



WORK SESSION OF THE BOARD OF DIRECTORS

METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

Thursday, August 7, 2014

MEETING SUMMARY

A Work Session of the MARTA Board of Directors was held on Thursday, August 7, 2014 at 12:04 p.m. in the MARTA Board Lounge, 6th Floor, MARTA Headquarters Building, 2424 Piedmont Road, Atlanta, Georgia 30324

Board Members Present

Robert L. Ashe III
Harold Buckley, Sr.
Frederick L. Daniels, Jr.
Jim Durrett
Roderick E. Edmond
Kirk Fjelstul*
Freda Hardage
Barbara Babbit Kaufman

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Approval of the Minutes of the July 9, 2014 Work Session of the MARTA Board of Directors

On motion by Mr. Durrett seconded by Mr. Daniels, the Minutes were unanimously approved by a vote of 7 to 0, with 8* members present.

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Upcoming Meetings of the Board:

Thursday, August 28, 2014

- Operations & Safety Committee – 10:00 a.m.
- Business Management Committee (immediately following)

Wednesday, September 10, 2014

- 10:30 a.m. Planning and External Relations Committee
- 12:00 Work Session
- 1:30 Board Meeting

* Kirk Fjelstul is Executive Director of Georgia Regional Transportation Authority (GRTA) and is therefore a non-voting member of the MARTA Board of Directors

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Update - Retail and Concessions Program

The MARTA Board was given an update on a proposed retail and concession program that will focus on increasing customer satisfaction through development of a world-class concessions program that reflects the best of local, regional and national travel retail concepts. Particular emphasis will be placed on generating revenue by creating a “sense of place” which embraces Atlanta’s culture and diverse lifestyles while enhancing the overall ridership experience.

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On motion by Mr. Durrett seconded by Mrs. Hardage the Board unanimously agreed to go into Executive Session at 12:19 p.m. to discuss personnel and real estate matters.

On motion by Mr. Durrett seconded by Mrs. Kaufman, the Board unanimously agreed to adjourn the Executive Session at 1:12 p.m.

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Update – Revenue Performance

Parking Industry Day Highlights

- The purpose of Parking Industry Day
- MARTA’s Current Parking State
- MARTA’s Objectives in Sourcing Parking Services
- RFP Evaluation Criteria
- Infrastructure Development
- Paid Parking Sourcing Schedule

Credit Card Chargebacks

- A chargeback is when a credit card company refunds money after a customer successfully disputes the transaction charge on his credit card statement

MARTA determined that most chargebacks were the result of fraudulent activity. To reduce the risk of fraudulent transactions and chargebacks, MARTA implemented zip code verification on the Breeze Vending Machines and 3-digit security code verification on all internet sales.

Clayton Referendum Campaign

Board members were presented with involvement guidelines regarding the Clayton County referendum campaign.

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New Stadium Project

Board members were briefed on the current status of the new stadium project.

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Adjournment

The Work Session of the MARTA Board of Directors adjourned at 1:39 p.m.