

WINCHESTER PARKING AUTHORITY

February 25, 2016

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

MEMBERS ABSENT: David Dillard

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Jennifer Bell, Eden Freeman & Debi Driver

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:31 a.m. at which time it was determined a quorum was present.

II. REVIEW OF JANUARY 2016 MEETING MINUTES

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

III. EXECUTIVE DIRECTOR'S REPORT FOR JANUARY 2016

Anderson reported the following:

- Maintenance staff is actively cleaning up the landscaping at Court Square Autopark which included the trimming of greenery as weather permits. Thus far 3 bags of debris have been removed.
- The filterra at GW Autopark has been serviced.
- In the process of installing the new digital meters. Tentative installation schedule is to address lots this week and streets the following week.
- Perry Eisenach will be appearing before City Council to address the temporary changes that have been made to the Cork Lot. Eisenach will be asking Council to confirm whether the Cork Lot transition is to become permanent.
- The snow plow for WPA Dodge truck has been serviced. New tires have also been purchased for the truck.
- Maintenance repairs to WPA snow blowers have been completed.

IV. REVENUE REPORT FOR JANUARY 2016

Miller reported the grand revenue total for January 2016 was \$78,648, a decrease of \$34,328 or -30% in comparison to January 2015. Total hourly revenue for January 2016 was \$11,481, a decrease of \$13,092 or -53% in comparison to January 2015. Rent revenue for January 2016 was \$48,712, a decrease of \$10,901 or -18% in comparison to January 2015. Total meter and fine revenue for January 2016 was \$18,455, a decrease of \$9,205 or -33% in comparison to January 2015. There was no miscellaneous revenue to report for January 2016. There was no validation coupon revenue to report for January 2016. Total hourly parking tickets for January 2016 was 11,546 showing a decrease of 414 tickets in comparison to the previous month. At the end of January 2016, there were 973 spaces or 70% total utilization of spaces being rented at all four parking garages with a total of 427 spaces available for rent. Of the 427 spaces available for rent, 252 spaces were located on the roof and 175 spaces were located undercover. The breakdown of available spaces for rent by garage were Loudoun Autopark at 153 spaces, Braddock Autopark at 59 spaces, Court Square Autopark at 100 spaces and GW Autopark at 115 spaces. At the end of January 2016, the total revenue for FY 2016 thus far was \$656,759 or 1% in comparison to the previous fiscal year.

Helm noted that the percentage of monthly parkers is continuing to remain at around 70%. Miller stated that revenues were unstable due to free parking being available for an extended period of time on the streets and inside the garages due to Snowstorm Jonas. Helm added that the public was appreciative of the decision to allow free parking during and after the snowstorm.

V. OLD BUSINESS

1. Parking Meter Zones Established Ordinance Update

Anderson informed the Authority that Council adopted the parking meter zones established ordinance to include the expansion of metered parking at the following locations: both sides of Cameron Street from Baker Street to Clark Street and Baker Street northside, from Cameron Street to Loudoun Street. WPA will need to contact Miss Utility to ensure that core drilling of the street for the mounting of meter posts will be done safely. All meter installations will be conducted in house by the WPA maintenance staff.

2. FY 2017 Budget Update

Anderson informed the Authority that she attended a meeting with Eden Freeman, City Manager, to discuss WPA budget proposals. At the conclusion of the meeting, it was proposed to advance the pursuit of pay by cell technology for metered parking from FY 2020 up to FY 2018. Anderson suggested that the extension of parking meter enforcement to include Saturday's be added with the pay by cell initiative. Anderson asked the Authority if it would approve of the coupling of these two items for FY 2018 due to each item being relative to one another.

