

**PARKING MANAGEMENT ADVISORY BOARD MINUTES
TUESDAY, OCTOBER 26, 2010, 5:30 P.M.
FIRST FLOOR CONFERENCE ROOM**

MEMBERS PRESENT:

Fran Marincola
Peggy Murphy
Alan Kornblau
Bruce Gimmy
John Gergen
Herman Stevens
William Morse
Mark Krall

MEMBERS ABSENT:

George Brewer
Cecelia Boone

STAFF PRESENT:

Scott Aronson, Parking Management Specialist

STAFF ABSENT:

None

GUESTS/OTHERS:

Commissioner Gary Eliopoulos
Margie Walden
Francisco Perez-Azua

I. CALL TO ORDER:

The meeting was called to order by Chairperson, Mr. Fran Marincola, at 5:38 p.m.

Ms. Margie Walden, representative of the West Atlantic Redevelopment Coalition was introduced at this time.

II. APPROVAL OF AGENDA:

Mr. Stevens made a motion to approve the agenda, seconded by Mr. Gimmy. Said motion passed unanimously.

III. APPROVAL OF MINUTES:

SEPTEMBER 28, 2010

Mr. Gimmy made a motion to approve the minutes of September 28, 2010, seconded by Mr. Kornblau. Said motion passed unanimously.

IV. OLD BUSINESS

Mr. Aronson advised that at the last Board meeting he inadvertently reported that the City Commission had approved a temporary parking lot when the item had not yet been presented to them. Secondly, the request from the United Parking System for the Suntrust Lot change of

zoning is in process and needs to be presented to the Planning & Zoning Board. Lastly, the request from Thirty-Two East for the two (2) in-lieu parking spaces will be presented to the City Commission on November 2, 2010.

V. NEW BUSINESS:

A. Parking Study Implementation – Review Work Program

Mr. Aronson stated that the Parking Management Advisory Board was selected for the parking study implementation because there is representation from each of the essential Boards within the City. He advised that recommendations will be presented to other Boards prior to being presented to the Parking Management Advisory Board. All Boards and stakeholders will be presented with information and then there will a presentation to the Parking Management Advisory Board for its recommendations before going to the City Commission. Mr. Aronson spoke of the consultants suggestions of what can be immediately implemented and what can be implemented at a reasonable pace and then the long term components which will be a part of the Capital Improvement Plan.

Mr. Marincola stated that he prefers the Parking Management Advisory Board makes the first recommendations prior to being presented to the other Boards.

Mr. Gergen also feels that the Parking Management Advisory Board should be the first Board to make recommendations.

Mr. Kornblau feels that it would be more beneficial to review the recommendations made by the others Boards. He stated that there are things that may need to be addressed such as zoning or matters with the Land Development Regulations that may not be understood by the Parking Management Advisory Board members. If the Board is the last one to make recommendations, those issues will be worked out prior to their review.

Mr. Gimmy feels that it is best that the other Boards make the first recommendation and that the Parking Management Advisory Board review the recommendation prior to presentation to the City Commission.

Mr. Stevens also preferred hearing the recommendations of other Boards as well. He stated that hearing the opinions of other Boards will be beneficial.

Ms. Walden stated that she feels that buy in is really important. She stated that it is important to solicit and study all the different sectors opinions.

Mr. Marincola wants their recommendations where they will be most impactful.

Mr. Kornblau asked if they should start with the long term and then short term goals.

Mr. Aronson stated that the schedule may be changed.

Mr. Kornblau feels that the most important item to be discussed is the establishment of the parking organizational structure.

Mr. Aronson feels that the Downtown shuttle is a very important portion of the study.

Board members discussed options for metered parking downtown.

Mr. Gergen feels that some issues are not addressed in the study and would like to know when it is appropriate to add recommendations. He stated that between 50-75% of the women in Delray Beach will not park in the parking garage.

Mr. Aronson stated that some issues may get resolved through other recommendations in the study. However, the Board can make any recommendations that they feel are appropriate.

Mr. Marincola asked if recommendations are going to be categorized and assigned to specific Boards for discussion.

Mr. Aronson was unsure if any one item will be specifically assigned to a particular Board and not to all the Boards involved.

Mr. Gergen wanted to know how to proceed proficiently to address solutions without any delays.

Mr. Aronson stated that recommendations have to be presented to the Community Redevelopment Agency and the Downtown Development Agency. There will be some items for discussion that will be more important than others. He also noted that research may be involved which takes time.

Mr. Kornblau wanted to implement a timeline listing the Boards that have been addressed with a particular item and the end result.

Mr. Aronson stated that there will be a timeline in place.

Mr. Gimmy asked if some recommendations will be presented to the City Commission a little at a time.

Mr. Aronson stated that some recommendations will be presented bit by bit.

Mr. Marincola addressed employee parking downtown. He noted that employees utilize the prime spaces which should only be used by customers.

Mr. Aronson stated that employees are the public and cannot be told where they can and cannot park. However, the employer may choose to enforce employee parking.

Mr. Marincola spoke of electronically enforced parking in California.

Ms. Walden asked about the top five projects that will be discussed.

Mr. Marincola stated that each Board's top five may be different.

Board members spoke of what they felt were the most pressing issues such as parking meters, employee parking, increasing garage utilization, security, signage, lighting, different classification of stickers and the parking organization.

Ms. Walden wanted to know the number of people using the shuttle each year.

Mr. Aronson stated that there were 22,000 riders in January 2007. During year two, a third shuttle was added. Consequently, there were 132,000 riders. Last year sixty-three and a half hours of service per week was lost at which time the number decreased to 104,000 riders.

Mr. Aronson stated that he was skeptical about the ridership data.

Mr. Perez-Azua suggested charging a minimal amount for riding the Downtown shuttle. He also suggested displaying advertisements inside the shuttle as a means of generating revenue for the shuttle service.

Mr. Aronson advised that offsite advertising is not allowed. He suggested possibly expanding the route map on the bus creating caricatures of different businesses with the assistance of the Public Art Advisory Board.

Mr. Aronson asked all Board members to review the Delray Beach Chamber of Commerce Parking Study survey attached to the agenda packets which includes parking recommendations for the Downtown area.

Board members were in consensus of approving the work program for the implementation of the parking study with other Boards reviewing the recommendations prior to the Parking Management Advisory Board.

VI. COMMITTEE REPORTS ON PARKING RELATED ISSUES:

Board members presented a brief status report of items taking place on their respective Boards. Members agreed due to agendas and minutes available from the Board, there was no need for detailed minutes on this agenda item.

VII. NON-AGENDA ITEMS:

A. Comments by Board Members

None

B. Comments by Citizens

None

C. Comments by Staff

None

There being no further business, Chairperson, Mr. Marincola declared the meeting adjourned at 7:11 p.m.

Venice Cobb, Executive Assistant/Board Liaison

The undersigned is the Secretary of the Parking Management Advisory Board and the information provided herein is the minutes of the meeting of said Parking Management Advisory Board on October 26, 2010, which minutes were formally approved and adopted by the Board on

Venice Cobb, Executive Assistant/Board Liaison

NOTE TO READER: If the minutes you have received are not completed as indicated above, this means they are not the official minutes of the Parking Management Advisory Board. They will become official minutes only after review and approval, which may involve some amendments, additions or deletions.

S/City Clerk/Boards/Parking Management Board/minutes