

MISSOULA PARKING COMMISSION

Minutes

March 4, 2010

A Board of Directors' meeting was held in the Jack Reidy Conference Room, 140 W. Pine at noon. Those in attending the meeting were Board members Rod Austin, Theresa Cox, Jinn Iverson, John Smith and Carol Williams. From the Parking Commission office was Anne Guest, Director and Kathy Lathrop, Administrative Services Manager. Also was in attendance was Ellen Buchanan, Missoula Redevelopment Agency; Jim Galipeau, JCCS; Julie Weaver, Missoula Downtown Association; Charlie Beaton, Big Dipper and Scot Sproull, Hide & Sole.

I. Call to Order

The meeting was called to order by Rod Austin.

II. Welcome and Introductions

Introductions were made.

III. Public Comments and Announcements

No public comments and announcements were made.

IV. Approval of Minutes

A. February Board meeting held 2/4/2010.

The minutes of the February Board meeting held 2/4/2010 were unanimously approved.

V. Presentations(s)

A. Marketing Funds Request – Julie Weaver, MDA and Charlie Beaton, Big Dipper

Julie Weaver announced that the Missoula Downtown Association (MDA) was working on their FY2010-2011 budget. Her presentation to the Board was on the MDA's comprehensive Downtown marketing campaign. The MDA's primary goal is to bring more people Downtown to experience the opportunities to shop, dine and entertain themselves. The MDA is promoting their new website as a key communication tool between the Downtown and the Missoula community. Julie stated that with the current economic situation and the changes to the retail structure it is important to place emphasis on the new marketing campaign.

Julie stated that the MDA supports the Parking Commission and wants to help promote Central Park structure fee schedule changes. They will also promote the N. Higgins project and will take an active role in providing good communication with the retailers and the public

Julie also stated that the MDA and Business Improvement District (BID) appropriated funds in the amount of \$12K and \$30K respectively towards the marketing campaign. The MDA is requesting the Parking Commission to contribute \$30K towards the campaign. The monies will be split through various media methods. The funds would be allocated from MPC's FY2011 budget.

The board unanimously approved the request.

VI. Action Items

A. Marketing Funds Request

See minutes above.

VII. Non-Action Items

A. New Business

1. Carousel Sunday Market – Theresa Cox

Theresa Cox was approached by Rick Stevens, BID Ambassador, that vendors are looking for another venue for a public market. The market would be held on Sundays at the New Park Lot. The event would feature beer and wine with various craft and food vendors. This will benefit the Downtown by bringing people to the area on Sundays.

The original Farmers Market, Clarkfork Market and MDA are supportive of the new market. Theresa was looking for support from Missoula Parking Commission. **The Board unanimously gave their support for the Sunday market.**

2. Missoula Downtown Foundation, Inc.

Colleen Rudio contacted Anne Guest regarding a possible small contribution from Missoula Parking Commission. The contribution would be used toward creating a foundation to find grants for various programs. The idea is modeled after Spokane, WA Downtown Master Plan. The Foundation would have a 501C3 which allows them apply for grants that others would not have the ability to do so.

The BID and MDA have already pledged to make a \$500 contribution each. Questions were asked as to the benefits of MPC. The Board tabled the issue and requested that Colleen Rudio come to the next meeting to present her proposal.

VIII. Old Business

1. Parking Advisory Committee (PAC) – Rod Austin

Rod Austin reviewed the contents of the first three PAC meetings. The previous PAC meetings consisted of discussions on the purpose of the committee, meeting with Dennis Burns and recently the Central Park rate schedule.

Both the Board and PAC are interested in a joint meeting to get to know each other. The PAC members were invited to attend the board meeting. However, it would be more beneficial and productive to have a separate scheduled meeting.

At the last PAC meeting, the members spent a lot of time reviewing the Central Park rate structure. The majority of the PAC members were drawn towards option #2 rather than Dennis Burns' recommendation. Option #2 would allow the 1st hour free, \$0.50 2nd hour and \$1.00 per each hour for 3rd to 10th hours. Dennis Burn's recommendation would allow the 1st hour free as well, but increase 2nd to 10th hours \$1.00 per hour each. This recommendation was perceived as too progressive due to the economic situation. The PAC members requested a time study on Central Park occupied hours. The data indicated that the majority of people park in the garage between 1 and 3 hours. The strategy is to entice the public to park in the structure by keeping the rates lower than on the street. **The board unanimously approved the Option #2.**

Currently the Central Park is open from 8 am to 6 pm. The booth is only open from 10:00 am to 6 pm. Therefore leaving the garage unattended to 2 hours allowing the public to park free during that time. The Commission is discussing the idea of manning the garage with two shifts. The first shift covering from 8 am to 10:30 am hopefully using City seasonal employees looking for

additional work. The second shift from 10:30 am to 7:30 pm using the current toll booth collector that has been working for the department for many dedicated years. The Board will continue to re-evaluate Central Park rates on a continuous basis as behaviors change.

The next item on the PAC agenda would be to look at lease rates. The last increase in lease rates across the board was 1/1/2007.

2. Front Street Parking Structure Update – Ellen Buchanan

Ellen Buchanan said that she had received a new set of contracts. Again new conditions were found. However, Tom Butorac, First Interstate Bank (FIB) did diffuse a few points. FIB has scheduled a meeting with Holiday Inn to talk through the issues. It was discussed that the design be taken out of the purchase agreement.

Ellen's work through this difficult process was praised and the board showed appreciation.

3. Downtown Master Plan Update – Rod Austin

Rod Austin announced that bids will be opened on Friday, March 5, 2010 for the N. Higgins Project. So far the bids that have come in are \$50K beyond the available funding. Possible changes to the design may need to be made depending upon the final bids. A contractor has not been selected as to date.

Discussion came up regarding the protected bicycle lanes and how that would affect parking and technology. MPC board decided that conduit should be installed to cover all technology requirements. **The Board unanimously approved the suggestion.**

IX. Director's Report

A. Financial Statements – January 2010

Meters and Central Park revenue was down in January however MPC does not have control over either of these items. Fine revenue was also down year-to-date. This was due to the State of Montana DMV Merlin program issues and the internal update on TickeTrak the ticket software. Approximately, 5,100 Notices were sent out on 2/22/2010. The previous notices were sent out in December 2009 and August 2009 at an average of approximate 2,500 notices each. Customer complaints have increased but stay on average to the number of notices sent.

The union contract for the Commission's six contract employees will expire June 30, 2010. The City negotiated a one year contract only instead of three years previously due to the economic situation. Negotiations need to start for fiscal year 2011.

B. Next Meeting Date – April 1, 2020 (Jacky Reidy Conference room)

X. Other Business

No other business.

XI. Adjournment

Respectfully submitted,

Anne Guest
Director