

# MISSOULA PARK COMMISSION

## Minutes

**Special Meeting: May 27, 2010**

A Board of Directors' meeting was held in the Missoula Redevelopment Agency's conference room, 140 W. Pine at noon. Those attending the meeting 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 in attendance was Dennis Burns, Kimley-Horn; Brett Wood, Kimley-Horn; Todd Pierce, Pictoform; and Scott Sproull, Hide and 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. May Board meeting was held on May 6, 2010.**

Approval of the minutes of the May Board meeting was placed on hold.

### **V. Presentation(s)**

#### **A. Dennis Burns and Brett Wood; Kimley-Horn**

Brett and Dennis gave an overview of Kimley-Horn's Parking Demand Model. The model's philosophy comes from the owner's perspective and not from the consultant's point of view. It is necessary to develop a process to keep the data current in order for the tool work properly. The tool is intended to be used to move forward with projects and plans.

The model was built in excel which was designed for land use data. The model was built directly for communities and geared towards their specific needs. It can update information whenever necessary, has a GIS interface system and real time space usage. The model shows block by block information including the supply and demand of the specific areas. It calibrates local rates, tracks special events and the impact on parking. The model gives good data to support special and/or new projects.

The model is trying to get organizations to think about parking as an investment and its return. It has the ability to present projects proposals and look at different scenarios. The model captures data before it is too old and loses its usefulness.

Dennis proposed to Missoula Parking Commission (MPC) to purchase Kimley-Horn's Parking Demand Model. The package would include training of the model, on-call services, specific needs to the user and keeps inventory technology. Rod Austin requested the Board to review this concept and a decision will be made once we receive a formal proposal.

## **B. Todd Pierce; Pictoform**

Todd expressed that image is where we are headed. Pictoform strives to help people navigate and find their way Downtown (i.e. way-finding). Their system reviews the community and brands the municipal parking to reflect how people perceive the community. He uses branding of parking to monitor the parking philosophy. They design a unique logo and use clever names for the parking programs.

Pictoform builds a perspective that you are the place to park. This is accomplished by various marketing methods such as establishing rates for the average stay, simplification of parking standards, etc. Todd communicates to the public to make parking clear, crisp, easy, welcoming and remembering to use thank you. Parking should be plain to see and to comprehend. Keep things simplified and use good graphics for communication.

## **VI. Actions Items**

No action items.

## **VII. Non-Action Items**

### **A. New Business**

#### **1. Lease Lot Rates**

Discussion was delayed until the next Board meeting.

### **B. Old Business**

#### **1. Parking Advisory Committee – Anne Guest**

The Parking Advisory Committee (PAC) suggested accepting Dennis Burn's proposal of new lease lot rates. The proposal will be discussed at the next Board meeting.

#### **2. Front Street Structure Update – Ellen Buchanan**

No discussion at the meeting.

#### **3. Downtown Master Plan Update**

A special meeting was held to discuss the Downtown Master Plan (DTMP). The Mayor expressed that the "Best Place" recognition be implemented along with any City and parking strategies. A request was made to send the Economic Development reports from the meeting to the Board.

## **VIII. Director's Report**

### **A. Financial Statements - None**

### **B. Next Meeting Date – June 3, 2010 in the Jack Reidy Conference Room**

## **IX. Other Business**

## **X. Adjournment**

Respectfully submitted,

Anne P. Guest  
Director