

**WINCHESTER PARKING AUTHORITY**  
**January 24, 2013**

**MEMBERS PRESENT:** Dick Helm, Kim Burke, & Jeffery Rives

**MEMBERS ABSENT:** Mike Miller

**OTHERS PRESENT:** Samantha Anderson, Teresa Couch, Dale Iman & Dario Savarese

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**I. CALL TO ORDER**

Chairman Helm called the meeting to order at 7:32 a.m. at which time it was determined a quorum was present.

**II. REVIEW OF NOVEMBER 29, 2012 MEETING MINUTES**

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

**III. REVENUE REPORT FOR NOVEMBER & DECEMBER 2012 (Quarterly)**

Rives reported that the grand revenue total for November 2012 was \$71,741, an increase of \$744 or 1% in comparison to November 2011. Total hourly revenue for November 2012 was \$16,320, an increase of \$4,288 or 36% in comparison to November 2011. Rent revenue for November 2012 was \$34,058, an increase of \$106 or less than 1% in comparison to November 2011. Total meter and fine revenue for November 2012 was \$21,115, a decrease of \$1,112 or -5% in comparison to November 2011. Validation coupon revenue was \$248 for November 2012. Total hourly parking tickets for November 2012 was reported at 7,208 showing a decrease of 536 tickets in comparison to the previous month. At the end of November 2012, there were 938 spaces or 67% of total utilization of spaces being rented at all four parking garages with a total of 466 spaces available for rent. Of the 466 spaces available for rent, 335 spaces were located on the roof and 131 spaces were located undercover. At the end of November 2012, the total revenue for FY 2013 was reported at 11% in comparison to the previous year. Rives made special note of the meter and fine revenues being down by \$1,112 for November 2012.

Rives reported that the grand revenue total for December 2012 was \$65,934, an increase of \$1,074 or 2% in comparison to December 2011. Total hourly revenue for December 2012 was \$15,229, an increase of \$2,391 or 19% in comparison to December 2011. Rent revenue for December 2012 was \$31,785, an increase of \$2,211 or 7% in comparison to December 2011. Total meter and fine revenue for December 2012 was \$18,602, a decrease of \$2,088 or -10% in comparison to December 2011. Rives noted that the total fine revenue by itself was \$6,760 showing a decrease of \$2,115 or -24% in comparison to the total fine revenue reported in December 2011. Validation coupon revenue was \$318 for December 2012. Total hourly parking tickets for December 2012 was reported at 7,356

showing an increase of 148 tickets in comparison to the previous month. At the end of December 2012, there were 947 spaces or 67% of total utilization of spaces being rented at all four parking garages with a total of 457 spaces available for rent. Of the 457 spaces available for rent, 326 spaces were located on the roof and 131 spaces were located undercover. Rives noted that 60% of the spaces at Court Square Autopark was rented as of the end of December 2012. At the end of December 2012, the total revenue for FY 2013 was reported at an average of \$41,936 or 10% in comparison to the previous year.

Rives reported that the total revenue for the second quarter of 2012 was \$215,459, an increase of \$6,896 or 3% in comparison to the second quarter of 2011. Second quarter of 2012 meter and fine revenue was \$61,266, a decrease of \$5,810 or -9% in comparison to the second quarter of 2011. Total hourly revenue for the second quarter of 2012 was \$49,189, an increase of \$9,394 or 24% in comparison to the second quarter of 2011. Second quarter of 2012 rent revenue was \$103,188, an increase of \$6,624 or 7% in comparison to the second quarter of 2011. Total miscellaneous revenue for the second quarter of 2012 was \$400. Total validation coupon revenue for the second quarter of 2012 was \$1,416.

Helm observed that meter fines were continuing to show decreases, however, revenues continued to increase. Rives noted that he still questions why fine revenues continues to decline when the Authority has not altered any of its meter enforcement schedules or operations. Rives also stated that the garages continue to have space availability for potential growth. Burke informed the Authority that the Parking Meter Extension Program had continued into and through the December 2012 Christmas holiday season.

