

MISSOULA PARK COMMISSION

Minutes

August 3, 2011

A Board of Directors' meeting was held in the Jack Reidy Conference Room, 140 W. Pine at noon. Those in attendance were Board members Rod Austin, Theresa Cox, Jinny 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 Jim Galipeau, JCCS; Colin Hickey, MDA; Jennifer Thompson, MIM; and Jim Dayton, Hide & Sole.

Call to Order – Rod Austin

Introductions and Welcome to those in attendance

Public Comments and Announcements – No public comments and announcements were made.

Adjustment to the Agenda - none

Approval of Minutes

May Board meetings held 5/5/2011 and 5/13/2011.

The minutes for meetings May 2011 held 5/5/2011 and 5/13/2011 were unanimously approved.

July Board meeting held 7/7/2011.

The minutes for the July Board meeting held 7/7/2011 were unanimously approved with requested amendments.

Presentation

A. Colin Hickey – Missoula Downtown Association Joint Marketing Campaign

Colin Hickey, Marketing Director for Missoula Downtown Association (MDA) and Business Improvement District (BID), spoke regarding the Joint Marketing Campaign between MDA, BID and Missoula Parking Commission (MPC). The Joint Marketing Campaign is requesting funding of \$30K for MDA, \$12K from BID and \$30K from MPC.

The Campaign started the “Who Knew” campaign. They also have a summer and educational campaign i.e. “What does the BID do?”

If the funding is put on hold, it will be harder to restart the marketing in the future. Different options were suggested: Pledge the whole year, six months or three months or do not participate.

A question was made as to what the marketing campaign does and how does it benefit MPC. Colin stated that they had radio ads, television coverage, been in the Missoulian and Mountain Line Bus ads.

It was suggested that the following items be accomplished by the Campaign;

1. Have an internal sheet of expenditures
2. Tell what Downtown is doing
3. Direct the public to go Downtown

The three organizations are keeping downtown vibrant and often times MDA members do not always know what is happening downtown. The MDA would like to use the marketing campaign to recognize different individuals that have made a difference and keep to the Downtown Master Plan in the public's eye.

It was asked as to when Colin needed his answer. Rod, Anne and Jim will be meeting with City Hall this afternoon and will have a better idea as to the timing of possible support.

Action Items

A. MDA Joint Marketing Campaign

John Smith made a motion to revisit the funding request in one month. John said that that the Board needs to look at MPC's finances on a month to month basis. Theresa Cox seconded the motion. **The motion was unanimously approved.**

B. Ten hour meters – location and rates – Anne Guest

Anne distributed a new downtown map that identified possible 10 hour meter locations. The Parking Commission would like to take the opportunity to expand the 10 hour meters. The additional 10 hour meters would be placed in the outlying areas that are not near retail i.e. W. Railroad St., Clay St. and Kiwanis St. These areas are used by people that sit and store their vehicles for long periods of time. Right now, the Parking Commission has 25 mechanisms that can be used. If MPC decides on any further expansion, then new meters will need to be purchased.

This led to a discussion on the back-in parking spaces on E. Spruce. They were evaluated last week because the residents have been complaining that the head lights are bothersome. Approximately 10 to 15 parking spaces were added during the directional parking change. Discussions are ongoing and will continue to evaluate the area. Meters were not placed in the area because you would need to place them further back into the boulevard because of the longer back fenders. E. Spruce would be a good location to use the multi-space machines. It might be a good trial area.

Carol Williams made a motion to the look at appropriate locations for placing additional 10 hours meters. John Smith seconded the motion. The motion was unanimously approved.

C. IPS meters analysis – Anne Guest

This week, MPC Maintenance will be removing and sending back the IPS meters. The IPS meter analysis was carefully reviewed. The \$0.50 hourly rate was not working to offset the credit card rates and IPS fees. In order for the meters to be financially feasible the meter rates need to be increased.

IPS has been very helpful and understands our challenge with the low on-street meter rates.

Non-action Items

A. New Business

1. Trial of new Luke II – Anne Guest

MPC will be testing Digital Luke II multi-space machines on a three month trial basis. It had been suggested that the hourly parking rate be increased from \$0.50 to \$1.00. The rationale behind the rate increase is that the machine offer additional options (i.e. debit/credit cards, pay by phone and etc).

It was suggested that the Luke IIs be placed on 100 W. Main St. during the trial period. If the public does not want to pay the higher hourly rate, then they can choose to park in Central Park at lower rates. The parking industry rationale is that on-street parking should be higher than parking structures. MPC would place directional arrows on the existing meters poles directing them to the pay machines.

2. Ratification of Collective Bargaining Agreement

A reasonable three year contract was ratified between Missoula Parking Commission and their six union employees. They agreed on a 3% pay increase per year for three years.

B. Old Business

1. Front Street Parking Structure Update – Rod Austin & Ellen Buchanan

a. Listing of retail space

MPC is ready to list the retail space in the new parking structure with Kim Kaufman through Prudential Real Estate. MPC would rather sell the space than be a landlord however they will look at any offers. The space would fall under condominium

agreements. MPC would have an additional revenue stream if they decided to lease the area. The projected sale price is \$110/sq foot and could be leased for \$12/sf.

Concrete is being poured and the forms are being built.

b. Name of Structure

A discussion was held on the name of the new parking structure. A decision was made to call the structure Park Place.

2. Fines – marketing

A “You Have Been Forgiven” insert has been created to place with the first meter and overtime violations to explain the new ordinances. It was suggested to add on the front “Thank you for visiting Downtown”.

3. Downtown Master Plan Update – Rod Austin

Theresa Cox is chairing the Way-Finding Committee. They would like to design and implement a way finding program for the downtown and hopefully include the rest of the Community.

Director's Report - June 2011

A. June 2011 financials are not completed.

Jim Galipeau, JCCS, spoke about the bond coverage for the new parking structure. Jim made it extremely clear that the Board understood the bond coverage issues. MPC must meet a strict debit coverage ratio to maintain the bond rating and payment obligations.

Two items were brought up in the bonding resolution that were considered as advantages to MPC. The first, MPC was able to take advantage of a Federal Tax Credit which will support the interest rate payments. Second, the City administrative fee will not be included as expenses which reduce the total expenditures.

In FY11-12, MPC will incur debt payments with no additional revenue generation to help cover the expenditure. Therefore, MPC increased the lease rates as of January 1, 2011. Due to timing of the issue and changes with payment options with large lessees has made it difficult to compare previous fiscal years. JCCS went back five years to build a budget estimate for the next five years. Anne has been working on numerous line items.

B. Next Meeting Date – September 1, 2011 (Jack Reidy Conference Room)

Other Business

Adjournment

Respectfully submitted,

Anne Guest
Director