

MINUTES

PUBLIC PARKING ADVISORY BOARD MEETING

TUESDAY, OCTOBER 2, 2012 – 8 AM

1ST FLOOR CONFERENCE ROOM, CITY HALL, 224 W 9TH ST.

Members Present: Todd Meierhenry , Rod Carlson, Hugh Dodson, Richard Gourley, Dan Johnson, and Nancy Savage

Others Present: Darrin Smith; Matt Nelson; Claudia Behr; Gail Trantina; Duane Hatch, Finance Dept.; Jason Dennison, Downtown Sioux Falls.

1) CALL TO ORDER

President Todd Meierhenry called the meeting to order at 8:03 a.m.

2) APPROVAL OF MINUTES FOR THE MEETING OF AUGUST 7, 2012.

Upon motion by R. Carlson, seconded by H. Dodson, the Minutes of the August 7, 2012 meeting were approved as mailed. Carried unanimously.

3) OLD BUSINESS

None

4) NEW BUSINESS

Financial Report – Duane Hatch – Duane reported both expenses and revenue as slightly down and \$56,341 added to cash balance reported in August. In response to inquiry from T. Meierhenry, Duane noted that generally a balance of 25% of operating expense is kept in the reserve fund. It was noted that it might be prudent to plan for accumulating additional reserves for asset depreciation, leveling debt, and accommodating spikes.

Leased Parking Report – Claudia Behr – Claudia told the board that leased parking from September to October was fairly steady and numbers were up from July. Changes will be reflected in the coming months as the 8th Street construction projects are completed but then should remain fairly steady through the end of 2012.

Credit Card Meter RFP Update – Matt Nelson – Matt thanked the members who participated in the review panel and reported to the board that *IPS* and *DUNCAN* were very close in the group evaluations. He also reported that the contract is not settled at this time as the differing cost of battery replacements could result in a \$40,000 to \$50,000 additional costs to us. 184 meters on portions of S. Phillips, S. Main, and 10th & 11th Streets will be replaced by January 1, 2013.

Public Parking Ordinance Rate Changes – Matt Nelson – Matt informed the board that the proposed changes to the parking rate ordinance will be taking place at tonight's City Council meeting. The change makes the rate structure more clear and allows for Public Parking to adjust rates down, but not up, to accommodate the changing parking needs in the downtown area. A motion was made by D. Johnson and seconded by R. Gourley to approve the proposed changes. Carried unanimously.

Pavilion Ramp Upgrade Option – Matt Nelson – Matt reported to the board that Public Parking is researching gateless pay systems to replace the current gate system at the Pavilion ramp possibly in 2013. The current system accepts parking access cards, cash of \$5.00 or less, coins, & tokens. The new parking system will be a type of meter system where the customers pay after they have parked the car. St. Paul, Mankato, & Seattle are cities using these systems. N. Savage noted that customers become confused if there is not consistency with ramp access equipment. It was noted that the equipment needs vary depending on how customers use the ramp but that Public Parking hopes to maintain equipment consistency with ramps that have similar usage criteria.

2013 Scheduled Ramp Repair and Maintenance – Matt Nelson – Ramps and lots evaluated are overall in good condition. Pavilion ramp and 1st Avenue ramp will be repaired. 1st Avenue ramp repair costs will be reduced from budgeted amount since Public Parking will be doing some of the work.

PAL Update – Matt Nelson – Public Parking, with the assistance of Fresh Produce marketing, is continuing plans for the rebranding of Public Parking. The intent is to be more customer service oriented, better promote downtown & the downtown parking system, and enable customers to view Public Parking employees as more approachable. Marketing will include information to help customers to better understand where parking is and how to use it. PAL is the acronym for Public Authority Liaison which will be reflected with the new logo, color scheme, uniforms, signage, and vehicle signage adapting a visible and consistent message. More to come!

5) OTHER BUSINESS -

Suggestion and discussion to recommend acquiring a mobile site app.

Formal proposal to the City for a new residential development may involve our parking lot west of the Federal Court House.

6) ADJOURNMENT

Upon motion by R. Carlson, the meeting adjourned at 8:53 a.m.