SPECIAL MEETING OF THE CITY COMMISSION

MARCH 4, 2016

Pursuant to due notice, a special meeting of the Commission of the City of Altamonte Springs, Seminole County, was held at 225 Newburyport Avenue, in said City on March 4, 2016 at 9:00 a.m.

PRESENT WERE:	Mayor Bates, Commissioners Batman, Hussey, Reece, and Wolfram (who arrived late and did not vote but was present for discussion)		
ALSO PRESENT WERE:	Frank Martz	-	City Manager
	Skip Fowler	-	City Attorney
	Erin O'Donnell	-	City Clerk

The meeting was called to order by Mayor Bates at 9:00 a.m.

INVOCATION:

PLEDGE OF ALLEGIANCE

INFORMAL COMMUNICATION FROM THE FLOOR: None

Mr. Martz started the special meeting by discussing the items on the agenda in greater detail. He noted that the contract between the City of Altamonte Springs and Uber Technologies is before them this morning and Christine Mitchell of Uber is in Chambers. More than a decade ago, the City embarked on a cutting edge project to make transit convenient called FlexBus. Unfortunately, the story didn't end well but the City has always been willing to look for ways to help the residents and businesses of our City. Ride-hail technology like Uber is here to stay and it's a good fit for us based on their desire to innovate and operate which we can learn from.

The pilot program before them is for a year and will cost us about a third of what was the projected expense for operating FlexBus. Working with the private sector has its advantages, and we took an opportunity to find a company that mirrors our willingness to succeed. The City started to meet with Uber back in the fall and with their approval, this will be the first fully integrated city in America. This means that even though Uber has a variety of other partnerships with cities, counties, and schools, this will be the first time they've partnered with someone to provide citywide mobility.

The second item is a resolution to help with mobility by incentivizing private taxi cab companies who currently pay for Business Tax Receipts and then relieving network technology providers (Uber) from obtaining a Business Tax Receipt during this pilot program.

He entertained any questions from the Commission at this time and invited Christine Mitchell of Uber to address the Commission. Ms. Mitchell stated that Mr. Martz covered their partnership well but she added that she was

excited to work with the first city to offer broad spread mobility. It's been a pleasure working with Mr. Martz and his team to enable more people in the City to have access to safe and reliable transportation at the tap of a button. She thanked the Commission for having her here and was able to answer any other questions.

Mayor Bates thanked her for being there. Commissioner Hussey added that he looks forward to this partnership. Commissioner Reece wanted to know about the marketing of Uber to our residents. Mr. Martz replied that they are launching this on March 21st and in the meantime, Uber is working on all the hardware and technology they need to provide us billing services. We are going to continuously work our current methods of media (newsletter, social media platforms, etc.) as well as partner with local businesses and Seminole State College to promote the accessibility and ease of the program. Uber is also going to market it and help the branding across all platforms. Commissioner Reece asked if that they'd be marketing it to large employee businesses like Florida Hospital. Mr. Martz added that the City has very strong private partners who care about the community and Florida Hospital has contributed close to $50,000.00 towards this program.

There being no further questions, the Commission continued to the agenda for motions and any further discussions.

1. REQUEST FOR APPROVAL Pilot Project Agreement with Uber

Motion: Moved by Commissioner Hussey, seconded by Commissioner Batman to approve the pilot project agreement. Motion carried unanimously.

2. PUBLIC HEARING **Resolution 1323**- Authorizing a Transportation Incentive Program

No members of the public appeared before the Commission.

Motion: Moved by Commissioner Reece, seconded by Commissioner Batman to pass and adopt Resolution 1323. Commissioner Batman – yes; Commissioner Hussey – yes; Commissioner Reece – yes; Mayor Bates – yes. Motion carried 4-0.

INFORMAL COMMUNICATION FROM THE FLOOR: None

REPORTS:

CITY ATTORNEY- None

CITY CLERK- None

CITY MANAGER
Extended his congratulations to the Commission.

COMMISSIONER BATMAN
Extended his thanks to Mr. Martz and Ms. Mitchell.

COMMISSIONER HUSSEY
Only wanted to add that this was a proud day in Altamonte Springs.

COMMISSIONER REECE
Commented that she heard the announcement of this partnership on the radio on her way in. Mr. Martz added that several significant news and media outlets have picked up the story and he feels that one of the significant advantages of this partnership is for others to piggyback on the program and embrace technology and different ways to think.

COMMISSIONER WOLFRAM
Echoed Commissioner Hussey's comments.

MAYOR BATES
Stated she was happy to start this partnership and wishes it much success. She will now have to wait till the announcement later in the morning at 10 a.m.

Mr. Martz closed the meeting by stating that one of the most distinctive indicators of forward thinking are the number of people who line up against it.

The meeting adjourned at 9:09 a.m.

ATTEST:

Pat Bates
MAYOR

ALTAMONTE SPRINGS INCORPORATED 1920 SEMINOLE COUNTY, FLORIDA

Erin Sonnell
CITY CLERK