

WINCHESTER PARKING AUTHORITY
February 26, 2015

MEMBERS PRESENT: Dick Helm, Howard Manheimer & Mike Miller

MEMBERS ABSENT: Kim Burke

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Jennifer Bell & Robert Taylor

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 JANUARY 2015 MEETING MINUTES

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

III. GRACE LUTHERAN CHURCH REQUEST

Taylor explained to the Authority that Grace Lutheran Church is scheduled to undergo roof construction beginning April 6, 2015 and continuing through May 8, 2015. The loading zones and two metered parking spaces located in front of the church will be needed in order to gain access to the church front for the placement of scaffolding and building materials. Taylor added that during periods when construction work is not occurring such as holidays, weather conditions, etc. the church will open the spaces for public use. Taylor assured the Authority that the church intends to have the spaces open to the public during the Shenandoah Apple Blossom Festival regardless of the completion status of the roof construction.

Helm asked Taylor if the intention of the church was to have the sidewalks and loading zones closed. Taylor replied that the sidewalks are to remain open and the loading zones are for construction vehicles to unload equipment and materials. The two metered spaces will be occupied with a dumpster. Helm stated that the dumpster placement was acceptable however, expressed concern with the use of the loading zones for construction vehicles. Helm noted that construction vehicles may occupy the loading zones longer than necessary and the zones need to be open and available for other surrounding businesses to use. Taylor assured the Authority that the church would make certain the construction workers would not abuse the loading zones. Anderson stated that the meter heads would be removed from the two metered spaces and Taylor added that in addition to the meter head removals "closed for construction" signage can be installed as well. Manheimer asked what fees would be charged in granting this request. Helm stated that the Authority does not have a standard policy for this type of request and will need to discuss developing a future policy. Taylor stated that the church would agree with whatever fees the Authority decides upon.

On motion duly made by Manheimer and seconded by Miller, the Authority approved the request from Grace Lutheran Church for use of 2 metered spaces and loading zones located in front of the church from April 6 – May 8, 2015 for dumpster placement and construction vehicle loading and unloading access only due to scheduled roof construction on the church building. Fees are to be discussed by the Authority and are as of yet to be determined.

IV. REVENUE REPORT FOR JANUARY 2015

Miller reported that the grand revenue total for January 2015 was \$112,976, an increase of \$7,432 or 7% in comparison to January 2014. Total hourly revenue for January 2015 was \$24,573, an increase of \$9,142 or 59% in comparison to January 2014. Rent revenue for January 2015 was \$59,613, a decrease of \$10,992 or -16% in comparison to January 2014. Total meter and fine revenue for January 2015 was \$27,660, an increase of \$8,705 or 46% in comparison to January 2014. There was no miscellaneous revenue to report for January 2015. Validation coupon revenue for January 2015 was \$1,130, an increase of \$577. Total hourly parking tickets for January 2015 was 10,353 showing a decrease of 2,479 tickets in comparison to the previous month. At the end of January 2015, there were 925 spaces or 66% of total utilization of spaces being rented at all four parking garages with a total of 475 spaces available for rent. Of the 475 spaces available for rent, 268 spaces were located on the roof and 207 spaces were located undercover. At the end of January 2015, the total revenue for FY 2015 thus far was \$652,193 or 7% in comparison to the previous year.

Miller noted that rent revenues for January 2015 were down due in part to the recent loss of a large monthly rental customer account. Manheimer questioned whether the loss of the one large user account alone substantiated the percentage of rent revenue losses for the month. Miller stated that other factors were involved in the rent revenue losses reported for the month. Anderson added that the other factor involved with fluctuations in rent revenue reporting is the timing from when WPA actually receives account payments and when the payments are actually able to be posted. Helm stated that since the Authority's business is providing parking, he would like to be informed of what other parking arrangements were provided for the large user account to cause the account holder to cancel their spaces in the garages and relocate. Anderson stated that she would revisit the loss of the large user account and attempt to obtain additional information on this matter.

