

WINCHESTER PARKING AUTHORITY

June 26, 2014

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

OTHERS PRESENT: Samantha Anderson, Teresa Couch, Craig Gerhart,
Jennifer Bell, Robert Taylor & Katherine Herrmann

I. CALL TO ORDER

Chairman Helm called the meeting to order at 7:30 a.m. at which time it was determined a quorum was present.

II. REVIEW OF MAY 2014 MEETING MINUTES

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

At this time, Chairman Helm requested that the meeting agenda be amended to address the request from Grace Lutheran Church and Winchester Main Street Foundation listed under New Business.

III. GRACE LUTHERAN CHURCH REQUEST – VACATION BIBLE SCHOOL

Helm explained to the Authority the request from Grace Lutheran Church to have 5 metered parking spaces located in front of the church buildings be designated as a no parking zone between the hours of 8 am to 12:30 pm during their vacation bible school and youth camp scheduled for July 7 – 11, 2014 and July 14 – 18, 2014. Helm added that the church has been hosting the bible school and youth camp for a number of years and has used these spaces in the past as a drop off and pick up point for attendees in order to assist in keeping the traffic flowing on Boscawen Street.

Helm asked Taylor if there were any changes to the request that the Authority would need to consider. Taylor stated that there were no immediate changes to the request and that the church would ensure as in years past the metered spaces would be reopened for public use each day after the completion of each morning's activities. Anderson added that she has informed Taylor of the impending construction for Braddock Autopark scheduled to begin in August 2014 and how this would affect the ability to accommodate parking for church events, etc. at that time.

On motion duly made by Miller and seconded by Burke, the Authority approved the request from Grace Lutheran Church to have the 5 metered spaces located in front of the church buildings on Boscawen Street designated as a no parking zone between the hours of 8 am and 12:30 pm on July 7 – 11 and July 14 – 18, 2014 to assist with Vacation Bible School and youth camp. The Authority requested that Anderson be tasked with the supervision of honoring this request.

IV. WINCHESTER MAIN STREET FOUNDATION REQUEST

Anderson explained to the Authority the request from Winchester Main Street Foundation for the use of Hable Lot on Saturday, August 9 and Saturday, September 27, 2014 for the Taste of Winchester and Celebracion Winchester events. The lot will be used for vendor parking only and will not be used for vendor activities.

Anderson stated that WPA would have to close the lot for public use the evening before each scheduled event. Gerhart asked Anderson if the events are expected to be heavily attended to which Anderson replied yes.

The Authority approved the request from Winchester Main Street Foundation for the use of the Hable Lot on Saturday, August 9, 2014 and Saturday, September 27, 2014 to accommodate vendor parking only for the Taste of Winchester and Celebracion Winchester events for the standard agreement fee of \$50 per each event. Anderson is to be tasked with the undertaking of all agreement details for use of the lot.

V. REVENUE REPORT FOR MAY 2014

Anderson reported that the grand revenue total for May 2014 was \$112,235, an increase of \$11,613 or 12% in comparison to May 2013. Total hourly revenue for May 2014 was \$48,521, an increase of \$3,235 or 7% in comparison to May 2013. Rent revenue for May 2014 was \$33,669, a decrease of \$290 or -1% in comparison to May 2013. Total meter and fine revenue for May 2014 was \$26,990, an increase of \$6,801 or 34% in comparison to May 2013. Validation coupon revenue was \$2,726 for May 2014. Miscellaneous revenue for May 2014 was \$329 due to receiving of payment for a broken gate arm at Braddock Autopark. Total hourly parking tickets for May 2014 was 15,792 showing an increase of 4,431 tickets in comparison to the previous month. At the end of May 2014, there were 964 spaces or 69% of total utilization of spaces being rented at all four parking garages with a total of 437 spaces available for rent. Of the 437 spaces available for rent, 324 spaces were located on the roof and 113 spaces were located undercover. At the end of May 2014, the total revenue for FY 2014 thus far was \$959,040 or 7% in comparison to the previous year.

Anderson noted that rent revenues were equivalent to last year totals for the month. Anderson added that the Shenandoah Apple Blossom Festival cash sales added a positive boost to the hourly revenue totals. Burke asked Anderson why this report reflected a significant increase in validation coupon revenue. Anderson replied that a great number of validation sales for the month would be attributed to purchases for the Bloomin Wine Festival. Anderson informed the Authority that by the end of FY 2014, it is projected that the Authority will reach the milestone of earning \$1,000,000 for the very first time in its history. Helm noted that garage occupancy levels are remaining stable at 69%.

