

CALL TO ORDER

Board Chair Bob Campbell called the meeting to order at 1:04 p.m.

ROLL CALL OF BOARD MEMBERS

Mark Packard (City of Carlsbad); Carl Hilliard (City of Del Mar); Jerome Stocks (City of Encinitas); Jim Wood (City of Oceanside); Chris Orlando (City of San Marcos); Lesa Heebner (Alternate, City of Solana Beach); Bob Campbell (City of Vista); Bill Horn (County of San Diego).

Sam Abed (City of Escondido) arrived at 1:11 pm.

CLOSED SESSION

The Board went into Closed Session at 1:06 p.m. to discuss items i, ii, iii and iv.

- i. Closed Session Pursuant to Government Code Section 54956.8 – Conference with Real Property negotiators – Location of Property is that portion of NCTD right of way within Assessor Parcel No. 203-054-28-00, in the City of Carlsbad, County of San Diego. NCTD Negotiators: Ed Singer and Ray Patchett. Negotiating Party: City of Carlsbad. Under Negotiation: Price and Terms of Easement
- ii. Closed Session Pursuant to Government Code Section 54957.6 – Conference with labor negotiators. Agency Designated Representative: Matthew Tucker. Employee Organization: Teamsters Local 542. Non-represented Employees: All
- iii. Closed Session Pursuant to Government Code Section 54957.6 – Conference with Labor Negotiators – Non-represented Employees: Executive Director
- iv. Closed Session Pursuant to Government Code Section 54956.8 – Conference with Real Property Negotiators - Potential Sale of Right of Way – Location: San Diego Sub Division. NCTD Negotiators: Paula de Sousa, General Counsel and Matt Tucker, Executive Director.

The Board returned from Closed Session at 2:23 pm. Paula de Sousa, General Counsel, stated there was no reportable action.

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PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG

Board member Jerome Stocks led the Pledge of Allegiance to the American Flag.

CHANGES TO THE AGENDA

None

PUBLIC COMMUNICATIONS

None

APPROVAL OF MINUTES

MOTION BY BILL HORN TO APPROVE THE MINUTES OF THE REGULAR MEETING OF FEBRUARY 18, 2010, SECONDED BY MARK PACKARD. MOTION CARRIED UNANIMOUSLY.

CONSENT ITEMS

Agenda item 1 was pulled at the request of Executive Director Matthew Tucker and will be reviewed under OTHER BUSINESS.

OTHER BUSINESS

1. Los Angeles-San Diego-San Luis Obispo (LOSSAN) Rail Corridor Agency Joint Exercise of Powers Agreement and Bylaws Changes

Linda Culp, SANDAG Principal Planner, stated that the Board received revised copies of the Joint Exercise of Powers Agreement and the Bylaws for the LOSSAN Rail Corridor agency that reflect changes made by NCTD General Counsel.

MOTION BY JIM WOOD TO APPROVE AGENDA ITEM 1, SECONDED BY JEROME STOCKS. MOTION CARRIED UNANIMOUSLY.

2. Supplemental Agreement with First Transit for Operations of NCTD Routes 309, 313 and 315

Tom Lichterman, Director of Operations, reviewed the proposed changes for operation of Routes 309, 313 and 315 and the cost savings of approximately \$54,000.

MOTION BY LESA HEEBNER TO APPROVE AGENDA ITEM 2, SECONDED BY JIM WOOD. MOTION CARRIED UNANIMOUSLY.

3. Proposed Policy Guidelines for Advertising Sales and Display, Promotions, Transit Station Merchandising and Concessions

Mike Mason, Manager of Business Development, reviewed: reasons for adopting an advertising policy; proposed policy; aesthetic considerations and design features; naming rights; public feedback; next steps.

Ms. Nancy Perry-Sheridan, Cardiff-by-the-Sea, CA, thanked the Board for adopting a policy on alcohol advertising.

Mr. John Byrom, Vista, CA, also thanked the Board for adopting a policy on alcohol advertising.