Manheimer questioned if the conversion to capacity operations at Braddock Autopark may have been in part responsible for overall losses in rental customers. Helm asked Anderson what the monthly rental space difference was at Braddock Autopark since the implementation of the hybrid operations. Anderson replied that WPA has lost approximately 35 to 40 rental customers at all four garages since the hybrid operations at Braddock Autopark were put into effect. Helm noted that despite the recent losses in rent revenues, hourly revenues at Braddock Autopark have substantially increased with Anderson adding that hourly parking has indeed exploded at that garage location in recent months.

V. EXECUTIVE DIRECTOR'S REPORT FOR JANUARY 2015

Anderson reported to the Authority the following:

- WPA has been actively working on replacing lights, emergency lights, and exit lights as needed at the George Washington Autopark. WPA is beginning to see an increase in maintenance items at this location in terms of lighting since the garage has been open now for six years.
- Photocell and ballast on center light pole of Cork Lot stopped functioning and has been replaced.
- Inspected emergency lights at Court Square Autopark and repaired or replaced lights/fixtures as needed.
- Repaired two light igniters at Loudoun Autopark on the second floor.
- A damaged meter post on Cork Lot has been reset.
- Purchased two new snow blowers. Miller inquired as to what was done with the old snow blower equipment to which Anderson replied that one of the old snow blowers was traded in and went towards the purchase of the new equipment. Any remaining outdated equipment will eventually be sold on public surplus.
- Scheduled to install two additional license plate cameras, one for Court Square and one for GW Autopark. This will bring the total number of license plate camera readers to four. One more additional camera will be installed to provide a view of Court Square Autopark's office and storage room doors. The camera installation is due to a rise in vandalism to the doors at that location.
- Scheduled for Anderson to attend an OPUS product rollout for the Build 19 computer system that operates the automated equipment within the garages the week of March 9, 2015 in Rockville MD. Whitaker Parking Systems, WPA's parking vendor, will also be attending the meeting. Information and or training provided from the meeting should assist in an easier transition for WPA when systems are upgraded this upcoming fiscal year for new PCI compliance regulations.
- Whitaker Parking Systems has repaired various equipment items that were not functioning properly at Braddock and Loudoun Autoparks. This service visit included repairing the malfunctioning entrance and exit gates on the Baker St. side of Loudoun Autopark.

Manheimer asked for an explanation of what the license plate reader cameras were. Anderson explained that the cameras are positioned to capture the license plate number of vehicles exiting the garages where installed. This information is recorded and can be used to assist the police department and WPA in holding persons

accountable for any vandalism or damages done to the facility and or automation equipment. Miller asked if the cameras currently installed were able to capture any tangible footage relevant to the recent vandalism attempts at Court Square Autopark. Anderson replied that the cameras were spray painted over therefore, viable footage could not be captured.

VI. OLD BUSINESS

1. Global Parking Discussion Update

Anderson informed the Authority that there was nothing to report at this time.

VII. NEW BUSINESS

1. Old Town Winchester Request – Farmers Market

Bell explained to the Authority that Old Town Winchester is currently in the process of developing a Farmer's Market to be staged at the Taylor Hotel Pavilion on Saturday mornings during the months of May thru August of 2015. Bell noted that the logistics for this event is still in the developmental stages, however, the vendors who will be participating at the market will need to have an area in close proximity to park their vehicles and believed that the Braddock Autopark Lot would be an ideal location for this activity. Bell added that most of the trucks the farmer's will use to transport their produce and set up items would experience difficulty parking inside of Braddock Autopark due to height restrictions.

Manheimer expressed that using Indian Alley as a loading and unloading access point would be a more practical solution for the vendors. Bell stated that special permits would need to be obtained for this however; this would pose a problem for traffic flow and access thru the alley later in the day as the market is scheduled to end around noon. Helm reminded the Authority that the parking lot would have to be barricaded off and reopened every time the event occurs and arrangements would need to be made to accommodate this request.

On motion duly made by Manheimer and seconded by Miller, the Authority approved the request from Old Town Winchester for use of the Braddock Autopark Lot for vendor parking only during the Farmer's Market events scheduled for Saturday's from the months of May thru August 2015. The Authority approved that fees are to be waived unless assistance is requested or required from WPA or sales occur from vehicles using the lot in which case the standard fees for lot use will apply. The standard fee for use of a lot to host an event is \$50 per each occurrence.

