



**Approved Minutes
Regular Meeting of the Hartford Parking Authority Board
Thursday, July 15, 2010 – 8:00 AM
155 Morgan Street, Hartford, CT 06103**

Present: Chairman Paddi LeShane
Commissioner James Thompson

Also Present: Mark McGovern, CEO/Executive Director
Carey Redd, Associate Director
John Michalik, Chief Financial Officer
Carl Nasto, Deputy Corporation Counsel, City of Hartford
Terry Leonowicz, Secretary to the Board
Robert Kliman, Kay Management Associates
Jim Lewis, Business for Downtown Hartford
Stathis Manousos, Central Parking System

1. **Call to Order** - Ms. LeShane called the Regular Meeting of the Hartford Parking Authority (HPA) to order at 8:09 A.M.
2. **Roll Call of Commissioners** – Ms. Leonowicz conducted roll call and announced that there was a quorum.
 - Mr. Manousos entered the meeting at 8:15A.M.
3. **Approval of the Minutes**
 - Ms. LeShane polled the Commissioners for changes in the minutes from the Regular Board Meeting of June 10, 2010. Hearing none, a motion was made by Mr. Thompson to approve the June 10, 2010 Regular Board Meeting minutes, seconded by Ms. LeShane, and passed unanimously.
 - Ms. LeShane polled the Commissioners for changes in the minutes from the Special Board Meeting of June 17, 2010. Hearing none, a motion was made by Mr. Thompson to approve the June 17, 2010 Special Board Meeting minutes, seconded by Ms. LeShane, and passed unanimously.
4. **Chair's Comments**

Ms. LeShane opened her report by welcoming Mr. McGovern in his first week as HPA's new Chief Executive Officer. Ms. LeShane then briefly commented on several business items including revisions to HPA's 457 Plan, the opening of a new HPA position for a Regulatory or Compliance Officer to be filled sometime in January 2011, a foot audit done by HPA's Project Leader to inventory Pay and Display meters as well as to identify parking signage improvements in the Downtown area, and an upcoming meeting with the new Mayor to update the City on HPA business and discuss HPA's relationship with

City Hall and City Council, as well as the on-going Concession Project. Ms. LeShane ended her report by reminding the Commissioners and staff that there would be no Regular Meeting of the Board in August, however, there was the possibility of scheduling a retreat to discuss strategic plans in lieu of the regular meeting.

5. **Treasurer's Report/Financial Update/ FMIS update/Budget Hearing**

Mr. McGovern presented the Treasurer's report in the vacancy of a Treasurer and directed the Commissioners' attention to the Profit & Loss Budget versus Actual Summary report stating that Morgan Street Garage (MSG), MAT and On-Street Parking Citation Revenue Operating Income were below budget for the recently completed fiscal year.

Mr. McGovern turned to the Profit & Loss Budget versus Actual Detail report and explained that General and Administrative Expenses were higher than budget for a number of reasons including the unanticipated Project Leader expense and Executive search expense.

Mr. Michalik presented the Significant Variances from Year-to-Date Budget report stating that the unfavorable Morgan Street Garage monthly parking revenue variance was due to the loss of both United Health Group and individual monthly parkers throughout the year. Mr. Michalik said further that the Morgan Street Garage hourly parking revenue was the lone positive revenue variance as validations from Capital Community College exceeded budget throughout the year. Mr. Michalik then explained the unfavorable variance for MAT Garage monthly parking revenue by stating that the variance is a result of two factors - the accounting method used to determine revenue, i.e. cash versus accrual, and the lower-than-expected occupancy of 20 Church Street. Mr. Michalik added that MAT Garage hourly parking revenue was also lower than projected due to the closure of the Hartford Stage in May and the loss of the WTIC Fox 61 account. Mr. Michalik then explained that the favorable variance in Morgan Street Garage power washing was a result of deferring this item to the new Fiscal Year.

Ms LeShane asked Mr. McGovern to work with HPA staff to improve budget projections going forward and the monitoring of expenses once a budget has been approved by HPA and adopted by the City Council. Mr. McGovern agreed that this was important and he already had ideas on making this a regular process going forward.

Mr. McGovern then turned to the Renewal & Replacement Reserve Report and stated that the reserve has been fully funded for this past year. Ms. LeShane

asked if the reserve will be funded at the same level for the new fiscal year and Mr. Michalik stated 'yes'.

Mr. Michalik then described the MAT Garage Monthly Operating Statement and Comparison of Cash Basis Net Revenue report. Ms. LeShane asked if this report was still necessary going forward to which Mr. Michalik responded that it was unlikely given the one-time drop in receivables at the garage in June 2009 due to the accounting methods.

Mr. McGovern then noted the Monthly Parkers by Facility Report to which Mr. Redd responded that the report had been updated to include a separate line for United Health Group under Church Street Garage.

Mr. McGovern continued to the Capital Improvement Plan and Funds Statement report, briefly summarizing the progress on the MAT Garage Stairwell project and stating that the HPA would be meeting with the City's Director of Capital Projects on Friday to review the HPA's Capital Improvement Plan.

