

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, APRIL 26, 2011, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

Fran Marincola
Alan Kornblau
Bruce Gimmy
John Gergen
William Morse
Margie Walden
Cecelia Boone
Peggy Murphy
Brian Rosen

MEMBERS ABSENT:

Mark Krall
Herman Stevens

STAFF PRESENT:

Scott Aronson, Parking Management Specialist

STAFF ABSENT:

None

GUESTS/OTHERS:

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Fran Marincola, at 5:32 p.m.

II. APPROVAL OF AGENDA:

Mr. Gergen made a motion to amend the agenda to include discussion of old business. The motion was seconded by Mr. Kornblau and passed unanimously.

III. OLD BUSINESS:

Mr. Aronson advised that the recommendation to grant the valet parking queue to Tramonti's was delayed until the May 3rd City Commission meeting. He also noted that the applicant requested to modify their application to allow the valet queue to be managed by Ocean City Properties instead of La Solita Restaurant. Mr. Michael Weiner was given the opportunity to address the issue with the Parking Management Advisory Board but he opted to present to City Commission. Mr. Aronson mentioned that staff promoted the smart cards at the Delray Affair.

Mr. Marincola stated that two applicants made requests to obtain the valet queue but depended on the valet company for parking. He does not feel that requests should be considered from applicants that have not obtained parking spaces. Mr. Marincola feels that the parking lot agreements should be managed by the restaurant instead of the name of the valet company.

Ms. Walden feels that the deliberation from the last meeting is null and void due to the change being made by the applicant.

Mr. Marincola stated that that the applicant is only changing the name the agreement will be in.

Ms. Boone stated that the Board's recommendation has to be presented to City Commission for final approval.

Mr. Aronson stated that the information has to be provided to the City Commission and they may ask that the information be looked at by the Parking Management Advisory Board.

III. NEW BUSINESS:

A. Parking Study Implementation – Review Chapters 10 and 11

Ms. Walden asked if the same system would be installed throughout Downtown area.

Mr. Aronson stated that some areas may have a different system as they can be tailored to the need of a specific area.

Ms. Boone feels that other parking matters may be worked out if the issue with employee parking was resolved.

Mr. Marincola asked about meters on Atlantic Avenue.

Board members spoke about employee and resident parking.

Mr. Aronson spoke of the digital payment technologies as related to parking meters.

Mr. Marincola suggested that the technology selected be programmable to recognize and follow different commands related to parking.

Mr. Kornblau asked how the new technology would affect enforcement.

Mr. Marincola suggested having meter maids.

Mr. Aronson spoke of the volunteer program. He advised that tickets are lost due to poor penmanship. If a ticket is not clearly written, it may be dismissed by the judge.

Board members and staff spoke of being able to purchase more time at the meters with the use of a cell phone.

Mr. Aronson stated that the time can be extended at any meter as the pay and display meters have the capability of adding time.

Mr. Aronson stated that there may be charges assessed to customers with the pay by cell phone method.

Mr. Gergen suggested using the meters used long ago instead of the more expensive meters.
Mr. Marincola stated that the metering process has grown.

Ms. Walden spoke of marketing the parking garages.

Ms. Boone stated that employees are using the spaces meant for customers. She said that if the issue with employee parking was resolved, two hour parking with regular enforcement would be beneficial.

Mr. Aronson stated that the maintenance of the parking garage would be costly.

Ms. Boone asked when profit would be seen.

Mr. Marincola stated that revenue would be made at nighttime.

Mr. Aronson spoke of a publication written by Donald Shoup. He added that the best security for the parking garage is utilization.

Mr. Rosen stated that he feels that the community should be engaged more about utilization of the parking garage.

Mr. Morse stated that the way finder sign cannot be seen at nighttime.

Mr. Aronson stated that the City was crowded with signs and some were removed.

Mr. Aronson stated that employees are considered the public and staff cannot prohibit them from parking where they choose.

Mr. Marincola stated that staff should work with the employers to develop an employee parking system.

Mr. Gimmy suggested free parking to start for employee parking in the garage. Thereafter, a fee may be assessed.

Mr. Aronson spoke of particular areas that have limited time periods for convenience shopping and the possibility of extended parking with the first hour being free. He also spoke of the possibility of creating a coupon book which offers free validation passes to certain customers based upon specific requirements. Mr. Aronson also spoke of the possibility of offering valet service twenty four hours a day in the Old School Square garage. He then spoke of a cost method for the meters such as matching the time purchased. Customers purchasing thirty minutes would receive one hour of parking.

Employee parking was discussed and staff will determine how many employees are in the core area. Mr. Aronson said that he has to take into consideration people who carpool to work and people who do not drive.

Mr. Aronson stated that there are parking problems because mass transit does not take into consideration those who work overnight hours.

Board members and staff spoke of a combined effort in resolving issues with employee parking and meters. However, they decided to focus on implementing meters first.

Board members decided that a fee based parking system is necessary.

Mr. Rosen stated that hours of operation and fees should be addressed.

Board members decided on 9:00 a.m. through 12:00 p.m. as the enforcement hours for meters throughout the Downtown area. There will be an hour limit for parking on Atlantic Avenue.

Board members discussed keeping monies generated from parking in the core area from where it is generated for future parking services.

Mr. Marincola asked staff to provide the number of spaces available for employee parking, as well as, the type of equipment preferred.

Mr. Marincola spoke about resident parking. He suggested distributing eight, four and twelve month stickers for parking anywhere. Meters would not be needed.

Mr. Aronson stated that residents would pay for the area they park in.

Mr. Marincola was not in favor of price by tier. He feels that everyone should be able to park where they prefer.

Ms. Boone stated that it would defeat the purpose if someone parked in one spot for a long time.

Board members decided that residents with stickers would not be able to park on Atlantic Avenue.

Mr. Kornblau stated that having a designated employee parking area would solve the employee parking issue.

Mr. Aronson stated that the City may not have enough inventories of parking spaces to service all the employees.

Board members were in favor of the multi-space parking meters.

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 the Board, there was no need for detailed minutes on this agenda item.

VII. NON-AGENDA ITEMS:

A. Comments by Board Members

None

B. Comments by Citizens

A member from the public spoke about parking in the area of his hair salon located at 10 SE 1st Street. His customers feel that the parking garages are unsafe because there is no security. He suggested valet parking during the day at the parking garage. He advised that the employees of the surrounding businesses utilize the parking spaces. He also mentioned that there is a two hour parking maximum during the day. However, some cars are there for much longer.

Mr. Aronson advised that there was a two hour regulation on the block. The street signs were knocked down due to the construction of Worthing Place.

C. Comments by Staff

None

There being no further business, Chairperson, Mr. Marincola, declared the meeting adjourned at 8:22 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 April 26, 2011, 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