

**‘PARKING MANAGEMENT ADVISORY BOARD MINUTES  
TUESDAY, FEBRUARY 24, 2009, 5:30 P.M.  
FIRST FLOOR CONFERENCE ROOM**

**MEMBERS PRESENT:**

Charles Halberg  
Peter Perri  
David Cook  
John Gergen  
Mark Denkler  
Fran Marincola  
Alan Kornblau  
Cecelia Boone  
George Brewer  
Nancy Schneider

**MEMBERS ABSENT:**

William Branning

**STAFF PRESENT:**

Scott Aronson, Parking Management Specialist

**STAFF ABSENT:**

None

**GUESTS/OTHERS:**

Officer Richard Jacobson  
Brandon Belluseio  
Chris Fonetti

**I. CALL TO ORDER:**

The meeting was called to order by Vice Chairperson, Mr. Mark Denkler, at 6:04 p.m.

Ms. Nancy Schneider was present but left due to the delayed start of the meeting.

**II. APPROVAL OF AGENDA:**

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

**III. ELECTION OF CHAIR PERSONS**

Mr. Kornblau made a motion to nominate Mr. Mark Denkler as Chairperson, seconded by Ms. Boone. Said motion passed unanimously.

Mr. Kornblau made a motion to nominate Mr. Fran Marincola as Vice Chairperson, seconded by Mr. Halberg. Said motion passed unanimously.

#### **IV. APPROVAL OF MINUTES:**

##### **January 2009**

Mr. Gergen made a motion to approve the minutes, seconded by Mr. Marincola. Said motion passed unanimously.

#### **V. OLD BUSINESS:**

Mr. Aronson advised that the request from Cut 432 to establish a valet parking queue on SE 4<sup>th</sup> Avenue will be discussed at tonight's Parking Management Advisory Board Meeting. He also noted that Ms. Schneider has been attending the meetings for the parking study.

#### **VI. PRESENTATIONS**

##### **Land Development Regulations Text Amendment – (Ron Hoggard)**

Mr. Hoggard stated that this text amendment was recommended by the Economic Development Committee and would change how parking for offices from gross to net floor area will be measured in the future. The new parking requirement for offices in the Federal Highway Corridor will affect the areas between 5<sup>th</sup> and 6<sup>th</sup> Avenue and on 2<sup>nd</sup> Avenue north of Atlantic Avenue. The requirement will also affect areas along George Bush Boulevard and from 2<sup>nd</sup> Avenue to 10<sup>th</sup> Avenue on the south side of Atlantic Avenue. Mr. Hoggard stated that 3.5 spaces per thousand square feet are now required for buildings up to 3000 square feet. Buildings over 3000 square feet have a requirement of 4 spaces per thousand. The requirements will now be 1 space per 300 square feet of net floor area. Mr. Hoggard noted that the Downtown Development Authority, Community Redevelopment Agency and the Planning & Zoning Board recommended approval of the text amendment.

Mr. Marincola made a motion to approve staff's recommendation, seconded by Mr. Gergen. Said motion passed 9-0.

##### **Parking Meter Smart Card**

Mr. Aronson presented samples of the smart card for the Board members to review.

Mr. Gergen spoke of different versions of smart cards shown in the USA Today.

Mr. Aronson spoke of the shortcomings of smart cards such as someone being able to use time left on the smart card if the user forgets to end the transaction.

Mr. Aronson explained that the smart cards will originally have a value of \$5.00 and can be replenished at a kiosk.

Board members and staff spoke of the placement of kiosks where smart cards can be replenished.

Mr. Brewer asked about the advantage of the smart card program.

Mr. Aronson stated that people will not have to be burdened with carrying quarters for the machine.

Mr. Brewer asked if revenue for the City would be generated from this program.

Mr. Aronson stated that there will be some revenue generated because visitors will purchase the smart cards but not utilize the entire value on the card.

Ms. Boone wanted to know how people will be notified about the smart card program.

Mr. Aronson stated that there will be advertisements wherever the smart cards are sold. In addition, stickers will be placed on the meters advertising the smart cards, as well as, a press release issued by the City.

Mr. Kornblau wanted to know when the City will see a profit.

Mr. Aronson stated that the total cost for the cards will be approximately \$3,000.00.

Mr. Gergen asked about the cost for each card.

