



AGENDA

MEETING OF THE
FINANCE COMMITTEE
OF THE
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A PUBLIC AGENCY
FRIDAY, JANUARY 9, 2015
8:30 A.M.
SANTA BARBARA MTD CONFERENCE ROOM (UPSTAIRS)
550 OLIVE STREET, SANTA BARBARA, CA 93101

1. **CALL TO ORDER**
2. **ROLL CALL OF THE FINANCE COMMITTEE**
Bill Shelor, Committee Chair
Dave Tabor, Director
Roger Aceves, Director
3. **REPORT REGARDING POSTING OF THE AGENDA**
4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**
The committee will be asked to waive the reading of and approve the draft minutes for the meeting of November 7, 2014.
5. **PUBLIC COMMENT**
Members of the public may address the Committee on items within the jurisdiction of the Committee that are not scheduled for public hearing. The time allotted per speaker will be at the discretion of the Committee Chair. Please complete and deliver to the MTD **Board Clerk, before the meeting is convened, a "Request to Speak" form including a description of the subject you wish to address.**
6. **ADVERTISING POLICY- ARTICULATED BUS ADVERTISING RATES - (ACTION MAY BE TAKEN)**
Staff is seeking the Finance Committee's guidance as it pertains to the recommended rates for articulated bus exterior advertising.
7. **OTHER**
8. **ADJOURNMENT**

AMERICANS WITH DISABILITIES ACT: If you need special assistance to participate in this meeting, please contact the MTD Administrative Office at 963-3364 at least **48 hours in advance** of the meeting to allow time for MTD to attempt a reasonable accommodation.



MINUTES

MEETING OF THE
FINANCE COMMITTEE
OF THE
SANTA BARBARA METROPOLITAN TRANSIT DISTRICT
A PUBLIC AGENCY
FRIDAY, NOVEMBER 7, 2014
8:30 A.M.
SANTA BARBARA MTD CONFERENCE ROOM (UPSTAIRS)
550 OLIVE STREET, SANTA BARBARA, CA 93101

1. **CALL TO ORDER**
Committee Chair Shelor called the meeting to order at 8:30 a.m.
2. **ROLL CALL OF THE FINANCE COMMITTEE**
Committee Chair Shelor reported that all members were present with the exception of Director Tabor.
3. **REPORT REGARDING POSTING OF THE AGENDA**
Natasha Garduno, Executive Assistant, reported that the agenda was posted on Monday, November 3rd, 2014 at MTD's Administrative Office, mailed and emailed to those on the agenda list, and posted on MTD's website.
4. **APPROVAL OF PRIOR MINUTES (ATTACHMENT- ACTION MAY BE TAKEN)**
Director Aceves moved to waive the reading of and approve the draft minutes for the meeting of May 27, 2014. Director Shelor seconded the motion. The motion passed unanimously.
5. **PUBLIC COMMENT**
None was made.
6. **ADVERTISING RATE POLICY - (ACTION MAY BE TAKEN)**
The committee and staff discussed the advertising rate policy recommendations that staff had brought to receive guidance on. At the end of the discussion Director Aceves moved to approve that staff's recommendations for the advertising policy be taken to the full board as the following:
 - Increase King and Tail advertising rates by approximately 17%, and that the Queen advertising rates remain unchanged.
 - Reduce the interior advertising rates for all fleets to the rates recommended by staff.
 - Reduce the agency discount to 10% for advertising purchases.

As part of the motion Director Aceves also requested that discussion of the advertising rates and as it pertains to the articulated buses and future advertising policy items be brought to the Finance Committee. Director Tabor seconded the motion. The motion passed unanimously.
7. **UPDATE ON SINGLE AUDIT-(INFORMATIONAL)**
Staff provided the committee with an update on the Single Audit.
8. **OTHER**
No other items were discussed.

9. ADJOURNMENT

Director Aceves moved to adjourn the meeting at 9:20 a.m. Director Tabor seconded the motion. The motion passed unanimously.



FINANCE COMMITTEE REPORT

MEETING DATE: JANUARY 9, 2015

AGENDA ITEM # 6

TYPE: ACTION

PREPARED BY: NATASHA GARDUNO

Signature

REVIEWED BY: GENERAL MANAGER

GM Signature

SUBJECT: Advertising Policy- Articulated Bus Advertising Rates

RECOMMENDATIONS:

Staff recommends the following rates for the (3) new articulated bus exterior advertising space:

- King (2 ad package)-\$875
- Queen-\$290
- Tail-\$407.50

*(Prices reflect a 25% markup on MTD's standard rate for each space)

DISCUSSION:

Staff researched current articulated bus advertising rates for various transit agencies within the country and found that common practice for pricing articulated bus exterior advertising space is to add an additional 20-25% markup on the standard rate for each space (King, Queen, and Tail). Staff also found that because the King side of each articulated bus can accommodate two advertisements the space is therefore only sold to advertisers as a package deal.

The rates reflected in this recommendation are based on a 25% markup on MTD's new 2015 standard advertising rates for each space, which are comparable to the rates offered by the transit agencies researched.