

## WINCHESTER PARKING AUTHORITY

April 28, 2016

**MEMBERS PRESENT:** Dick Helm, Kim Burke, Howard Manheimer & David Dillard

**MEMBERS ABSENT:** Mike Miller

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

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### I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:33 a.m. at which time it was determined a quorum was present.

### II. REVIEW OF MARCH 2016 MEETING MINUTES

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

### III. EXECUTIVE DIRECTOR'S REPORT FOR MARCH 2016

Anderson reported the following:

- WPA is now sold out of reserved parking tickets for SABF weekend. Parking will still be available the day of and staff will be collecting money at the entrance gates on Friday and Saturday of the festival weekend.
- Lots will be closing today and tomorrow in preparation for the festival. The Sheriff Department will be utilizing the Plaza Lot for parking of their police cruisers during the festival. Direct Title Solutions has leased the Braddock Lot and Autopark Lot for the festival weekend and will also be selling parade seating in the Autopark Lot. SABF did express concerns about Direct Title Solutions parade seating sales since SABF also sells seating on the sidewalk in front of the lot. The advertisement flyers produced by Direct Title Solutions suggest that their seating offers front row chairs which could result in confusion for the public.
- The Virginia Defense Force will be utilizing Hable Lot as their primary southend command post. SABF has agreed to provide the funds necessary to have Jonny Blues placed on the lot for use by the Defense Force and one for the general public.
- The Build 19 computer system upgrade for garage operations that was budgeted this fiscal year has been scheduled to occur on May 17 – 20, 2016. Whitaker Parking Systems will be on site to perform the upgrade which will require the paystations to be temporarily shut down. As a result, the gates will be up and free parking will be in effect for the duration of the upgrade

process as deemed necessary. Anderson informed the Authority to expect a decrease in hourly revenues due to the upgrade installation process.

- Anderson informed the Authority that she has scheduled vacation leave from May 5 – 16, 2016.

#### **IV. REVENUE REPORT FOR MARCH 2016 & THIRD QUARTER 2016**

The grand revenue total for March 2016 was \$87,976, an increase of \$8,815 or 11% in comparison to March 2015. Total hourly revenue for March 2016 was \$22,986, an increase of \$1,438 or 7% in comparison to March 2015. Rent revenue for March 2016 was \$39,307, an increase of \$2,251 or 6% in comparison to March 2015. Total meter and fine revenue for March 2016 was \$25,465, an increase of \$6,386 or 33% in comparison to March 2015. There was no miscellaneous revenue to report for March 2016. Validation coupon revenue for March 2016 was \$218. Total hourly parking tickets for March 2016 was 15,085 displaying a decrease of 6,384 tickets in comparison to the previous month. At the end of March 2016, there were 946 spaces or 68% total utilization of spaces being rented at all four parking garages with a total of 454 spaces available for rent. Of the 454 spaces available for rent, 266 spaces were located on the roof and 188 spaces were located undercover. At the end of March 2016, the total revenue for FY 2016 thus far was \$841,887 or 4% in comparison to the previous fiscal year.

The total revenue for the third quarter of 2016 was \$263,776, a decrease of \$9,555 or -3% in comparison to the third quarter of 2015. Total meter and fine revenue for the third quarter of 2016 was \$61,390, a decrease of \$5,050 or -8% in comparison to the third quarter of 2015. Total hourly revenue for the third quarter of 2016 was \$57,027, a decrease of \$4,598 or -7% in comparison to the third quarter of 2015. Total rent revenue for the third quarter of 2016 was \$144,791, an increase of \$2,688 or 2% in comparison to the third quarter of 2015. There was no miscellaneous revenue to report for the third quarter periods of 2015 and 2016. Total validation coupon revenue for the third quarter of 2016 was \$568, a decrease of \$2,595 or -82% in comparison to the third quarter of 2015.

Anderson reminded the Authority that due to the blizzard in early 2016, the Authority incurred substantial revenue losses; however, the recent installation of additional meters in established metered zones has aided to increase overall revenues. Anderson added that the projected revenue for the year ahead due to the addition of meters is approximately \$50,000 and is hopeful that the Shenandoah Apple Blossom Festival will be a successful revenue generator as well.

#### **V. OLD BUSINESS**

The Authority determined there was not any old business to address.

