

**Unapproved Minutes
Monday, July 29, 2013 – 2:00 P.M.
Special Meeting of the Hartford Parking Authority Board
155 Morgan Street, Hartford, CT 06103**

To be Approved at the September 19th, 2013 Regular Board Meeting

Commissioners Present via Conference Call:

Paddi LeShane, Chair
Kenneth Lerman, Vice Chair
Mathew Jasinski, Commissioner

Also Present for HPA:

Carey Redd, Acting Chief Executive Officer / Executive Director
John Michalik, Chief Financial Officer
Terry Leonowicz, Director of Revenue Control and Marketing Promotions

Also Present for HPA via Conference Call:

Gina Varano, Assistant Corporation Counsel, City of Hartford

Guests:

Kyle Nichols, General Manager, Republic Parking System

1. **Call to Order** – Ms. LeShane called the Special Meeting of the Hartford Parking Authority (HPA) to order at 2:05 P.M.
2. **Roll Call of Commissioners** – Ms. Leonowicz conducted roll call and announced there was a quorum.
3. **Chair's Comments** – Ms. LeShane reported that the lawsuit Connecticut Parking Services (CPS) vs. HPA has been withdrawn and that the City now has an agreement with CPS to operate the M&T Parking Lot. She also reminded the Commissioners that there would be no Board meeting in August, and that Mr. Redd will be on vacation August 26 – September 3. Mr. Michalik will be in charge while Mr. Redd is away and Ms. LeShane will assist with any issues that are not routine.

REPORTS AND ACTION ITEMS

1. **Marketing Committee**

- a) UConn-HPA Partnership – Ms. LeShane summarized the Marketing Committee's recommendation to renew a one (1) year partnership agreement between the HPA and International Management Group (IMG) – the organization which represents UConn Athletics. The agreement has an in-kind dollar value of \$18,000 – which covers ten (10) monthly parking passes at the Church Street Garage for twelve (12) months, and for that reason Ms. LeShane felt that Board approval was appropriate.

Ms. LeShane explained that last year's partnership with IMG/UConn worked extremely well giving HPA increased branding recognition and drawing additional parkers to HPA garages in exchange for the ten (10) parking passes at CSG.

Ms. LeShane and Mr. Redd noted that this year the partnership includes two (2) new benefits which adds even more value for the HPA – including UConn actively promoting parking at the two HPA garages to fans and season ticket holders by mail and during all XL Center basketball games. Also new this year will be a full-page HPA ad in the UConn Football program, an opportunity which was not available due to timing last year.

Ms. Leonowicz is working with parking operators at CSG and MAT Garages to establish procedures to pre-sell parking voucher packages for UConn basketball games at the XL Center for the HPA non-event rate of \$6.50 per game.

Ms. LeShane explained that IMG is the designated rights holder for UConn's names, logos, trademarks etc. and it is their staff that would use the ten (10) monthly parking passes at CSG.

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

Ms. Varano asked if staff had experienced any problems working with IMG or with the terms of the current agreement that might need to be corrected or addressed before renewing or if there was any IMG expectation for use of the MSG. Ms. Leonowicz and Mr. Redd responded that there have been no problems working with IMG and confirmed they had no expectations for the use of MSG.

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

VOTED: Approve the recommendation to renew a partnership agreement with IMG/UConn Athletics for the term November 1, 2013 – October 31, 2014. (Ayes - LeShane, Lerman, Jasinski).

PUBLIC COMMENT

Mr. Nichols stated that he looked forward to working with HPA to support IMG and UConn for the upcoming season.

ADJOURNMENT

Ms. LeShane called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Jasinski, passing unanimously (ayes - LeShane, Lerman, Jasinski). The July 29, 2013 Special Meeting ended at 2:15 P.M.

Respectfully submitted,

Terry Leonowicz

Terry Leonowicz
Secretary to the Board