#### **IV. EXECUTIVE DIRECTOR'S REPORT FOR NOVEMBER & DECEMBER 2012**

Anderson informed the Authority of the following:

- Budget was due for submission on December 14, 2012.
- Spaces on Palace Lot previously leased by Taxi USA had meters reinstalled on December 14, 2012.
- Representatives from Culpeper visited the garages for a tour on December 18, 2012. The representatives were interested in learning about the daily automated operations of the garages, rates, and expenses. Rives asked Anderson if Culpeper was planning to build a parking garage to which Anderson replied yes. Burke asked if Culpeper would be charging any fees for use of the garage to which Anderson replied no that Culpeper was planning to offer free parking in the garage. Helm questioned how the locality would plan on attracting people to use the garage and maintain the garage without charging any fees for parking.
- Anderson attended First Night Winchester meeting on December 18, 2012. Anderson informed the Authority that the garages were not as busy as years past due to the cold weather. Anderson noted that two Authority staff members worked during the event and that traffic congestion occurred while exiting onto Kent St. from the Court Square and George Washington Autoparks.

Anderson explained to the Authority that a new process has been implemented when processing meter money collections. Anderson stated that BB&T Bank has provided the Authority with an industrial sized coin sorter machine that counts and separates the large quantities of monies collected from the parking meters each week. Once the coins have been processed through the machine and counted, a staff member then fills deposit bags that are taken to the bank in which the bank then directly sends the bags to the Federal Reserve. Anderson asked the Authority for their approval in lieu of the changes in the processing of meter money to also make changes in the way the meter collections are reported in the monthly revenue reports.

Rives asked Anderson to explain how the meter money had been processed before compared to how it is currently being done. Anderson stated that currently the meter collections are separated into two categories for reporting purposes each month, on street meter collections and off street meter collections with the latter being divided into sub-categories that list each individual collection of each surface lot. This method of reporting has become difficult to maintain accurately because of the coins being processed together through the coin sorter machine in which when bags reach their maximums, the machine stops, therefore, many times separating the money totals being deposited for each parking lot. Anderson suggested that it would be easier to manage the meter money collections if the sub-categories for each individual lot be removed and only record the meter collections in two categories, on street and off street collections.

Burke inquired as to why the change in the processing of meter money has occurred. Anderson explained that recently the bank changed their policy in the use of the coin sorter machine located on their premises; adding a 5% fee each time the machine is used above \$25.00 per transaction. Iman asked Anderson if the Authority purchased the coin sorter that it is currently being used as a way to prevent paying the additional fee. Anderson replied that the bank has loaned the Authority the coin sorter machine currently being used in the office. Iman also asked Anderson to explain how the coin sorter counts the money that is bagged for the Federal Reserve. Anderson explained that the machine counts the money by number of coins separating each denomination into separate bags, with each bag holding a maximum of 500 coins as its limit. Once the next batch of meter money is processed through the machine and reaches the 500 maximum a new bag is installed to wait on the next 500 maximum as the Federal Reserve requires \$1,000 bags.

Chairman Helm asked the Authority how detailed did they want their reporting of the breakdown of meter collections to be specifically for lots. Rives stated that he would like to continue to see a separation of on street meter collections, asking Anderson how the breakdown would be recorded. Anderson replied that the breakdown could either be all meter money as a total or separated into two categories of on street and off street collections, whichever the Authority would prefer. Burke noted that it does appear to be cumbersome to record individual lots separately; her opinion being that having one total for each category should be sufficient. Helm stated that he was in favor of streamlining the data, however, pointing out to the Authority that there may come a time where questions will arise as to what real estate in reference to the lots is generating the most revenue. Helm suggested that a data history of revenue

collections by lots be compiled for future reference. Rives insisted that it would be wise to continue to keep the separation of on street revenue from off street revenue for data recording purposes.

The Authority approved the change in the recording of data for meter collections to include only the two categories of on street meter collections and off street meter collections. The Authority would also continue to explore other options of recording the meter collection revenue in order to strive for the most efficient way possible to record the data.

Anderson informed the Authority of the budget process that was submitted to the City of Winchester which included a basic synopsis of the Winchester Parking Authority data. Included in the synopsis was a fee sheet illustrating the complete list of fees that the Authority is authorized to collect. Iman asked Anderson if the meter enforcement officer was authorized to write tickets for fire hydrant parking violations to which Anderson replied yes the meter enforcement officer along with the police department are able to write fire hydrant parking violation tickets.

