BOARD MINUTES
ABA Spring Board Meeting
May 3, 2017
Washington, DC

Members in Attendance

D. Anderson          T. Fischer          S. Parr-Brooks
C. Anzuoni           A. Glickman         J. Percy, Jr.
E. Berardi, Jr.      S. Haddad           P. Picknelly
B. Blankenship       S. Henry            P. Raygorodskaya
B. Blunt             J. Jalbert          K. Sanders
H. Blunt             T. JeBran           C. Shepler
L. Burtwistle        D. Johnson          I. Smart
M. Butts             C. Lentzsch         A. Spence
M. Coffman           J. Meier            L. Spruill
M. Colborne          J. Miller           F. Tedesco
B. Cole              R. Moore            W. Torres
J. Conway            TJ Morgan           S. Woelfel
D. Eaton             C. Morris           C. Young, Jr.
E. Fickett           D. Moser
A. Fiorini

Members Not in Attendance

D. Cornell           B. Foley           T. Morgan
D. DeVivo            F. Henry           F. Tremblay
W. Dickinson         S. Lee
R. Eyre              G. Mackay

Guests & Speakers

R. Bast              D. Geiger           J. Merritt
A. Berardi           J. Goldwasser       Matthew Moore
B. Borwege           M. Grundman         G. Tedesco
J. Forbes            C. Laird            K. Webb
J.D. Foster          P. Lloyd

Staff

E. Braendel          M. Manousoff        R. Schweitzer
L. Brewer            P. Pantuso          B. Tucker
M. Hinton            S. Rohde
Opening Remarks

ABA Chairman John Meier welcomed the board to the Washington Marriott Georgetown and recognized a number of guests in attendance, including members of the ABA Foundation Board of Governors. ABA had a fantastic 2017 Annual Meeting & Marketplace in Cleveland. Technology has been a hot topic in recent meetings, and ABA has decided to undertake a new strategic planning exercise in 2017.

*ABA General Counsel Rick Schweitzer reminded the attendees that the meeting would be conducted under the ABA antitrust guidelines and reviewed the prohibited topics therein.*

Approval of the Previous Meeting Minutes

*A motion was passed to approve the minutes from the Marketplace Board Meeting at the Cleveland Convention Center in Cleveland, OH on January 13-14, 2017.*

President’s Report

ABA President & CEO Peter Pantuso covered the following subjects during his report:

- ABA staff is at full capacity with 18 members. Special Projects Coordinator Zoe Deloglos has transitioned from part-time to full-time employment at ABA, and has been splitting her time between ABAF and other projects. Bradley Tucker has been hired as Legislative and Communications Associate/Political Action Committee Manager, replacing Jonathan Degner.

- ABA will undertake a new strategic planning exercise on June 14-15, 2017. The last time this was done was in 2010. The exercise will be facilitated by Rick Goldstein of Kensington Consulting Group.

- Budget overview
  - Government affairs funds will be spent more strategically as opposed to retaining the broad transportation lobbying firms that were used in the past.

- The Department of Defense inspection program has been eliminated.

- ABA was contacted by Carlson Wagonlit Travel, which has a group called SATO Travel that works with almost all government agencies. One of their mandates as part of their
contract with DOD is to provide charter bus service, so there is an opportunity for ABA members.

- ABA’s Annual Meeting & Marketplace will be hosted by Charlotte for the third time in 2018. The Marketplace Chairman is Terry Fischer, and IMG will be a part of this year’s show.

- ABA may combine the ABA Foundation Afterglow event with the ABA Gives Back event.

- ABA’s Annual Meeting & Marketplace 2019 will be in Louisville, in a newly renovated convention center.

- ABA is looking at Omaha, Baltimore, Nashville, Toronto, Grapevine, and Philadelphia for future Marketplaces with revised bid specs.

- Membership continues to be a top priority for ABA. 600 new members were brought in last year, surpassing the goal of 500. The goal for 2017 will be 600.

- ABA is working consulting firm RSM to find a new association management system for its database needs.