Helm pondered on whether WPA should consult with the parking committee on this matter since the ideas for these items originated from the committee's recommendations for revenue expansion. Helm added that mixed feelings were expressed at the committee meetings in reference to these items, especially with Saturday meter enforcement. Anderson noted that there were expenses involved with offering the pay by cell option for metered customers; however, those related costs could be passed onto the customers who choose to use this form of payment. Burke agreed and added that most localities do pass the costs of pay by cell usage to their customers. Anderson informed the Authority that one problem does exist with the pay by cell option that being the system does not recognize the use of coinage at the meter. For example, if a customer chooses to pay with coinage and decides to extend their time with the pay by cell feature, the system will acknowledge this as two separate customers instead of one user. Helm noted that this problem could have the potential of creating meter feeding which is currently a meter violation. Helm added that the only budget impact the pay by cell program would create for WPA is the usage fees hence the need for expanding meter enforcement to include Saturday's as a means to offset the additional costs unless those costs were passed onto the customer. In this case, the pay by cell program and Saturday meter enforcement could be separated into two separate entities.

Miller asked if Saturday meter enforcement would require an ordinance change that would have to be presented to Council to which Anderson replied yes. Helm asked Bell, the City's Downtown Manager, if she has conducted a survey of the community and businesses about Saturday meter enforcement. Bell responded that businesses were mostly against the idea of extended enforcement even though the committee was in support. Bell added that businesses expressed their fear of customers shopping elsewhere such as the Apple Blossom Mall especially during the fall and winter months or during unfavorable weather conditions. Bell concluded that timing could also be a factor with extended meter enforcement such as implementation during the winter months when businesses are already experiencing fewer customers however, by FY 2018, opinions could change with regards to Saturday enforcement.

Helm asked if it would be advisable to proceed with submission to Council for an ordinance change at this time. Freeman stated it would be problematic if the Authority did not have the intent to completely follow thru with said action. Freeman added that the pay by cell initiative was an excellent idea to pursue because of the convenience of cell phone usage for submitting payment and recommended that any additional fees for the program be forwarded onto the consumer. Helm stated that WPA should examine the accompaniment of the Park Me application with the pay by cell program and separate Saturday meter enforcement implementation. Helm asked what would be a good indicator for pursuing Saturday meter enforcement to which Freeman replied that it should be considered when downtown businesses express a demand for it. Anderson suggested that the new WPA part time employee scheduled to be hired in July 2016, could begin to observe and collect data on Saturday on-street parking activity as a means to determine the effectiveness of or necessity for extended meter enforcement. Bell stated that data collection would be an excellent idea for making the case either for or against Saturday meter enforcement. Burke agreed that the pay by cell program was an excellent idea however; Saturday meter enforcement should be postponed until enough data can be collected in support of the idea and data could then be used to make the case to the merchants. Helm

stated that the Authority would postpone pursuing Saturday meter enforcement at this time; however, WPA is to proceed with the pay by cell and Park Me technologies. Helm asked Anderson what the ratio of revenues to budget currently is to which Anderson replied that WPA is approximately \$40,000 behind its proposed budget for revenue. Freeman stated that the City revenues are suffering as well due to expenditures from the snowstorm and is hopeful that FEMA will be able to assist with overall revenue losses.

VI. NEW BUSINESS

1. SABF 2016 Requests

Helm noted that the relationship between SABF and WPA has changed since their request was submitted last month. Anderson reminded the Authority that the request submitted by SABF was for permission to use two sidewalks, one located in front of Braddock Autopark and the other located in front of Cork Lot for chair sales and to lease the entire Cork Lot for the festival. Helm added that WPA has asked other entities if there was an interest in leasing Cork Lot for the festival however none expressed enthusiasm in leasing the lot. Anderson stated that one entity did express an interest however; it did not want to pay the current rate. The entity did express an interest in possibly leasing Palace and Hable Lots.

