

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, MARCH 27, 2012, 5:30 P.M.
ENVIRONMENTAL SERVICES CONFERENCE ROOM**

MEMBERS PRESENT:

Fran Marincola
Mark Krall
Bruce Gimmy
John Gergen
Brian Rosen
Alan Kornblau
Cecelia Boone
William Morse

MEMBERS ABSENT:

Peggy Murphy
Herman Stevens
Margie Walden

STAFF PRESENT:

Scott Aronson, Parking Management Specialist

STAFF ABSENT:

None

GUESTS/OTHERS:

Linda Bates
Gary Shusas
Genie Deponte
Cathy Barstow
Alex Ramirez
David Cook
Rick Burgess

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Fran Marincola, at 5:31 p.m.

II. APPROVAL OF AGENDA:

Mr. Marincola asked that the agenda be amended to add discussion of the Board's mission statement to the agenda as Item B.

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

III. APPROVAL OF MINUTES:

There was no vote for this item.

IV. OLD BUSINESS:

Mr. Aronson stated that the City Commission requested that valet parking options be reviewed.

V. COMMENTS BY CITIZENS:

Ms. Genie Deponte spoke of parking issues on Marine Way where she lives. She noted that non-residents looking for parking cause a constant stream of traffic which is dangerous for children

and pedestrians. She suggested that the street be closed and a walkway initiated. She also suggested placards and signs noting resident parking only.

Discussion ensued with Board members and staff speaking about making the area a tow away zone and the potential consequences. Options such as resident parking only signs, placards, and clickers for residents were discussed. Lastly, the Board spoke about enforcement.

Mr. Marincola suggested that Ms. Deponete come up with specific remedies and present them to the Board at a later meeting.

VI. NEW BUSINESS:

A. Review Modifications To Valet Parking License Agreements Pursuant To City Commission Direction

Mr. Aronson advised that the City Commission feels that spaces being leased to the valet companies are undervalued and asked staff to provide options for the Valet Parking Program. Staff presented the issue to various Boards and it was recommended that the program itself remain the same with a few operational changes. There were comments about the restaurants being in control of the valets instead of the City having to work through disagreements.

Staff recommended the following options:

1. All valet stands should have signage displayed that reads "open to the public". Lettering should be no less than 3" on valet stands and 2" on all other signage.
2. All uniforms shall display "valet" across the back, no less than 2" block lettering. The company name should be displayed. Company logos are permitted. Shirts should have collars and be light in color for visibility at nighttime.
3. Longer terms on the agreements with increases on the anniversary date. Accommodations should be made regarding revenue if parking meters were to be installed where a valet queue has been established.

The following recommendations were previously discussed:

- A. Valet stands must operate throughout the year.
- B. Queues must be staffed with a minimum of two employees at all times.
- C. The required parking must be in the name of the licensee, not the valet company.

Mr. Kornblau does not think it feasible to require valet companies to staff a minimum of two people when they are not busy.

Mr. Aronson stated that the Downtown Core has reached a point where restaurants are able to cover their costs during off season. Secondly, valets would not be providing a service if restaurants are participating in the validation program and a valet company is not properly staffed.

Mr. Gergen stated that restaurants are losing money year round.

Mr. Marincola stated that the restaurant and valets are in business to please the people. He then suggested that the name of the restaurant be on the front of the shirt so that there is a point of complaint. He feels that staffing should be at the discretion of the valet company.

Mr. Kornblau agreed that discretion should be left up to the valet company regarding how many people should be staffed. He does not feel that two people are needed at all times.

Ms. Boone stated that she is in favor of light colored uniforms.

Board members and staff discussed "Option C" relating to insurance matters. Additionally, there was discussion about the license agreement and the possibility of a valet company leasing parking spaces to another to increase their parking spaces.

Mr. Morse made a motion to approve "Option 1", seconded by Mr. Gimmy. Motion passed 8-0.

Mr. Morse made a motion to approve "Option 2", adding the lessee's name and/or logo should be on the front of on the shirt. The motion was seconded by Mr. Gergen and passed 8-0.

Mr. Gimmy made a motion to approve "Option A", seconded by Mr. Morse. Said motion passed unanimously.

Board members were not in favor of requiring valets to staff two employees at all times.

Mr. Gimmy made a motion to approve "Option B", seconded by Mr. Rosen. Said motion was denied 8-0.

Board members and staff discussed "Option C" as it relates to required parking and what it meant.

Mr. Krall made a motion to amend "Option C" to state "parking required pursuant to the licensing agreement, must be in the name of the licensee, not the valet company." The motion was seconded by Mr. Gimmy and passed 8-0.

At this time, Mr. Marincola disclosed a conflict of interest and abstained from discussion and voting of "Option 3". Consequently, Mr. Gimmy became acting Chairperson.

Mr. Aronson stated that the cost for spaces west of the Intracoastal Waterway is \$100.00 per month per space and \$125.00 east of the Intracoastal Waterway. There was a comment made that the cost should be the same. Other comments were made that an increase would have a negative impact on the program and that price increases would be passed on to the consumer. This would negate a desire to keep valet parking at a low cost. There would be a 25% increase if the spaces in the west were made the same cost as the east. Staff is recommending a 5% increase at the renewal which would make spaces west of the Intracoastal Waterway \$105.00 and spaces east of the Intracoastal Waterway \$131.50 per space, per month. The total annual revenue for the City would be \$82,560.00. There will be an additional 3% increase per year on the annual anniversary dates.

