



**LAKEXPRESS TASKFORCE
MEETING MINUTES
Wednesday June 10, 2009
Lake County Agricultural Center, Tavares, Florida**

Members Present:

Commissioner Jennifer Hill
Commissioner Welton Cadwell
Commissioner Jimmy Conner
Commissioner Elaine Renick
Commissioner Sanna Henderson
Councilmember Robert Thielhelm, alt.
Councilmember Norb Thomas

Representing:

Lake County BCC
Lake County BCC
Lake County BCC
Lake County BCC
City of Leesburg
City of Mount Dora
City of Tavares

Members Absent:

Commissioner Linda Stewart
Mayor Jim Richards
Commissioner Sharon Kelly
Mayor Scott Ales
Councilmember James Yatsuk

Representing:

Lake County BCC
Town of Lady Lake
City of Fruitland Park
City of Eustis
City of Mount Dora

Staff:

T. J. Fish
Michael Woods
Sandy Minkoff
Nancy Valenzano
David Hope
Ken Harley
Fletcher Smith

Representing:

LSMPO Executive Director
LSMPO Transportation Planner
LSMPO Attorney
LSMPO Recording Secretary
Lake County Public Transportation
Lake County Public Transportation
Lake County Community Services

Commissioner Welton Cadwell, Immediate Past Chairman called the meeting to order at 2:35 p.m. It was noted that the meeting was properly noticed.

T.J. Fish noted due to time constraints and a full agenda there will be no reports.

I. Lake County Public Transportation Report – None

II. MV Transportation Report - None

III. MPO Staff Report - None

IV. Discussion Items –

A. Uniform Branding and marketing strategy for LakeXpress, Lake County Connection and South Lake Express

Michael Woods led discussion referencing the use of LakeXpress for branding of Lake County Connection. After sharing photos of current Lake County Connection busses members were asked for their thoughts. Discussion ensued. Consensus was to keep Lake County Connection branding separate from LakeXpress.

B. LakeXpress Bus Shelter Design Criteria, Robert Sullivan, President, Agens LLC

Robert Sullivan gave presentation and led discussion referencing advertising and sponsorship for a County-wide bus shelter system, utilizing solar powered shelters. **Southeast Steel, Inc.** shared information relating to their solar shelters and the advantages for this option.

Motion was made by Commissioner Jimmy Conner to move forward with solar shelters; seconded by Robert Thielhelm.

C. New service route to begin July 1, 2009 LakeXpress Route 4

T.J. Fish reported new service will begin on July 1, 2009 for the LakeXpress Route 4, Altoona to Zellwood.

Commissioner Hill questioned if the bus could go a little further then the Health Department and turn around at the park. This would enable students to access the park easily. Ken Harley stated he would have staff review the suggestion.

D. Operational and Performance Review & LakeXpress Quarterly Monitoring Report

T.J. Fish gave brief synopsis of the reports. Taskforce members requested a report on ridership per hour at future meetings.

E. 2020 TDP Service Enhancement Recommendations

T.J. Fish reported Route 4 is moving forward. Riders have been surveyed about extending hours/weekends. He shared the highest percentage of riders are using the system to get to work. The extended hours were not approved, but there will be an opportunity to look at it again. Saturday and Sunday hours would require Operational and Maintenance costs (O&M). **Robert Thielhelm** questioned whether the lot on the corner of 441 and Lincoln Ave could be used as a Park and Ride Lot. **T.J. Fish** stated he would have staff follow up.

F. LakeXpress Future Funding Options

Commissioner Jimmy Conner questioned future funding and if it will be available. **T.J. Fish** stated as ridership goes up so will funding.

V. Task Force Member Comments - None

VI. Public Comment - None

VII. Adjournment – Meeting adjourned at 3:55 p.m.