

WINCHESTER PARKING AUTHORITY
September 26, 2013

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

OTHERS PRESENT: Samantha Anderson, Teresa Couch & James Donovan

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 AUGUST 2013 MEETING MINUTES

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

III. REVENUE REPORT FOR AUGUST 2013

Rives reported that the grand revenue total for August 2013 was \$92,486, an increase of \$6,431 or 7% in comparison to August 2012. Total hourly revenue for August 2013 was \$19,998, an increase of \$4,214 or 27% in comparison to August 2012. Rives noted that the increases in hourly revenue was due to a steady increase in events and activities occurring downtown. Rent revenue for August 2013 was \$44,626, an increase of \$4,029 or 10% in comparison to August 2012. Rives noted that monthly space rentals have been increasing each month. Total meter and fine revenue for August 2013 was \$26,990, an increase of \$3,240 or 14% in comparison to August 2012. Rives noted that meter revenues have been increasing due to the recent meter rate changes, however, fine revenues have continued to decline. Fine revenue for August 2013 was \$8,390, reflecting a decrease of \$1,515 or -15% in comparison to August 2012. Miscellaneous revenue for August 2013 was \$154 due to the collection of GW Autopark restitution for vandalism. Validation coupon revenue for August 2013 was \$718, a decrease of \$5,206 in comparison to August 2012. Rives noted that the significant decrease in validation coupon revenue was due to the completion of the Indian Alley Project which generated a demand for validation coupon usage during August 2012. Total hourly parking tickets for August 2013 was reported at 12,560 showing an increase of 2,658 tickets in comparison to the previous month. At the end of August 2013, there were 953 spaces or 68% of total utilization of spaces being rented at all four parking garages with a total of 451 spaces available for rent. Of the 451 spaces available for rent, 318 spaces were located on the roof and 133 spaces were located undercover. At the end of August 2013, the total revenue reported for FY 2014 thus far was \$191,279 or 14% in comparison to the previous year. Rives noted that total monthly revenues are showing increases of approximately 6% for each month in FY 2014.

Rives stated that monthly rentals are continuing to stabilize. Anderson added that the newly renovated apartments located on Boscawen St. will be ready for rent very soon which should increase the demand for monthly rental spaces, especially at Court Square Autopark. Miller agreed. Manheimer inquired if the increases reflected in meter revenue are meeting the Authority's expectations since rate increases were implemented. Anderson replied yes. Helm noted that it appears everything is working very well for the Authority at this time.

Chairman Helm requested that the meeting agenda be amended to address the request by Mr. Donovan of the Marine Corps War Memorial Flag Detail, Inc. listed under New Business at this time.

IV. NEW BUSINESS

1. Request by Mr. Donovan, Marine Corps War Memorial Flag Detail, Inc.

Donovan addressed the Authority with an explanation of his request to erect a 20' x 38' American flag at the GW Autopark during specific holidays or as requested by the Authority from sunrise to sunset, wind and weather permitting. Donovan explained that with the assistance of the Marine Corps Recruiters of Winchester, he has hoisted a smaller flag several times a year at Mt. Hebron cemetery in the past to honor deceased military personnel from Winchester and as a gesture to salute the area's veterans. Donovan stated that after checking with local fire departments and the police department, he has had difficulty finding a location that would be suitable to erect the larger flag stated in this request due to its size. Donovan noted that the building face of the GW Autopark would be a suitable location to erect the flag because of the building's height. Donovan assured the Authority that the flag's weight is only 30 lbs. and it would be secured to the building with rope, plastic clips and weights so as not to harm the building's structure or façade. Donovan stated that he would have assistance from Marine Corps Recruiters of Winchester in the erecting and removal of the flag noting that Friendship Fire Department has expressed an interest in assisting as well. Donovan requested that if approved, he would like to have the trial date of November 10, 2013 (Marine Corps birthday) to erect the flag.