Board members and staff spoke about fees that could be imposed if a fee based program were to be instituted and could not because of an existing valet queue.

Mr. Kornblau commented about staff increasing the valet costs each year but not allowing them to increase costs to the customers.

Mr. Gimmy stated that valet queues are not in the business of making money.

Discussion ensued regarding the fees.

Mr. Rosen made a motion to recommend a three year lease with a 3% increase at each annual renewal and a 5% increase from the current rate. The motion was seconded by Mr. Morse. The members voted as follows:

Cecelia Boone – no

Bruce Gimmy – yes

Brian Rosen – yes

Mark Krall – no

William Morse – yes

Alan Kornblau – no

Mr. Marincola and Mr. Gergen abstained due to a conflict of interest.

The motion failed to pass with a tie vote..

Mr. Kornblau made a motion to recommend a three year lease with a 3% increase at each annual renewal beginning 2013. The motion was seconded by Mr. Morse and passed 6-0. Mr. Marincola and Mr. Gergen abstained due to a conflict of interest.

B. Discussion Of Mission Statement and Parking Study

Mr. Aronson read the mission statement of the Parking Management Advisory Board. He stated that certain parking related matters are not presented to the Board. He went on to talk about the parking study stating that the City Commission wanted the Parking Management Advisory Board members to make recommendations. However, a Parking Implementation Committee was formed. Mr. Marincola does not feel that this committee should have been formed. He asked that the Parking Management Advisory Board makes all recommendations instead of the City getting input from the implementation committee. He asked that staff speak to the City Manager regarding his request.

Mr. Morse stated that he was not in favor of an implementation committee being formed.

Mr. Marincola stated that he believes the creation of the committee was illegal.

Mr. Kornblau stated that it is the City Manager's decision as to how to implement parking throughout the City.

Mr. Marincola stated that the City Commission asked for the Parking Management Advisory Board's recommendation.

Mr. Krall stated that the Board contemplated having additional meetings. Presentations were given by the Engineering Department. Discussion was delayed by staff and consequently, the study was taken from the Board.

Mr. Kornblau stated that the study is lengthy. He went on to say that parking meters should be tackled and he feels that the Parking Management Advisory Board should be involved.

Discussion ensued with Board members stating that the Parking Management Advisory Board should be in control.

Ms. Boone feels that the Parking Management Advisory Board should be the recommending Board. However, staff input is needed.

Mr. Kornblau stated that all disciplines are represented by the Parking Management Advisory Board.

Mr. Aronson stated that Board members may not be able to allot the time required to make recommendations. The Implementation Committee consists of other disciplines within the City who assist staff with the study and have no recommending power.

Mr. Marincola stated that the Parking Management Advisory Board can prioritize. He insists that the Board make all recommendations to the City Commission as requested. Mr. Marincola does believe an Implementation Committee should be involved. He noted that there has been no progress.

Ms. Boone feels that issues have been tackled and recommendations have been made.

Mr. Kornblau stated that there are certain issues the Board does not have to be involved in that the Implementation Committee will handle. The Parking Management Advisory Board should address parking related issues such as metered parking.

Discussion ensued regarding the Implementation Committee as it relates to the parking study.

Board members decided that they would limit discussions to directional signage, bikes and scooters, employee parking, lighting and safety in the parking garage, metered parking and establishing an organizational structure. They agreed to address meters and employee parking first.

Mr. Aronson stated that branding and marketing should be an early topic of discussion.

Ms. Boone stated that she does not feel that the Board can participate on the level that the Implementation Committee does.

Mr. Cook stated that the Implementation Committee meets regularly. However, they have not accomplished much as of yet. They are not making recommendations regarding meters. What is discussed at the meetings will prepare the City for metered parking.

Mr. Aronson advised that they have stepped away from metered parking at the moment. He went on to talk about maintenance and sustainability of the parking garage.

C. Update Parking Management Study

At this time, Mr. Aronson briefly discussed each recommendation as outlined in the provided Parking Management Plan. He spoke about the priority recommendations which included tiered parking requirements, bicycle parking requirements including racks and bicycle facility placement, adoption of the Urban Land Institute shared parking procedures, shared parking reductions to mixed use developments currently outside the current specified zoning districts. He went on to talk about the Walkability Review. He mentioned ensuring an effective width where sidewalk cafes exist.

Mr. Marincola stated that restaurants set up two-tops at lunch time and four-tops at dinner time which restricts pedestrian walkway.

Mr. Aronson went on to talk about transportation management demand, downtown shuttle review, operating policies and procedures for parking, revenue control equipment, public parking fee, the in-lieu of parking program, mechanical parking and the parking organizational model.

At this time, Board members and staff spoke of the enterprise fund. Mr. Aronson explained that an enterprise fund does not depend on the general fund for financial support, if it is a revenue generating division, such as Water and Sewer. In fact, enterprise funds, at times are used for funding related projects and augmenting the general fund.

VI. 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.

VII. NON-AGENDA ITEMS:

A. Comments by Board Members

None

C. Comments by Staff

None

There being no further business, Chairperson, Mr. Marincola, declared the meeting adjourned at 8:30 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 March 27, 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