

WINCHESTER PARKING AUTHORITY
December 5, 2013

MEMBERS PRESENT: Dick Helm, Kim Burke, Jeffery Rives, Mike Miller & Howard Manheimer

OTHERS PRESENT: Samantha Anderson, Teresa Couch & Tom McFillen

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:30 a.m. at which time it was determined a quorum was present.

II. REVIEW OF OCTOBER 2013 MEETING MINUTES

The minutes were submitted by Chairman Helm and, without objection, were unanimously approved.

III. REVENUE REPORT FOR OCTOBER 2013

Rives reported that the grand revenue total for October 2013 was \$91,684, an increase of \$13,900 or 18% in comparison to October 2012. Total hourly revenue for October 2013 was \$16,793, a decrease of \$847 or -5% in comparison to October 2012. Rent revenue for October 2013 was \$45,204, an increase of \$7,859 or 21% in comparison to October 2012. Total meter and fine revenue for October 2013 was \$28,780, an increase of \$7,231 or 34% in comparison to October 2012. Rives noted that meter revenues have continued to steadily increase due to the rate structure changes in designated metered areas that were implemented in July 2013. Total miscellaneous revenue for October 2013 was \$6 due to scrap metal recycling. Validation coupon revenue for October 2013 was \$901, an increase of \$51 in comparison to October 2012. Total hourly parking tickets for October 2013 was reported at 13,710 showing an increase of 3,854 tickets in comparison to the previous month. At the end of October 2013, there were 980 spaces or 70% of total utilization of spaces being rented at all four parking garages with a total of 424 spaces available for rent. Of the 424 spaces available for rent, 312 spaces were located on the roof and 112 spaces were located undercover. Anderson provided updated information that currently 982 spaces were being rented at all four parking garages. Rives mentioned potential growth for roof parking still exists. He noted the Authority should examine ways to incentivize the roof spaces. At the end of October 2013, the total revenue reported for FY 2014 thus far was \$354,061 or 7% in comparison to the previous year. Rives added that this figure usually hovers at approximately 5%.

Burke questioned how it could be that a significant increase in hourly parking tickets was reported for October 2013 yet the hourly revenue for the month reflected a deficit. Anderson explained that the comparisons are based upon totals from the previous year not the previous month. Anderson added that it was possible that many of the reported hourly parking tickets could have been for small revenue amounts or validated transactions in comparison to October 2012.

Helm noted that increases in monthly parking may be due to weather related decisions being made by the public such as the storage of vehicles during the winter months and the growth of apartment rental units and businesses in the downtown area. Miller inquired as to when customers usually express an interest in monthly parking for vehicle storage purposes. Anderson replied that an interest in monthly parking to store vehicles usually begins around the month of October or later. Miller added that the winter months would not be an ideal time for incentivizing roof parking in the garages. Helm asked Anderson to compile data for research into whether or not offering discounted parking for roof spaces could result in an increase in monthly parking.

IV. EXECUTIVE DIRECTOR'S REPORT FOR OCTOBER & NOVEMBER 2013

Anderson reported the following:

- Brick on the outside wall of GW Autopark has been repaired by Shockey's. According to Shockey's, the piping was not caulked properly when the building was built resulting in water infiltration.
- Camera repairs have been completed at the GW and Court Square Autoparks.
- Completed painting of lintels on the ground and second floors of Braddock Autopark. Completed cleaning of the storage rooms at Court Square and Loudoun Autoparks.
- Utilities Department is overseeing a water line replacement at Braddock Autopark. A jackhammer will have to be used in the garage during this repair.
- Anderson attended a meeting with Mary Rose Kaddo, Vice President, John S. Williams, Managing Director, of Syncora Guarantee, and Mary Blowe, City Finance Director, concerning the compliance with the bond for GW Autopark. The representatives did a site tour of the garages and reviewed the Authority's financials. The bond company will continue to monitor the Authority's position.
- A retreat concerning the City's Strategic Plan initiatives is scheduled for the week of December 9, 2013. Anderson will be attending. Strategic Plan forms will need to be filled out explaining the Authority's current issues, challenges, and what it perceives to be its successes.
- Anderson attended a development team meeting on November 7, 2013 to discuss the Discovery Museum requests.
- Anderson attended the technology vision meeting with Information Technology Department on November 12, 2013.

- Wreaths have been hung at all the parking garages. Festive greenery with twinkle lights have been installed on the lamp posts in front of Court Square Autopark. Decorative balls have been hung in the trees in front of the garage as well.
- The revenue total from the Christmas Parade including all four garages was \$2,620. Last year the garages total revenue from the parade was \$1,680. Complaints were few and Court Square Autopark was the busiest out of the four garages.
- The Parking Elf Program began after Thanksgiving Day and will continue thru the Christmas Holiday.
- The City is asking board members to consider participating in its Insight Citizens Academy this year. Anderson presented a memo from the City concerning this program to the Authority.