Manheimer expressed concerns with allowing this request due to the Authority's lack of definitive criteria for these types of decisions in addition to 1st Amendment Constitutional rights issues that may occur if other similar requests were to be made in the future that the Authority may find to be undesirable. Burke added that while this may be a concern for the Authority to address, the American flag is a universal symbol in this country and it does not serve any special interests. Miller questioned if the Authority itself actually had the right to decide if it should allow or deny the American flag to be flown from one of its buildings. Helm stated that the Authority is sensitive to concerns area citizens may have with this request, however, the Authority should be able to allow the request if the flag is flown only on special events and holidays.

Rives wished to have specifically noted that he strongly approved the request for the American flag to be flown at GW Autopark and at which time a motion was duly made by Rives to approve said request which was seconded by Burke.

Helm added that stipulations should be set in place before approving the request. The stipulations should include that the flag is to be flown during daylight hours only, the Authority would need to review the actual placement of the flag on the building, a notice of specific dates are to be provided to the Authority of when it is intended that the flag is to be flown, and the Authority reserves the right to rescind any arrangements made concerning this request at any time. Donovan stated that it is understood and very important that the Authority have criteria set in place as he has encountered problems and concerns similar to this in the past when asking permission to fly the American flag of this size at other locations. Donovan noted that the intentions are to fly the flag during certain holidays such as July 4th, Veterans Day, Memorial Day, etc. and assured the Authority that his staff and himself will be the persons responsible for erecting and removing the flag. Manheimer noted that by the Authority setting a specific criterion for this request, there should be no further issues to arise as long as specified days for flying the flag are listed. Rives added that federal holidays should be specified in order to curtail potential problems that may arise from approving this request. Donovan stated that if the Authority should approve the request only to find itself experiencing difficulties as a result, the Marine Corps War Memorial Flag Detail, Inc. would seek to find another location.

The Authority decided to resolve to honor American holidays by approving the request from the Marine Corps War Memorial Flag Detail, Inc. and James Donovan to drape a 20' x 38' American flag from the GW Autopark in accordance to criteria, specifications, and stipulations required by the Authority in an agreement to be formulated by Anderson and reviewed by both parties. Stipulations are to include that the flag be flown during daylight hours only, a review of the placement of the flag and how it will be secured to the building, a notice of specified days that the flag is to be flown, and the Authority reserves the right to rescind said agreement at any time.

V. EXECUTIVE DIRECTOR'S REPORT FOR AUGUST 2013

Anderson reported the following:

Court Square Maintenance:

- Maintenance work has been completed with the exception of painting of stairwells. Staff will meet next week to discuss planning of painting the stairwells next year.
- Additional landscaping for Court Square Autopark has been ordered.

Braddock Maintenance:

- Completed painting of parking lines and arrows on all floors.
- Completed painting of roof doors.
- Completed painting of handrails in stairwells and handrails on ground level.
- Completed painting of storage and equipment room doors.
- Scheduled to have rust removed on door frames and have frames painted.

- Installation of new exit signs.

Other:

- Garages had been showing an increase of unusable tickets being dispensed from the ticket dispensers. We have sent our sample of unusable tickets to Whitaker Parking Systems for analysis. Whitaker Parking Systems advised the purchase of a 2.8 oz. spray used on the back of mag strip in order to determine the cause. The spray will assist in determining if the ticket was damaged or deactivated by the customer or if the encoder has failed in the ticket dispenser. The results of the analysis of tickets sent to Whitaker Parking Systems indicated that problems were caused by customer abuse of tickets and deactivation of data.

Events:

- Downtown Tailgate Party occurred on September 7, 2013.
- Rotary event occurred on September 14, 2013.
- Our Health Community Yard Sale occurred on September 21, 2013. Our Health request to use a portion of the ground floor at Loudoun Autopark in the event of inclement weather was granted by the Authority and staff had the area cordoned off and ready for use. Due to good weather, Our Health did not utilize the space.
- Celebración of Winchester event occurred on September 21, 2013. WPA granted the organizers to utilize the Hable lot for their event.
- Winchester Main Street Ag. Day event is scheduled for September 28, 2013. The event will be using the Palace and Hable Lots.

