

**Unapproved Minutes
Thursday, July 19, 2012 – 5:00 P.M.
Regular Meeting of the Hartford Parking Authority Board
155 Morgan Street, Hartford, CT 06103**

To be Approved at the September 20, 2012 Regular Board Meeting

Commissioners Present:

Paddi LeShane, Chair
Rex Fowler, Treasurer
Ken Lerman, 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 5:05 P.M.
2. **Motion to Open Agenda To Appoint Temporary Secretary**
Ms. LeShane called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Fowler passing unanimously that –

VOTED: The agenda is opened for the purposes of appointing a Temporary Secretary (ayes - Fowler, Lerman, 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. Lerman, seconded by Mr. Fowler passing unanimously that –

VOTED: Ms. Cruz is appointed as Temporary Secretary to the Board (ayes - Fowler, Lerman, LeShane).
4. **Roll Call of Commissioners** – Ms. Cruz conducted roll call and announced there was a quorum present.
 - Commissioner Jasinski entered the meeting at 5:32 P.M.
5. **Approval of Minutes of the Regular Meeting of June 21, 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. Fowler, seconded by Mr. Lerman, passing unanimously that -

VOTED: the June 21, 2012 Regular Meeting minutes were approved as submitted (ayes- Lerman, Fowler, LeShane).

Chair's Comments – Ms. LeShane reminded the Commissioners that there will be no Regular Board meeting scheduled in August in lieu of summer recess; a retreat is planned for the first week in October and Mr. McGovern is preparing information regarding relevant discussion topics which will be distributed to the Commissioners prior to the scheduled retreat date. Ms. LeShane stated that she will request an additional agenda item during the Marketing Committee report for action regarding an Envisionfest parking promotion.

Ms. LeShane and Mr. McGovern reported that they received a complaint from a citizen who was issued two citations. Mr. McGovern drafted a letter which will be sent to the citizen clarifying the basis for the citations and encouraging the vehicle owner to engage the appeal process. While researching the complaint, the citizen was found to be a scofflaw who owed \$1,500 in unpaid parking tickets. Ms. LeShane offered to share the letter upon request of the Commissioners.

REPORTS AND ACTION ITEMS

1. **Finance Committee**

- a) **Monthly Financial Report** – *Please refer to attached Reports for details.*
Mr. Fowler stated the revisions to the Financial Statement formatting are complete. The Committee's current focus is to focus on receivables using the new T2 technology.

Mr. McGovern then referred to the Committee report and summarized the demonstration of the new T2 Flex Database by Republic to the Committee. The Commissioners were also briefed on Collection Rate Evaluations, the new anticipated HPA Collections Process and Collections Strategy.

Mr. McGovern opened the floor to discussion regarding advance notifications, press, and notifying the Mayor's office that we now have a new means to collect unpaid parking citations through a collection agency and are preparing to implement these procedures. The consensus was to move forward in Phases modeled after the roll-out of the LPR and towing initiatives, doing some PR around each Phase of the Collections process, including the statistics, for appropriate transparency.

Ms. LeShane asked about the revenue projections to which Mr. Michalik responded that projections were modestly based on historical revenue with a budget goal of \$150,000 specific to collection agency work.

Ms. LeShane also asked if the \$18 million debt would be sent through the collection agency process. Mr. McGovern and Mr. Fowler responded that the initial focus is on tickets since 2006; however an effort will be made to collect on all unpaid debt. If unsuccessful, then HPA is in a better position to write off the oldest uncollectable debt.

Mr. McGovern moved on to the year-end Financials and highlighted several of the significant variances, and pointed out the Monthly Parkers by Facility report is in its new format, showing the current month side by side with the previous year's corresponding month.

There was some discussion regarding the number of fuel efficient vehicles registered at a special rate since the introduction of the promotional initiative by the former Mayor. The consensus was to discuss this further under the topic of rate structures at the retreat.

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

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

2. **Marketing Committee**

Ms. LeShane called for a motion to open the agenda to consider an action item to approve a special rate for Envisionfest. A motion was made by Mr. Lerman, seconded by Mr. Fowler, passing unanimously to –

VOTED: Open the agenda to add an action item for the consideration of a special parking rate for Envisionfest (ayes - LeShane, Lerman, Fowler).

a) **Recommendation to Issue a Request for Proposals for Marketing, Brand Management, Promotion and Public Relations Services** - Ms.

LeShane and Mr. McGovern then reported on the draft Scope of Services for the Communications and Brand Management RFR and briefed the Commissioners on the process. Mr. TJ Clynych was recognized for his excellent contributions as a member of the Marketing Committee, including his recommendation to include a preference for "parking industry experience" in the RFR. The RFR also includes a requirement for "experience working with public agencies". The Scope of Services focuses on communications services and management of HPA's established branding, as well as increase utilization of HPA facilities. Mr. McGovern noted that this RFR is not an indication of any

dissatisfaction with the current consultant, only that the contract term was written for one (1) year only. The Committee recommends that this RFR should include a two (2) year contract with an HPA-option for a third year to build continuity and a "fee for services" approach based on scheduled rates. The Commissioners were encouraged to forward any comments prior to the July 26th issuance date.

Ms. LeShane then called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Fowler passing unanimously -

VOTED: to authorize the issuance of the Communications Services including Brand Management, Marketing, Promotions and Public Relations RFR is approved (ayes – Jasinski, LeShane, Lerman, Fowler).

