



City of Venice

401 West Venice Avenue
Venice, FL 34285
www.venicegov.com

Meeting Minutes Traffic Advisory Task Force

Thursday, September 1, 2016

4:00 PM

Community Hall

I. Call To Order

A regular meeting of the Traffic Advisory Task Force was held this date in Community Hall at City Hall. Chair Ron Fazzalano called the meeting to order at 4:00 p.m.

II. Roll Call

Present: 6 - Ron Fazzalano, Paul Cline, Carol Barbieri, Linda Dalton, Gabe Moretti and John Collier

Absent: 2 - Mike Pachota and Victoria Dietz

Also Present:

Assistant City Manager Len Bramble and Assistant City Clerk Heather Taylor.

III. Approval of Minutes

[16-2144](#) Minutes of the July 7, 2016 Regular Meeting

A motion was made by Ms. Barbieri, seconded by Mr. Cline, that the Minutes of the July 7, 2016 meeting be approved as written. The motion carried by voice vote unanimously.

[16-2203](#) Minutes of the August 4, 2016 Regular Meeting

A motion was made by Mr. Collier, seconded by Ms. Dalton, that the Minutes of the August 4, 2016 meeting be approved as written. The motion carried by voice vote unanimously.

IV. Updates

[16-2204](#) Council Member Bob Daniels: MPO Update (10 min.)

There was no update.

[16-2205](#) City Manager Ed Lavalley: Disposition Update

There was no update.

V. New Business

[16-2206](#)

Trolley Discussion

Discussion took place regarding whether there are trolley case studies available from other communities.

Mr. Pachota arrived to the meeting at 4:08 p.m.

Discussion ensued regarding the purpose of the trolley service to include assistance with solving the perceived parking problem, the trolley sustaining itself, transitioning people, and maintaining the city's ambiance, budgeting, potential SCAT route on the island, and consideration to have a common stop between the trolley and the SCAT bus.

Mr. Bramble spoke to SCAT discussion regarding establishing an alternative transit location on the island.

Discussion continued regarding providing trolley service that picks up off the island, minimizing the circulation of cars, playing a recorded story on the trolley, potential people to provide a narrative, the benefit of promoting businesses, purchasing and selling advertising space on the trolley, and offsetting operational costs.

Discussion ensued regarding setting parameters within the bid for the trolley operator, short term goals, potential route options to include the Jetty, allowing the operator to modify the route, extending to a 40 minute route, possible stop locations to include Centennial Park, the Community Center, Maxine Barritt Park, Venice Beach, and the Jetty, the benefit of stopping at Centennial Park, and including the library as a stop.

There was consensus to charge for use of the trolley.

Discussion continued regarding selling tickets, consideration of a maximum price to ride the trolley, daily charge versus per ride charge, running the trolley from the January 23 through the April 23, the amount of funding the city will contribute, monitoring feedback being required along with data collection, and the city providing written material or audio.

Mr. Bramble responded to questions regarding review of the request for proposal (RFP).

Discussion followed on each member providing recommendations to be presented to the city manager.

VI. Future Agenda Items

There were none.

VII. Audience Participation

No one signed up to speak.

VIII. Adjournment

There being no further business to come before this Task Force, the meeting was adjourned at 5:07 p.m.

Chair

Recording Secretary