



Committee Members

Joan Jennewein, Chair
Mark Alma
David Mechanik
James Ratliff
Dr. Shawn Robinson
Linda Saul-Sena

HART Administrative Offices
1201 E. 7th Avenue, 3rd Floor
Florida Conference Room
Tampa, FL 33605

Tuesday, December 6, 2011, 9:00 a.m.

*Information not viewable is available upon request - phone: 813-384-6611, fax: 813-384-6284
or e-mail: milliganm@gohart.org*

MISSION STATEMENT

Tampa Historic Streetcar, Inc. will offer a dynamic new component to Tampa's transportation system by providing attractive, reliable, comfortable, convenient, and safe streetcar service to local residents and visitors alike.

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES

Marketing Committee Minutes ~ November 2, 2011

PUBLIC INPUT

2. COMMITTEE ACTION ITEM

a. Motion #M2011-12-10 ~ Approval of Extra Service Hours during Gasparilla Extravaganza on Saturday, January 28, 2012

Brenda Mowen, HART Staff

Overview:

Increased Streetcar service demand is anticipated for Tampa's annual Gasparilla Parade, Saturday, January 28, 2012. Event attendance has historically ranged from 250,000 to 500,000. Event activities begin at 10am, and the parade begins at 2pm.

Recommendation:

To approve the recommendation and advance the item to the full THS Board for approval.

3. INFORMATION REPORT

OLD BUSINESS

NEW BUSINESS

ADJOURNMENT

TAMPA HISTORIC STREETCAR, INC.
BOARD OF DIRECTORS
Marketing Committee Meeting
Wednesday, November 2, 2011 at 2:00 P.M.
HART Administrative Office, 1201 E. 7th Avenue,
Florida Conference Room

Committee Members Present

(5)

Joan Jennewein, Chair
Mark Alma
David Mechanik
James Ratliff
Linda Saul-Sena

HART Staff Members Present

Donna Chen
Philip Hale
Martha Milligan
Brenda Mowen
Steve Rosenstock

Committee Members Absent

(1)

Dr. Shawn Robinson

Others Present

Richard A. Schlosser, THS General Counsel

CALL TO ORDER, INTRODUCTIONS, AND ANNOUNCEMENTS

Sign-in sheet is attached.

Meeting was called to order at 2:05 p.m.

The Pledge of Allegiance followed.

PUBLIC INPUT

No one requested an opportunity to comment.

APPROVAL OF MINUTES

Director Mechanik moved approval of the September 21, 2011, Marketing Committee Meeting Minutes. Director Alma seconded the motion. All Committee members present voted aye. The motion carried unanimously.

COMMITTEE ACTION ITEMS

Approval of Quarterly Meeting Schedule for the THS Marketing Committee

Ms. Brenda Mowen, HART Chief Administrative Officer, requested that the THS Marketing Committee approve a quarterly meeting schedule reserving the option to meet more frequently as determined by the THS Marketing Committee Chair. She said an Advertising and Marketing Report would be provided at each of the meetings.

Mr. Ratliff moved to accept the recommended quarterly meeting schedule as presented by HART staff reserving the option to meet more frequently as determined by the THS Marketing Committee Chair. Director Alma seconded. All Committee members present voted aye. The motion carried unanimously.

Authorize a Contract Between THS and Direct Media to Sell Advertising Space on Streetcar Vehicles, Stations, and Naming Rights, Contingent upon the THS General Counsel's Legal Review

Mr. Steve Rosenstock, HART Manager of Marketing, updated the committee on discussions that have taken place between HART, Direct Media, and THS General Counsel since the last meeting. He identified the unresolved items of concern. Mr. Rosenstock added that the three parties had participated in a telephone conversation earlier that day and contract negotiations were almost complete.

Mr. Richard Schlosser, THS General Counsel, elaborated on the concerns he had and sought direction from the Committee. He stated Direct Media offered a four-year term consisting of one initial year with options to renew for three 1-year periods.

Director Mechanik asked if silence at end of each period would indicate renewal or termination.

Mr. Schlosser said he could draft the contract to read either way.

Director Mechanik stated he favored language to state termination.

Ms. Mowen said the cancellation clause could be invoked but she prefers renewals to be stated.

Mr. Schlosser introduced two open items that would require Board approval:

- 1) Flexibility in rates for the advertisement space sold
- 2) Commission paid to Direct Media for Naming Rights

Mr. Schlosser said that THS could approve standardized rates but Direct Media could make adjustments based on commercially reasonable judgment.