In closing, Anderson informed the Authority that meters located in the front part of Palace Lot have been removed for preparation of installing the restroom facility included in the mall construction project.

## **V. OLD BUSINESS**

### **1. Roof Promotion Idea Discussion**

Anderson presented to the Authority for their approval a promotional flyer for the roof space discount program in which a \$5 discount is offered per month for roof space rentals during the mall construction period. This would make the rate for roof rentals \$30 per month for a limited time only.

Burke asked if this roof rate discount program applied only to new accounts. Anderson reminded the Authority that during the discussion at the previous month's meeting; the Authority considered offering the discount rate to new and existing rental customers. However, a definitive decision had not been made. Helm noted that at the previous meeting the Authority determined an additional 40 new rental accounts would be needed in order to offset revenue losses that will occur with the implementation of the roof discount program to existing customers. Burke and Rives expressed agreement to offer the roof discount rate to new individual accounts only. Iman commented that he did not understand the logic of giving a discount rate to current customer accounts. Iman suggested that if the \$5 roof discount is implemented, the Authority should make certain that any new customers be informed of the parking regulations in the garages concerning the Shenandoah Apple Blossom Festival.

The Authority approved the promotional flyer and the \$5 discount for new individual roof space rentals for the duration of the mall construction with the stipulation that the discount is to be offered and applied to new individual accounts only. Existing accounts, large users and group accounts are not to be eligible for the discount.

## 2. Promotional Ideas Discussion

Helm asked Savarese, the City of Winchester marketing consultant, if he would like to offer any ideas or suggestions for parking promotions. Savarese recommended the following items:

- Create a referral discount program, whereas, existing rental customers would receive a rate discount for every potential customer they refer to the Authority who in turn actually opens a new rental account.
- Encourage downtown merchants to assist with parking promotions by offering discounted gift certificates merchants can purchase to distribute to their respective customers for use.

Burke and Rives expressed a positive interest in the gift certificate idea with Burke adding that the Authority may want to consider entering into a possible joint venture with the Old Town Development Board (OTDB) and area businesses in the development of a gift certificate program.

Burke informed the Authority that she had attended a downtown promotions meeting and the general consensus of the merchants was that they did not believe it should be any of the merchants or the OTDB responsibility to promote parking for the Authority. This statement was in reference to a previously made suggestion of placing fish bowls in downtown businesses whereas names of customers shopping downtown would be added, then each month a name would be drawn from the bowls and that person would receive free or discounted parking for a limited time only, being sponsored by the OTDB. The committee felt it should be the responsibility of the Authority to promote itself and its advertising of parking.

Helm stated that it appears no one desires to fund any type of promotions concerning the downtown district. Helm noted that the Authority cannot continue to offer any type of free parking even for one day and expect to continue to stay in business. Helm added that the Authority provides parking and it appears that area businesses continue to expect to use the Authority and its budget for their own gains by expecting reduced or discounted parking at the Authority's expense. The area businesses do not attempt to promote the Authority in any manner other than to just purchase parking itself. Helm stated that the Authority simply does not have any monies budgeted for promotional or advertising purposes.

Burke agreed with Helm that the City as a whole seems to have problems with wanting to fund any types of downtown promotions. Burke stated that the Authority needs to and should find ways to promote itself by working with others to bring more citizens to the downtown area. Burke noted that it did appear that the OTDB was interested in promoting downtown events only. Helm stated that it was not the job of the Authority to promote downtown, the merchants are responsible for that and the Authority's only job is to provide adequate parking. Burke agreed that it was the responsibility of the OTDB and downtown merchants to promote themselves and not expect to use the Authority to do so, however, it would benefit the Authority to attempt to work together with the merchants and OTDB such as for an example on

the day of the new mall grand opening the garages could be open for free parking. Helm agreed that the Authority should work with the merchants and the OTDB with promotional ideas for downtown but it should never do so at its own expense.

