



Approved Minutes
Thursday, January 16th 2014 – 5:00 P.M.
Regular Meeting of the Hartford Parking Authority Board
155 Morgan Street, Hartford, CT 06103

Commissioners Present:

Paddi LeShane, Chair
Ken Lerman, Vice Chair
William Breetz Commissioner

Also Present for HPA:

Eric M. Boone, CEO/Executive Director
Carey Redd, Associate Director
John Michalik, Chief Financial Officer
Terry Leonowicz, Director of Revenue Control/Marketing Promotions
Gina Varano, Assistant Corporation Counsel, City of Hartford

1. **Call to Order** – Ms. LeShane called the January 16th, 2014 Regular Meeting of the Hartford Parking Authority (“Authority” or “HPA”) to order at 5:08 P.M.

2. **Roll Call of Commissioners** – Ms. Leonowicz conducted roll call and announced there was a quorum present.

3. **Approval of the Minutes of the Regular Board Meeting of December 19th, 2013** -

Ms. LeShane polled the Commissioners for amendments to the minutes. There was one correction on page 4, section 5, to revise “Personnel Committee” to “Property Management Committee”. Ms. LeShane called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Breetz.

VOTED: The December 19th, 2013 Regular Board Meeting Minutes were approved as amended. (Ayes – Lerman, Breetz, LeShane)

4. **Chair’s Comments** - Ms. LeShane reported that the items for discussion in Executive Session would include the Capital Improvement Plan and personnel matters.

REPORTS AND ACTION ITEMS

1. **Personnel Committee**

a. **Report Retirement of CFO** – Mr. Lerman announced the retirement of Mr. Michalik in March, and thanked him on behalf of the Commissioners for his many years of service to the HPA.

Mr. Boone reported that following research by the Personnel Committee in collaboration with the City’s Human Resources Department, the title of the position will be changed to Director of Finance and Administration which will be

more in-line with the current job market, applicant pool, job responsibilities and pay scale for a smaller municipal organization such as the HPA.

Mr. Boone stated that the position has been placed with Graystone Group Advertising who will facilitate job postings on Career Builder, Indeed, Monster, CCM, and with the City of Hartford. A sufficient pool of candidates is expected within thirty (30) days, if not sooner, and Mr. Fowler and Mr. Lerman have agreed to support the interview process.

2. **Finance Committee** - *Please see the Financial Report for details*

- a. Monthly Report – Mr. Boone reported that the Profit & Loss Statement was modified per discussion at the December Board meeting, to set apart closed-out expenses and profits from continuing operations so that underperforming line items are no longer masked.

There was extended discussion to clarify the report modification. Mr. Boone stated that he is working with Mr. Michalik to prepare a preliminary five (5) year forecast which will be used for next year's forecast based on (5) year data. There was some question of the integrity of the 2009 data, and after evaluation, if the data is found to be skewed, it may not be included.

Mr. Breetz inquired about the absence of revenue and expenses for the Morgan Street Garage (MSG). Mr. Michalik and Mr. Boone explained that the MSG information is now showing in the line item called "Closed Ops". Separate totals and variances for closed-out operations and continuing operations are now being shown on the Profit & Loss statement. Mr. Breetz also asked how HPA will perform for the remainder of this year and next year without MSG and Mr. Boone responded that HPA will have a cash surplus of \$330,000 this year as a result of the MSG sale and our FY 13-14 net will be lower than last year due to the loss of MSG.

Update on Status of Current Year Budget – Ms. LeShane and Mr. Boone spoke about revenue trends including the downward trend of citation revenue by 250 citations every six (6) months and a slight upward trend for event revenue due to increased event marketing initiatives, while meter revenue has remained on budget. Mr. Boone stated that now that on-street compliance has been identified as the major factor in decreased citation revenue, it can be reflected in the budget appropriately and the hard data presented to the City supporting that trend. Mr. Boone also noted that there would be a slight uptick in meter revenue due to the increased length of stay option now available on the Courthouse area meters.

Mr. Lerman asked if daily meter capacity could be identified to project that type of revenue. Mr. Redd agreed that the T-2 system could indeed configure such information and that it would be helpful and add to the integrity of revenue forecasting.

Acceptance of Report - Ms. LeShane polled the Commissioners for further comments, and hearing none, called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Breetz, passing unanimously.