Director Mechanik asked how car rotation for various reasons is factored in the rates.

Mr. Rosenstock replied that with three of nine cars running, there are no guarantees of the frequency any one car would run.

Mr. Philip Hale, HART Interim Chief Executive Officer, explained that the spare ratio is high but there are options to optimize exposure that can be coordinated with Direct Media.

Director Alma asked HART staff their business opinion of Direct Media on the bus side.

Mr. Rosenstock provided positive feedback and noted that Direct Media also has bus advertising contracts with other Florida transit agencies.

Director Jennewein asked how long Direct Media has been working with HART.

Mr. Rosenstock reported that HART has worked with Direct Media for six months now, and added they have proved to be reliable.

Mr. Schlosser asked how Direct Media handles a situation when an advertiser does not pay and if Direct Media monitors payment activity.

Mr. Rosenstock replied that all advertisers are thoroughly investigated for financial stability prior to finalizing the agreement. He confirmed that Direct Media produces Agent Reports listing account activities and collections.

Ms. Mowen said advance payments are required before advertising occurs.

Director Jennewein asked if Direct Media receives money from advertisers.

Mr. Schlosser replied that Direct Media will collect advertising sales and will pay for the production and the sponsorship directly to THS.

Mr. Rosenstock reiterated the revenue split is suggested at 60% to go to THS for sponsorship and advertising sales and 40%, to Direct Media. He stated that Direct Media has offered for 75% of the Naming Rights revenue to go to THS and 25%, to Direct Media. Mr. Rosenstock stated there is no industry standard on revenue splits for Naming Rights.

Mr. Schlosser said the revenue split is a part of the decision the THS Finance Committee has to make before advancing the item to the full Board. He reminded everyone that THS is a taxable entity and subject to UBTI; tax has to be paid on \$1000 or more of Unrelated Business Taxable Income. Mr. Schlosser said he does not have a reference for commission paid on Naming Rights.

Director Jennewein reminded the Committee Members that Doubletake Studios commission rate as 12%.

Ms. Mowen suggested the terms can be re-negotiated in the option periods.

Director Mechanik asked if other transit agencies had been surveyed for data on Naming Rights sales.

Ms. Mowen said all of the information has been provided by Direct Media and they are not involved with Naming Rights sales with other clients.

Mr. Ratliff questioned if 40% revenue split allocation to Direct Media was too high considering the Republican National Convention (RNC) will be in Tampa next year.

Mr. Rosenstock replied that historically no interest was shown in political advertising.

Ms. Donna Chen, HART Community Relations Specialist, commented that a portion of the streetcar system will be in the secured zone and logistics and advertising rights of the streetcars have to be addressed.

Director Mechanik moved to Authorize a Contract with Direct Media, Inc. with the THS Board of Directors final approval of 1) Flexibility to be granted to Direct Media in setting advertising rates and 2) 25% Commission to be paid to Direct Media for Naming Rights. Ms. Saul-Sena seconded. All Committee members present voted aye. The motion carried unanimously.

Mr. Schlosser announced that the current CSX insurance policies have been extended for 30 days expiring December 9, 2011.

COMMITTEE DISCUSSION ITEMS

Update on the Request to Extend Service Hours during Tampa Bay Lightning Post Season Playoff Games

Ms. Chen stated the Lightning was receptive about the initial approach concerning a sponsorship program. She said they are experiencing parking and traffic issues during the games and expressed interest in a program to promote parking in Ybor City and riding the streetcar to the Forum. Ms. Chen requested to table any decisions until next meeting to allow sufficient time in developing a strategic partnership plan.

Mr. Hale requested whether the Lightning was interested in running Extra Service regular season games or post-season games.

Ms. Chen responded that they are interested in Extra Service ran for all games.

Development of the THS Marketing Committee Mission Statement, Charter and Duties and Recommendations

Ms. Mowen introduced and briefly described the first draft of the agenda item.

Director Jennewein commented that the Mission Statement does not address the Marketing Committee's responsibilities of revenue development.

Ms. Mowen replied that the object is to advance the draft to the full Board to ensure it meets their needs. She said it can be modified to serve the purpose of the full Board as they determine it to be.

Ms. Saul-Sena commended staff for their efforts in developing the Mission Statement. She added she would like to see Social Media added to # 7 under Duties and Responsibilities.

Mr. Rosenstock said he will draft language for clarification of the statement.

Mr. Ratliff requested the language contain broad terms to avoid requirement for the committee's approval of small tasks.