Ms. LeShane polled the Commissioners for any questions or comments regarding the June 2010 Treasurer's Report and, hearing none, a motion was made by Mr. Thompson to accept the June 2010 Treasurer's Report as submitted, seconded by Ms. LeShane and passed unanimously.

Action Items

Ms. LeShane called for a motion and a motion was made by Mr. Thompson to amend the agenda to include the action item: effective date of the HPA's incentive rates for the MSG; seconded by Ms. LeShane and passed unanimously.

1. WESCOR Agreement Addendum

Following a brief discussion and review of the EEO criteria, Ms. LeShane called for a motion and a motion was made by Mr. Thompson to accept HPA's recommendation to extend the Wescor Service Agreement until December 31, 2010, and the corresponding resolution, seconded by Ms. LeShane and passed unanimously.

2. MAT Garage Lease Agreement Addendum

Following a brief discussion and review of the EEO criteria, Ms. LeShane called for a motion and a motion was made by Mr. Thompson to accept the recommendation to execute an amendment to change the operating hours at the MAT Garage, and the corresponding resolution, seconded by Ms. LeShane and passed unanimously.

3. **Effective Date for Approved Monthly Parking Incentive Rates for Morgan Street Garage**

Following a brief discussion, Ms. LeShane made a motion to make the approved Monthly Parking Incentive Rates (as listed below) for Morgan Street Garage effective August 1, 2010, seconded by Mr. Thompson and passed unanimously.

<u>Number of Vehicles</u>	<u>Parking Rate</u>
1 to 99	\$119.00 including tax
100 to 249	\$114.00 including tax
250 to 499	\$109.00 including tax
500 and above	\$99.00 including tax

The Commissioners expressed their desire to have the HPA team include a letter from HPA's Chief Executive Officer detailing the decrease in monthly rates and providing a general overview of the upcoming marketing plans that they can take advantage of. The Commissioners felt it important to take advantage of all opportunities to sell the HPA incentive rates and upcoming marketing campaign.

Ongoing Business and Committee Report(s)

1. **Marketing Committee Update**

Mr. McGovern reported the progress of the Marketing Campaign following the July 13, 2010 Marketing Committee meeting and the final approval of marketing materials for MSG. All materials will be distributed to the Commissioners for their review, including a tri-fold marketing brochure, a banner for which L& I permits are pending, posters; as well as Bus Shelter and Pay & Display signage which will be deferred till after Labor Day pending approval for placement by the Department of Public Works. Mr. McGovern stated further that the Marketing Committee has discussed the need to add the Public Relations Option to Phase I of our Marketing Campaign. Mr. McGovern notified the Commissioners that based on the Marketing Committee's recommendations he would be extending Ryan Marketing Partners' existing contract to have them assist with Public Relations initiatives to correspond with Phase I and II of the Marketing Campaign including a loyalty program, customer referral incentives, and how to best promote soon-to-be discussed initiatives with the Downtown Hartford Business Community.

In response to Mr. McGovern's comments, Mr. Thompson asked what groups the Phase I and II Marketing Campaign would be targeting. Mr. McGovern listed for Phase I - large corporate customers and current monthly parkers at MSG and Church (for possible moves to MSG); for Phase II Mr. McGovern named Business for Downtown Hartford, the Hartford Business Improvement District, and small-to-medium or individual business owners in the Downtown Hartford area as well as HPA's general target market. In addition to meetings with different

stakeholders there is the opportunity for press releases and media placement in the print and radio markets. Discussion focused on looking at the community and minority media as well as the larger general media for appropriate phases of our Marketing Campaign.

Ms. LeShane stated that in lieu of decreased hourly parking revenue, the MAT Garage may benefit by being included in the Phase II marketing initiatives.

CEO/Executive Director Update

Mr. McGovern gave a status update to the Commissioners on the Blair Project, reporting that provision of data is approximately 99% complete, and that a draft Concession Agreement has been posted to the data room. Mr. McGovern also stated that the 2nd public meeting is scheduled for August 9, 2010 anticipated to be held at the South Church in Hartford. Ms. LeShane added that the third and final meeting is contemplated to take place at City Hall with the City Council in attendance, to which Mr. McGovern responded that he agreed it is critical for HPA to have a discussion with the Mayor as it relates to the new administration's perspective on the Blair Project. For the time being the project is moving forward as planned.

Ms. LeShane invited Mr. Thompson to attend the meeting with the Mayor who responded that he would make himself available. Mr. Nasto said that he felt it was important that the Commissioners hear what the Mayor and City Council have to say. With a quorum of two, Mr. Nasto reminded HPA that a meeting with the Mayor and both members of the Board would constitute an official meeting, and said that he would work on any requirements needed to conduct this special meeting with the Mayor's Office. Mr. Nasto stated further that the solicitation for proposals for Operating Standards for HPA facilities has been conducted and that Mr. McGovern and Mr. Nasto will be involved in further selections. This element is a critical part of the bidder exhibits for the Blair Project.

Mr. McGovern and Mr. Nasto mentioned that the costs of this project had been suggested to be split with HPA and the City.

