

MINUTES
MEETING OF THE BOARD OF DIRECTORS
EXTERNAL RELATIONS COMMITTEE
METROPOLITAN ATLANTA RAPID TRANSIT AUTHORITY

July 23, 2020

The Board of Directors External Relations Committee was called to order at 10:02 a.m., Thursday, July 23, 2020, via WebEx, Atlanta, Georgia.

Board Members Present

Roberta Abdul-Salaam*
Robert L. Ashe, III
William Floyd*
Roderick A. Frierson
Freda B. Hardage
Alicia Ivey
John Pond
Rita A. Scott
W. Thomas Worthy*

MARTA officials in attendance were: General Manager/CEO Jeffrey A. Parker; Chief Administrative Officer Luz Borrero, Chief of Staff Melissa Mullinax, Chief Counsel Elizabeth O'Neill, Assistant General Manager Virgil Fludd; Manager Communications Stephany Fisher; Government Affairs Program Manager Dominique Holloman; AGM/CIO Kirk Talbott.

Approval of May 21, 2020, External Relations Committee Meeting Minutes

On a motion by Mrs. Hardage, seconded by Ms. Ivey, the minutes were unanimously approved by a vote of 6 to 0 with 6* members present.

Briefing – MARTA's Film Policy

The Board received an update on the following:

- An overview of MARTA's internal processes that governs how film and movie requests are handled via the External Relations department.
- When considering approvals for movie productions, safety and minimal impacts to customers continues to be primary factors for MARTA.
- In the 80's, MARTA's rails were still moderately new. The film and movie industry took notice, as a result, MARTA has seen a surge in productions with more than 50 major productions in the last 5 years.

* Board members Roberta Abdula-Salaam, W. Thomas Worthy and William Floyd, joined the meeting after the vote for approval of the minutes.

- MARTA follows FTA safety regulations, requiring production crews to go through wayside training to reduce accidents during movie productions
- The existing pandemic (COVID-19) has significantly reduced productions, however, MARTA is currently reviewing its film and movie policy to incorporate COVID-19 guiding principles

Briefing – Media Impression

The Board received an update on the following:

- In January, the General Manager/CEO traveled to DC with Georgia’s First Lady to pledge MARTA’s commitment to fight sex trafficking.
- MARTA was involved in 337 news stories between January to June 2020, some of the stories includes:
 - a. Encouraged involvement in the 2020 census
 - b. Jeffrey A. Parker featured in Atlanta Magazine’s 500 Most Powerful Leaders in Atlanta
 - c. MARTA 2040 expansion
 - d. MARTA will hold public hearings on proposed bus service changes
- In March, MARTA took distinct measures to prevent the spread of COVID-19 in stations and on buses. Frontline staff cleaned elevators, stairs and high traffic areas/surfaces.
- Celebrities Ludacris and Mike-Will-Made-It joined force in preventing the spread of COVID-19 through manufacturing mask for MARTA frontline workers.

Briefing – Legislative Wrap-up

The Board received an update on the following:

- MARTA’s legislative priorities are broken down into three categories: focus on jurisdictions, state and federal relationships and MARTOC audit.
- The State’s budget passed in June with a 10% cut, 4% less than what was anticipated.
- MARTA’s Human Trafficking campaign pledge was signed by General Manager/CEO.
- MARTA shared information with the press daily as to how the protest in downtown Atlanta will impact services.

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Other Matters

None

Adjournment

The meeting adjourned at 10:58 a.m.