Director Mechanik agreed that the Mission Statement looks good but questioned inclusion of advertising and generating revenue through promotions and sponsorships.

Ms. Mowen offered to edit the Mission Statement to add "*Maximizing opportunities for THS by generating revenue through advertising*".

Director Jennewein observed overlaps between the Marketing Committee and the Finance Committee.

Ms. Mowen pointed out the need to reconvene THS Finance Committee. She remarked that a review was recently completed by the City of Tampa and that the Finance Committee would be instrumental in addressing the findings as well as working with HART staff in the budget process.

Director Mechanik said both committees should have Missions Statements so there are no overlaps. He clarified that the Marketing Committee should be responsible for generating revenue; the Finance Committee should be responsible to manage revenue.

Ms. Mowen suggested presenting draft language to reflect Director Mechanik's comments at the December Marketing Committee meeting. She said with the Committee's approval, the Mission Statements could then be advanced to the full Board.

TECO Line Streetcar Holiday Connections Update

Ms. Chen provided updates on the status of the December 10 annual streetcar discounted fare day event. She stated the cash sponsorships from Centro Ybor will cover any lost revenue and Extra Service required. Ms. Chen noted that the event coordinator will decorate the four Ybor City streetcar stations similar to last year, and reported that HART is receiving assistance promoting the event from the Ybor City Development Corporation and vendors along the line.

Director Alma announced that the Channelside Park is now open and suggested incorporating an activity in the park and the courtyard at Grand Central into the Holiday Connections event. Per a suggestion by Director Jennewein, Ms. Chen offered to reach out to the Downtown Partnership to seek interest in decorating the remaining streetcar stations.

OLD BUSINESS

Director Mechanik announced that it is anticipated that the Tampa Port Authority Board will discuss streetcar funding at their next Board meeting. He asked Ms. Chen to circulate a memo to the THS Board members and key proprietors along the line with the details of the meeting.

Director Alma requested that the Board consider a direct mail-out of one 20-ride card to every household in the Channelside District. He discussed a webpage and program he has developed for promoting the 20-ride card for the residents. Director Alma expressed a desire to introduce the program to the Channel District first and then expand out along the line.

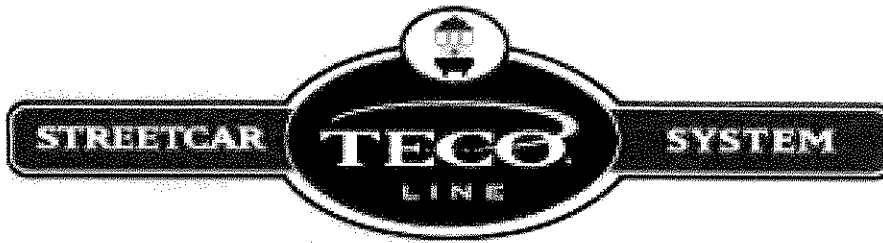
Ms. Mowen said information will be gathered and presented at the December Marketing Committee meeting. She mentioned that HART must comply with Title VI requirements and HART legal staff should review the proposed offer.

ADJOURNMENT

The meeting adjourned at 3:50 p.m.

NEXT MEETING

Wednesday, December 7, 2011, 2:00 p.m., HART Administrative Offices, 3rd floor.



**TAMPA HISTORIC STREETCAR, INC.
MARKETING COMMITTEE
NOVEMBER 2, 2011**

COMMITTEE MEMBERS:		STAFF PRESENT:	
JOAN JENNEWEIN, COT	<i>[Signature]</i>	DONNA CHEN	✓
SHAWN ROBINSON, COT	<i>[Signature]</i>	PHILIP HALE	✓
LINDA SAUL-SENA	✓	BRENDA MOWEN	✓
MARK ALMA, COT	<i>[Signature]</i>	LENA PETIT	
JAMES RATLIFF	<i>[Signature]</i>	STEVE ROSENSTOCK	✓
DAVID MECHANIK, HART	<i>[Signature]</i>	MARTHA MILLIGAN	<i>[Signature]</i>

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COMMITTEE ACTION ITEM

Motion #M2011-12-10 Approval of Extra Service Hours during Gasparilla Extravaganza on Saturday, January 28, 2012

OVERVIEW

Increased Streetcar service demand is anticipated for Tampa's annual Gasparilla Parade, Saturday, January 28, 2012. Event attendance has historically ranged from 250,000 to 500,000. Event activities begin at 10am, and the parade begins at 2pm.