At this time, Chairman Helm amended the agenda by moving the USA Sports & Marketing request to be addressed first and the SABF Request to be addressed second under new business.

## **VI. NEW BUSINESS**

### **1. USA Sports & Marketing Services Request**

Helm explained to the Authority that the City is looking to revitalize downtown with more events and has contracted Savarese's company USA Sports and Marketing to achieve this goal. USA Sports is requesting to lease Cork and Hable Lot to host a series of concert and vendor related events on June 14, July 12, and August 9, 2013. USA Sports would desire to have access to the lots on said dates from 7 am to midnight. USA Sports stated it would be responsible for any damages resulting from use and would arrange for cleanup after each event.

Helm stated that he was concerned that the lots that are being requested is the only source of parking merchants located in that area have for their customers other than limited on street parking and also expressed concern about closing the lots too early in the day on the dates that are being requested. Savarese explained that the south end of the mall has very little if any events that occur. The north end of the mall has most of the events and activities such as the Bluemont Concert Series and the future completion of the Taylor Hotel project. Savarese stated he was attempting to revitalize the south end of the mall by creating the events mentioned in the request, with each event hosting a live band to be staged in a fenced in area. Savarese noted that there should be enough on street parking available in the area as well as possibly gaining permission to use the church parking lot that the events should not impair parking availability. Savarese also added that part of the marketing campaign would include encouraging individuals to utilize the parking garages with the events themselves attracting more people downtown and to the garages for their parking needs.

Savarese stated that he would consider allowing parking on a portion of the Cork Lot until noon to alleviate the Authority's concerns for closing the lot too early in the day, however, he expressed concerns for vehicles that may not exit the lot before noon and what could be done if that were to occur. Saverese stated that he understands all concerns with merchants and the displacement of parking for their customers and would make every effort to create signs to divert people to other parking areas.

Iman explained to the Authority that it is the City's objective to bring a diversity of people to the downtown area at the same time, however, at this time the City does not have many venues to use or choose from which poses a challenge. Burke asked Savarese at what specific time will the events and entertainment begin to which Savarese replied that it is planned to stage two live bands, one each per lot equipped with tents and stage areas with the shows to begin around 6 pm.

Saverese assured the Authority that the tents would not be secured to the lot so as to cause any surface damage. Helm expressed concerns with the lots being used frequently especially during various construction projects occurring in that area and believes perception is reality when looking for a place to park. Helm asked Saverese if there were any other options available other than using the lots for holding these events. Saverese replied that the surrounding churches have parking lots; however, he was not certain that he would gain approval due to alcohol being served at the events.

The Authority expressed many concerns with allowing the request such as legal ordinances pertaining to non - profit restrictions, displacing customers who visit other business in the area, and possible displeasure from the surrounding businesses who have been located in the area for a lengthy period of time. Iman stated that many other cities have transformed an area for a few hours to host similar events and the public seemed to really take an interest in the event. Iman noted he was not sure of any other suitable location at the south end that could host such an event such as being proposed.

Burke and Helm encouraged Saverese to pursue other areas to host such events so as not to put the Authority in situations that would push away their regular customers. The Authority did approve cooperating with USA Sports and Marketing and the City in assisting in their endeavor of bringing revitalization to the downtown area so long as Council wishes the Authority to do so. The Authority also stated that it does expect the City and Saverese to assist with any negative feedback that may come from the closure of the lots.

The Authority approved the USA Sports and Marketing request to lease Cork and Hable Lot for the Friday Night Live events to be held on June 14, July 12, and August 9, 2013 for a fee of \$250 per each occasion for a total of \$750 with the Authority assisting on having the lots closed in advance for each scheduled event.

As per request from Saverese, he is to provide a letter from Yount, Hyde & Barbour stating USA Sports and Marketing request for use of their lot to provide parking for Friday Night Live scheduled events to Anderson as a show of good faith intentions in finding other alternatives.

## **2. SABF Request**

Anderson presented to the Authority a request from the Shenandoah Apple Blossom Festival (SABF) to lease the following surface lots and areas from April 26 thru May 5, 2013 for the festival event.