Mr. Aronson stated that each card will cost approximately \$3.00.

Mr. Cook suggested an initial payment of \$10.00 for each card.

Mr. Aronson stated that the initial payment is low because the card will be replenished thereafter.

Mr. Gergen suggested that staff research other parking programs implemented by other Cities.

Mr. Marincola mentioned changing the 2 hour parking limit downtown to a 3 hour limit.

Ms. Boone stated that 2 hours is not enough time in the event the customers want to shop.

Mr. Aronson stated that people who want to shop should park in the spaces designated for 4 hour or 8 hour parking.

## **VII. NEW BUSINESS:**

### **A. Review A Request From Cut 432 to Establish A Valet Parking Queue**

Mr. Aronson stated that Cut 432 requested to establish a valet queue on the south side of the 400 block of East Atlantic Avenue. There is an existing valet queue on the north side of the street which would be directly across from the proposed queue. It was suggested that the queue may gain support from staff if it is relocated to the southwest corner of SE 4<sup>th</sup> Avenue. After discussing this issue with the Police Department, there are concerns regarding potential traffic backup on Atlantic Avenue as cars wait to enter the queue. Mr. Aronson added that staff will recommend approval under the provision that the staffing level at the queue stay maintained and the traffic flows normally. The queue will be asked to cure any traffic problems that may occur.

Officer Richard Jacobson concurs with staff's concern. He stated that cars will stop in the roadway if a valet is not there to park the vehicles. Traffic would back up due to multiple cars stopping.

Mr. Aronson stated that the applicant has advised that there will be three (3) valets at the queue location with intercoms and two (2) valets at the parking lot with intercoms. The lot is located at 70 East 4<sup>th</sup> Avenue.

Mr. Marincola does not believe that there will be a traffic problem.

Board members and the applicant discussed the strategy that will be used, as well as, the cost to run the valet service.

Ms. Boone suggested approving the applicants request and allotting a period of time to ensure that the valet service works efficiently with a condition that the request be rescinded if there are traffic issues that cannot be cured.

Officer Jacobson stated that an officer will respond if there is a traffic complaint. A report will then be issued and forwarded to the Chief of Police. Lastly, the business will be contacted and advised of the complaint.

Mr. Marincola wanted to ensure that the valet service is available for all patrons and not available for only people dining at Cut 432.

Mr. Belluseio advised that the valet service will be available to all patrons.

Mr. Kornblau wanted to know who would determine the termination of the valet queue.

Mr. Aronson stated that staff will be notified after three complaints. He then noted that the Parking License Fee Agreements are terminated at the City Manager's digression.

Mr. Perri made a motion to approve the request from Cut 432 to establish a valet queue on the Southwest corner of SE 4<sup>th</sup> Avenue with the understanding that the queue may be terminated if there are traffic problems. The motion is seconded by Ms. Boone and passed 9-0.

## **VI. COMMITTEE REPORTS ON PARKING RELATED ISSUES:**

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

## **VII. NON-AGENDA ITEMS:**

### **A. Comments by Board Members**

Mr. Perri asked about the valet service that operates out of the Federspiel parking garage. He stated that people have to park on upper levels because the valet service utilizes the lower levels.

Mr. Aronson stated that there are parking spaces leased to a valet service that operates on the second and third level of the parking garage.

Taking into consideration that women and guests utilize the garage, Mr. Perri suggested that the City consider relocating the valet service to the higher levels so that the customer can use the lower levels.

Mr. Marincola stated that the Beach Owners Property Association plans on discussing the possibility of making the beach a park. They would like to construct an entrance and re-name the park. They would also like to move the parking meters. He added that the group would like to beautify the beach and relocate the signage.

Mr. Marincola stated that he would like to discuss implementing parking meters on Atlantic Avenue in the future.

Mr. Aronson advised that the parking study will be advertised on March 1, 2009.

Board members spoke of the economy and the rise in taxes which have caused the downfall of businesses in the Downtown area.

**B. Comments by Citizens**

None.

**C. Comments by Staff**

None.

There being no further business, Mr. Denkler declared the meeting adjourned at 7:06 p.m.

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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 of February 24, 2009, which minutes were formally approved and adopted by the Board on

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Venice Cobb, Executive Assistant/Board Liaison

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