CITY OF NORWALK
PARKING AUTHORITY
REGULAR MEETING
February 27, 2013

ATTENDANCE: Bryan Meek, Chairman
Julius Hayward, Vice Chairman
Mike Harden
Chris Bakes

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

OTHERS: David Lew, General Manager, LAZ Parking
Stathis Manousos, LAZ Parking

PUBLIC HEARING

Mr. Meek opened the public hearing at 6:00PM
No one from the public attended.
Mr. Hayward asked if the letter that was received should be introduced. Ms. Hebert said not everyone received the letter and that only staff, the Chairman and Vice Chairman had received it. Mr. Meek said "no" because he can't confirm e-mail sources, but said that a resident stakeholder in the area had some issues with the rate adjustments questioning whether or not they were based on market data, and making an assertion that the rate increases are based on arbitrary assumptions which they are not. He said that he had refuted the letter in a respectful manner. Mr. Hayward said that he liked Mr. Meeks response in that when the issue was raised on how Norwalk compares to the neighboring towns and their rates that the Parking Authority did check those rates and they are in line what they are also doing. Mr. Alvord said that all of the surrounding community's parking systems are subsidized by their municipalities through taxes.
Mr. Meek closed the public hearing at 6:15PM

CALL TO ORDER

Mr. Meek called the meeting to order at 6:15PM

1. APPROVE THE MINUTES FROM THE PARKING AUTHORITY MEETING HELD ON WEDNESDAY, JANUARY 23, 2013

Mr. Meek said that Mr. Bakes did not attend the meeting and that his name should be removed from the attendance.

**MR. HAYWARD MOVED TO APPROVE THE MINUTES AS AMENDED
** MOTION PASSED UNANIMOUSLY**

2. AUTHORIZE THE CHAIRMAN OR THE VICE CHAIRMAN TO EXECUTE AN AGREEMENT WITH PETER KEENA D/B/A BILLBOARD CONNECTION TO ADMINISTER ADVERTISING OPPORTUNITIES

Ms. Hebert said that in addition to the tunnel at the South Norwalk Railroad Station, the elevators and the ATM's there is now advertising opportunities on the interactive kiosks. She said that the Parking Authority does not have qualified staff to sell advertising. She said that staff had done research and that interviews were held and Mr. Keena came highly recommended by the Snyder Group, and that he has been in the business for 10 years. She said that he will be working solely on commission. Mr. Meek said that this is a great deal for the City and the Parking Authority and that he sees no risk in this because there is no cost to the Parking Authority. Mr. Bakes asked when the Parking Authority will review the adverting. Ms. Hebert said that staff will be reviewing and approving the advertising using the advertising guidelines that were established and approved by the Parking Authority. Mr. Meek requested that the advertising policy be e-mailed to Mr. Harden since they were approved prior to him being on the Parking Authority. Mr. Hayward requested that they be e-mailed to all the Board members. Ms. Hebert said that they are also available on the Parking Authority's website.

**** MR. HAYWARD MOVED TO APPROVE THE ITEM
** MOTION PASSED UNANIMOUSLY**

3. APPROVE THE OPERATING BUDGET FOR FY 2014 AND RATE ADJUSTMENTS

Mr. Meek said that he thinks the budget is very fair and was crafty created based on the market situation and that the rate adjustments reflect that in what was projected for revenues. He said it should be looked at as a guideline and a goal for the Parking Authority to meet and is a great baseline. He said that if approved the budget will take effect July 1, 2013, and the rate increases will take effect in 30 days.