- Lot located at corner of Cork and Loudoun Street
- Sidewalks in front of Cork Street Lot and Braddock Autopark Lot
- The first two spaces on the north side of Braddock Lot
- The entire front outside lot at Braddock Autopark on Friday May 3 and on Saturday May 4, 2013
- Plaza Lot to be used as a staging area for the Equestrian Unit and Special Units participating in both parades on Friday May 3 and on Saturday May 4, 2013

Specific times requested for use of said spaces and lots are stated in the official request. SABF stated in the request that it would be responsible for any damages that may occur as a result of their use of said facilities and for the cleanup after the festival.

Helm stated that the Authority was satisfied with the request with the exception of the omission of leasing Braddock Autopark from the request. Helm explained that Braddock Autopark has become too cumbersome for the Authority to operate during the festival and would like to have it included in the request for a flat fee. Savarese asked the Authority if the cost for leasing the garage alone was \$5,000 to which Anderson replied that the \$5,000 flat fee would cover Braddock Autopark and Autopark Lot only. Savarese stated that he would discuss this with the SABF Director, however, Savarese also inquired as to how much revenue did the garage produce for the Authority during the festival event in years past. Anderson replied approximately \$3,000 for the entire weekend of the event. Iman and Savarese recognized that there has always been an ongoing problem with traffic control for customers attempting to enter and exit Braddock Autopark during the festival due to it being located on the actual parade route with Savarese implying that the City and the Police Department should make an effort to find a suitable way to manage the traffic congestion at the garage during the event.

Savarese asked the Authority for clarification on whether the SABF could just lease the front lot at Braddock Autopark only or if the Authority expected SABF to lease the lot and garage as a package. Helm explained that the Authority's position is to include Braddock Autopark in the lease agreement with SABF; however, the Authority will lease the front lot alone without the garage at an increased rate. Helm stated that it is the intention of the Authority to close access to Braddock Autopark entirely if it is not leased by SABF due to continued problems the Authority has with adequately managing the garage during the festival weekend. Savarese stated that something would need to be done to alleviate the traffic control problems with the garage and he would speak with the SABF director about the matter.

At this time, Savarese and Iman left the meeting. Helm inquired as to what was remaining to be discussed concerning the SABF request. Anderson stated that the Authority needed to discuss whether to increase the rates for leasing the areas and lots listed in the SABF request in comparison to last year rates. Helm asked Anderson if SABF requested the use of Cork Lot for the staging of vendors to which Anderson replied yes. However, SABF declined the use of Palace and Hable Lot in which they have requested the use of the two lots in previous years. Anderson added that if the Authority was to go by the same formula as years past, the rates for leasing the lots and areas being requested would be increased by 15%.

Burke questioned if SABF would consider leasing Braddock Autopark if the Authority could somehow dissolve the current request for lots only and arrive at charging a reasonable fee for the garage and lots combined with the fee amount to not exceed a maximum of \$4,000. Helm stated that it would be feasible for the Authority to do so, however, the Authority needed to be careful when setting the rate because it could not afford to lose too much revenue. Helm asked Anderson what would be the fate of Palace and Hable Lot since SABF was no longer

interested in leasing it for the festival. Anderson replied that both lots would be inaccessible for use; therefore, the lots would be closed. Anderson also emphasized that the continued accessibility problems and effort from staff to manage and operate Braddock Autopark and the revenue it generates during the festival in comparison to what the other three garages generate in revenue during the festival (for example GW Autopark generates approximately \$9,000) it is not worth the continued effort to keep Braddock Autopark open during the festival. Anderson stressed that staff attention is greatly needed at the other three garages during the festival due to the volume of customers at these locations.

Much discussion continued. Anderson asked if the Authority would like to combine the SABF request and the Braddock Autopark garage into one lease agreement. Helm stated yes it would be much easier to combine everything into one lease agreement for one set price. Anderson asked for verification that if SABF does not wish to accept the combined lease agreement, then Braddock Autopark is to be closed during the festival weekend to which Helm replied yes that is what is to be done. Helm added that if the Authority receives any phone calls asking about parking in Braddock Autopark during the festival, staff is to inform that the Authority is currently under negotiations with SABF for use of the garage.