## **VI. NEW BUSINESS**

### **1. Full Circle Marketing Request**

Anderson explained to the Authority the request from Full Circle Marketing for use of the first 4 parking spaces closest to the pedestrian mall located on the Hable Lot during various events throughout the summer months which also includes Rockin Independence Eve. Anderson reminded the Authority that it approved a similar request from Full Circle Marketing last year and the fee for space usage was based upon the meter rate and enforcement hours at that time which calculated to a total of approximately \$27 for the 4 spaces per each event. Burke inquired as to when the Rockin Independence Eve event occurred last year to which Freeman replied that the event actually occurs on a Sunday this year.

On motion duly made by Dillard and seconded by Manheimer, the Authority approved the request from Full Circle Marketing for use of the 4 parking spaces on Hable Lot located closest to the pedestrian mall for various events for a fee to be determined based upon the calculation formula that was used the previous year.

### **2. Frederick County Sheriff Parking – Bulk Lease Discussion**

Anderson explained to the Authority the request submitted by the Frederick County Sheriff that expresses an interest for the leasing of 10 roof spaces at the George Washington Autopark at a reduced bulk rate. The spaces would be used for Deputies who work at the Joint Judicial Center and for Deputies who have to attend court for different trials on various days and times. Anderson informed the Authority that an ongoing problem has been occurring whereas the Deputies have been using public metered parking spaces surrounding the Judicial Center for long periods of time without paying for the meters. Anderson added that this practice does not allow for available metered parking for public use in that area. Anderson noted that in an attempt to resolve this issue, Sheriff Millholland was contacted and extended the offer to negotiate a possible bulk lease agreement similar to the agreement currently in place by the City Sheriff's Office in which a reduced rental rate is offered for a block of spaces in the Court Square Autopark in exchange for the appearance of increased police presence which benefits WPA for security reasons. Sheriff Millholland did inform Anderson that the department does have a large number of police cruisers in its fleet, approximately 140 cruisers at this time. Anderson added that she informed Sheriff Millholland the lease agreement would be valid for a span of 5 years however addendums could be added if changes in circumstances would make it necessary to implement.

Helm asked Anderson if she explained the use of the validation coupon program to Sheriff Millholland as an alternative for parking in an attempt to alleviate the problem and encourage garage use to which Anderson replied yes. Manheimer asked Anderson if the rental rate would be stationary for the duration of the lease agreement should it materialize to which Anderson replied yes. Dillard asked Anderson if there were enough available monthly parking spaces on the roof of the parking garage to accommodate the expectations from the County Sheriff to which Anderson replied yes. Manheimer asked Anderson to explain how the validation coupon program is operated. Anderson explained that the coupons are sold at

varying cash value amounts depending on what the customer's needs require. The customer purchases the coupons from WPA and the coupons can be used each time they park in the garage as a method of payment. Anderson added that the coupons could be used to accommodate the possible 140 police cruisers that may be coming and going at different time periods. Helm noted that the coupons would be a useful alternative for the Sheriff's Department because it would be difficult for WPA to provide 140 rental spaces and cards within the same garage. Manheimer expressed concerns about the Sheriff's Department willingness to purchase validation coupons when they did not pay for metered parking and could still continue this practice. Helm stated it would remain to be seen if after purchasing validation coupons for parking in the garages, the Deputies continued to park in metered spaces on the street without paying. Freeman informed the Authority that Sheriff Millholland agreed to comply with whatever parking arrangements that are made with WPA.

On motion duly made by Burke and seconded by Dillard, the Authority approved for Anderson to proceed with negotiations for either a bulk lease agreement or use of the validation coupon program with the Frederick County Sheriff's Department for the parking of their law enforcement fleet vehicles.

### **3. Tour Bus Parking Discussion**

Helm stated that concerns have been raised with reference to where tour buses should be allowed to park when visiting downtown. Helm noted that a committee was formed at Freeman's request that consists of Anderson, Bell and Kerns (Tourism Director) to address the tour bus parking issue which included the recommendation to request additional bus parking areas to be established. Currently, there is one bus parking zone located on Cork St. and when tour buses come into downtown, if that zone is found to be occupied, the buses are redirected to park at City Yards after unloading. Anderson informed the Authority that the committee examined locations believed to be able to accommodate bus parking which included Boscawen St. and Cameron St. It has been the standard practice that when informed of pending bus arrivals, WPA has bagged meters on Boscawen St. to accommodate.