Miller asked Anderson if the parking rates for the Christmas Parade were the same as last year to which Anderson replied yes. Anderson noted that the basis of the complaints received were that the rate should have been kept at \$.50 per hour instead of a \$5 flat fee.

V. OLD BUSINESS

1. Global Parking Discussion Update

Burke shared with the Authority marketing ideas that the committee has been actively working on since its last meeting. Burke provided examples of promotional items to be used such as card inserts, posters for the pedestrian mall kiosk, and maps. Promotional ideas being explored are as follows:

- Businesses to provide discounts on their store items if provided with proof from customer that they are a monthly parker at one of the garages. Monthly access cards or a type of WPA business card can be used as WPA monthly parker membership.
- Amy Simmons, Marketing Director, has created web banners that are being used on the WPA webpages and banners have been created for the OTDB and city Facebook page.
- Simmons has created information cards to add with meter violation tickets. The committee has since discovered that the card insert cannot be included with parking violation tickets because it is against city code.
- David Smith, owner of Village Square Restaurant submitted to the committee a cash register receipt example where parking in garages can be added to the bottom of the receipt. For instance Smith added, "Park in a downtown garage and never overstay your meter." It was thought that this could be a way where downtown businesses could actively participate in the promotion of parking in the garages.

- Anderson developed a draft of an advertising contract that can be used for leasing advertising space in the garages. The area that would be provided for this use is the garage parking booths where applicable. Currently, OTDB is using the bulletin boards for promoting events downtown and will continue, however, a map illustrating “you are here” with a star will be located in a section of the bulletin board. If a business would like to be “featured” on the map a monthly fee would be applied. The map would be updated every six months to keep its information as current as possible. Simmons has created a border for the map to be placed in the bulletin boards to assist in keeping the boards appearance organized and professional. The committee discussed what would be a fair price to charge for advertising in these spaces and on the map. The committee suggested a price range of \$50 to \$75 per month.
- Anderson is currently working with the Public Works Department on creating signage for the garages that say “Public Parking”. This would be beneficial because issues have arisen, especially at GW Autopark, whereas the public appears to be unsure if the garages are open for public or private use. For example, many individuals are under the assumption because of its name that GW Autopark is for guest parking for the GW Hotel only.

Helm asked who would be responsible for promoting the advertising space in the garages. Burke responded that the committee is still discussing this, however, it is believed that it will sell itself once it is made known that the space is available for leasing. Helm expressed concerns with WPA being responsible for promoting this because it should not be the responsibility of Anderson, the WPA Director, to take time out of her work schedule to monitor and maintain advertising space in the garages. Helm suggested that the Authority provide the advertising space and have the OTDB or Merchant Association manage and maintain it. Burke expressed concerns with this noting that if the OTDB or Merchant Association is tasked with the responsibilities of managing and maintaining the advertising space, the Authority may not be able to receive revenues generated from the advertising.

Burke and Anderson informed the Authority that in lieu of permission for use of WPA bulletin boards, the OTDB will allow WPA to use the kiosk on the pedestrian mall for advertising the validation coupon program and the parking garages. Helm and Miller suggested that the Authority can assist in the map creation and placement however the management of advertising and maintenance of advertising space should be the responsibility of OTDB. Anderson noted that the Welcome Center will be added to the map illustrating where the public can go for more downtown information.

Burke asked the Authority if it had any responses to the other marketing ideas mentioned in this discussion. Helm stated that the Authority be very mindful when using ad flyers for marketing because of city codes not permitting placing advertising or solicitations on vehicles.

VI. NEW BUSINESS

1. Kee Construction Extension Request – Autopark Lot

Helm informed the Authority that Kee Construction has submitted a request for an extension of their present lease for the rental of the Autopark Lot in front of Braddock Autopark. The current lease is dated to expire on December 31, 2013 and the request is asking that the date be extended through April 30, 2014. McFillen, of Kee Construction provided that this request is for contracted additional work associated with the Taylor Hotel and the development of the Fly Tower building. McFillen addressed the Authority with an update to the submitted request stating that Kee Construction will need to use the lot thru June 30, 2014. McFillen added that Kee Construction would be appreciative of any amount of extension that the Authority would be willing to approve.

Helm expressed concerns extending the original lease to June because the Authority leases out that lot to the Shenandoah Apple Blossom Festival each year in the month of May. McFillen informed the Authority that Kee Construction will not be working during the weekend of the Shenandoah Apple Blossom Festival. McFillen added that Kee Construction will accommodate anything the Authority deems necessary to retain the extension of the lease. Helm noted that the Authority would expect Kee Construction to properly maintain the lot, appearance, and its landscaping.

