



Approved Minutes
Thursday, June 21, 2012 – 5:00 P.M.
Regular Meeting of the Hartford Parking Authority Board
155 Morgan Street, Hartford, CT 06103

Commissioners Present:

Paddi LeShane, Chair
Rex Fowler, Treasurer
William Breetz, Commissioner
Mathew Jasinski, Commissioner

Also Present for HPA:

Mark McGovern, CEO/Executive Director
Carey Redd, Associate Director
John Michalik, Chief Financial Officer
Lisa Cruz, Temporary Secretary to the Board
Gina Varano, Assistant Corporation Counsel, City of Hartford

Members of Public Present:

Richard Wagner, General Manager, Republic Parking System

1. **Call to Order** – Ms. LeShane called the Regular Meeting of the Hartford Parking Authority (the Authority) to order at 5:11 P.M.
2. **Motion to Open Agenda To Appoint Temporary Secretary**
Ms. LeShane called for a motion and a motion was made by Mr. Breetz, seconded by Mr. Fowler passing unanimously that –

VOTED: The agenda is opened to appoint a Temporary Secretary (ayes - Breetz, Fowler, Jasinski, LeShane).
3. **Motion to Appoint Lisa Cruz as Temporary Secretary to the Board** - Ms. LeShane called for a motion and a motion was made by Mr. Breetz, seconded by Mr. Fowler passing unanimously that –

VOTED: Ms. Cruz is appointed as Temporary Secretary to the Board (ayes - Breetz, Fowler, Jasinski, LeShane).
4. **Roll Call of Commissioners** – Ms. Cruz conducted roll call and announced there was a quorum present.
5. **Approval of Minutes of the Regular Meeting of May 17, 2012**

Ms. LeShane polled the Commissioners for amendments to the minutes, and hearing none, called for a motion and a motion was made by Mr. Breetz, seconded by Mr. Fowler, passing unanimously that -

VOTED: the May 17, 2012 Regular Meeting minutes were approved as submitted (ayes- Breetz, Fowler, LeShane, Jasinski).

Chair's Comments – Ms. LeShane recognized Mr. Wagner, General Manager of Republic Parking System who has attended HPA's last few Board and Marketing Committee meetings. Ms. LeShane also congratulated Mr. McGovern on his upcoming two (2) year anniversary as HPA's CEO in July.

Ms. LeShane circulated information previously distributed by Corporation Counsel for the Commissioners' review pertaining to electronic and voice mail record-retention guidelines for public officials. She also announced that Mr. Jasinski agreed to serve on the Marketing Procurement Committee which would oversee the RFP process for a Marketing Consultant, in lieu of the September 14th, 2012 expiration of HPA's current contract with Dornenburg Group. Ms. LeShane also reported anticipated discussion topics for the upcoming retreat will include 1) off-street parking facility and rate structure evaluation, 2) on-street parking citation hearing process and its related fee structures, as well as 3) expansion potential of the on-street parking program. Senior staff lead by Mr. McGovern will work to develop background/ Informational material related to these topics and such will be sent to all Commissioners in advance of the meeting.

After some discussion, Commissioners agreed to schedule the retreat on Thursday, October 4th, 2012 between 4:00 – 7:00 P.M. Mr. McGovern stated he would notify Mr. Lerman.

REPORTS AND ACTION ITEMS

1. **Finance Committee**

a) **Monthly Financial Report** – *Please refer to attached Report for details.*

Mr. Fowler thanked Mr. Michalik for his assistance making final revisions to the Financial Statement including the addition of "YTD Actual" and "Prior YTD Actual" columns to the Fund 6053 Profit and Loss report.

Mr. McGovern reported that City Administration recently indicated the potential for FY 2012-2013 budget concessions by HPA in the form of up to two (2) furlough days, contingent on negotiations with the Unions. As in the past, HPA has followed the City's policy for furlough days and have scheduled them around formal holidays. Ms. LeShane opened the floor to feedback regarding this previous policy and all Commissioners were in agreement.

Mr. Breetz noted the favorable variance in YTD operating expenses and inquired about contributing factors. Mr. McGovern stated that there have been savings in personnel, garage contracts (since Republic started), and in large part - snow removal.

Mr. Jasinski suggested defining what conditions have contributed to HPA's favorable parking revenue at the close of the Fiscal Year and then communicating them to the City to clarify what is the result of good financial management rather than an up-trend in parking revenue.

Mr. Fowler and Mr. McGovern noted that this is accomplished through the annual report which is submitted to the City and would be the opportune time to engage the Council Members.

Mr. Michalik noted changes made to the Monthly Parker by Facility Report as requested at last month's meeting, including only five (5) years of data now showing and the current month counts shown side by side with the previous year's corresponding month. Mr. McGovern noted that the number of courtesy parking provided to City employees has increased by about 40. Ms. LeShane asked Mr. Michalik to provide a dollar value for courtesy parking at the next meeting. Mr. McGovern noted that staff does audit these accounts on a monthly basis for accuracy and validity.

Mr. Fowler asked what contributes to the Corporate Parker count fluctuation at MAT Garage. Mr. McGovern and Mr. Redd explained that parkers are frequently transitioned to different account lines as tenants change at the 280 Trumbull and 20 Church St. office buildings which include multiple companies that are assigned a fixed amount of parking spaces under an office lease.

Ms. LeShane then called for a motion and a motion was made by Mr. Breetz; seconded by Mr. Jasinski, passing unanimously that –

VOTED: the May 2012 Financial Report is accepted (ayes - LeShane, Jasinski, Breetz and Fowler).

2. **Marketing Committee**

Please refer to attached Report for details. Ms. LeShane stated that this past year the Committee has worked with HPA's contracted consultant focusing on branding initiatives and applauded Dornenburg Group for their excellent services. Going forward, the Committee will focus on HPA's communication needs, how to best extend the new HPA branding, how to tell our story and attract more parkers. The scope of services for the next Marketing Consultant RFP will be outlined at the next Marketing Committee meeting.

There was some discussion regarding whether advertising and marketing promotions are actual net revenue generators for HPA and what best practice is in the parking industry in general. Ms. LeShane asked commissioners their opinion so the marketing committee could consider whether this particular service should be included in the RFP for communication/ marketing services. Mr. McGovern noted that we have received the most public engagement when communicating parking deals or a value benefit (such as an event discount or amnesty program) versus putting out a "parking news" release which traditionally has prompted little interest.

Ms. LeShane also commended staff on the valuable relationships formed with other Hartford organizations, businesses and City Departments as a direct result of these parking programs over this past year.

Ms. LeShane explained that these marketing programs are progressive steps towards completing the "Frame the Debate" mission – as defined in HPA's Strategic Plan. Other ongoing strategic marketing projects by staff include ongoing public forums and residential permit programs.

Mr. McGovern invited the Commissioners to review and comment on HPA's draft website format and content while it is in test mode. It can be accessed by a link to the host sight which will be e-mailed to the Commissioners.

3. Property Management Committee

Please refer to attached Report for details. Mr. Breetz reported ongoing Committee projects including necessary repairs to the Hartford Library Parking Deck as recommended in the recent Conditions Assessment. Mr. McGovern stated that contract preparation for this project will take longer than expected which will delay the anticipated fall start. Discussions whether to close the garage completely to expedite repairs (approximately 6-7 weeks) versus partial closure by sections which would prolong the project (approximately 3-4 months).

Ongoing discussions with the Library and affected Departments have indicated a willingness to temporarily relocate employee and visitor parking in favor of the shorter construction period. Mr. Yeakel is identifying potential alternate parking inventory to accommodate the misplaced parkers including Sheldon Street and Arch Street.

Ms. LeShane commented that while attending a recent social gathering she heard that the Hartford Stage might be looking to the HPA to assist them in installing improved signage in the garage relating to the theatre. Mr. McGovern was unaware of any formal requests from the Hartford Stage but stated that he would have staff contact the Hartford Stage to open discussions.

Mr. Breetz offered to refer a fellow member of the Board of the Connecticut Center for Advanced Technology, who has experience with analysis of solar installations. Ms. LeShane suggested that such a contact may be a good choice to join the Procurement Committee as an ad hoc member for the Solar Installation RFP drafting and interview process.

Mr. Breetz and Mr. McGovern commended the addition of Mr. Yeakel to staff and praised his contributions to the Property Management Committee as well as HPA's daily operations.

4. Personnel Committee

a) **Annual Review of Chief Executive Officer** - Ms. LeShane noted that on behalf of Mr. Lerman the Committee will be discussing status of the CEO evaluation in Executive Session.

5. Bylaws and Revisions Committee

There was no report from this Committee.

6. Chief Executive Officer Update

a) **Annual Review of Chief Executive Officer** - *Please refer to attached Report for details.* Mr. McGovern gave status updates on the following items in response to Commissioners' request for information: 1) The CCC Joint Ownership Agreement and the newly installed reporting software project will be complete following the analysis of at least one (1) more billing period following the discovery of some programming glitches which Wescor is addressing; 2) Commercial lot ordinance has been delayed due to a conflict between the zoning regulations and the code. This would call for a new ordinance which states the exemptions in zoning regulations relating to HPA. The recommendations by Corporation Counsel are being reviewed by staff and, once finalized, will be forwarded to the Mayor's Office; 3) Staff met with Director of DPW regarding relocation of the Megabus, and analysis of two (2) potential locations for the service has begun: Charles St. at Columbus Blvd. and Ann Uccello between Church and Chapel.

There was additional discussion regarding increased scofflaw towing resulting from Republic's new LPR technology. Mr. McGovern has updated the City's Chief of Staff regarding towing activities and HPA's scofflaw program in general. Mr. Redd reiterated that a scofflaw is defined as five (5) or more outstanding tickets which would include five (5) or more attempts by HPA to communicate with the vehicle owner.

Commissioners felt that some kind of press release, news story or radio interview may be the most effective way to make the public aware of the new technology being used and HPA's increased efficiency in identifying violators.

Ms. LeShane recommended consulting Dornenburg for guidance to get ahead of the public discussion by sending out a media announcement as well as a campaign via the HPA website.

OPEN SESSION – PUBLIC COMMENT

There was no public comment however Mr. Jasinski raised a topic under new business relating to the pros and cons of offering free parking at Municipal Garages for the first half hour such as is done in West Hartford Center. Mr. McGovern responded that staff routinely attends Business for Downtown Hartford's (BFDH) monthly meetings and this topic has been discussed and concluded that it is unlikely that their parking patrons would park in the City Garages. The recommendation is that BFDH continue to negotiate for a short-term, reasonable rate with the private parking operators who manage surface lots in the vicinity of their businesses.

EXECUTIVE SESSION

1. Anticipated Discussion on Litigation and Personnel Matters

Ms. LeShane called for a motion to enter into Executive Session at 6:35 P.M., and a motion was made by Mr. Jasinski, seconded by Mr. Breetz, passing unanimously that

VOTED: the Regular Board Meeting will enter into Executive Session (ayes- LeShane, Breetz, Fowler and Jasinski).

- Mr. Fowler exited the meeting at 7:00 P.M.
- Mr. McGovern entered the meeting at 7:00 P.M.

The Executive Session ended at 7:05 P.M. and the regular meeting was reconvened.

Action Taken after Executive Session

A motion was made by Mr. Breetz made a motion, seconded by Mr. Jasinski, passing unanimously that -

VOTED: the Board approved an increase in the CEO's compensation in the upcoming fiscal year made up of a 2% salary increase and a 3% bonus and that the Personnel Committee Chair will advise the CFO of such action (ayes - LeShane, Breetz, and Jasinski).

The Board extended compliments to the CEO for his leadership and planning skills and looked forward to continued progress in fulfilling the HPA mission.

ADJOURNMENT

Ms. LeShane called for a motion and a motion was made by Mr. Breetz, seconded by Mr. Jasinski, passing unanimously (ayes - LeShane, Jasinski, Breetz). The June 21, 2012 Regular Meeting ended at 7:15 P.M.

Respectfully submitted,

Terry Leonowicz

Terry Leonowicz
Secretary to the Board
(for Lisa Cruz – Temporary Secretary to the Board – present at the meeting)