



Approved Minutes
Thursday, November 18, 2010 – 8:00 A.M. Regular Meeting
of the Hartford Parking Authority Board
155 Morgan Street, Hartford, CT 06103

Commissioners Present:

Paddi LeShane, Chair
Kenneth B. Lerman, Treasurer (entered at 8:12 A.M.)
James Thompson

Also Present for HPA:

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
David Panagore, Chief Operating Officer, City of Hartford
Jonas Maciunas, Assistant to the Director of Development Services, City of Hartford

Members of Public Present:

Robert Kliman, Kay Management Associates
Stathis Manousos, Central Parking System

1. **Call to Order** - Ms. LeShane called the Regular Meeting of the Hartford Parking Authority (HPA) to order at 8:08 A.M.
2. **Roll Call of Commissioners** – Ms. Leonowicz conducted roll call and announced that there was a quorum.

Commissioner Lerman entered the meeting at 8:12 A.M. All commissioners were present.

3. **Approval of Minutes of the Regular Meeting of October 14, 2010**
Ms. LeShane polled the Commissioners for changes in the minutes from the Regular Board Meeting of October 14, 2010. Hearing none, a motion was made by Mr. Thompson to approve the October 14, 2010 Regular Board Meeting minutes, seconded by Ms. LeShane, and passed unanimously.
4. **Approval of Minutes of the Special Meeting of November 4, 2010**
Ms. LeShane polled the Commissioners for changes in the minutes from the Special Board Meeting of November 4, 2010. Hearing none, a motion was made by Mr. Thompson to approve the November 4, 2010 Special Board Meeting minutes, seconded by Ms. LeShane and passed unanimously.
5. **Chair's Comments**
Ms. LeShane reported that Executive Session discussions will include two personnel updates as well as discussion of the concession plan with the City's Chief Operating Officer David Panagore.

Ms. LeShane then made a motion to add an action item to the agenda to approve January 1st, 2011 as the second (2nd) of five (5) "Freebie Days" as recommended by the Marketing Committee, seconded by Mr. Lerman and passed unanimously that -

VOTED: an action item was added to the agenda regarding "Freebie Days" under the Marketing Committee Update.

6. **Financial Report**

Mr. McGovern reported that he and Mr. Michalik met with Treasurer Lerman to complete the Financial Report for distribution to the Commissioners. He then summarized each of the key variances including \$4,334 higher than year-to-date budget for Employee Insurance as impacted by recent cost increases by the City. However, due to the suspension of the 457 Plan employer contributions in September there is now a positive variance of \$19,411 in the other employee benefits line. The Morgan Street Garage hourly revenue is down by \$34,330 year-to-date, likely due to decreased visitations to the garage since the relocation of United Health Care which has also negatively impacted the monthly revenue. A positive variance of \$6,650 was reported for Alarm Devices as a result of renegotiated contract savings. Mr. McGovern then reported MAT Garage hourly revenue is down by \$60,000, which is expected to increase with the re-opening of the Hartford Stage, and that monthly revenue is down due to the cash-basis accounting method for that facility which impacts the budget month-to-month. Prudential's \$45,100 payment was not received until November.

Mr. McGovern continued his report pointing out a \$59,777 negative variance in On-Street Parking ticket revenue and a \$16,290 positive variance in parking meter revenue, most likely due to efficient enforcement in Hartford resulting in more compliant parkers. Mr. McGovern then stated that the current \$20,476 negative variance reported in previous months was due to the Scofflaw Program expense for Police Officers, however, the Authority was notified by the Hartford Police Department (HPD) of errors in the billing and that the amount of overbilling is very close to the amount of this variance. Mr. Michalik is working with the HPD and the Office of Management and Budget to address this, which will result in a credit on our next statement bringing the variance into balance.

Mr. McGovern then moved on to the Monthly Parker by Facility Report noting that the capacity figures reported for Church Street Garage and MAT Garage were adjusted to reflect counts conducted at each garage earlier this month. The new counts are 1299 for Church Street Garage and 907 for MAT Garage.

Mr. McGovern then reported that the Authority's tenant Hartford Stamp Works was recently purchased by Crystal Rock. Mr. McGovern stated that staff met with Hartford Stamp's President soon after notice of the sale was received to try to determine whether the new owner has an interest in continuing to lease the commercial space. Gary Archambault will be facilitating a meeting with the new owner.

Lastly, Mr. McGovern reported that the transfer to the City's telephone system should be completed in the next few weeks. Ms. LeShane asked if the phone number will change, to which Mr. McGovern responded that the phone number will not change but that direct dial numbers will also now be assigned to staff.

Ms. LeShane raised the question of whether additional cost savings could be achieved at the Morgan Street Garage in light of the lower usage. Following some discussion, Mr. McGovern agreed to have staff research this and report next month to the Commissioners.

Ms. LeShane polled the Commissioners for any questions or comments regarding the October 2010 Financial Report and, hearing none, a motion was made by Mr. Lerman to accept the October 2010 Financial Report as submitted, seconded by Mr. Thompson and passed unanimously that -

VOTED: the October 2010 Financial Report as submitted was accepted.

