

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, JULY 24, 2012, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

Mark Krall
Bruce Gimmy
John Gergen
Alan Kornblau
Cecelia Boone
Margie Walden
Herman Stevens
Diane Franco
Brian Rosen

MEMBERS ABSENT:

William Morse

STAFF PRESENT:

Scott Aronson, Parking Management Specialist
Randal Krejcarek, City Engineer, PE, LEED,

STAFF ABSENT:

None

GUESTS/OTHERS:

Fran Marincola
Rick Burgess
Ron Gilinsky
Alex Ramirez
Victor Kirson

I. CALL TO ORDER:

The meeting was called to order by Mr. Mark Krall, in the absence of the Chair and Vice Chair at 5:33p.m.

II. APPROVAL OF AGENDA:

Ms. Walden made a motion to approve the agenda, seconded by Ms. Boone. Said motion passed unanimously.

At this time Mr. Kornblau and Mr. Gimmy arrived.

III. CHAIR ELECTIONS:

Mr. Gergen made a motion to nominate Mr. Gimmy for Chairperson, seconded by Mr. Krall.

Ms. Boone made a motion to nominate Mr. Krall for Chairperson, seconded by Mr. Kornblau.

After a majority vote, Mr. Krall was elected for Chairperson.

IV. APPROVAL OF MINUTES:

Ms. Walden made a motion to approve the minutes of April 24, 2012, and May 22, 2012. The motion was seconded by Mr. Stevens and passed unanimously.

V. OLD BUSINESS:

Ms. Walden asked for a count of how many cars utilize the garage.

Mr. Gimmy stated that the Federspiel Parking Garage was recently three quarters full when he utilized the facility.

Mr. Aronson stated that revenue has been approximately \$5,000 on a consistent basis. An average of one thousand cars are parked per weekend. He advised that Ameristar manages the facilities and charges \$2.00 an hour with a \$10.00 maximum between 10:00 a.m. and 4:00 p.m. and \$10.00 flat fee after 4:00 p.m. upon entry.

VI. COMMENTS BY CITIZENS: (non-agenda items)

Mr. Marincola thanked Board members as this was his last meeting. He then spoke of the valet service program and the validation process.

VII. NEW BUSINESS:

A. Discuss A Proposal To Mandate Valet Parking License Agreement Holders To Validate Parking For Patrons Of Their Establishments

Mr. Aronson stated that validating would be a benefit to the customers. Mandating could be deciding factor as to where someone would like to dine. They may select the restaurant that cost less to park. This may cause more restaurants to requests valet parking queues even though each queue has to validate for neighboring restaurants that wants to participate per the new agreement. Mr. Aronson has noted that he is waiting for a response from the City Attorney as to the appropriateness of such a regulation.

Mr. Burgess stated that he has visited restaurants offering to validate and they do not wish to participate in the program. His restaurant does validate for its customers.

Ms. Franco asked about the fee restaurants are charged for validation if they are participating in the program.

Mr. Burgess stated that Mr. Aronson proposed coupon books, credit vouchers or sharing expenses. He explained that his restaurant was open to any suggestions.

Mr. Kirson suggested getting input from the City Attorney before making recommendations. His opinion is to let private entities handle their own affairs.

Mr. Gergen stated that all of the restaurants are to be responsible for their valet queue. He then noted that all the valet companies pay the City for the public parking spaces. Therefore, it is City business.

Ms. Boone stated that the restaurants with the agreement should validate.

Ms. Walden feels that it is confusing to the customers when there are different parking fees.

Mr. Gergen stated that Café Luna Rosa has always validated for its customer and has offered to validate for other restaurants. He feels that anyone participating in the program should share the costs for the valet services.

Ms. Boone suggested charging a flat fee for parking.

Mr. Kornblau stated that customers would not get a break in cost if there was a flat fee.

Mr. Gimmy suggest that staff gets a legal opinion and bring the item back for discussion.

Mr. Kornblau feels that the restaurants given the benefit of having parking queues should give back to the patrons by utilizing the validation process.

Ms. Franco asked about valet queues that are not validating for their customers. She asked that the item be tabled until the next meeting.

Ms. Walden feels it important that the restaurants control the queue as they are the ones driving the economic benefit to the City.

Mr. Stevens asked about restaurants that are not validating for customers.

Mr. Ramirez stated that Prime gives coupons for \$10.00 to all customers. This is their form of validation.

Mr. Gergen stated that he visited Prime, paid \$10.00 for valet parking and did not get a \$10.00 coupon.

Ms. Franco spoke about the charges for valet parking in the garage noting that they may be a bit costly.

Mr. Stevens stated that it makes no sense that a restaurant with a valet queue would not validate for its customers.

Discussion ensued between Board members and staff regarding restaurants having a queue and not validating.

Mr. Aronson stated that an addendum to the agreement could be drafted for the restaurateur's signature if the terms of the agreement are not being followed. The restaurateur would not be permitted to keep the queue if they do not agree to the terms.

Mr. Gimmy made a motion to recommend the item be tabled for further study and until a legal opinion from the City Attorney is obtained by staff. Staff will also find out how each of the valet

queues are currently operating with regard to the validation process. The motion was seconded by Mr. Rosen and passed 9-0.

Mr. Rosen asked how each queue is validating. He mentioned that Prime validates by giving out \$10.00 coupons which he was unaware of.

VIII. COMMITTEE REPORTS ON PARKING RELATED ISSUES:

Board members presented a brief status report of items taking place on their respective Boards. Members agreed due to agendas and minutes available from these Boards, there was no need for detailed minutes on this agenda item.

XI. NON-AGENDA ITEMS

A. Comments by Board Members

None

B. Comments by Staff

None

There being no further business, Mr. Krall, declared the meeting adjourned at 6:23 p.m.

Venice Cobb, Executive Assistant/Board Liaison

The undersigned is the Secretary of the Parking Management Advisory Board and the information provided herein is the minutes of the meeting of said Parking Management Advisory Board on July 24, 2012, which minutes were formally approved and adopted by the Board on

Venice Cobb, Executive Assistant/Board Liaison

NOTE TO READER: If the minutes you have received are not completed as indicated above, this means they are not the official minutes of the Parking Management Advisory Board. They will become official minutes only after review and approval, which may involve some amendments, additions or deletions.
S/City Clerk/Boards/Parking Management Board/minutes