Helm informed the Authority that the City Attorney has been consulted about any right of way issues that could arise from allowing SABF to use the sidewalks for chair sales. The legal opinion was that WPA does not own sidewalks in front of their building and lots, the sidewalks are owned by the City therefore WPA has no legal avenue for controlling sidewalk usage. Freeman informed the Authority that it could develop a MOU with the City in which the City could relinquish control of the sidewalks during the festival. The City Attorney did state that this action would be legally acceptable. Miller stated that it has been a standard practice for property owners to behave as if they have ownership of sidewalks during the festival without any legal repercussions occurring. Helm expressed his understanding for why property owners behave in this fashion however; having one entity using the sidewalk in front of a lot that another entity is leasing could develop into potential problems. Manheimer asked if SABF is required to pay a fee to rent the requested sidewalks to which Anderson replied no. Manheimer questioned if it would be at the discretion of the entity who is leasing the lot what occurs with its adjacent sidewalk. Bell stated that there is no enforcement of property if you do not own it. Freeman stated that the City owns and pays insurance for sidewalks within the City therefore developing an MOU for sidewalk usage during special events would resolve this issue. Helm questioned the Authority as to how it would like to address the SABF request adding that in his opinion if SABF is not leasing the lots, they in turn should not necessarily have access to the adjacent sidewalks in question. Helm asked that a motion be made to empower Anderson to proceed with negotiating an agreement with SABF for the leasing of Cork Lot for the flat rate of \$850.

On motion duly made by Miller and seconded by Burke, the Authority approved for Anderson to negotiate an agreement with SABF for leasing of the Cork Lot for a flat rate of \$850. This agreement is to include use of the two sidewalks for chair sales and any and all stipulations that were enforced last year are to remain active.

2. Stephens City Lions Club Request / OneSource Inc. Request

Helm informed the Authority that the Lions Club request for use of the sidewalk in front of Braddock Lot for chair sales and the use of four parking spaces located in the Braddock Lot for chair rental activities is in direct conflict with the request from OneSource Inc. to lease Braddock Lot and the Autopark Lot during the festival. The request from OneSource Inc. states that it has secured other arrangements for the Lions Club in order to accommodate their request by securing parking for them in the Grace Lutheran Church parking lot adding that OneSource Inc. also is in agreement for allowing the Lions Club to use the adjacent sidewalk at the Braddock Lot for their chair sales. OneSource Inc. will be using the Autopark Lot for a fundraiser for a local non - profit youth soccer association. Helm noted that SABF originally rented the 4 spaces on Braddock Lot for the staging of Johnny Blues however that is no longer an issue. Helm asked Anderson if leasing rates are consistent with the rates from last year to which Anderson replied yes. Helm stated that this agreement was very beneficial to the WPA. Helm asked Driver if the Lions Club would be interested in using any additional sidewalk space for chair sales that SABF may be interested in using. Driver replied that it may be possible however expressed that OneSource Inc. did not wish to get involved in this issue. Burke stated that perhaps the Lions Club could be consulted for expansion of their chair sales for next year's festival. Helm asked Anderson to inform SABF that this would be the last year that they will be given permission to use the sidewalks for their chair sales.

On motion duly made by Burke and seconded by Miller, the Authority approved to accept the proposals from OneSource Inc. and the Lions Club for the standard rates that were applied last year.

Anderson asked the Authority how it would like Braddock Autopark managed during the festival this year since SABF is no longer leasing the garage. Anderson noted that she has not been able to produce many options or solidify any agreements with any interested parties. Anderson added that she has spoken with the Boy Scouts who managed the garage for SABF however; their conditions stipulate they will agree to manage the garage for a \$1,500 donation and will not be responsible for any cleaning up afterwards. Anderson updated the Authority that she was able to negotiate the donation price alone down to \$1,000 and asked the Authority what it believed would be an acceptable donation amount. Helm stated that the Authority will need to make a decision very soon as Anderson reminded the Authority that reserved parking tickets are scheduled to go on sale April 1, 2016.