- b) **Recommendation to offer Free Parking For "Envisionfest" on Saturday, September 29th, 2012 at Church St., Morgan St. and MAT Garages** - Mr. McGovern reported on the upcoming "Envisionfest Hartford" - a free festival scheduled for Saturday, September 29, 2012 which is tied to I-Quilt, hosted by the City, celebrating culture and heritage with programming offered from the State Capital to the Riverfront and Main Street. Free performances are scheduled at Hartford Stage, Bushnell Park, the Library and the Wadsworth and elsewhere, with 25,000 people expected to attend throughout the day.

Event promoters and the Mayor have asked HPA to provide free parking for the day in support of this city-wide event. The Committee is also researching ways to tie-in HPA public information campaign activities and is working with Republic Parking on plans to staff a tent with Parking Ambassadors who will provide parking information and offer "Park, Shop, Dine" gift cards (inserted in HPA-themed envelopes) as part of a prize bag. The Committee is recommending approval to offer free parking at the three (3) HPA garages on that day.

A motion was made by Mr. Lerman, seconded by Mr. Jasinski.

Mr. Jasinski made the point that it would be more in line with revenue objectives for HPA to charge for parking when there is a known demand for events which expect to draw large numbers, reserving free or discount parking as leverage or incentive when there is less to draw visitors to downtown.

Mr. Fowler questioned public reaction and whether private garages also offer free parking and was told by Mr. Redd that in some cases they have followed HPA's lead. Mr. Jasinski said he would favor this motion but would argue, going forward, that it is in the Authority's best interest to discount parking fees for promotional events versus no fee at all, believing that it is fair for people to expect to pay for parking for large events.

Ms. LeShane noted that the essence of this day-long “not-for-profit” event is to encourage visitors to enjoy Hartford for free – showcasing Hartford in a positive light, and encouraging return visits. Ms. LeShane also acknowledged it would make sense to review promotions and discount traditions which have been inherited from previous Boards. Ms. LeShane then called the motion, passing unanimously to –

VOTED: approve all-day free parking on Saturday, September 29th, 2012 at Church St., Morgan St. and MAT Garages starting at 9:00 A.M. in support of I-Quilt Envisionfest (ayes - LeShane, Lerman, Fowler, Jasinski).

c) **Monthly Report**

Ms. LeShane also reported that several partnerships are being developed including UCONN in which potential promotional opportunities at CSG and MSG are being researched; also opportunities to build HPA branding by leveraging MSG monthly and transient parking with UHart Basketball season tickets.

Ms. LeShane reported that she recently received a call from a SODO NRZ Board Member, who was asking about HPA’s Residential Parking Permit program. Ms. LeShane said that this call was a testament to staff’s on-going efforts to work with neighborhoods and that HPA is beginning to be viewed positively as solution provider.

3. Property Management Committee

Please refer to attached Report for details - Mr. McGovern gave the report in Mr. Breetz’s absence and reported updates on the Church Street Garage restoration with an estimated completion date of January 1, 2013. Discussion regarding the need to improve the look of the building façade on Ann Street and Mr. McGovern believes that funds are earmarked for painting the entire exterior of CSG.

Mr. McGovern also reported that Fuss & O’Neill started their feasibility analysis for solar equipment installation at MSG, with their initial impression confirms the ability to support such an installation in terms of load tolerances. The next step is to frame out what is economically viable and craft an RFP to seek such services. Mr. Breetz has recommended taking advantage of volunteer assistance from CT Center for Advanced Technology to guide us through the process.

4. Personnel Committee

a) **Annual Review of Chief Executive Officer** - Ms. LeShane noted that the Committee Report will be given in Executive Session. Mr. Lerman thanked Mr. Jasinski for his assistance on the Personnel Committee.

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 noted that HPA received a compliment from BFDH at their downtown roundtable luncheon regarding how cooperative and helpful our organization has been in terms of providing solutions to their parking concerns, with a special mention from Peppercorn's relating to their much improved valet operations.

Additional updates were given on City Code Revisions, Meter Bagging, North-end Initiatives, and the Open Position of Compliance Officer.

Mr. Fowler encouraged Commissioners to review the cost benefit of staffing the open position for discussion at the Retreat, keeping in mind that HPA ended the year in a negative cash flow situation. Mr. McGovern noted that fees generated from this position would mitigate some of the salary cost.

OPEN SESSION – PUBLIC COMMENT

There was no public comment.

EXECUTIVE SESSION

1. **Anticipated Discussion on Litigation and Personnel Matters**

Ms. LeShane called for a motion to enter into Executive Session at 6:25 P.M., and a motion was made by Mr. Jasinski, seconded by Mr. Lerman, passing unanimously that

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

- Mr. McGovern entered the meeting at 6:30 P.M.

The Executive Session ended at 6:45 P.M. and the regular meeting was reconvened.

ADJOURNMENT

Ms. LeShane called for a motion and a motion was made by Mr. Lerman, seconded by Mr. Fowler, passing unanimously (ayes - LeShane, Jasinski, Lerman, Fowler). The July 19, 2012 Regular Meeting ended at 6:45 P.M.

Respectfully submitted,

Terry Leonowicz

Terry Leonowicz

Secretary to the Board

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