- Government Affairs staff has been very engaged with the Trump transition team and the new administration, and has recommended individuals for vacant posts and provided the administration with a list of regulations that ABA would like to have rolled back and changed.

- UMA has introduced legislation directing Congress to instruct DOT to make changes to benefit the industry and has asked ABA for our support. ABA will analyze the legislation and develop a response.

- ABA members that have received security grants have been contacted by FEMA and DHS asking for detailed information on how the money was spent, and members feel that it seems like an investigation. ABA’s counsel did not see any red flags, but there may be additional restrictions on how the funds are administered. A meeting with counsel and FEMA will be organized in the future.

- ABA has moved to a new publisher, YGS, and has been very active on all communications fronts, particularly on social media and video content.

- New regulations are in place for entry level driver training. ABA has been working with the Alliance Safety Council to develop a program to help members navigate these new regulations, which will be fully funded by Prevost. The program will be a Class B driver entry program with a P endorsement.
• ABA remains very active at state motorcoach association meetings and meetings of the travel and tourism industry. Peter and/or Suzanne will represent ABA at the largest meetings in 2017.

• The ABA Foundation Board of Governors held their meeting the day prior to the ABA Board meeting, and a number of BOG members are in attendance at the ABA Board meeting. Chairman Doug Anderson and Vice-Chair Sara Hamlin are term-limited as officers on the Board of Governors, and Peter thanked them for their contributions over the last nine years.

• The ABA Foundation has been working exceedingly well in all aspects, partially due to more staff involvement than in the past. Scholarship applications have increased substantially over the past two years, and staff have been developing new, fresh content to promote the work of the foundation.

• ABA continues to administer the Hispanic Motorcoach Council, Entertainer Motorcoach Council, Women In Buses, Florida Motorcoach Association, and Skål International USA.

• The Motorcoach Marketing Council has created some great materials as of late. Despite being well managed by Chris Riddell, the content is not being used.

• Peter gave the group an overview of the history of GroupConnect. GroupConnect is a great product, but will be disbanded due to lack of use.

Counsel’s Report

Mr. Schweitzer provided an update on FAST Act provisions regarding tolling equity for OTRBs. The Federal Highway Administration has released and published an initial request for comments on their interpretation of the FAST Act provision in the federal register that says OTRBs are supposed to receive the same rates, terms, and conditions as transit vehicles at tolling facilities constructed with federal funds. This document states that FHWA attempts to implement this requirement as a grant requirement for recipients of the funds. OTRBs have been given the same definition as in the Americans with Disabilities Act, and FHWA has taken an expansive definition of what constitutes being constructed with federal funds. FHWA has also released a preliminary list of 100+ facilities that were constructed under Section 129. The provision went into effect in October 2015. Mr. Schweitzer recommends that ABA submits a comment stating that the provision went into effect in 2015, and is working on an arrangement with law firm Mayer Brown to seek refunds or credits from several facilities in a couple test cases in order to get refunds from all facilities.
The American Trucking Association worked with Mayer Brown to file a class action lawsuit against the New York State Thruway, which has been diverting a percentage of toll revenues to the upkeep of the NY canal system. ATA won on summary judgment and the case was at the class certification stage, but the class was defined to include truckers, not bus operators. ABA, along with Starr Tours and DATTICO, filed suit against the NY Thruway Authority, but shortly thereafter the court dismissed ATA’s case on the grounds that Congress had approved the diversion of toll revenues to the canal system. ABA’s case was also dismissed. Both ATA and ABA have appealed and the cases have been consolidated.

Mr. Schweitzer also provided an update on a nuisance suit filed against ABA by an individual named Joel Chandler, a resident of the state of Florida who is an open government records activist who claims ABA has violated the Florida Records Act based on the Alachua County CVB’s membership, claiming that financial and business records should be available if public funds are used to pay association dues. Mr. Schweitzer is hoping to settle the case for a nominal amount.