**** MR. HARDEN MOVED TO APPROVE THE 2014 OPERTING BUDGET AND RATE ADJUSTMENTS
** MOTION PASSED UNANIMOUSLY**

4. AUTHORIZE THE TRANSFER OF $129,847.11 FROM ACCOUNT NUMBER 03 0000 2604 TO THE PARKING AUTHORITY OPERATING BUDGET IN CONNECTION WITH CAPITAL EXPENSES PAID FOR OUT OF THE OPERATING BUDGET

Ms. Hebert said that the account is called the Fee In Lieu of Parking account and it was originally managed and access by the Planning and Zoning Department. After a legal opinion, the Common Council approved a change that gives the Parking Authority access and control over the fund. The fund is to be used for capital related expenses only over $10,000 as per the Finance Department's criteria. This request represents capital expenses that were paid for out of the operating budget in 2009 and 2010 over $10,000 for each payment. The transfer will essentially reimburse the Parking Authority's operating budget for these type of expenses. Mr. Hayward asked how much is in the fee in lieu account. Ms. Hebert said that there is currently a $354,000 before the transfer.

**** MR. HARDEN MOVED TO APPROVE THE ITEM**
**** MOTION PASSED UNANIMOUSLY**

GENERAL INFORMATION

1. MONTHLY FINANCIAL REPORT

Ms. Hebert said to date the net capital reserve is $284,676 and that the financials are good despite the expenses and lost revenues from Hurricane Sandy, and that the expenses and lost revenue from the snowstorm Nemo which will be part of the February financials. She said that the net capital reserve is consistent with last January financials and that the increases in revenue are mostly in permits, the Maritime Garage daily parking as well as other all day parking and pay by cell usage. She said that some snow equipment was purchased as well as a coin machine to replace an obsolete machine during January.

2. MONTHLY OPERATING REPORT

Mr. Lew reported on the highlights and that the transient demands system wide are up 4% compared to last January, The Maritime Garage was up 75% compared to January and was up 25% year to date. He said that the East Norwalk Railroad Station is oversold by 35% which is 20% over industry standard but still shows an average of 15-20 vacant parking spaces daily which indicates people are hoarding permits and that permit sales are up 22.5 compared to last January. He said that citation revenue has stabilized and ticket issuance is down and is only 12% of the total budget and are issuing egregious and warning tickets. He said that the pay by cell usage is up 35%. Mr. Meek asked why there is such an increase. Mr. Lew said that Mr. Vinci had changed some of the signage which may have attributed to increase. He said that the Franklin Street lot is closed off unless more permits are sold because the expenses are more than the revenue it generates. He said that the customer service training was very successful and that Mayor Moccia and Chairman, Bryan Meek attended to start off both of the sessions. Mr. Meek said that the dismissal rate for appeals has increased and suggested that staff look into establishing a procedure for donating the total or partial cost of the ticket to a sanctioned charity.

3. SNOW REPORT- NEMO

Ms. Hebert said that the parking staff did an excellent job and no complaints were received, and coordination with the EOC staff was exceptional and the communication was above standard. Mr. Lew said that he received a letter from Mayor Moccia commending the services of the Parking Authority Staff. She said that the expenses from the storm were $121,074 and the lost revenue was $25,281 and that the expenses are eligible for FEMA reimbursement. Mr. Meek asked if having only the one Bobcat's for snow removal was sufficient or if the additional one that had been requested is needed. Mr. Manousos said that the one Bobcat was sufficient but suggested that a rolling stock program be established for replacing vehicles.

4. OLD BUSINESS

No discussion.

5. NEW BUSINESS

No discussion.

6. DEMO- INTERACTIVE KIOSKS

Staff demonstrated the interactive kiosks to the members of the Parking Authority.

7. ACTION ON ANY ITEM DISCUSSED HEREIN

No discussion.

8. NEXT PARKING AUTHORITY MEETING: WEDNESDAY, MARCH 27, 2013 MARITIME GARAGE, PARKING AUTHORITY OFFICES, 11 N. WATER STREET, 6PM.

9. ADJOURNMENT

**** MR. HAYWARD MOVED TO ADJOURN**
**** MOTION PASSED UNANIMOUSLY**
The meeting adjourned at 7:10PM