The Authority approved to offer SABF the option of leasing Braddock Autopark for a fee of \$2,000 and the Autopark Lot for a fee of \$800 for a grand total of \$2,800. The Authority approved that the remaining request for Cork Lot, Plaza Lot, and Braddock Lot be charged at a 15% increase from last year rates.

### **3. Ordinance City Code Section 14 - 66 Installation; Required Legend and Signals, Section B**

Anderson presented to the Authority the City Council Action Memo addressing the request to permit increases in metered parking at a charge not to exceed seventy-five (\$0.75) per hour. Helm inquired as to the current status of the ordinance. Anderson stated that the ordinance is moving forward and if approved by the Authority will be on the next City Council worksession agenda on February 19, 2013 however, she does need the Authority to review the memo and approve it before going further.

Helm asked all the members of the Authority in attendance if they were in favor of the memo addressing the said ordinance to which the reply was yes. The Authority approved the City Council Action Memo requesting the change to city code section 14 – 66 installation; required legend and signals, section B whereas parking meter rates will be allowed to increase but not to exceed seventy – five (\$0.75) per hour.

### **4. Ordinance City Code Section 14 - 68 When Meters Shall Be Operated**

Anderson presented to the Authority the City Council Action Memo addressing the request to change the city code by adjusting the hours of when parking meters shall be operated from Monday – Friday 9 am – 6pm instead of the current Monday – Friday 9 am – 4pm. Helm inquired as to the current status of the ordinance. Anderson stated that the ordinance is moving forward and if approved by the Authority will be on the next City Council worksession agenda for February 19,

2013 however, she does need the Authority to review the memo and approve it before proceeding further.

Helm asked all the members of the Authority in attendance if they were in favor of the memo addressing the said ordinance to which the reply was yes. The Authority approved the City Council Action Memo requesting the change to city code section 14 – 68 when meters shall be operated whereas the hours of operation is to be adjusted for parking meters from 9 am - 4 pm Monday thru Friday except for designated holidays to 9 am – 6pm Monday thru Friday except for designated holidays.

## **5. Updated Projections Worksheet Discussion**

Anderson presented to the Authority an updated projections worksheet that included the estimated cost of contracting with Blue Ridge Design to develop construction documents for the Court Square Autopark renovation work that is to be scheduled to begin in FY 2014.

Helm asked Anderson for clarification on whether the Authority was prepared to or had voted on a proposed budget that included all costs of necessary renovation work to be done at Braddock, Court Square and Loudoun Autopark. Anderson stated that the Authority did vote on a proposed budget with the projection worksheet formulated through FY 2016. Anderson clarified with the Authority that the current updated projection worksheet presented to them at this meeting included the proposed cost for the Blue Ridge Design construction document estimate and renovation costs for all three garages but did not include the remaining construction document costs for the other two garages. Helm suggested that the proposed renovation costs as well as the expected costs for the construction documents for all three garages be included in the projections worksheet so that Council is aware of the ongoing costs of this project.

## **6. Blue Ridge Design – Court Square Construction Document Estimate**

Anderson presented to the Authority a letter from Blue Ridge Design listing the tasks and cost involved with the preparation of construction documents for Court Square Autopark. The cost estimate is \$20,000 and Anderson requested approval from the Authority to move forward. Helm stated that he felt the Authority had no choice but to move forward with the estimate and the suggested renovations for Court Square Autopark. Helm noted that the costs for renovations scheduled for Court Square, Braddock, and Loudoun Autopark need to be included in the projections worksheet. Anderson stated that the Authority has obtained enough informational material on the garage renovations project that it can make certain decisions on how to proceed with the work thru FY 2014. Helm noted that the Authority should consult with Council about FY 2014 budget projections.

Anderson asked the Authority for their approval to proceed with Blue Ridge Design creating the construction documents for the Court Square Autopark renovation project for the estimated cost of \$20,000. On motion duly made by Burke and seconded by Rives, the Authority approved for Blue Ridge Design to create the construction document for the Court Square Autopark renovation work at an estimated cost of \$20,000.

## VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 9:37 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday February 28, 2013 at 7:30 a.m. in Council Chambers.

Respectfully submitted,

Teresa Couch  
Secretary

Minutes Approved:

