



Approved Minutes
Thursday, September 20, 2012 – 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, Commissioner
Mathew Jasinski, Commissioner

Also Present for HPA:

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

Members of Public Present:

Richard Wagner, General Manager, Republic Parking System
Robert Kliman, Real Estate Manager Services, Kay Management Associates

1. **Call to Order** – Ms. LeShane called the Regular Meeting of the Hartford Parking Authority (the Authority) to order at 5:12 P.M.
2. **Roll Call of Commissioners** – Ms. Leonowicz conducted roll call and announced there was a quorum present.
3. **Approval of Minutes of the Regular Meeting of July 19, 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. Jasinski, seconded by Mr. Lerman, passing unanimously that –

VOTED: the July 19, 2012 Regular Meeting minutes were approved as submitted (ayes- Lerman, Jasinski, LeShane).

Chair's Comments – Ms. LeShane and Mr. McGovern summarized the agenda for the upcoming Strategic Planning Session on October 4th stating that several experts will be present for the purpose of addressing the technical topics for discussion, including the life span of the Church St. Garage and on-street parking logistics. Corporation Counsel will lead a discussion on the hearing process and Ms. LeShane also noted that she will serve as the agenda timekeeper. A binder will be prepared and distributed to the Commissioners in advance of the session. Mr. McGovern invited any additional feedback or questions from the Commissioners prior to meeting.

Ms. LeShane and Mr. McGovern also recognized Tod Kallenbach and Dornenburg Group for their work with staff on the PI Campaign which has elicited positive press and public comment.

REPORTS AND ACTION ITEMS

1. **Finance Committee**

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

Mr. McGovern gave the report on behalf of Mr. Fowler, summarizing the Explanation of Significant Variances. He noted that HPA had one of its best months ever for meter revenue and that there has been a significant increase in credit card transactions. Commissioners discussed the need to make adjustments in future budget forecasts to accurately reflect any trends after analysis of available information going forward.

Mr. Jasinski inquired about what type of reporting was now available to us regarding meter statistics. Mr. McGovern and Mr. Redd commented that we now have access to a number of meter transaction histories and gave an example that seventy (70) percent of meter payments are made with a credit card versus thirty (30) percent coin.

There was a discussion regarding the courthouse area including potential for adding time limits at a premium rate or adding signage to direct parkers to lesser-used meters a short walking distance from the courthouse. All Commissioners agreed that the opportunity was worthy of further research and will be part of the retreat discussions next month. Mr. Redd will research further and make recommendations as needed.

Mr. McGovern then referred to the Fund 6053 Report stating that the collections on unpaid citations has begun with letters going out in the order of newest to the oldest debt.

Ms. LeShane noted that on the Monthly Parkers by Facilities that the 2% increase at Morgan Street Garage was from unbilled parkers. She asked if the percentages for each facility could be sorted by billed and unbilled parker percentages to help the Marketing Committee track data, especially at Morgan Street where promotion efforts are focused. Mr. Michalik said he would adjust the report to include this breakdown for the Committee.

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

VOTED: the August 2012 Financial Report is accepted (ayes - LeShane, Lerman, Jasinski).

2. **Marketing Committee** - *Please refer to attached Reports for details.*

Ms. LeShane highlighted items from both the August and September Marketing Committee meetings. Mr. McGovern noted that TJ Clynch, the BFDH representative currently serving on our Marketing Committee was recently elected as new President of the organization, replacing James Lewis. Staff anticipates that BFDH will assign a new representative to participate on the Committee.

Ms. LeShane called for a motion and a motion was made by Mr. Jasinski, seconded by Mr. Lerman, to adopt the resolution authorizing the execution of an agreement with the Dornenburg Group, LLC for communications services as follows:

RESOLUTION AUTHORIZING THE EXECUTION OF AN AGREEMENT WITH DORNENBURG GROUP, LLC FOR COMMUNICATIONS SERVICES

WHEREAS, On July 26, 2012, the Hartford Parking Authority (Authority) issued Request for Response #080112 for Communications Services Including Brand Management, Marketing, Promotions and Public Relations to Support Marketing Activities and Collateral Development; and

WHEREAS, Said services include, but are not limited to, media and public relations services to support marketing and branding efforts; strategic marketing advice; graphic design services and related materials; and

WHEREAS, On August 10, 2012, the Authority received two (2) proposals in response to Request for Response #080112 which were fully vetted by an Evaluation Committee in accordance with the Authority's Procurement Policies and Procedures; and

