

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, AUGUST 26, 2014, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

William Branning
Bruce Gimmy
Allen Huntington
Fran Marincola
William Morse
Peter Perri
Brian Rosen

MEMBERS ABSENT:

Gerald Franciosa
Albert Richwagen

STAFF PRESENT:

Scott Aronson, Parking Management Specialist

STAFF ABSENT:

None

GUESTS/OTHERS:

Carol Anderson

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Bruce Gimmy, at 5:30 p.m.

II. APPROVAL OF THE AGENDA:

Mr. Marincola made a motion to approve the agenda, seconded by Mr. Morse. Said motion passed unanimously.

III. APPROVAL OF THE MINUTES:

July 29, 2014 Minutes were deferred.

IV. OLD BUSINESS:

Mr. Aronson stated that the request from Mindful Management for the purchase of two (2) in-lieu of parking spaces has been approved. Mr. Marincola made a recommendation to bring item 1 (Review a recommendation to require parking meter fees until midnight east of the Intracoastal Waterway) for consideration to change the hours to 9:00 a.m. to 8:00 p.m. Monday thru Sunday to avoid confusion and to be more consistent and uniformed. In addition, He recommended presenting the item to the City Commission for approval.

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

Ms. Anderson stated she would like to see free parking.

VI. NEW BUSINESS:

A. Recommend Approval of Renewal All Valet Parking License Agreements

Mr. Aronson stated that at the City Commission meeting on March 4, 2014. The City Commission renewed the valet parking license agreements for 32 East, Tramonti's, Max Harvest, Taverna Opa, Cut 432 and Caffè Luna Rosa for a period of six months ending September 30, 2014. The agreement consists of 5% signage initiation fee and a 3% yearly increase thereafter on the third year anniversary of the agreement, the application then will be reviewed for approval.

At that time, staff had researched fees from nearby cities like Ft. Lauderdale, West Palm Beach and Hollywood. The Commission concerns about market value not being implemented and the lack of a Parking Management Program directed staff to explore additional programs to establish a Fair Market Rate.

Mr. Aronson stated that the valet cap fee is \$10.00 and that the intent of the valet program is to provide an amenity and not for profit center or to create a hardship becoming a financial burden on licensees. In addition, the lack of a fee-based program in the core area places no monetary value to on-street parking spaces. However, the most beneficial component of the program is the use of private parking lots leased by the valets, effectively increases the municipal parking supply, parking approximately 165,000.00 vehicles annually.

Staff recommends approval to maintain current program parameters, including a 5% increase with renewal of the agreements and an annual 3% increase until a fee-based parking program is instituted in the core area, or expiration of the agreements after three (3) years.

At this time, there was some discussion about the proposal. Mr. Branning asked if the City has the revenue and expenses from private property lots/vendors.

Mr. Aronson stated that the City does not have that information.

Mr. Branning stated that he does not understand why the City has an agreement with restaurant owners instead of having bids for the privately owned lots to show the true value market.

Mr. Rosen stated that he likes the idea, however some of the obstacles are that there are different private property owners therefore different leases, the City has no control of that and signing leases with all those different owners would be a challenge.

Mr. Branning suggested the bidders would sign the leases with the private property owners.

Mr. Aronson stated his concern is that the property owner can refuse to sign a lease with the valet companies and can affect space availability to the bidders.

The Board recommends approval to maintain current program parameters, including a 5% increase with renewal of the agreements and annual 3% increases until a fee-based parking program is instituted in the core area, or expiration of the agreements after one (1) year versus three (3) years.

Mr. Rosen move to approve the board recommendation. The motion was seconded by Mr. Morse and passed unanimously 7-0.

B. Discussion Regarding Information included in Board Packets.

Mr. Gimmy suggested to include the following items such as Monthly Financial reports for the garages and meters, breakdown of parking tickets by area, Update on changes, Copies of pertinent ordinances and other helpful documents to help the board to make informed decisions or focused questions and update on parking options and signage. This would keep the board updated, informed, and would help new members to understand the workings of the Parking Management Advisory Board.

Mr. Marincola stated that once an Enterprise Fund is implemented, the revenues would be used to maintain garages, meters, enforcement, etc.

Mr. Aronson stated that a Parking Improvement District would be proposed and would maintain the infrastructure of the buildings such as painting, roof, more offices in the downtown core area, parking safety, parking personnel, parking compliance, etc.

Mr. Branning stated that more data is needed for the Board to be able to make informed decisions and suggestions to the City Commission.

VII. COMMITTEE REPORTS ON PARKING RELATED ISSUES:

None.

V. NON-AGENDA ITEMS:

None.

A. Comments by Staff

None.

There being no further business, Mr. Gimmy, declared the meeting adjourned at 7:00 p.m.

Advisory 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 August 26, 2014, which minutes were formally approved and adopted by the Board on

ATTEST:

CHAIR

Advisory 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