Ms. Mary Anne Dijak, Escondido, CA, representing Community Alliance for Escondido, stated her organization applauds NCTD for not having alcohol advertising.

Lesa Heebner asked if the policy included shelters and benches.

Matthew Tucker responded that NCTD would observe local ordinances.

MOTION BY JIM WOOD TO APPROVE AGENDA ITEM 3, SECONDED BY SAM ABED.

Mark Packard asked if this policy would allow alcohol companies to advertise.

Matthew Tucker said the policy focuses on prohibiting activities but allowing the entertainment or food venue experience.

Chris Orlando suggested that section 5.2 be struck and in section 5.1 add after his or her designee, "and subject to the review of the Board of Directors".

BOARD MEMBERS WOOD AND ABED ACCEPTED THESE RECOMMENDED CHANGES.

MOTION CARRIED UNANIMOUSLY.

4. Proposed Capital Improvement Program (CIP) FY 2011-2015

Richard Hannasch, Director of Administration and Finance, reviewed the revised CIP budget documents.

MOTION BY JEROME STOCKS TO APPROVE AGENDA ITEM 4, SECONDED BY CHRIS ORLANDO. MOTION CARRIED UNANIMOUSLY.

LESA HEEBNER LEFT AT 3:22 PM.

5. Presentation: Monthly Performance Report

Richard Hannasch reviewed the revenue and expenditure summary.

No action required.

INFORMATION ITEMS

6. Presentation: 2010 Board Retreat Report

Matthew Tucker stated that 86.7% of the people attending the retreat thought it was very effective in communicating the work of NCTD. He said that the key headlines that we took from the retreat are: we are on the right track based on the Board direction we received in 2009 in achieving financial health and transforming the business model; our budget looks like it's going to be balanced without fare increases or service cuts; we are starting to focus more on growing ridership and increasing revenues; we recognize that we need to build stronger relationships with our customers, key stakeholders and local governments; the mobility plan recommends significant changes to our service delivery model. Mr. Tucker stated that the next steps include finalizing the development of a business plan as well as a budget document.

No action required.

7. Presentation: Rail Safety Program

Wayne Penn, Manager of Rail System Safety and Compliance, reviewed: what is "system safety" management; COASTER and SPRINTER safety and service information; rail system safety program; NCTD's current rail safety management program; system safety management structure; safety oversight and response; trust but verify; regulatory audits; adapting for the future.

No action required.

8. Presentation: Legislative Update

Julie Austin, Director of Policy and Strategic Planning, reviewed: State Legislation – Tax Swap Bills; Jobs bill status; APTA Legislative Conference – March 13-16, 2010; APTA Legislative Conference Activities; California Intercity Rail Day – March 10-11, 2010; Intercity rail meetings.

Board members Stocks, Abed and Campbell spoke on the meetings they attended at the APTA Legislative Conference.

No action required.

9. COASTER 15th Anniversary Activities Update

Sarah Benson, Media Relations and Marketing Manager, reviewed: COASTER 15th anniversary event on February 27th; Encinitas Street Fair on April 24th; National Train Day on May 8th; Solana Beach Fiesta del Sol on June 5th; upcoming SPRINTER events.

No action required.

- **EXECUTIVE DIRECTOR'S REPORT**

Matthew Tucker informed the Board that: he received a call from the State Transportation Committee office requesting that he go to Sacramento to speak on Prop 1A high-speed rail funds; it appears that ridership declines are starting to flatten out, with SPRINTER ridership up 5% year-to-date; we will have a Positive Train Control Workshop at the April 22nd Board meeting and a LOSSAN briefing at the May 20th Board meeting; we will go dark with meetings in August; the BNSF derailment investigation is on-going.

- **BOARD MEMBER REPORTS, COMMENTS AND CORRESPONDENCE**

None

- **REMAINING PUBLIC COMMUNICATIONS**

None

- **ADJOURNMENT**

The meeting adjourned at 4:16 pm. Submitted by Jill McNaughton, Clerk of the Board for North County Transit District.

CHAIRMAN: _____

CLERK OF THE BOARD: _____

DATE: _____

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