Burke asked Anderson what the policy was when a customer has attempted to leave the garage with an unusable ticket. Anderson replied that each complaint is addressed on a case by case basis whereas when possible staff will test the ticket in question and if it is determined that the ticket has malfunctioned in the paystation, validation coupons will be provided to the customer.

VI. OLD BUSINESS

1. Global Parking Discussion Update

Burke informed the Authority that marketing ideas were discussed at the previous Old Town Parking Committee meeting. Amy Simmons, Marketing Director for the City of Winchester, attended the meeting to offer assistance and suggestions for marketing ideas. The meeting resulted in a productive idea driven session with plenty of good conversation on marketing strategies. The next meeting for the committee has been scheduled for October 16, 2013 at 3:30 pm at Braddock Autopark. A site field trip has been scheduled for Braddock and GW Autopark.

Helm stated that it was encouraging to see such enthusiastic participation from committee members. Helm noted that while the committee may offer suggestions

on how to improve the marketing and management of the WPA, the Authority will not be required to honor suggestions that would prove too costly for a limited budget.

Miller questioned as to whether every meter has imposed time limits to which Anderson replied yes. Helm stated that ordinances may need to be changed to address problems with individuals who consistently feed the meters. Burke added that a good management idea would be to investigate the implementation of and costs involved with the ParkMobile Payment Solution whereas individuals use their smart phones to pay for time and apply additional time on metered parking. Anderson noted that Frederick, Maryland already uses this technology and a visit to see how the application works would be a great idea if the Authority is interested in pursuing this technology. Helm asked if mechanical meters would work with the application. Anderson stated to her knowledge that the application would synchronize with the parking meters and with the Clancy software system that the Police Department and the Meter Enforcement Officer currently operate. Helm expressed a curiosity in how other localities use this and other forms of GPS based technologies that offer meter locations, garage locations and rate information in the parking management of their facilities.

VII. NEW BUSINESS

1. Discovery Museum – Aerial Map

Anderson presented to the Authority as requested last meeting an aerial map illustrating the surrounding area of the Shenandoah Valley Discovery Museum's new location on Cork St. The request for this map by the Authority was due to the Discovery Museum's suggestions and impending requests for improved parking conditions to serve their museum. Much discussion ensued with key elements of the discussion listed as follows:

- Discovery Museum would like to see the current location of the tour bus parking zone to be relocated to the front of their building. It is their perception that the current location of the tour bus parking zone will be a safety issue for children visiting the museum as they will have to cross a busy street and intersection to gain entry into the museum. This zone currently serves the entire downtown as it is the only signed tour bus parking space currently downtown. The museum had also previously suggested that the portion of Indian Alley that is located alongside their building has the potential to create safety hazards into their building due to traffic use and requested that the alley way be diverted through the neighboring Cork Lot which the City of Winchester owns and the Authority manages. The lot has 35 metered spaces. It is the Authority's position that this would not be feasible because the Authority does not have ownership of the lot and cannot lose any metered spaces due to the current bond requirements associated with the GW Autopark. It is the Authority's position that it retain as many metered spaces as possible and is willing to forfeit the estimated 4 metered spaces in front of the museum in order to relocate the tour bus parking zone, however, meters will need to be installed at the former tour bus parking zone location or elsewhere in order to stay in compliance with the bond terms.

- Museum had entered into discussions with Tim Youmans of the City of Winchester Planning Department with a request to use the Cork Lot as a pocket park. The Authority stands to lose 35 metered spaces which provide a major portion of parking resources available in that area if this scenario would become a reality. It is the Authority's position that in order to remain in compliance with the terms set forth by the bond company the amount of metered parking that would be lost if Cork Lot is transformed into a pocket park would have to be relocated elsewhere in order to prevent a noncompliance.
- The Authority does not have control over decisions that concern changing thoroughfares or street patterns.
- The Economic Development Authority will need to consider improving parking conditions in this area of Winchester.

