

MINUTES

PUBLIC PARKING ADVISORY BOARD MEETING

TUESDAY June 4, 2013 8:00 AM

Public Works Conference Room – City Hall

Members Present: Todd Meierhenry, President; Richard Gourley Vice-President; Dan Johnson, Secretary; Rod Carlson; Hugh Dodson; Nancy Savage, and Mike Von Bergen.

Others Present: Darrin Smith, Brent O'Neil, Matt Nelson, Duane Hatch, Claudia Behr, and Gail Trantina.

1. CALL TO ORDER

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

2. APPROVAL OF MINUTES FOR MEETING OF MAY 14, 2013

Upon motion by Von Bergen, seconded by Johnson, the minutes of the May 14, 2013 meeting approved as sent. Carried unanimously.

3. NEW BUSINESS

Financial Report – Duane Hatch

Since we met later in May, Duane was able to include March and April data in his report last month. No further questions or discussion at this time.

Leased Parking Report – Claudia Behr

Claudia reported leased parking decrease from May to June. We are currently leased at about 73% which Claudia expects to rise slightly or remain unchanged through the summer months. Matt told the board that we expect the demand for lease parking to continue to grow and that the closer to 90% we are, the better it is for the parking system.

Philips Avenue Redevelopment RFP Update – Brent O'Neil

Brent informed the board that negotiations on price continue with Sushi Masa. It is important for the City to get a good value for the land as well as realistic replacement value for the parking.

Parking Shop Relocation – Matt Nelson

The Public Parking maintenance shop is planning to move to a building located at 501 N. Weber. Tonight the City Council will vote whether to approve the funding to purchase the building as well as an additional \$125,000 needed for renovation. The building interior is in fairly good condition as needed for a maintenance shop. The exterior façade and parking area will require immediate attention.. A motion was made by Gourley and seconded by Dodson to support the purchase of this building to be used as a maintenance shop for Public Parking. Passed unanimously.

PAL Update/Parking Refresh– Matt Nelson

We are potentially planning an open house event with a press conference tentatively in late June. Some of the changes will include new, uniform signage at the ramps and lots, new uniforms for parking patrol personnel, and the launch of a new mobile website for public parking. Other possible updates this summer or fall may include radio and billboard ads, short-term discounts for new customers at under-utilized ramps, and updated multi-space meters at the Library lot, Diner lot, and Pavilion ramp.

Matt also told the board that T2 was chosen as the vendor to customize new parking software and transfer data from the current system. New software is scheduled to be implemented fall of 2013.

Proposed 2014 Budget – Matt Nelson

In 2013 revenue decreased – partly due to CNA Surety moving to their new building. An approximate 8% increase in revenue is expected in 2014.

Projected growth in customer occupancy rate for 2013 was 7% by year end. A 10% growth is expected by year end in 2014.

Revenue is projected to increase by approximately \$150,000 and operating expenses are projected to drop. We also anticipate an increase in the costs of credit card processing and repair costs are projected to be down from 2013 due to multiple ramp and lot projects in 2013.

OTHER BUSINESS

Darrin Smith informed the board that developers continue to show interest in developing the former CNA building. We will need to work with them to provide convenient parking for the tenants.

Demand may cause the need for a new, additional ramp to be built a year or two earlier than we projected previously. We are looking at the possible location for a new ramp to be in the lot north of Skelly's.

Darrin also shared with the board that a new hotel may be developed in an existing downtown building in the future. Parking may need to revisit our policies regarding hours of free parking.

ADJOURNMENT Upon motion by Dodson and a second by Johnson, the meeting adjourned at 8:50 a.m.

Dan Johnson, Secretary