VI. EXECUTIVE DIRECTOR'S REPORT FOR MAY 2014

Anderson reported the following:

- Hop Blossom Beer Festival and Friday Night Live events occurred on June 7 & June 20, 2014. The Hable Lot was used for both events. No complaints were received regarding use of the lot.
- An incident of vandalism occurred at Braddock Autopark on June 18, 2014 at 11:45 pm. Graffiti was found on the roof level. WPA will need to hire a contractor to abate the graffiti.
- Painting of doors and parking lines on the ground level at Loudoun Autopark has been completed.
- City IT department will be upgrading the Wi-Fi antenna at GW Autopark for the computer system.
- Attended a development team meeting on Tuesday, June 3, 2014 to discuss options at the intersection next to the Cork Lot and Indian Alley. This item will be featured on an upcoming Council worksession agenda.
- The agreement between the Authority and Mr. Jim Lockard to lease one space adjacent to Mr. Lockard's property identified as 110 W. Boscawen St. has been terminated per Mr. Lockard written request effective June 30, 2014. WPA will plan to reinstall a meter at that location.
- Preparing a formal termination notice for Kee Construction informing them that the Autopark Lot will be needed by WPA for construction at Braddock Autopark beginning August 1, 2014. The termination notice will include that the lot will not be available for use during the construction at the garage. In addition, the garage will be closed for use therefore prohibiting pedestrian traffic thru the building until the construction is completed. Helm advised that WPA gain permission from Grace Lutheran Church to add signage to direct pedestrian traffic down the alley adjacent to the church during construction
- Actively working with City on abandoned vehicle issues within the garages. Stored vehicles in rental spaces at Court Square Autopark were recently issued abandoned vehicle notices by the police per a pending city ordinance. Gerhart stated that the City will need to consider WPA customer use of the garages when enforcing this ordinance. Burke noted that Anderson is aware of what vehicles are being stored in the garages and which vehicles would be considered as abandoned. Helm stated that the Authority will draft a letter to be provided to Council asking for understanding and consideration for WPA customers when enforcing this ordinance.

VII. OLD BUSINESS

1. Global Parking Discussion Update

Burke presented to the Authority a compilation of materials that were addressed by the committee. Burke noted that marketing plans were completed and capacity operations became the main focus when the 5 year scenario plan for WPA was discussed. Burke stated that the committee conducted a survey that Jennifer Bell, the Downtown Manager, included in the Old Town Newsletter April 2014 version. Questions contained in the survey consisted of asking customer type, where customer frequently parked, parking priorities, finding available parking on Saturday's, and flat fee charges for parking during special events. Burke added that the survey results were mixed.

Burke informed the Authority that she and Anderson spoke with large user groups who currently rent spaces in the garages for their feedback on capacity operations. The overall consensus from the rental customers were that specific space numbers or areas were preferred over capacity operations especially from downtown residents that use the garages for their parking needs. Businesses expressed that they would be willing to agree to have numbered spaces during certain hours of the day such as from 9 am to 5 pm.

Burke informed the Authority of the following recommendations given by the committee:

- Option 1: Full scale capacity at all garages with no specific block of spaces and no price differential between undercover and roof. All spaces would rent for \$50 per month.
- Option 2: A variety of options for monthly rentals as follows:
 - A yearly contract that offers the ability to purchase a pass that would be valid at all four parking garages on a 24/7 basis. This would allow the renter the ability to park anywhere in any of the four garages. This contract would be set at a premium cost.
 - A yearly contract that would offer user groups needing 5 or more spaces the option of parking in a specific block of marked spaces within the garage on a 24/7 basis.
 - A yearly contract that would offer user groups needing 5 or more spaces the option of parking in a specific block of marked spaces within the garage allowing parking between the hours of 9 am – 5 pm only.

- A monthly contract that would allow renters the option to park anywhere in the garage with the exception of spaces that are marked reserved on a 24/7 basis.
- In order to increase WPA revenues, extend current meter enforcement schedule to include Saturday.
- Increase ticket fines.
- Extend metered spaces further down Cameron St.

Helm stated that it appeared the committee recommended variations on capacity operations adding that any operation decisions concerning meters and meter enforcement would have to be approved by Council. Burke agreed adding that capacity operations would maximize each garages earning potential. Burke stated that it was very important to the committee that the Authority does not continue to increase its rates on a frequent basis. It was the belief of the committee that capacity operations would allow maximum revenue potential in the garages therefore possibly keeping future rate increases to a minimum.