Another litigation update was provided on a preemption case brought against charter service rules in Austin, TX in 2013. There were a set of charter permit requirements and a set of decal requirements as well. UMA got an injunction against the decal requirements but not the permit requirements. The court of appeals upheld the requirements. The concern is that this case sets a bad precedent for the rest of the country.

**Guest Speaker**

Mr. Pantuso introduced J.D. Foster, Senior Vice President, Economic Policy Division, and Chief Economist at the US Chamber of Commerce, who spoke on the state of the US economy.

**2018 Marketplace Outlook**

Marketplace Chairman Terry Fischer brought the group up to speed on developments regarding ABA’s Annual Meeting & Marketplace 2018.

- Mr. Fischer began by asking Mike Butts to update the board on the “Bathroom Bill”. The bill was repealed and there is a moratorium on this issue until December 2020.

- ABA is close to selecting the Isabella Santos Foundation as its ABA Gives Back charity for 2018, and is working to leverage Prevost’s relationship with both NASCAR and country music to find ways to generate excitement around ABA’s Annual Meeting & Marketplace, including potentially having a NASCAR driver introduce the Marketplace Gives Back charity.
Mr. Fischer would also like to combine the Marketplace Gives Back charity event with the ABA Foundation Afterglow event to generate funds for both causes.

ABA is also looking at ways to expand vendor participation in the show.

ABA Foundation Report

ABA Foundation Chairman Doug Anderson began by thanking ABA Foundation Board of Governors and ABA Board members that have been supportive of the Foundation, and praised the efforts of a very engaged ABA staff.

ABA Staff member Matt Manousoff delivered the ABA Foundation (ABAF) report at the request of ABAF Chairman Doug Anderson. Items discussed include:

- An overview of the Foundation, its programs, and revenue sources.
- The 2017 Board of Governors has been expanded and was approved by the ABA Board.
- Tom JeBran has been elected to fill the Treasurer spot left vacant by Gaetan Bolduc from Prevost.
- An election to fill the seats of outgoing Chairman Doug Anderson and Vice Chair Sara Hamlin will be held in 2017.
- There has been expanded staff engagement in ABAF and coordination with ABA programs.
  - Five staff members work on elements of Foundation programs:
    - Peter Pantuso
    - Matt Manousoff
    - Zoe Deloglos
    - Melanie Hinton
    - Lynn Brewer
  - ABA has hired Zoe Deloglos to be a part of the ABAF team.
- ABAF is revising current research projects and exploring new initiatives that tie in with government affairs efforts.
  - ABA’s Motorcoach Census survey has been shortened to include only necessary data in hopes that more members will complete it. The census is the most critical research project for the industry.
  - Economic Impact reports are being updated with a new look and feel.
  - Tourism report is being revised based on the feedback of DMOs and CVBs.
  - Issues expected to be covered include: driver pay structures, countering potential upcoming FMCSA research on preventative maintenance intervals, driver health
and wellness, the economic impact of motorcoach accidents and why they occur, and more.

- ABAF is in the planning stages for a new fundraising push that will leverage new research initiatives to target new donors and renew contribution schedules for donors whose terms have lapsed, and plans to replace the Cornerstone Society with a new tiered giving and recognition system.

- ABAF finances are covered in detail in the Finance & Budget Report.
  - 2017 auction proceeds were 35% higher over the prior year.
    - Auctioning off a second bus was a difference maker along with some additional tweaks that were made.
    - ABAF now has two auction co-chairs: Brenda Borwege and John Percy.
    - Encouraging members to donate different items or more physical items and providing suggestions for popular items.

- The ABA Foundation offers 21 scholarships valued at $100,000.
  - The 2017 selection process is currently underway.
    - The 2017 program had almost 10 times as much exposure compared to 2015 in terms of applications viewed.
  - At the 2016 ABA Fall Board Meeting the ABA Foundation Board of Governors doubled the 18 ABAF-funded scholarships from $2,500 to $5,000.
  - The Yellow Ribbon Scholarship has been doubled to match the others.
  - ABAF now offers 19 $5,000 scholarships and two $2,500 scholarships.
  - All ABAF income raised at Marketplace will be put towards the scholarship program.