Burke suggested researching other youth groups around the area to see if they may be interested in something such a fundraising opportunity. Anderson replied that she would be willing to proceed with the suggestion as this could provide an opportunity for another non-profit organization to earn donations. Miller asked what was the Authority's clean up fee rate to which Anderson replied \$250. Miller recommended that the Authority offer a revenue sharing to the Boy Scouts at a 50/50 split rate minus the \$250 clean up fee adding that he believed this would be a fair exchange. Anderson asked if the revenue sharing option would include pre – sale reserved tickets as that would have to be solely managed by WPA. Helm recommended that reserved tickets not be available for Braddock Autopark and instead sell parking on a

first come first serve basis. Helm added that WPA does have the option of closing the garage to the public during the festival if it cannot find another source willing to operate it. Helm noted that WPA is too understaffed during this event to have to concern itself with managing a garage that has many difficulties and does not generate much revenue during the festival. Helm acknowledged that it would be difficult to close Braddock Autopark because it is a major pedestrian thru fare during the festival however; if the garage is to be open an understaffed WPA would have to attempt to manage it since vehicles will be parking and provide the clean up afterwards. It would be in the Authority's best interest to find another source for management. Manheimer stated that he believed closing the garage during an event such as the festival would not be a realistic situation. Miller noted that the garage is not readily accessible during the festival due to its location along the parade route which in turn has created many problems with honoring pre sold tickets, maintaining space availability and guaranteeing access into the garage. Anderson added that the garage on average generates revenue of approximately \$2,000 during the entire festival weekend which pales in comparison to what the other 3 garages generates in revenues during this event. Burke noted that another option the Authority may want to consider is using Braddock Autopark as a tailgating type of operation with selling spaces at a premium price due the garage being a prime viewing spot during the parade. Helm stated that if the garage was operated in that fashion, it would still need to be managed and monitored which will prove to be very difficult with minimal staffing. Miller noted that the Authority should not enter into any agreements concerning management if it is not beneficial to WPA. Helm recommended that the Authority grant Anderson full authority to pursue obtaining an agreement with another source to manage Braddock Autopark during the festival.

On motion duly made Miller and seconded by Manheimer, the Authority approved for Anderson to negotiate with the Boy Scouts or any other interested parties an agreement to manage the Braddock Autopark during the festival. As part of the proposed agreement, no premium spaces are to be sold unless the entity managing the garage wishes to do so and will be held solely responsible for the monitoring and management of said premium spaces.

3. Polly's Cab Request

Helm explained to the Authority that Polly's Cab has requested a discount to be applied to their rent payment because they believe their four spaces was not adequately cleared of snow during the recent snowstorm. Helm informed the Authority that the cab company has been known to use GW Autopark for their parking during inclement weather and then attempting to refuse to pay for the parking when exiting. Helm informed that the lease agreement with Polly's Cab can be terminated by the Authority with a 30 day written notice. Manheimer asked if WPA has ever cleared these four spaces located on Piccadilly St. of snow before during or after snow events. Helm replied that WPA has never participated with snow removal at these spaces; the spaces are part of the snow emergency route therefore, the cabs should not be parking in these spaces during snow events. Burke stated that it was not unreasonable to expect Polly's Cab to remove snow from the spaces that they are currently leasing.

Anderson stated that Polly's Cab would like to be informed of what the expectations are in reference to the leasing of these spaces as this continues to be an ongoing problem. Miller stated that the Authority's response should be that snow removal is not specified in the lease agreement therefore no refund will be issued. Manheimer added that the request should have been submitted in writing so it could be properly addressed by the Authority. Miller added that if the request was submitted orally, then an oral response should be given; if Polly's Cab would want a more detailed response from the Authority then their request should be submitted in writing. Helm explained that this lease agreement was negotiated long ago with a previous city manager. Helm stated that Anderson inform Polly's Cab verbally that it will not receive a applied discount to their rental payment due to the lease agreement not having a snow removal clause. Helm added that Anderson also inform Polly's Cab that if it is not satisfied with this response or with the current lease agreement as a whole; the Authority will terminate the agreement with a written 30 day notice and install meters in those 4 spaces. Helm stated that no entity is granted ownership of public parking spaces in front of their businesses with Miller adding that this has the potential to set an unwanted precedent for others who may follow suit and request lease agreements for metered parking in front of their businesses as well.

VII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:29 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday March 24, 2016 at 7:30 a.m. in the Conference Room at the Winchester Parking Authority Main Office located in the George Washington Autopark.

Respectfully submitted,

Teresa Couch
Office Assistant

Minutes Approved: _____