Miller noted that the 9 am to 5 pm time frame for designated space rentals may not be suitable for individuals who may not adhere to that particular work schedule. Miller recommended that in order to allow for customers who may arrive to work early or stay later in the evening that the time frame for the 9 am to 5pm space rentals be expanded to 6 am to 6 pm. Helm stated that although he did not feel capacity operations were needed at all the garages it was apparent that the Authority considers capacity operations for Braddock Autopark due to the high demand for parking in that facility. Helm recommended that the Authority review the information packet provided on capacity operations and devise a type of capacity hybrid system for Braddock Autopark in order to maximize that garage's potential. Helm encouraged the Authority to schedule a special meeting on location at Braddock Autopark in order to analyze this idea further. Helm included that the Authority exercises caution when making decisions on this matter so as not to lose focus on its customer base. Helm added any drastic change in operations could impact consumer interest in the future and suggested that the Authority examine how other parking facilities conduct their basic operations. Helm asked Burke if the committee has scheduled any additional meetings to which Burke replied that the committee met its objective and will not meet again unless the Authority requests that desire. Helm stated that the committee provided enough information and asked that Burke thank the committee on behalf of the Authority for its efforts.

2. Garage Renovation Update

Anderson informed the Authority that construction for the garage renovations project will begin at Court Square Autopark on Monday, June 30, 2014. Anderson stated that she has been actively providing information to the public and rental customers on construction schedules and floor closures happening within the garage. Currently construction is on target with its overall schedule. The basement will be the first level at Court Square Autopark to be affected by the construction. Anderson

informed the Authority that there would be times throughout the process where either Kent St. or Cameron St. access will be closed and signage will be provided during these occurrences. The ground level in the garage will have to be closed for a time for construction work and for concrete curing purposes. Anderson added that Dr. Ned Cleland from Blue Ridge Design recently toured the garage and assured WPA during the scheduled pre-construction meeting that everything is satisfactory thus far.

Helm asked Anderson if other floors in the garage will be closed for use to which Anderson replied only the 4th and roof levels of the garage is scheduled to be closed for use. Helm inquired how the construction will affect available parking during the July 3rd festivities. Anderson assured the Authority that WPA will do the best that it can to accommodate parking for the event, however, any delays in construction would affect the entire project schedule.

3. Rockin' Independence Eve Update

Helm informed the Authority that even though construction at Court Square Autopark and subsequent roof closures in all of the garages to the public will pose challenges for parking during the July 3rd event, all of the garages will be open for public parking during Rockin Independence Eve. Helm stated that all of the garages will be staffed with volunteers from the Sheriff's Office's Law Enforcement Exploring Program for a donation of 20% of total cash sales. The cost for parking in the garages will be a flat fee of \$5 and the volunteer staff will be in charge of collecting fees. The deputies will be responsible for prohibiting use of the rooftops at all the garages for viewing of the fireworks display. Sheriff Deputies will be providing supervision for the volunteer staff and will be patrolling the roofs of all of the garages. Helm noted if the staffing arrangement for this event is successful the Authority may want to consider continuing this practice for future events.

Bell expressed disappointment in the Authority's decision to close rooftop access in the garages to the public. Bell stated that it would have been appreciated if the Authority could have developed a plan to allow a limited number of individuals on the roofs to view the fireworks display via a type of VIP access operation. Helm stated that Dr. Ned Cleland, professional engineer of Blue Ridge Design, advised that the garages were not originally designed for public assembly use. Dr. Cleland provided a letter to the Authority with the recommendation to close the roofs of the garages to public access due to safety concerns with structural integrity and fire safety. Bell noted that other options would be available to the public for viewing of the fireworks display such as the rooftop of the Discovery Museum and Oakcrest Reality and the Winchester Star would be opening their parking lots to the public for use as well. Bell advised the Authority that the Sheriff's Department would be representing WPA during this event and recommended that the volunteers be careful and mindful in explaining why the roofs of the garages are closed to the public. Bell stated that the use of a flat fee system for parking fees would be very beneficial for traffic flow at the end of the event.

VIII. NEW BUSINESS

1. Resolution – Schedule of Regular WPA Meetings

Anderson presented to the Authority the Resolution of scheduled meeting dates for FY 2015. Anderson recommended that meetings beginning in FY 2015 be held in the conference room at the GW Autopark instead of Council Chambers providing that the Authority is in agreement. Helm asked Anderson if changing the meetings from Council Chambers to the conference room at GW Autopark would be helpful to which Anderson replied yes. Helm asked the Authority if it had any conflicts with the scheduled meeting dates listed to which the Authority replied none.

On motion duly made by Manheimer and seconded by Miller, the Authority approved the resolution of schedule of WPA meetings and to conduct the meetings in the conference room at the GW Autopark.

2. Election of Officers – Treasurer

Anderson informed the Authority of advertising the vacancy for Treasurer. Miller verified that the duties of the Treasurer would be to understand and report on the revenues of the Authority.

The Authority elected Miller as the Treasurer for the Winchester Parking Authority assuming Rives position as he rotated off the Authority.

VIII. ADJOURNMENT

There being no further business, the meeting was adjourned at 8:28 a.m. The next meeting of the Winchester Parking Authority is scheduled for Thursday July 24, 2014 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:



A handwritten signature in cursive script that reads "Teresa Couch". The signature is written over a horizontal line.