- Staff have been hard at work on communications campaigns and new content surrounding ABAF’s two main programs: research (Investing in our Industry) and scholarships (Fund a Future).

Gene Berardi discussed the importance of developing new research projects that will benefit the industry and using those projects to encourage corporate donors to give.

**Audit Committee Report**

ABA Chairman John Meier delivered the Audit Report in Audit Committee Chairman Don DeVivo’s absence.

- ABA received a clean opinion from its auditing firm.

*A motion was passed to accept the audit report.*
Bus Maintenance and Repair Council (BusMARC) Report

ABA Board Member John Miller delivered the BusMARC report.

- BusMARC’s third meeting took place at ABA’s Annual Meeting & Marketplace 2017. 70 people were in attendance, 40% of which have already registered for the BusMARC Spring/Summer Meeting.
- The off-site session took place at Baron’s Bus facility.
- After the meeting, BusMARC held a webinar and has content scheduled to go out throughout the year.
- Promotional material has been distributed at state association meetings.
- A partnership has been formed with Trailways, which could bring in up to 40 additional attendees to the summer BISC and Bus MARC meetings.
- Sponsorship opportunities are growing and could help BusMARC become self-sustainable in the future.

BusPAC Report

BusPAC Committee Chairman Peter Picknelly delivered the BusPAC report.

- BusPAC had its best year ever in 2016, raising over $88,000
- The account balance is currently $213,000
- $36,300 has been raised so far in 2017
- 2017 goal is to raise $100,000
- In 2016, 54 donations were made to congressional campaigns totaling $66,000
  - All donations go to members that support our industry’s views.
- 30% of the board has contributed in 2017
- Board participation has decreased while total contributions have increased
- Welcome packet for new BusPAC donors and an outreach program for new ABA members have been created.
- ABA is working on an Ambassador Program to encourage board members to participate in outreach.

Finance and Budget Report

ABA CFO Eric Braendel provided the Finance and Budget report.

- There will be no impact to the financial statements when GroupConnect is dissolved.
• The new association management software costs were not budgeted for in 2017, but costs may be minimal during this year. Costs will likely be budgeted for in the draft 2018 budget that will be approved in the fall.
• ABA moved $100,000 from operating income to reserves for the sixth year in 2017.
• The ABA office has been renovated to provide additional space to sub-tenant Ascension.
• ABA/ABAF Finance and Budget Committees will meet at each spring meeting with investment advisors.
• Revenue for the 3 months ending March 31, 2017 is up $800,000 over the prior year.
• Marketplace revenue increased by roughly $175,000.
• Membership revenue is down slightly due to the travel segment.
• Publications revenue is down by $30,000 mainly due to a drop in advertising revenue in the Destinations magazine.
• Expenses for the year ending March 31, 2017 were $200,000 higher than the prior year, mainly due to decorating, A/V, and food costs at Marketplace.
• Net profit at Marketplace was $50,000 less than what was budgeted.
• Government Affairs and Policy department expenses are down due to decreased lobbying fees.

Eric also discussed the financial activity of the ABA Foundation:

• Cash on hand totals $389,000
• The ABAF endowment is at $5.8 million
• Net assets are broken into unrestricted and temporarily restricted assets

**Time & Place Committee Report**

Time & Place Committee Chairman Gene Berardi provided the Time & Place Committee Report.

• 2017 Board Meetings
  o Fall Meeting – October 23-26 in Antwerp, Belgium, including a trip to BusWorld
• 2018 ABA Annual Meeting & Marketplace – Charlotte, NC
• 2018 Board Meetings
  o Winter – Charlotte, NC
  o Spring – Marriott Marquis, Washington, DC
  o Fall – Potentially on the west coast
• ABA’s Annual Meeting & Marketplace 2019 – Louisville, KY
• 2019 Board Meetings
  o Winter – Louisville, KY
o Spring – Washington, DC
o Fall – Potentially on the east coast

Communications Report

ABA Director of Communications & Media Relations Melanie Hinton delivered the Communications report.

- Goal is to promote ABA as the trusted industry leader in the travel and tourism industry.
  - Three key elements
    - Advocacy
    - Membership
    - General communication and outreach regarding ABA events, the ABA Foundation, continuing educational opportunities, and promoting ABA councils
- New social media initiatives
  - #ABAWorkingForYou
  - #ABAEverywhere
  - Foundation Fridays
  - Research
- Increased member engagement on ABAF topics through member alerts, blogs, and social media.
- Increased member engagement to showcase government affairs efforts.
- Promotion of the Fly-In and other events.
- New efforts during ABA’s Annual Meeting & Marketplace resulted in excellent social media viewership.
- Communications plan to promote members and membership benefits in ABA newsletters is being executed.
- Increased media engagement on topics such as bus parking during the inauguration.

Technology Committee Presentation

Alex Berardi, Polina Raygorodskaya, and Gregory Tedesco delivered the Technology Committee Report. The report gave an overview of the history of developments in transportation technology along with information on cutting-edge topics in the present day including battery powered vehicles, online aggregators, ride-sharing services, autonomous vehicles.
Radar Issues

- Bryan Cole brought up the following issue:
  - As a result of the current administration’s travel ban, Toronto-area schools have decided to stop their cross-border field trips to the US. Schools in the Seattle area have cancelled international travel as well.

The Board went into closed session.

The meeting was adjourned.
STRATEGIC SAFETY COMMITTEE CHAIRMAN’S REPORT TO THE ABA BOARD

From: Alan Glickman – Chairman Strategic Safety Committee

Date: May 2017

I am pleased to report that BISC is doing very well under the leadership of the new Chairman, Al Smith of Greyhound, Vice Chairman, Mike Ferianc of Coach USA, along with Brandon Buchanan, ABA’s Director of Regulatory Affairs and BISC Executive Director.

At the January Marketplace, in Cleveland, BISC was featured in the Marketplace App, in the Marketplace scheduling information, the Education Session scheduling information, and on the show floor. In addition BISC promotional handouts were provided to all attendees. Included in BISC’s effort to reach Marketplace attendees was an ABC company motorcoach with a BISC theme on the show floor. ABC is BISC’s title sponsor. BISC also created a Facebook page and received top billing in ABA’s, “ABA Bulletin”, the popular daily communication emailed to all ABA and BISC members. A new promotional video was completed which shows the benefits of BISC membership. BISC has presented its safety message at State Association meetings of Florida Motor Coach, Connecticut, New England, BANY, Massachusetts, Wisconsin and Virginia. Next, in addition to appearing at the Transportation Research Board and the Commercial Vehicle Safety Alliance Association, BISC will attend the Ontario Motorcoach Association.

BISC has been in collaboration with BusMarc on improving preventive maintenance procedures to reduce the risk of bus fires. Reducing bus fires is a regular topic at BISC meetings. BISC’s security Committee has joined with TSA to collaborate on addressing the threat of vehicle ramming…the recent terrorist threat that we have witnessed in London and Jerusalem when terrorists used vehicles as killing machines.

BISC has been active in planning a safety exercise scheduled for this September, in Delaware, with both AMTRAK and public transit. As you can see, BISC is busy with its promotions working with other safety organizations to increase the BISC reach and its effectiveness.

Highlights of recent BISC Winter meetings in Cleveland @ Marketplace this past January:

- Theme for the meeting was Emerging Technologies
- Keynote speaker was David Strickland, former NHTSA Administrator who discussed autonomous vehicles…the hot new topic.
- There were 190 attendees – some sessions had standing room only due to the heavy attendance and the rising interest in BISC.
- The BISC Chairmanship turned over from Steven Evans of Pacific Western to Al Smith of Greyhound. We thanked Steven for his leadership and welcomed Al to his new role.
• The Norm Littler Memorial Safety Award was presented to our good friend Clyde Hart and was well deserved.
• The ABA Government Affairs and Policy Team of Suzanne and Brandon set up a briefing session with FMCSA that was held after the BISC session.

