

Railroad Advisory Board
Meeting Minutes
November 11, 2010

The meeting of the Railroad Advisory Board was called to order at 7:30a.m., November 11, 2010 in the Water & Light Utility Services Conference room at 105 E. Ash, Columbia, MO.

The following people were present:

Peter Davis, Chairperson
Greg Eiffert, Vice-Chair
Jack Blaylock, Member
Bryan Ross, Member
Benny Lusk, Member
Mike Teel, Member
Kee Groshong, Member
Tad Johnsen, Water and Light Director
Christian Johanninger, Acting Power Production Superintendent
Jim Windsor, Manager of Rates/Fiscal Planning
Ryan Williams, Assistant Water and Light Director
Tina Worley, Utility Services Manager
Connie Kacprowicz, Utility Services Specialist
Marilyn Thorpe, Management Support Specialist
Tracy Frevert, Administrative Support Assistant III

APPROVAL OF MINUTES: The minutes of the regular meeting of June 10, 2010 were approved unanimously by voice vote on a motion by Kee Groshong and second by Jack Blaylock.

The minutes of the regular meeting of August 17, 2010 were approved unanimously by voice vote on a motion by Kee Groshong and second by Jack Blaylock.

FINANCIAL REPORT: Tad Johnsen and Jim Windsor reviewed the preliminary draft Detail Schedule of Operating Revenues and Expenses for the Years Ended September 30, 2010 and 2009. The Board received two drafts, one compiled by the Finance Department, and one by Water & Light staff. The draft modified by staff removed the Capital Maintenance Fee, Depreciation, Unrealized Gain and Capital Contribution to better look at cash flow.

Mr. Johnsen noted that Operating Revenues increased approximately \$100,000 and Operating Expenses decreased approximately \$100,000 in the last year. The Operating Income before depreciation is \$115,132.

TRAFFIC REPORT: Christian Johanninger reported that traffic for FY10 was 1,539 cars versus 1,217 cars for FY09, which is an increase of 26.5%. Coal traffic increased by 104 cars, metal traffic by 167 cars, and scrap traffic by 70 cars.

Mr. Johannmeier also reviewed the traffic report for October, 2010, the first month of the current fiscal year. Total traffic for October, 2010 is 163 cars versus 112 cars for October, 2009, an increase of 45%. Metal traffic is up, building materials traffic is down, and coal traffic is about even.

MARKETING: Tina Worley has been meeting with several prospective rail customers, including four large metal manufacturers. She also noted that 3M will be starting a new product line and may need inbound storage and delivery to their plant.

a) Outside Sales/Marketing Agent: Tina Worley and Tad Johnsen informed the Board of an opportunity to work with a marketing representative who has experience working with large metal industries. The marketing representative would have a contract which includes scope of services and a payment structure based on receiving a commission on new business brought in. The City's Purchasing Department will assist in drafting a contract which will be emailed to Board members when it is complete.

Jack Blaylock made a motion, seconded by Kee Groshong, to authorize Water and Light to develop a professional services contract to engage an outside marketing firm/individual on a commission basis to increase rail traffic. Motion passed.

NEW BUSINESS: None

OLD BUSINESS: None

DIRECTOR'S REPORT:

a) Internet Marketing Recommendation: At a previous meeting, Bryan Ross suggested the possibility of using social networking sites for COLT services and the Board requested that Staff develop ideas using social media. Connie Kacprowicz distributed and reviewed a handout of COLT Railroad Outreach Ideas, which included several goals, associated expenses, and suggested actions. Following discussion, the Board concluded that the goal is for general public relations with no need for interaction with the public such as with a Twitter account. Staff could enhance and update what is currently on the City's website, with new photographs, videos, and news items such as track maintenance announcements. In addition, Staff could develop a static Facebook page with links to the City's website. Any comments or suggestions from the public could be in the form of email links on the City's website.

b) 63 Bridge Update/Dedication: Mr. Johnsen has been working with the Missouri Department of Transportation to determine a convenient time and safe location for the Highway 63 bridge dedication, as highway traffic and the weather are a concern. Since the arrival of the dinner train has been postponed, an earlier proposal of using the dinner train for the dedication ceremony has been abandoned for now.

Peter Davis suggested placing an identification sign on the bridge and holding a dedication for both the sign and the bridge next spring.

c) Dinner Train: Central States Rail Associates has completed preparing the dinner train. However, at this time they are unable to transport the train, which is currently in Iowa, to Columbia. The two locomotives have an old style of coupler the major railroads are unwilling to place in regular freight trains. The major railroads will only move the locomotives in a special train at a much higher rate that Central States Rail Associates does not want to pay. The Board requested that Staff email them when a date is set to expect the dinner train.

CHAIRMAN'S REPORT: None

NEXT MEETING DATE: The next meeting is Wednesday, January 12, 2011 at the Utility Services Conference Room.

The meeting adjourned at 8:25 a.m.

Respectfully Submitted,