VOTED: The December 2013 Finance Report was approved as submitted.
(Ayes – Lerman, Breetz, LeShane)

3. **Marketing Committee** – *Please see the Marketing Memo for details*

- a. Monthly Report – Ms. LeShane reported that the Committee held a quarterly meeting with HPA business partners and discussion focused on street closures and bagged meter removals. Ms. LeShane stated that staff is working with Republic and HPD to research solutions for these concerns.
- b. Social Media Update - Ms. LeShane reported that the social media consultant contract was signed and a kick-off meeting was held. Staff will work with Barefoot Media to implement a social media strategy including Facebook and Twitter to push out real time information regarding street closures, traffic concerns etc. to the general public. Staff will collaborate with DPW and HPD for relevant content.

Also reported was that staff is working on internal policies for the Residential Parking Permit Program and that a new demo kiosk is now set up in the HPA office. These new kiosks will accept citation payments and host an interactive parking map as a directional and tourism resource. Mr. Lerman asked if a business could pay to be listed on the map and Mr. Boone responded that initially, HPA will build an interactive parking map, with the intent to add architecture to expand to a city-wide map. HPA would be responsible for the parking layer, but various cultural organizations could add informational layers such as restaurants, BFDH which MECA has agreed to oversee. Mr. Boone explained that MHIS will work with staff to build the GIS database and then we will bid services for a web developer to design user-interface features.

Ms. LeShane reported that HPA celebrated its fifteenth anniversary on October 26, 1998 and the Committee is researching promotional ideas in recognition of the anniversary.

First Night Update: HPA's partnership with the XL Center has kicked off several successful collaborations including a First Night parking promotion. Following the event, Mr. Boone met with the Traffic Division to discuss ways to resolve street traffic on event nights including pre-notifying event goers to use specific travel routes and improving management of pedestrian crossings before and after events.

Mr. Lerman asked if it was best practice to charge \$2.00 for a popular event and Mr. Boone responded that the objective is to attract more event parkers to enjoy the City by lowering the rate.

NRZ Survey Analysis Findings: Mr. Boone reported the top five (5) NRZ's responding to the survey were: West End, Downtown, Asylum Hill, Sheldon/Charter Oak and Frog Hollow. One key take-away is that Asylum Hill residents are less than satisfied with their neighborhood parking; subsequently they will be HPA staff's priority for implementing a Residential Parking Permit program and other improvements. Other highlights reported were: 46% of Downtown residents reported they were less than satisfied with parking and the West End was 76% satisfied.

4. **Property Management Committee** - *Please see the Property Management Memo for details.*

- a) Monthly Report – Mr. Breetz reported on the project items including CSG heat pump, expansion of the scope for the Aesthetic Enhancement project at CSG, green garage certification efforts at CSG and lighting assessments to be done at both CSG and MAT.
- b) Commercial Lot Oversight Update – Mr. Breetz referenced Connecticut General Statute Section 32-606(c) from 2001 which states that management of Hartford’s municipally owned or operated parking facilities shall be transferred to the HPA. Also referenced was a December 31, 2007 letter from CCEDA (Capital City Economic Development Authority) to the City requesting a summary and schedule of the transfer of facilities to the HPA.

Mr. Lerman asked how this law would affect the status of the M&T Lot currently under management by Connecticut Parking Services. Ms. LeShane responded that the City plans to immediately transfer only those lots which do not currently have active leases, specifically, surface lots located at 141 & 166 Sheldon Street, 1212 Main St. and 58 Chapel St. The remaining applicable lots will be researched for contract and lease legalities.

HPA has completed preliminary assessments of the surface lot conditions and estimates an initial investment of approximately \$1.75M-\$2.0M to achieve an operational level in alignment with industry standards. HPA plans to bid-out management and security services.

- c) Recommendations – Mr. Breetz summarized the Memorandum of Understanding (MOU) between HPD and HPA relating to HPD’s request for night enforcement support from HPA after 6:00PM, Thursday through Saturday in applicable areas.

Ms. LeShane called for a motion and a motion was made by Mr. Breetz, seconded by Mr. Lerman.

Mr. Breetz asked what regulations HPA would be enforcing under the MOU and Ms. Varano stated that night enforcement would follow the same enforcement procedures as practiced during the daytime hours.

Ms. LeShane then called the motion which passed unanimously to -

VOTED: approve the MOU between the HPD and HPA offering support to enforce City ordinances related to on-street parking between the hours of 6:00PM and 8:00AM and authorize the CEO to sign the MOU. (ayes – Lerman, LeShane, Breetz)

- d) On-Street Collections – Mr. Breetz summarized the Committee’s discussion regarding new strategies by CCS to increase collection rate. Mr. Nichols reported that CCS will now perform “account targeting”, which focuses collection efforts on any accounts with larger dollar amounts. Mr. Breetz commended Republic’s efforts and their implementation of improved systems technology.

Mr. Breetz summarized a recommendation by the Committee to approve by motion and vote the procurement of Desman and Associates to submit construction documents for MAT Garage repairs and Preventative Maintenance and subsequently issue an RFR.

Ms. LeShane stated that the MAT Garage Repair recommendation was omitted from the meeting agenda in error. Ms. Varano suggested that the HPA bylaws could be

revised to include language to suspend the rules in order to amend agenda items as needed. Ms. LeShane and Mr. Redd agreed to bring the bylaw recommendation to Mr. Jasinski.

Following additional discussion, a consensus was reached to defer the recommendation and have Mr. Boone authorize Desman for a dollar amount within his authorization limitation, in order to get the work started.

Mr. Breetz and Mr. Boone summarized a proposal to address requests from Hartford merchants and organizations for dedicated drop off and pick up zones. Mr. Boone stated that a comprehensive proposal will be presented to the Committee in February. Following a robust discussion, a consensus was reached to table discussion until a more detailed proposal is submitted.

- e) Scofflaw Booting vs. Towing – Mr. Boone gave a summary of variables related to booting scofflaws versus towing them as a response to the task assigned to HPA to find ways to increase operational efficiency and improve collection rates. Positive considerations for booting, in addition to increased revenue and citation collections, include a potential savings to the offender on impound fees and preventing damage to vehicles from towing. Collateral benefits to HPA include the use of booting as a visual deterrent as well as increased compliance to pay citations on time. Potential negative consideration is the negative public perception, which can be reduced with an effective public outreach effort to education residents and motorists.

Mr. Lerman asked if HPA will have the authority to boot under state law and Mr. Boone responded that written designation from Chief Rovella of HPD will be needed to allow Republic's Parking Ambassadors to lawfully boot vehicles.

Ms. LeShane stated that she did not feel HPA was ready to make this a policy, pointing out that City Hall and the two (2) absent Commissioners have yet to be informed of the analysis and Committee recommendations. Ms. LeShane was also disinclined to see booted vehicles around the City. Another concern was the enforceability of the older tickets which may or may not be collectable.

Ms. LeShane suggested that staff continue to pursue a booting program, but to first have a discussion with the Mayor's Office and put together a plan that would include public announcements and the participation of the Mayor, such as was done for HPA's Amnesty program.

Mr. Breetz and Mr. Lerman agreed that the discussion with the Mayor's Office and inclusion of the remaining Commissioners prior to taking action, was appropriate. Ms. Varano suggested that Mr. Boone introduce the topic at the next Department Head meeting explaining that HPA is currently exploring other avenues for revenue and that booting was a suggestion by a third party, and then ask for feedback.

Mr. Lerman stated that he felt it would be just to boot scofflaws who were abusing the system and was prepared to entertain a motion to approve a policy that allows HPA to boot scofflaw vehicles. Mr. Lerman then recognized that the item was not listed on the published agenda for vote, therefore did not make the motion.

5. **Bylaws Committee** – There was no report from this Committee.

6. **Executive Director's Report Update** - Mr. Boone reported on the following noteworthy items (#3) – CRDA's request to transfer surface lots to HPA, (#4) the software used to support the Mayor's request to post permit applications on-line will be used for HPA's RPP application and future permit initiatives, (#5) HPA is teaming with MHIS to develop an improved 311 system.

Mr. Boone also reported that a line striping survey was recently conducted by Mr. Yeakel and Republic to determine an accurate count of on-street parking spaces. At the completion of the survey, the potential for 190 additional new spaces was identified and mapped. A map of these potential spaces was reviewed by the HPD Traffic Division and approximately 40 spaces were eliminated due to various traffic concerns. Staff will next meet with DPW to discuss their concerns. Mr. Redd reported that many of the spaces identified had previously been removed from HPA inventory over time.

OPEN SESSION – PUBLIC COMMENT

There was no public comment.

EXECUTIVE SESSION

1. **CIP Plan and Personnel Matter**

Ms. LeShane called for a motion and a motion was made to enter Executive Session at 6:50 P.M. by Mr. Lerman, seconded by Mr. Breetz, passing unanimously (ayes – Lerman, LeShane, Breetz)

- Mr. Boone and Ms. Varano remained for Executive Session

Executive Session ended and the Regular Meeting reconvened at 8:15 P.M.

ADJOURNMENT

Ms. LeShane called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Breetz, passing unanimously that the January 16th, 2014 Regular Board Meeting ended at 8:15 P.M. (ayes – Lerman, Breetz, LeShane)

Respectfully submitted,

Terry Leonowicz

Terry Leonowicz
Secretary to the Board