2. WPA Sponsorship Application Form

Helm informed the Authority that Anderson and he have been actively working on designing a blanket sponsorship application form that can be used for any individual or entity interested in applying for sponsorship parking in the garages. Helm added that at this time, First Night Winchester is the only entity that has expressed an interest in the sponsorship program. Bell added that others have expressed to her

an interest in the sponsorship program however; they are waiting to see how the program will be constructed and implemented before pursuing any further.

Helm stated that Anderson has compiled information in chart form on how WPA conducted its operations and fee structures used during previous special events. This information was provided to the Authority to be used as a guideline for the development of a pricing and operation structure for the sponsorship application process. Helm added that the Authority should take into consideration the amount of staff time needed to work during these events and signage provisions have been included in the sponsorship application draft. Helm noted that according to the information provided by Anderson, WPA on an average receives approximately \$2,000 in hourly fees per each event. In the development of the pricing structure this would indicate that the Authority may want to charge \$500 per garage for a total of \$2000 required for the sponsorship application. Helm stated that a fee structure of this amount would limit interest and participation in the sponsorship program.

Anderson explained that all four garages were included together as an entire package in the sponsorship application with an exclusion being added for the Shenandoah Apple Blossom Festival. Helm added that a provision for monthly parker access and space availability has been included in the application. Miller noted that the basic rental applications do advise about parking availability restrictions during the festival but the monthly rental customers should not be affected by the sponsorship program. Helm questioned how WPA will address guaranteed space availability for monthly rental customers in Braddock Autopark when this garage already suffers from capacity issues. Miller stated that in some manner vehicles would have to be counted in order to keep the monthly rental customer's spaces open and available to them for use. Anderson stated that vehicles would need to pull tickets upon entering however there is not a vehicle count registered upon exiting which does create difficulties with monitoring space availability. Helm stated that WPA will need to honor space availability to rental customers who use the business and 24/7 access zones within Braddock Autopark and this will not be an easy task. A staff member may be required to monitor these zones and make the necessary adjustments accordingly.

Anderson stated that the demand for parking will be higher in some of the garages over others and questioned if sponsorship of individual garages only would be beneficial to the program. Perhaps WPA could use this method to shift the attention away from Braddock Autopark by not signaling that particular garage out in any way. Miller suggested that the Authority may want to consider excluding Braddock Autopark from the sponsorship program completely. Miller added that he noticed specified hours of use were not stipulated in the sponsorship application. Anderson explained that the reason specified hours of use was not applied to the application form was due to the mindset of when using a flat fee structure, it would be easier to allow 24 hour access for events rather than attempting to enforce any restrictions for use. Anderson stated that if the Authority desires to do so, she can incorporate specified hours of use according to event needs within the application form.

Anderson stated that she had concerns with ensuring adequate roof security during sponsorship application events since the Authority under the advisement of its engineering consultant, does not allow the gathering of large groups of individuals

on garage rooftops and does not recommend allowing access to the roof levels of the garages. Anderson added that she has attempted to address this concern in the sponsorship application. Helm asked if the Authority approved using the initial application draft with the understanding that adjustments may have to be made as deemed necessary. Helm clarified with Anderson that appropriate signage provisions have been made and that sponsors will be responsible for all janitorial and staffing requirements that are necessary, not the WPA. Additional attention should be focused on monitoring spaces at Braddock Autopark and roof security issues. Anderson agreed to act upon this and informed the Authority that signage provisions are included in the application that stipulates a limit of 5 poster sized signs per garage are allowed. Miller suggested that the Authority consider excluding Braddock Autopark from the sponsorship application process. Manheimer asked if some events were excluded from the sponsorship program such as the Wine Festival and Apple Blossom Festival. Anderson stated that all apple blossom events have been excluded from the application which does include the Wine Festival as an Apple Blossom event. Manheimer expressed concerns with the Authority's appearance of endorsement of sponsored events where alcoholic beverages are being served in reference to the sponsorship application process. Helm stated that this should be considered as something that a sponsor would need to address and be concerned with not the Authority. Helm added that he does not believe that the program reflects any type of endorsement positive, negative or otherwise from the Authority itself in reference to what events may use the sponsorship application program. Bell noted that there have not been any substantial issues that have arisen concerning special events that serve alcoholic beverages. Bell added that the ability to exit the garages in a timely manner after events has however been a consistent issue to address.