RECOMMENDATION

To advance this motion to the THS Board of Directors to approve extra service outside regular hours during Gasparilla on January 28, 2012; three vehicles from 9am to 11am at a cost to THS of \$470.58 (6 vehicle hours x \$78.43).

BACKGROUND

Based upon historically-high ridership during this event, the THS Board had approved operation of added service in the past. Anticipated vehicle hours and costs are based on historic ridership.

The event planner, City of Tampa, and HART promote the use of the streetcar to the event on various materials, web site, social media and media releases. Attendees are encouraged to avoid the traffic and park in Ybor City and ride the streetcar.

NEXT STEPS

The THS Marketing Committee will vote to advance this Action Item, to the THS Board of Directors for consideration at its December 6 meeting. HART staff will implement operational and marketing plans for the service level as determined by the THS Board of Directors.

Prepared by: Donna Chen, Community Relations Specialist

Reviewed by: Steve Rosenstock, Manager of Marketing
Brenda Mowen, Chief Administrative Officer

Approved by: Philip R. Hale, Chief Executive Officer



INFORMATION REPORT

THS Contract with Direct Media to Sell Advertising and Promotional Space on the Streetcars and Stations

On Wednesday, November 16, 2011, the THS Board discussed the Direct Media contract to sell advertising and promotional space on the Streetcars and Stations. If awarded, Direct Media will be the exclusive advertising sales agency for THS. Commission for advertising will be 60% THS and 40% Direct Media, excluding production. Promotion sales (Naming Rights) will be a non-exclusive agreement. Commission of Promotion sales (Naming Rights) will be split 75% to THS and 25% to Direct Media. Term of the agreement is one year with two one-year options, and includes a 60-day cancellation provision. HART will review monthly reports on behalf of THS. THS Board is slated to make a final vote at its December 6, 2011 meeting.

Potential Partnerships with The St. Pete Times Forum

THS Board asked HART to research potential partnerships with The St. Pete Times Forum. The Forum has been busy with renovations for the Republican National Convention but may be willing to discuss this in early December. The Forum has shown interest in a partnership for not only the post-season hockey games, but also for other events.

Streetcar Holiday Connection – December 10, 2011

The TECO Line Streetcar will have its annual Holiday event, “Streetcar Holiday Connections”, Saturday, December 10, 2011, 9 AM to 5 PM, where fares will be \$.25 per trip. Centro Ybor is the main sponsor. Marketing activities include:

- Vinyl Event Street Banners
- Marketing Collateral: Brochures (Quantity 1,500) and Flyers (Quantity 300).
Over 40 participants this year.
- Electronic and Earned Media (Social media, web sites, media releases)
- Cross promotions with event partners
- Day of Event Street Team interaction with customers
- Newspaper Advertising, Tampa Bay Times (December 2 and December 9)

FY2012 Information Sheet for the THS Marketing Committee Meeting

To date, an estimated \$79,379 of the \$79,985 Marketing/Advertising budget remains unspent. The delta represents HART staff time. Note, many of the standard printed materials that will be distributed in FY2012 were produced in FY2011 (i.e. Schedules, Schedule books and information pieces).

Distribution of Streetcar Schedules, Schedule Books, and Information Sheets

HART staff met with a Tampa Downtown Partnership representative to collaborate on the penetration of Channel District residents and businesses. This will be an ongoing effort.



In exchange for in-kind Streetcar interior card space, HART staff is finalizing a partnership with the Tampa Bay Markets, who will host monthly events called, “Flicks and Food Trucks” in the Channel District. Staff will receive a booth at the monthly event. This venue is targeted at area residents and will HART staff will market the different fares including the SSD 20-ride fare.

HART Retail Staff is in the process of hand delivering Streetcar Schedules, Schedule Books and Information Sheets (Everything You Wanted to Know About the Streetcar) to residents and businesses in Ybor City, the Channel District and Downtown Tampa in November and December.

20-Ride Direct Mail Promotion Initially Targeted to Approximately 4,000 Residents of the Channel District

To boost sales of the 20-ride pass in the SSD District, Director Alma expressed an interest in managing a promotion that would consist of mailing about 4,000, free; 20-ride passes to residents of the Channel District. Staff is continuing to assess costs; potential lost revenue ,and Title VI implications and will present additional information at the next committee meeting.

Prepared by: Steve Rosenstock, Manager of Marketing

Reviewed by: Brenda Mowen, Chief Administrative Officer

Approved by: Philip R. Hale, Chief Executive Officer