



CITY OF NORWALK
PARKING AUTHORITY
SPECIAL MEETING
April 12, 2017

ATTENDANCE: Richard Brescia, Chairman
Mike Harden, Vice Chairman
Jud Aley
Tom Vetter

STAFF: Kathryn Hebert, Administrative Services Manager
Dilene Byrd, Secretary

1. CALL TO ORDER

Mr. Brescia called the meeting to order at 5:15PM

1. AUTHORIZE THE CHAIRMAN OR THE VICE CHAIRMAN OF THE PARKING AUTHORITY TO EXECUTE AN AGREEMENT WITH MAXEX PUBLIC RELATES, LLC., FOR PROFESSIONAL SERVICES RELATED TO THE CREATION, IMPLEMENTATION AND MANAGEMENT OF MARKETING, PUBLIC RELATIONS, EVENTS, AND ADVERTISING OPPORTUNITIES IN THE DOWNTOWN DISTRICTS/URBAN CORE FOR 3 YEARS FOR A SUM NOT TO EXCEED \$85,000

ACCOUNT – PARKING PROGRAMS

Mr. Brescia provided a background and said the reason for moving the item for approval in advance of the regular Parking Authority meeting is so that MaxEx PR can start the process of branding. Mr. Vetter asked what happens if no one signs up to participate. Mr. Brescia said that there will be a review at the end of each year to see if we will move forward. Mr. Vetter asked if the contract can be terminated. Ms. Hebert said “yes”. Mr. Aley asked how this will be measured. Mr. Harden said this can be measured by visual active participation. Mr. Brescia said it will also be measured by growth of participation and response. Ms. Hebert said that the goal is to get 15 participants in both the Wall Street and SONO areas. Mr. Brescia said that there will be a working group created with representatives and leaders from both areas who will make suggestions regarding the plan.

**** MR. HARDEN MOVED TO SUSPEND THE RULES TO AMEND THE AUTHORIZATION FROM \$85,000 TO \$101,000.**

**** THE MOTION PASSED UNANIMOUSLY.**

****MR. ALEY MOVED TO APPROVE THE ITEM AS AMENDED.**

**** THE MOTION PASSED UNANIMOUSLY.**

3. ADJOURNMENT

**** MR. HARDEN MOVED TO ADJOURN**

**** MOTION PASSED UNANIMOUSLY**

The meeting adjourned at 5:25PM