that both vehicles, the 14 passenger, "Hometown Trolley" and the handicap accessible 12 passenger shuttle bus/van be purchased on a lease to own basis. Both vehicles are offered by 2 different sales companies, however, we are looking to use the same leasing company for both.

b. Capital equipment and supply list

This is an ongoing list, that is currently under review. Items will be added and subtracted as necessary based on the need of each vehicle and the desired level of customization.

c. Balance sheet

The balance sheet will be maintained on the same level of occurrence as presently needed. (See also Line III. Oversight and Reporting)

d. Pro-forma income projections (profit & loss statements) detail, by month, first year

e. Discuss assumptions upon which projections were based

III. Oversight and Reporting

a. Who

It is our recommendation that the current Transportation Task Force shift from an advisory role to a committee that reports to the Mayor and Town Council after lease/purchase of the proposed vehicles. This committee is to remain a 5 member committee with the following representation: Mayor (oversight role), one member of the Town Council (representing the residents of the Town), and three business representatives, one from each area: restaurant/café, main street and/or businesses located within Rock Hall, and the waterfront/marina interests. These positions will be on an appointed basis, open to renewal at the start of each year. It is advised that no more than two vacancies can be filled in one year.

b. What

The function of the RHTS Committee will be to provide complete transparency and accountability to the Mayor and Town Council, but also to the residents, businesses, and visitors of Rock Hall

c. When

Implementation of the oversight and reporting functionality as well as the official creation of the RHTS Committee shall begin at the discretion of the Council, however it is advisable to do this as soon as possible, ideally at the next Town Council Meeting, February 13, 2020 @ 6PM. This will allow for seamless transition and provide the committee with time to continue our research, development, and implementation of the best solution for the Town

d. How

Meet as a committee on a monthly or “as needed” basis, whether in person. All meetings will be conducted as in accordance with parliamentary procedure and will be executed in accordance with the Open Meetings Act

e. Why

The creation of the RHTS Committee is to provide clear transparency of the operation of the vehicles and drivers, accountability to the Town and its residents, the financial viability of the RHTS, and to continue the seamless oversight of funding and operation of the critical service it provides the Town of Rock Hall.

IV. Funding

a. Participation

Anyone can participate with helping to fund this project. We will be making it open to the public by March 02, 2020, via a dedicated Face Book page. This will allow us to get the word out to the general public, both local and in the surrounding areas, about the RHTS and the service we intend to offer the citizens and visitors of Rock Hall.

Through this page we will be hosting an ongoing fundraiser campaign, secured, and all proceeds going to a dedicated banking account for contributions specifically for the RHTS. One local resident recently hosted a similar fundraiser on Face Book and has raised close to \$1,000, all of which will go towards the RHTS.

Our intent is to approach every business/service in Rock Hall and see how they would like to be involved in funding this initiative. At the time of this presentation, 6/9 marinas have pledged funding, varying from one-time capital contributions to multi-year commitments.

Likewise, with many of the businesses on Main Street and throughout the town. Restaurants have also stepped up to the plate, pledging both capital contributions and hosting fundraising events throughout the year, and years to come.

The key to the viability of the RHTS is sustainability. The following two subcategories will indicate as such. The continuation of these fundraising efforts will be carried out by the RHTS Committee mentioned above.

b. Events

Currently Rock Hall has three large business attracting events in the town: our longstanding Fourth of July Celebration, which spans several days, and the Pirates and Wenches Fantasy weekend, and Fall Fest. The RHTS Committee is looking into many ways to create additional multi-day and single day events that will attract more visitors to Rock Hall on traditionally “non-peak” months. Extending

the tourism season within Rock Hall is beneficial on many levels: May to December events create more business for all of Rock Hall, more shopping, more dining, more lodging (hotel tax), more boating, more revenue for the Town and more continued ridership on the RHTS (thus increasing fare revenue).

c. **Fundraising/Income Sources**

The following have been suggested, investigated, started, or are ongoing, but we are not limited to these choices: FARE revenue, Business Contributions, Advertising, Social Media Campaigns, Restaurant events, percentage revenue, Individual Contributions, Town Participation, Grants (focused on transportation, small community, and heritage preservation), Association participation, and special event use (For Hire)

V. Closing

Review of key facts, question, comments and answers from the council, and closing remarks


Consensus of Council present was to continue to move forward with research on grant and finance options to purchase shuttle van and trolley. Further discussion and consideration to be given at Mayor and Council Regular Business Meeting on February 13, 2020.

A motion to adjourn the Special Workshop Meeting was made by Vice Mayor Andrews and seconded by Councilmember Jones. All in favor. Motion carried. Meeting adjourned 7:20 p.m.

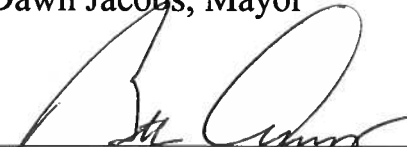
Respectfully Submitted:

Cheryl M. Butler

Approved by:




Dawn Jacobs, Mayor



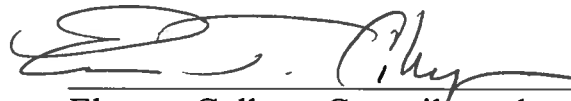
Beth Andrews, Vice Mayor



Carolyn Jones, Councilmember



Timmy Edwards, Councilmember



Eleanor Collyer, Councilmember