On motion duly made by Miller and seconded by Burke, the Authority approved the request from Kee Construction to extend its current lease of the Autopark Lot from December 31, 2013 to June 30, 2014. Kee Construction is to properly maintain the lot and its landscaping. Anderson is to outline and provide detailed terms of the lot during the Shenandoah Apple Blossom Festival to Kee Construction within the contract.

2. First Night Winchester Request

Anderson informed the Authority of the request from First Night Winchester to use the Plaza Lot during New Year's Eve 2013 for the parking of their volunteer's vehicles during the First Night Winchester event. Anderson reminded the Authority that this lot is usually closed during the event because of the closure of Cameron Street for the annual ball drop which is at the intersection next to Court Square Autopark.

Rives stated that the Authority would not suffer any revenue impact from this request since the lot is not accessible during this event. Helm noted that in order to stay within the Authority's charter, the lot would have to be leased to First Night Winchester. Anderson informed the Authority that she has explained fees would be applied to First Night; however, First Night Winchester is not accustomed to having to pay any fees because the Authority reserves the use of electricity and a front portion of the second floor of Court Square Autopark to host sound equipment and Barry Lee during the event. Helm suggested that the only viable options for this request would be to either lease the lot, or suggest that the meters be used until 6

pm to which after this time it would be free to park in the lot. Miller added that if First Night Winchester would agree to lease the lot then it would be expected that they would be responsible for clearing the lot and barricading it off for their use.

Anderson asked for clarification from the Authority on what the charge would be for leasing the lot. Miller stated that the Authority should charge whatever the standard price would be to lease that particular lot. Anderson reminded the Authority that the standard price for leasing the Plaza Lot is \$200. Burke expressed concern with charging \$200 for the lot when it would only be used for a few hours and believed that this would not be a fair price to charge for that limited amount of time. Helm stated that the lot would be more difficult to manage since it is frequently used by the public and that meters would have to be bagged in advance to ensure its availability. Helm added that the Authority would have to follow its charter and should not allow any exceptions to this request.

Helm instructed Anderson to inform First Night Winchester that the fee to lease the Plaza Lot for this event would be \$200 and to attempt to encourage the use of the meters instead.

3. Certificate of Compliance

Anderson brought to the Authority's attention that it is time to submit to the bond company the Certificate of Compliance. This assures the bond company that the Authority is in compliance with the terms of agreement of the bond for the GW Autopark.

Rives asked if this certificate is for the previous year to which Anderson replied yes. Miller asked if this loan agreement is a letter of credit to back bonds to which Anderson replied that it is revenue bonds. Miller asked if the bonds were being held by Wells Fargo to which Anderson replied she would have to locate that information. Helm assured the Authority that to the best of its knowledge, the Authority is in compliance with the terms of agreement concerning the bond for the GW Autopark.

4. FY 2015 Budget Summary Discussion

Anderson informed the Authority that the proposed budget report will need to be submitted to the City Finance Department for FY 2015 next week. The current projections worksheet does include a scheduled \$5 rate increase for monthly parking. Helm inquired if there were any items in the expense schedule that the Authority would need to be aware of. Anderson noted that all items are for FY 2015 and highlighted the following:

- The costs for capital improvement renovations for Braddock, Court Square, and Loudoun Autoparks have been removed from the budget summary.
- \$19,000 has been allotted for GW Autopark maintenance costs. This garage has proven to be expensive to maintain.
- Submitted request for two tablets, one for the Maintenance Department and one to accompany the on call phone. The tablets are being considered a part of meeting the IT initiative. The tablet for the Maintenance Department

will allow staff to access their work orders and email while on site. The tablet that will accompany the on call phone will allow staff to access video cameras at all the garages when necessary.

- General maintenance equipment WPA uses is becoming outdated and will need to be replaced. Spare parts for automated paystations in the garages are included as well.

Anderson asked that the Authority review items proposed in the budget and will need their approval to continue forward with the submission. Miller inquired if the dates listed on equipment replacement were actual dates in the FY whereas the expenses would take place. Anderson responded by explaining that the budget forms are actually used as a planning tool or target dates therefore it does not require that the purchases actually be made during that fiscal year. Helm added that this was a process that assists in helping departments budget for future expenses such as equipment replacement.

On motion duly made by Burke and seconded by Mainheimer, the Authority approved the proposed budget for FY 2015 to be submitted to the City Finance Department.

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:37 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday January 23, 2014 at 7:30 a.m. in Council Chambers.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved: _____