



**LAKEXPRESS TASKFORCE
MEETING MINUTES
Wednesday September 24, 2008
Tavares Civic Center, Tavares, Florida**

Members Present:

Commissioner Jennifer Hill
Commissioner Linda Stewart
Commissioner Sanna Henderson
Commissioner Sharon Kelly
Commissioner James Rotella
Councilmember Robert Thielhelm, alt.
Councilmember Norb Thomas

Representing:

Lake County BCC
Lake County BCC
City of Leesburg
City of Fruitland Park
City of Eustis
City of Mount Dora
City of Tavares

Members Absent:

Commissioner Elaine Renick
Commissioner Debbie Stivender
Commissioner Welton Cadwell
Commissioner Ty Miller

Representing:

Lake County BCC
Lake County BCC
Lake County BCC
Town of Lady Lake

Staff:

T. J. Fish
Michael Woods
Sandy Minkoff
Nancy Valenzano
David Hope
Alisha Sullivan
Bill Calhoun

Representing:

LSMPO Executive Director
LSMPO Transportation Planner
LSMPO Attorney
LSMPO Office Assistant
MV Transportation, Inc.
City of Tavares
CAC Member/Town of Lady Lake

Commissioner Rotella, MPO 2nd Vice-Chairman called the meeting to order at 3:45 p.m. It was noted that the meeting was properly noticed.

- I. MV Transportation Inc./Lake County Public Transportation Reports**
David Hope reported the ridership is 16% and 35% over projections. Staff is looking at options for providing benches, trash cans and shelters. Discussion ensued.
- II. MPO Staff Report**
Michael Woods reported the TDP has been completed. Copies were available at the meeting.
- III. Update on Marketing with Brighthouse**
David Hope shared due to the lack of sound capabilities the video will not be viewed today. He reported on other marketing ideas and strategies. Discussion ensued with the following suggestions:

- Include information in water bills.
- Link city/town web pages to the county LakeXpress website.
- Maps/Routes to be distributed at all city halls and libraries.
- Advertise on Lake Front T.V., local networks, radio stations, judicial centers, probation dept., schools, target major employers.

IV. LYNX

T.J. Fish reported the service development grant has been extended x 1 year by DOT. Ridership numbers have increased from 1,700 to 3,000. **Robert Thielhelm** reported on a piece of property south of the Hampton Inn, on 44 that could be used for park and ride lot.

V. Delivery of First Eldorado

David Hope reported the Eldorado is in service in Mount Dora.

VI. Bus Shelters

David Hope shared there is a need for bus shelters. Members felt branding of shelters was important while branding of benches not as critical. **Sandy Minkoff** led discussion referencing advertising on busses and shelters, county has an ordinance against bench advertising. Task Force Members requested 3 designs including small, medium and large. Consensus was an endorsement for consistency. **T.J. Fish** suggested TAC members get feedback from their council and give suggestions of 4 or 5 locations for shelters.

VII. Public Comments

MPO member and Minneola Mayor David Yeager shared he felt not one dime should come from taxpayers and that staff needs to think out of the box to find funding for bus shelters. A long term contract which would include maintenance of the shelters is needed.

VIII. Adjournment