Helm requested permission to have a letter formally drafted explaining the Authority's position on said issues to be given to the Discovery Museum and if necessary to all parties involved in the decision making process of this issue. Helm noted that it be specifically stated in the letter that the Authority will support relocation of the tour bus parking zone, however, the Authority will not support the loss of metered parking on Cork Lot.

The Authority approved to draft a letter addressing concerns and requests from the Discovery Museum that will clearly explain the Authority's position and points of view on the necessity of retaining parking resources in that area of downtown.

2. Christmas Parade – December 2, 2013 at 7 pm.

Anderson asked the Authority how it would wish to address parking management of the garages during the annual Christmas Parade on December 2, 2013. Anderson informed the Authority that last year the Authority approved using staff to manage the garages during the event and charged a flat fee of \$5 to park inside the garages. This decision was arrived after determining that automation was not successful the previous year and created many problems with exiting when used during this event. Exiting issues occurred, especially for individuals who parked at Braddock Autopark due to its location along the parade route. Anderson noted that even though a portion of individuals refused to park in the garages due to the cost, overall the operations went very well.

Miller stated that he did hear of complaints that WPA seemed to have taken advantage of the situation by charging the flat fee of \$5 for parking during the event. Anderson noted that the \$5 flat fee was based upon the average cost of \$2 to \$3 the public had paid to park in the garages with automation last year during the Christmas Parade. Anderson noted that the benefit to accepting money upon entry is that it will eliminate problems with exiting the garages when the parade is over and prevent potential damage to gate arms and automation equipment. Miller noted that the \$5 flat fee justified the additional use of staff to manage parking during the event.

Rives noted that it is important for the Authority to ensure for the public easy access when exiting the garages. Helm requested that the Authority ask for assistance from

the Police Department with traffic control after the parade ends due to the large volume of parkers leaving at once.

On motion duly made by Miller and seconded by Rives, the Authority approved to manage parking in the garages during the Christmas Parade event on December 2, 2013 in the same manner as last year. Staff is to work during the event and a \$5 flat fee charge per vehicle is to be charged and collected when entering the garages.

3. First Night Winchester Request

The Authority addressed the request from First Night Winchester to secure the use of the front row of the second level of Court Square Autopark for the staging of sound equipment and hosts for the annual Apple Drop Countdown on New Year's Eve, 2013. Included in the request was also to enable use of electricity from the garage to power the sound system for approximately 45 minutes during the event. The estimated amount of time for use of the garage and facilities would be 1 ½ hours.

Helm asked Anderson what procedure was used for last year. Anderson explained that the Authority approved the same request last year for use of the Court Square Autopark to stage the Apple Drop Countdown with use of electricity and spaces on the second level. Burke noted that the New Year's Eve celebration does generate traffic inside the garages.

On motion duly made by Burke and seconded by Manheimer, the Authority approved the request from First Night Winchester to reserve the front row of the second level of Court Square Autopark and electricity required for the staging of their Apple Drop Countdown event scheduled to take place on December 31, 2013.

4. FY 2013 Budget Summary

Anderson submitted to the Authority printouts of the revenue performance worksheet and expenditure details for FY 2013 for their review. Anderson noted that in order to assist with reducing costs for telecommunication expenses, phone service has been suspended at all of the garages with the exception of GW Autopark where the main office is located. Maintenance costs were elevated as many projects out of necessity were set into motion during the fiscal year. Anderson stated that the Authority remained within the parameters set by the projections worksheet by noting the following:

- Projected revenues were estimated at \$995,000 with realized revenue being \$982,082 for FY 2013
- Projected expenditures were estimated at \$1,138,719 with total realized expenditures being \$1,078,384 for FY 2013.

Anderson briefly reviewed additional revenue and expenditure breakdown totals by categories referenced in the budget summary submitted to the Authority for their review at the August 22, 2013 meeting.

Helm requested that discussion on the FY 2013 budget summary be added to the agenda for the October 24, 2013 meeting to allow time for Authority members to review materials and formulate any questions that they may have.

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:36 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday October 24, 2013 at 7:30 a.m. in Council Chambers.

Respectfully submitted,

Teresa Couch
Secretary

Minutes Approved: Teresa Couch