Ongoing Business and Committee Report(s)

1. **Marketing Committee Update**

Mr. McGovern updated the Commissioners on results to date of the three (3) Parking Incentive Programs, reporting that more than 1200 Loyalty Cards have been distributed and 46 free visits have been redeemed with heaviest usage at the MAT Garage. The Friend Referral Program has produced one (1) new parker registration, noting that promotional efforts will continue with e-mail blasts and announcement letters which will go out to corporate contacts. Mr. McGovern also reported that the Authority's first "Freebie Night" will take place on Black Friday, November 26th with at least seventeen (17) restaurants participating in the 20% off promotion. A press release for this promotion is scheduled and the Hartford Courant will list "Freebie Night" as one of its "Deals of the Day" next week.

Mr. McGovern informed the commissioners that the committee reviewed opportunities for the next "Freebie Day" and agreed to recommend Saturday, January 1, 2011, at all three (3) garages, starting at 12:00 p.m. to be promoted as "Park n' Play" in Hartford.

Mr. McGovern stated that one (1) garage operator asked to participate in an upcoming "Freebie Day" promotion, an opportunity which the committee will pursue, along with other parking operators, to leverage additional free parking in the Central Business District on January 1st. Mr. McGovern agreed to send the Commissioners an update on this and all applicable marketing committee updates at the request of Mr. Lerman and Ms. LeShane.

Mr. McGovern also notified the Commissioners that the committee will have a recommendation to establish an Amnesty Program for the month of March 2011 at the December 9th regular board meeting.

Following some discussion regarding additional parking incentive ideas, Ms. LeShane made a motion to accept the Marketing Committee's recommendation to add January 1st, 2011 as a free "Park 'n Play" day, seconded by Mr. Lerman and passed unanimously that -

VOTED: January 1st, 2011 was approved as the second (2nd) of five (5) "Freebie Days" days as recommended by the Marketing Committee.

2. **Personnel Committee Update**

Ms. LeShane stated that this agenda item would be discussed in Executive Session.

3. **Chief Executive Officer Update**

Mr. McGovern highlighted various items including updates on the Joint Ownership Agreement which is being reviewed by the CT DPW and OPM, and Cogent Management which has opted to stay with its current parking provider. Mr. Lerman asked if when the Authority meets with the DPW, we request cleaning of the highway signage that directs traffic to downtown Hartford, as it is too dark or faded to read. Mr. McGovern responded that this area falls under the responsibility of the CT Department of Transportation, but would contact the City's DPW to act as liaison for this request.

Mr. McGovern continued his report stating that Fuss and O'Neill has completed an on-street inventory of streets, spaces, and signage. A meeting is being scheduled with DPW to discuss implementation of these improvements.

Ms. LeShane noted that several items listed on the CEO's report including expiration of multiple contracts in December would be discussed further in executive session. Ms. LeShane then commented on the Annual Report, asking if it could be provided sooner. Mr. Michalik responded that he would research and report back to the Commissioners. Mr. Thompson complimented staff on the new report format and its convenience providing updates to the Commissioners "at a glance". Mr. McGovern closed his report by summarizing several Property Management line items.

The Chair then recognized Mr. Thompson who announced that he would be stepping down as Commissioner to accept a position as Superintendent of Bloomfield Public Schools, thanking staff and fellow Commissioners for the honor and pleasure of working with them during the past six (6) years.

Open Session – Public Comment

The Chair recognized Mr. Manousos who offered his assistance in researching cost savings opportunities for both the Amnesty Program and the Morgan Street Garage,

suggesting that restricted upper floor access and locking out elevators rather than closure of the east side of the garage might be the better option, whereby preserving access to the Columbus Boulevard lanes. Ms. LeShane thanked Mr. Manousos for their participation at the Marketing Committee meetings.

The Chair then recognized Mr. Kliman who congratulated Mr. Thompson on his new position; as well as Ms. Leonowicz and the Marketing Committee for their impressive efforts on the "Park 'n Dine" initiative, coordinating such a large group of participating restaurants and improving the perception of parking in Hartford.

There was no further public comment.

Executive Session

1. Anticipated Discussion on Strategic Planning and Personnel Matters

Ms. LeShane called for a motion to enter into Executive Session at 9:03 A.M. The motion was made by Mr. Thompson to enter Executive Session, seconded by Mr. Lerman, and passed unanimously.

- Mr. Nasto and Mr. McGovern remained for the Executive Session.
- Mr. Panagore and Mr. Maciunas entered the Executive Session at 9:03 A.M.
- Mr. Panagore and Mr. Maciunas exited the Executive Session at 10:10 A.M.

The Executive Session ended at 11:10 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. Lerman to adjourn the November 18, 2010 Regular Board Meeting, seconded by Ms. LeShane and unanimously carried. The November 18, 2010 Regular Meeting ended at 11:11 A.M.

Respectfully submitted,

Terry Leonowicz

Terry Leonowicz

Secretary to the Board