WHEREAS, The Authority has approved the recommendation of the Evaluation Committee to select the Dornenburg Group LLC as the successful proposal; and

WHEREAS, The Authority has determined that it is most advantageous to the Authority to enter into a contract with the Dornenburg Group LLC;

NOW THEREFORE, BE IT

RESOLVED, That it is most advantageous to the Authority to enter into a contract with the Dornenburg Group LLC for Communications Services Including Brand Management, Marketing, Promotions and Public Relations to Support Marketing Activities and Collateral Development; and be it further

RESOLVED, That the contract with the Dornenburg Group LLC contain the following material terms:

- a) A two (2) year term with an option in favor of the Authority to extend the contract for one (1) additional year;
- b) The scope of services as described in the proposal submitted by the Dornenburg Group LLC;
- c) The schedule of professional fees as set forth in the proposal submitted by the Dornenburg Group LLC; and be it further

RESOLVED, That the Authority's Chief Executive Officer is authorized to execute an agreement with the Dornenburg Group LLC for the purpose set forth above, upon and subject to the above terms and conditions, and such other terms and conditions that the Chief Executive Officer and the Corporation Counsel shall deem appropriate; and be it further

RESOLVED, that the Chief Executive Officer is hereby further authorized to execute any and all manner of other documents and to take such other actions as he and the Corporation Counsel may deem appropriate in order to effectuate the above transaction;

RESOLVED, that no person or entity shall be entitled to rely on, or otherwise claim any benefit by reason of this resolution should the Authority's Chief Executive Officer fail to execute the aforementioned agreement or other documents, or to take any of the other aforesaid actions; and be it further

RESOLVED, that all approvals and authorizations provided hereby are contingent upon, and only shall be effective on and by means of, the Authority's Chief Executive Officer executing such agreement and documents, and taking such actions, all of which shall be, in form and substance, acceptable to the Authority's Chief Executive Officer and Corporation Counsel.

Ms. LeShane summarized the evaluation and selection process and explained the term of the contract would be for two (2) years with the HPA option for a third year. Discussion confirmed that the contract would be on a fee for services agreement based on the hourly rates submitted and that HPA's marketing and communication services needs would not be mutually exclusive to Dornenburg.

Ms. LeShane then called the vote, which passed unanimously to –

VOTED: Adopt the resolution authorizing the execution of an agreement with the Dornenburg Group, LLC for communications services is approved (ayes – Jasinski, LeShane, Lerman).

Ms. LeShane noted that the next goal for the Committee is to finalize a punch list of objectives and projects with Dornenburg in keeping with the budget for the 2012-13 fiscal year of \$75,000.

3. Property Management Committee

Please refer to attached Report for details - Mr. McGovern gave the report in Mr. Breetz's absence providing updates on the Church Street Garage restoration, MAT Garage stair tower project, and the MSG lane monitoring equipment installation – for which an action recommendation is expected for the October Board meeting or, if necessary, a special meeting.

There was also discussion regarding the status of solar equipment installation at MSG. Staff is evaluating the appropriate way to proceed and more will be learned about the economic feasibility following the next round of energy credits that are expected to be awarded this month.

4. Personnel Committee

Mr. Lerman and Mr. McGovern noted that a pool of \$30,000 was budgeted to compensate staff with increases and/or bonuses based on performance. Compensation was made to parallel comparable city and industry standards and ranged between 2-3% for bonuses, and 2-6% for salary increases. There is a remaining balance of \$5,000 for consideration of an employee who would reach a one year anniversary in December. Mr. McGovern will make the necessary adjustments to align all annual reviews in the same month.

5. Bylaws and Revisions Committee

There was no report from this Committee.

6. Chief Executive Officer Update

a) **Activity Report** - *Please refer to attached Report for details.* Mr. McGovern reported on items including relocation of the Megabus to Charles St. and the New England Parking Council holding its annual conference in Hartford in March 2013. Several On-street Parking opportunities are being researched by staff including Residential Parking Programs on Rosemont St. and various south end areas; new meter opportunities on and around Park St.; and off-street parking initiatives in and around the North end entertainment district.

EXECUTIVE SESSION

There was no discussion for Executive Session.

OPEN SESSION – PUBLIC COMMENT

There was no public comment.

ADJOURNMENT

Ms. LeShane called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Jasinski, passing unanimously (ayes - LeShane, Jasinski, Lerman). The September 20, 2012 Regular Meeting ended at 6:40 P.M.

Respectfully submitted,

Terry Leonowicz

Terry Leonowicz
Secretary to the Board