Ms. LeShane then inquired if HPA had a budget for the expenses related to the Operating Standards RFP since it was her impression that the City had committed to the expense prior to the RFP being let. Mr. Nasto responded that he does have additional details which can be discussed in Executive Session. All Commissioners were in concurrence to table further discussion on this topic.

Mr. McGovern continued his report with an update regarding On-street Parking and deferred to Mr. Redd for status of findings from the Downtown Hartford parking signage and meter audit performed by Mr. Lisauskas. Mr. Redd reported that the audit did identify inconsistencies mostly with signage placement and

clarity but also with the location of certain Pay and Display meters. Mr. Redd further stated that work would continue with HPA's CEO and the Director of the City of Hartford's Department of Public Works to address and implement any necessary improvements. Mr. Thompson asked how far outside the Downtown parking district the Pay and Display meters have expanded, to which Mr. Redd responded that at least one half dozen areas of concentration have been identified for future deployment including several potential off-street surface lots pending the development of a plan, budget availability, and HPA Commissioner approval.

Ms. LeShane commented that the Marketing Committee (which now has ad hoc member Mr. Ferranti) looks forward to getting feedback from Business for Downtown Hartford representatives regarding items such as curb painting and sign improvements. The Chair recognized Mr. Lewis who responded that if Mr. Ferranti was not available for any Marketing meetings going forward, he would be happy to attend in his place. The Commissioners welcomed this offer.

Mr. Redd then summarized HPA's attendance at the IQUILT presentation hosted by Congressman John Larson, which covered the connectivity and walk-ability of the Downtown Hartford area. Mr. Redd thanked Mr. McGovern for his efforts in getting the HPA included, noting that the "One City, One Plan" was well-received.

Mr. McGovern then briefed the Commissioners on the Internal Tracking Report Monthly Updates, stating that he is working with staff on the best way to manage the work flow and that the Tracking Report has been very helpful as a management tool for the different functional areas. Mr. McGovern is also evaluating whether the report should remain in the current format and how it should be utilized for the CEO's report in the future. Mr. McGovern went on to highlight several on-going projects including the MAT Garage Stairwell project which has been advertised for bids which are due 7/16/10; the On-Call Services RFP, the MSG and Church St. Management RFP, Incentive Rates, Cogent Management Parking Agreement, potential accounts for student parking with St. Joseph's and UCONN School of Business, and various other projects currently in the pipeline.

Ms. LeShane commented on several items on the report including Diversity Statistics which should be incorporated into the HPA annual report going forward, as well as a need to discuss the proposed HPA amnesty program which could produce a potential of 4-5% collection rate of a large outstanding scofflaw revenue balance. Mr. McGovern agreed to review these items and take responsibility for future action.

Mr. McGovern further reported that there is a need to upgrade technology in the HPA Administrative Offices including phones, desktop units, and copiers,

stressing the importance of keeping up with technology to prevent equipment failure in such a small office. Mr. McGovern stated that he will be assessing the equipment and subsequent needs to recommend upgrades in conjunction with appropriate budget necessary to accomplish this task. A recommendation will be brought forward to the Commissioners for approval in an upcoming meeting.

Open Session – Public Comment

The Chair recognized Mr. Kliman who asked about the progress of the Fox 61 bankruptcy, to which Mr. Nasto confirmed that a claim was filed on behalf of the HPA but it was unknown who filed the claim. Ms. LeShane asked if Mr. Kliman knew if CT Parking Services (CPS) had filed the claim; Mr. Kliman was unaware of such and Ms. LeShane asked if CPS could let Mr. Nasto know if it was in fact CPS that the filed claim. Mr. Nasto added that he would communicate any further progress to all parties.

The Chair then recognized Mr. Manousos who stated that he was working on an exclusive arrangement with the Central Business District for the upcoming Visa Championship event to drive business to Downtown Hartford utilizing downtown parking venues. He offered to include HPA parking facilities. Mr. Manousos said that a coupon-driven website program for an all-day parking rate was being considered for attendees during the August 10th through August 14th 2010 event, adding that volunteers would receive courtesy parking. In response to Mr. Manousos' comments, Mr. Redd mentioned that he too was aware of this and that Morgan Street Garage was in fact already participating and that he would be pleased to participate in the upcoming planning meetings.

There was no further public comment.

Executive Session

1. Anticipated Discussion on Downtown North, Strategic Planning, Contract Negotiation and Personnel Matters

Ms. LeShane called for a motion to enter into Executive Session at 9:20 A.M. The motion was made by Mr. Thompson to enter Executive Session, seconded by Ms. LeShane, and passed unanimously. Mr. Nasto and Mr. McGovern were present during Executive Session.

The Executive Session ended at 10:10 A.M. and the regular meeting was reconvened.

Action Taken after Executive Session

There was no action taken following the Executive Session.

Adjournment

Ms. LeShane called for a motion and a motion was made by Mr. Thompson to adjourn the July 15, 2010 Regular Meeting, seconded by Ms. LeShane and unanimously carried. The July 15, 2010 Regular Meeting ended at 10:11 A.M.

Respectfully submitted,

Terry Leonowicz
Secretary to the Board