**Current work in progress includes:**

- Joining with additional safety associations to partner in relevant motorcoach safety projects and to produce joint safety publications and information.
- Continuing to grow BISC attendance to even greater numbers.
- Providing enhanced communication between BISC presenters, leaders, and BISC attendees at BISC meetings and throughout the year.
- Creating a regular BISC member publication to keep BISC and ABA members informed on the most important issues between regular BISC meetings along with ongoing BISC activities.
- Development and implementation of a RFP writer’s guideline to help steer these writers to the better and safer companies, who respond to the RFP’s as bidders. And, having the BISC Executive Committee create a tool kit for the RFP writers to encourage them to join the effort. This tool kit will provide RFP writers with a guideline to ensure RFP requirements include motorcoach safety and compliance components. The initiative will support an effort to ultimately “weed out” less reputable companies whose safety records and safety programs are substandard.
- Follow-up on Pete’s idea to advise State Legislators of new motorcoach safety regulations.
- Creating additional safety take-a-ways for BISC and ABA members.
- Establishing a BISC/ABA library of safety and compliance information for public access, archiving motorcoach safety information, foundation safety research reports, power point, and other safety presentations.
- Addressing BISC branding for optimal identification and exposure.
- Addressing BISC access on both the ABA and its own website.
- Maintaining BISC information to keep websites current and up to date.
- Pete and Brandon are working on BISC articles for Bus Ride and Metro Magazine.
- Continuation of BISC hand outs and articles that address…”Why Join BISC?”
- Creating initiatives to land BISC sponsors with newly created sponsorship packages.

**Why attend BISC?**

- Great chance to network with the top safety professionals in the industry.
- Great opportunity to meet and interact with the top government safety regulators in an informal workshop environment.
- Learn by listening to and interacting with top industry speakers.
- Opportunity to build your contact list, to source safety and compliance information, and for emergency assistance on the road.
- Get all your technical safety and compliance related questions answered.
BISC is the “best” value by joining an elite group of industry professionals, vendors, and government regulators helping to set the future for safety and compliance in the motorcoach industry.

I encourage all Board members and others to sign up now while we still have space available.

The Government Affairs and Policy Team is preparing its second BISC West meeting with California Bus Association in Alpine, CA at the Viejas Casino & Resort, October 17, 2017. The meeting will consist of highlights of some of the better past (“Best of BISC”) presentations from recent BISC meetings. BISC is currently working to get speakers for BISC West.

BISC West @ The California Bus Association meeting provides a good opportunity for those owners, west of the Mississippi, and for their safety teams to learn the benefits of BISC.

**Upcoming BISC Summer meeting highlights:**
- Date – June 13-14, 2017
- Place BWI Airport Marriott – Linthicum, MD., a Baltimore suburb located next to the Baltimore Washington International Airport (BWI).
- Theme – Focusing on the transition to the new regulatory environment (should be very interesting).
- Keynote speaker will be Deborah Hersman, former Head of NHTSA.
- A Users group session is planned for Saucon Technologies’ customers and interested attendees.

The BWI Airport Marriott has served as an excellent host property for past BISC meetings due to its easy access to Interstate Rt. 95, and its location minutes from to the BWI Airport.

A Reminder: All BISC meeting minutes are online for everyone’s convenience at BISC@buses.org.

As a side note, the next Strategic Safety Committee teleconference will be scheduled after the BISC Summer meeting in June.

My thanks to the BISC leadership for their outstanding work and for **RAISING THE LEVEL OF SAFETY IN THE MOTOR COACH INDUSTRY.**

And, as always, thanks to our important sponsors who bring BISC to all of us.

Title Sponsor – ABC Companies
Bridgestone Firestone
JJ Keller
National Interstate

NIC Federal
Saucon Technologies
Protective Insurance
GPS Industries (New sponsor)