

CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
April 28, 2010

ATTENDANCE: John Federici, Chairman
Julius Hayward, Vice Chairman
Bryan Meek
Eileen Brown
Chris Bakes

STAFF: Kathryn Hebert, Administrative Services Manager
Hal Alvord, Public Works Director
Dilene Byrd, Secretary

OTHERS: Frank Del Monaco, LAZ Parking
Mr. Snyder, Snyder Group

CALL TO ORDER

Chairman Federici called the meeting to order at 6:00PM

PRESENTATION- SNYDER GROUP

Mr. Snyder presented the marketing campaign and said it is to help communicate a positive message about parking in the City of Norwalk's urban core, and to talk about the improvements that the Parking Authority has done which are not funded by city revenue. He said that the strategy is to do an eight to twelve week campaign using environmental advertising on existing structures for media space. He went over the overall message and presented a parking meter as an icon for the campaign. Mr. Federici asked what the next step will be. Mr. Snyder said that the campaign will go out to the media in June, and that a soft introduction will be done in August. Ms. Brown asked at what point the survey will be done and presented to the Parking Authority for review. Ms. Hebert said that will be done once the contract has been signed. Mr. Federici asked how the Parking Authority will be informed of the updates to the campaign. Mr. Snyder said that his staff will be in contact with staff on a weekly basis. After further discussion it was decided that as Ms. Hebert receives the updates she will e-mail them to the Parking Authority and that Mr. Snyder will also attend the Parking Authority meetings to provide an update. . Mr. Hayward requested that Mr. Snyder e-mail the Parking Authority the new logo.

1. APPROVE THE MINUTES FROM THE PARKING AUTHORITY MEETING HELD ON WEDNESDAY,
MARCH 24, 2010.

**** MR. HAYWARD MOVED TO APPROVE THE MINUTES WITH CORRECTION
** MOTION PASSED UNANIMOUSLY**

GENERAL INFORMATION

Mr. Federici said that he would like to take a moment to recognize Mr. Shatz service to the Parking Authority for the past eight years.

1. MONTHLY FINANCIAL REPORT

Ms. Hebert said to date the capital reserve is over \$300,000. She said that the third quarter actuals are negative \$46,043 which is due to the expenses related to snow removal, and lower actual revenues at the Maritime Garage during President's week. Snow removal costs were approximately \$15,000 over budget.

2. MONTHLY OPERATION REPORT

Mr. Del Monaco said that the demands at the Maritime Garage are down 13% compared to this time last year.

Mr. Del Monaco said that the demands at the Webster Lot are down 5% compared to this time last year. He said that the new signage was approved today and once finalized will be shared with the Parking Authority. He said that all 16 pay stations and shelters are now installed. Mr. Hayward asked if there are an adequate number of pay stations around Compare Foods. Mr. Del Monaco said that there are three in the proximity of their front door and there are two spare pay stations if needed. He said that staff will be working with the Snyder Group on the development of the advisory signage and flyers for the operational changes.

Mr. Del Monaco said that the demands at the North Water Lot continue to be consistent and to date are up 4%. He said that the demands at Haviland Deck are up 17% compared to fiscal year 2008.

Mr. Del Monaco said that the revenues for on-street parking continues to escalate and are currently 21% ahead of where they were last year and that the revenue generated through credit cards remains at 18%.

Mr. Del Monaco said that the demands at the South Norwalk Railroad Station are up 16% compared to last year but is still not reaching capacity. He said that unless the MTA agrees to a shared favorable cost the automated ticket vending machine will not be moved.

Mr. Del Monaco said that the parking permit issuance at the East Norwalk Railroad Station remains consistent at 342 permits sold and that the waiting list for monthly permits has been exhausted.

Mr. Del Monaco said that the demands at the Yankee Doodle Garage are down 11% compared to last year.

Mr. Del Monaco said that staff is proposing implementing a policy that states once a ticket reaches three years or older that it be written off. Ms. Hebert said that this ties into the State legislative. Mr. Meek asked if the Parking Authority will have to account for bad debt expenses. Ms. Hebert said "no" and is considered a collectable. After further discussion it was decided that Ms. Hebert will present a resolution at the May meeting.

Mr. Del Monaco said that all the on-street parking spaces have recently been painted throughout South Norwalk and a lot of the landscaping has been done. Mr. Alvord said not to paint the parking spaces on Wall Street because that is on the punch list for the paving contractor from last year.

3. OLD BUSINESS

Ms. Hebert said that the Common Council has approved \$50,000 in the capital budget to perform a parking analysis study to determine a long term solution to citywide parking. She said that the original request was from the Planning and Zoning but that the Mayor had recommended that it be transferred to the Parking Authority because it is parking related.

Mr. Del Monaco said that as part of the new contract that LAZ is to take on the responsibility of managing all the concessions in the buildings. He said that he had received four bids from interested parties and will be pursuing a lease agreement with Kevin O'Brien who is the owner of the SONO Station Café. He said that the current lease with Coffee Creations will expire on June 30, 2010.

4. NEW BUSINESS

Ms. Hebert said that she had received a call from Q Properties who is the owner of the Sono Field house and he had stated that they have scheduled a corporate event on May 13, 2010, from 6:00PM to 1:00AM for 1,000 people. She said that they are requesting to use the Maritime Garage for their overflow of 500 cars and would like to continue that relationship for future events. She said that she also had offered them the South Norwalk Railroad Station as a secondary option at night.

Ms. Hebert circulated photos of the excessive trash problem in the Webster Lot. She said that the Parking Authority needs to establish a policy and management plan to control the overflowing garbage problem. She said that currently there is no permit or requirement as to where a dumpster or grease vat should be placed on city property, or any requirement for the number of collections. After further discussion it was decided that Mr. Del Monaco will present a cost benefit analysis at the May meeting and that Mr. Alvord and Ms. Hebert will schedule a meeting with Planning and Zoning, the Building Department and the Health department to discuss the trash problem.

5. ACTION ON ANY ITEM DISCUSSED HEREIN

No discussion.

6. ADJOURNMENT

** MS. BROWN MOVED TO ADJOURN

** MOTION PASSED UNANIMOUSLY

The meeting adjourned at 7:30PM