Freeman informed the Authority that complaints were received when a tour bus used Boscawen St. for parking and remained there for the duration of its visit, therefore prompting this discussion. Bell stated that tour buses are very important for downtown commerce adding that many visitors are elderly and Boscawen St. provided an excellent central location for parking which had worked well in the past. Currently the bus parking on Cork St. is located in a very high traffic area which may not always allow the room necessary for buses to navigate safely as well as the location being a distance away from downtown businesses. Bell noted that Council may not have been aware of the practice of using Boscawen St. for occasional bus parking and it appeared when Council addressed this issue, they were not in favor of or indifferent to the use of the Boscawen St. location. Bell further added that Council stated they were not in favor of designating Boscawen St. as a permanent bus parking location however, Council was not entirely clear on their position as to having the area designated as a temporary location either. Bell continued by stating that the spaces on Boscawen St. being used for occasional bus parking are currently being occupied by city employees who frequent City Hall however, these employees do

have spaces assigned to them in the Court Square Autopark. Bell ended by stating that perhaps a permanent solution is required for this entire situation.

Helm stated that the committee consensus was Boscawen St. provided the best location for bus parking due to its proximity and ease of access while acknowledging Council's suggestion to have the location used as a loading and unloading zone only with the buses parking stationary at City Yards. Helm added that the Authority reviewed and agreed with the consensus as well. Helm noted that other locations were available for analysis such as Philpot St. however; it appeared that there was not enough sufficient turn radius area for buses to maneuver. Dillard responded by stating Boscawen St. would be a good location if fewer police vehicles parked on the street and city employees used their designated parking spaces in the garage. Bell stated that tourists will want to be close to where they are dining and shopping and the City should want to provide a great experience for the tourists. Freeman stated that Boscawen St. should not be designated as a permanent bus parking location but used as bus unloading and loading zone only. Helm stated that he believed this was not the Authority's issue to address, adding that he did not see any differences with tour buses being stationary on Boscawen St. when city transit buses are using Boscawen St. for the same purpose. Helm added that tour bus companies do not always have available a bus driver and separate attendant on hand for their passenger's convenience. Freeman replied that a city transit bus stop is located there and the buses do not idle there for extended periods of time, it is used for loading and unloading of passengers

Manheimer asked if tour buses were regularly visiting downtown or just passing thru on their way to their original destinations. Bell stated that many buses are indeed passing thru downtown however it is often considered a temporary stopping area for tourists traveling to other destinations. Bell added it would be ideal to find a workable solution that would encourage commerce from tourists without inconveniencing local residences. Burke asked Bell if designating Boscawen St. as a temporary bus parking location for loading and unloading only would be a workable solution to which Bell replied it would not be completely ideal due to many bus drivers needing to accompany their tourist groups however the option would be acceptable. Manheimer asked if Rouss Ave. location would be a viable option to consider to which Freeman replied that the City does not own behind or beside City Hall and the turn radius would not be sufficient enough for buses. Burke asked if Palace or Hable Lot would be considered an acceptable solution to which Anderson replied that both lots were not located in close proximity to the Visitor's Center. Manheimer inquired as to the frequency of buses needing parking downtown and if weekends are a factor to which Bell replied that tour buses visiting downtown does happen in a sporadic fashion and expressed a desire to increase the volume of these visits. Freeman suggested that the metered area on Fairfax Ln. near the library be considered due to its out of the way location yet close proximity to downtown merchants and the pedestrian mall. Anderson agreed to consider that area as it currently has mechanical meters installed at a rate of \$.50 per hour. Burke noted that Bell has buses scheduled to arrive in June, with Bell suggesting that meter bags be used at the Fairfax Ln. location to see how well tour bus parking at that location will function. Manheimer asked if the Fairfax Ln. location was found acceptable, would the meters be removed and the area designated as a permanent bus parking zone and if so why. Freeman replied yes the area would be designated as such with Helm adding that the need for

permanency is so bus drivers will know of a consistent location in which to go for parking. Bell added that a permanent location would alleviate having to continually contact Anderson to schedule meters to be bagged for bus arrivals. Helm agreed with Bell that the Authority has enough to manage and maintain without having to monitor bus parking as well. Bell extended an offer for her department to manage bus parking downtown.

Helm asked Freeman what was expected from the Authority in regards to tour bus parking. Freeman asked that the Authority agree to review possible locations mentioned in the discussion as options for a permanent solution to the tour bus parking dilemma and provide a consolidated opinion at the next meeting. Helm stated that Anderson continue to examine and coordinate the tour bus parking discussion.

## **VII. ADJOURNMENT**

There being no further business, the meeting was adjourned at 8:13 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday May 26, 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: \_\_\_\_\_