

Parking Commission Advisory Committee (PCAC) Notes for 6/29/2010

I. Call to Order

The meeting was called to order by Rod Austin, Business Improvement District (BID).

II. Introductions and Welcome to those in attendance

Introductions were made. The following PCAC members were in attendance:

BID: Rod Austin

MPC: Anne Guest

MPC: Kathy Lathrop

MPC: Cyndie Winchell

MDA: Julie Weaver

MRA: Ellen Buchanan

TDM: Phil Smith

J. Elaine's: ~~Kim Johns~~

DTMP Implem. Comm: ~~Matt Ellis~~

City Council: Jason Weiner

Property Owner: John Roemer

FIB: ~~Suzanne Loewen~~

Business Owner: ~~Todd Frank~~

Heart of Missoula: ~~John Bacino~~

Others in attendance:

BOD: Jinny Iverson

City Council: Bob Jaffe

Hide & Sole: Scott Sproull

III. Fine Structure

Rod Austin started the discussion on fine structures. This process previously began approximately four years ago. However, MPC was asked to wait for the parking consultant to complete the Downtown Master Plan (DTMP). Since the DTMP has been adopted by the City Council the Board requested that the fine structure topic be discussed by Parking Commission Advisory Committee (PCAC).

Numerous issues were brought up for discussion. The committee wanted to know the expected revenue from the various options and the impact on downtown parking. The majority of the committee felt that they did not have enough information to make a sound judgment.

Overall, the committee agreed that the fine structure should be tiered. The fines were described as disrespecting services for not paying the meters. The change in the fine structure will definitely change parking behavior. However, predicting behavior changes is difficult if not nearly impossible.

The major dispute was on where the fines should start on the first meter violation. Different options were discussed such as a first "Oops" ticket, remain at \$2.00 or start at \$5.00. It was brought up that a first "Oops" ticket could possibly change behavior by encouraging the public to not plug the meters knowing that their first ticket would be excused. This behavior change would not only affect the fine revenue but the meter collections as well.

It was brought up that it is ridiculous that the downtown would be destroyed by increasing the 1st fine to \$5.00. If a ticket could ruin the downtown then everything in the downtown is in trouble. Parking will not change people's view on coming downtown. If the downtown provides the incentive the public will continue to visit downtown.

The fine structure discussion will be continued at the next PCAC meeting on July 29, 2010.

IV. N. Higgins Project – meter technology

Due to time constraints a brief discussion was conducted concerning connectivity issues. There are two issues on hand; cellular service and power source. Further discussion will be held at the next PCAC meeting.

V. Next meeting date – Tuesday, July 29th at 4:00 pm in the Jack Reidy Conference Room

(The last Tuesday of every month at 4:00 pm in the Jack Reidy Conference Room)

VI. Other Business

No other business discussed.

VII. Adjournment