On motion duly made by Manheimer and seconded by Miller, the Authority approved the draft of the sponsorship application form submitted by Anderson with the understanding that the document may require future revisions as needed. Applicants are required to sponsor all four garages for a flat fee of \$2,000, additional restrictions and requirements are included in the sponsorship application form.

3. Pending Technology Items

Anderson informed the Authority that WPA will need to have its automated computer systems upgraded in order to meet the standards of Government PCI compliance regulations. The cost of this will be \$35,000 (WPA has budgeted this upcoming fiscal year) and Anderson recommended that the Authority budget for this item on a yearly basis so funds can be readily available for when the government decides to change its compliance regulations in the future. Normally they change every 3 years. Helm stated that the finance department has indicated that it is willing to fund half of the \$85,313 requested funds from the general fund if WPA could fund the other half, which it cannot do. Miller asked for clarification that Council has to approve changes in meter rates. Anderson replied that yes, meter rate increases have to be approved by Council however; this will not assist in garnering additional revenues for compliance issues or the purchase of additional digital meters at this time. Helm added that the finance department has re-proportioned how much WPA pays for property insurance as well which is an

additional \$10,000 per year. Helm recommended that the Authority research other property insurance options.

Helm informed the Authority that Council has requested WPA research offering a pay by cell program to its metered parking customers. Helm explained that Anderson has researched pay by cell programs and it will cost the Authority approximately \$0.20-\$0.35 per credit card transaction for processing fees. This will cost the Authority approximately \$25,000 per year to offer a pay by cell program to its customers. Helm noted that currently the Authority's budget will not allow for the absorption of the additional overhead costs a pay by cell program will incur. Anderson questioned whether charging customers a convenience fee for credit card payments would be an option to consider with the pay by cell program. Miller stated that discounting cash transactions is legal however; consumers cannot legally be charged a larger fee for using a credit card as a form of payment for a transaction. Anderson noted that other companies charge convenience fees for credit card transactions and asked if Miller could investigate how convenience fees are determined and applied legally. Miller agreed to do so and report the findings back to the Authority. Miller stated that the pay by cell technology is still relatively new. Miller recommended that if the Authority wanted to offer a pay by cell program to its customers, it should increase rates overall to cover additional overhead costs for the program instead of charging convenience fees. Helm stated that the Authority should continue to research how much credit card companies can actually charge for transactions and that at this time WPA simply may not be able to offer this option to its customers who use metered parking.

Anderson informed the Authority that she is currently researching the Park Me mobile GPS application and any possible fees that may be involved. Helm stated that if any additional fees are involved with any of the pending technology items the Authority is considering, it does not have the additional revenues in its budget to implement such items at this time.

4. Executive Session

Upon Motion duly made by Miller and seconded by Manheimer, the Authority unanimously approved to convene in executive session pursuant to 2.2-3711 (A) (3) of the Code of Virginia for discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiations of the Authority.

Return to Open Meeting

At the conclusion of the executive session concerning the discussion or consideration of the acquisition of real property for a public purpose, or the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy, the following Resolution was unanimously adopted upon roll call vote as set forth below:

WHEREAS, the Winchester Parking Authority has concluded its "closed meeting" at a meeting held on February 26, 2015, and desires to return to an "open meeting," and

WHEREAS, the adoption of this Resolution is intended to serve as the "Certificate" described in Section 2.2-3712 (D) of the Code of Virginia (1950, as amended).

NOW THEREFORE, BE IT RESOLVED that the Winchester Parking Authority does hereby reconvene in an "open meeting" at its meeting held on February 26, 2015; and

BE IT FURTHER RESOLVED that each and every Member of said Authority who votes in the affirmative for this Resolution does thereby certify to the best of each Member's knowledge that only public business matters lawfully exempted from open meeting requirements of the Virginia Freedom of Information Act were heard, discussed or considered during the closed meeting, and that only such public business matters were identified in the Motions which convened the closed meeting were heard, discussed or considered during the course of said closed meeting by the Authority:

<u>Roll Call</u>	<u>Vote</u>
Helm	Aye
Miller	Aye
Manheimer	Aye
Burke	Absent

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:38 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday March 26, 2015 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
Secretary

Minutes Approved:

