



City of Venice

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

Meeting Minutes Traffic Advisory Task Force

Thursday, October 6, 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 4:04 p.m.

II. Roll Call

Present: 5 - Ron Fazzalano, Paul Cline, Carol Barbieri, Linda Dalton and John Collier

Absent: 2 - Mike Pachota and Gabe Moretti

ALSO PRESENT

City Manager Ed Lavalley, Assistant City Manager Len Bramble, and Recording Secretary Mercedes Barcia.

III. Approval of Minutes

16-2268

Minutes of the September 1, 2016 Regular Meeting

These minutes were not voted on due to lack of a quorum.

IV. Updates

16-2204

Council Member Bob Daniels: MPO Update (10 min.)

Mr. Daniels was not present, therefore, this item was not discussed.

16-2205

City Manager Ed Lavalley: Disposition Update

Mr. Lavalley provided disposition status updates on the trolley service, left turn signal at Harbor Drive and Venice Avenue, stop light programming, signaled pedestrian crosswalk at St. Augustine Avenue, and sign relocation at Abby's on Main.

V. Unfinished Business

16-2206

Trolley Discussion

Mr. Fazzalano spoke on suggestions and recommendations for the trolley program.

Discussion followed on maximizing available parking, especially during peak season, reducing vehicle circulation, trolley program operating months, days, and times to include extending trolley service to seven days a week, marketing and signage, trolley operator bidding, average riders per day, costs of running trolley services seven days a week, continuity, purpose of trolley use, and 30 minute maximum circuit time.

Discussion ensued on pet restrictions and service dogs.

Mr. Lavalley noted the trolley company allows pets on the trolley.

Discussion continued regarding allowing pets and service animals on the trolley, Americans with Disabilities Act (ADA) compliance and legal issues, route stops, turnaround space, traffic cone, traffic volume near the Jetty, trolley size, riders parking at the Community Center, trolley turnaround locations, trolley usage by residents living near the Jetty, and the city manager reviewing possible turnaround areas.

Discussion followed on the city providing a recorded audio narrative of Venice to play on the trolley, operational costs, selling trolley interior and exterior advertising space, advertising costs and revenues, ad blocks, marketing restraints, trolley operator tipping, and dollar fare per rider.

Discussion ensued on trolley monitoring, designating a city employee to monitor trolley performance and gather feedback, SeeClickFix program, daily passenger statistics, promoting trolley program through different means of communication, cutoff date for board member feedback, and board members communicating suggestions to Ms. Barcia and the city clerk.

VI. Future Agenda Items

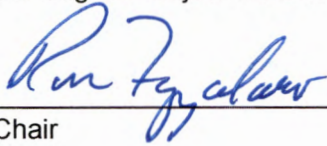
There were none.

VII. Audience Participation

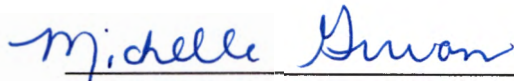
No one signed up to speak.

VIII. Adjournment

There being no further business to come before this Task Force, the meeting was adjourned at 5:18 p.m.



Chair



Recording Secretary