

MISSOULA PARK COMMISSION

Minutes

October 11, 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, John Roemer, John Smith, and Carol Williams. From the Parking Commission office was Anne Guest, Director. Also was in attendance was Jim Galipeau, JCCS: and Jim Dayton, Hide & Sole.

Call to Order – Rod Austin

Introductions and Welcome to those in attendance

John Roemer was welcomed by everyone. It is good to have John back on the Board of Directors. He brings a wealth of knowledge from previously being on the Board and President for many year as well as his perspective as a business owner and retailer.

Public Comments and Announcements

Jim Dayton has noticed that the lines for parking spaces throughout the downtown have been recently painted. He would like to see the parking space lines painted in the open areas on streets like Alder and Spruce. This would be one way to increase parking spaces and create order as to how people park. Jim is still struggling with the ten hour meters which he calls "dime an hour meters". He has noticed the new permit only zone on the north side of W. Railroad St. He feels that the on-street permit only zone creates a hardship for employees that work for entities such as the County Health Department and Partnership Health Center. He feels the lower end wage earners are being negatively affected by the Parking Commission's policies.

Anne addressed these two comments giving Jim some additional information and reason for the above comments. Jim acknowledged these comments and appreciated the Parking Commission's perspective.

Adjustment to the Agenda

It was mentioned that at our last Board meeting that we need to further discuss the MDA/BID Marketing Campaign as it relates to our financial situation.

Approval of Minutes

August Board meetings held 8-3-11.

The minutes for meeting held 8-3-11 were unanimously approved.

Presentation

Tom Bensen – Executive Director, First Night Missoula

Tom began by thanking the Parking Commission for its support of First Night Missoula since the beginning of First Night Missoula. He stated that the community has also been very supportive of this event over the years. In the past, the Parking Commission has committed \$3,000 to sponsor the bus shuttle for this event. Tom understands that this year is a difficult year financially for the Parking Commission. It has been a tough year for the Missoula Cultural Council too. They have looked at cutting costs and reducing budget items - specifically the transportation system. They have had a lot of understanding and cooperation from Mountain Line as well. Consequently, the transportation budget has been cut in half and Tom is requesting half of the previous donations which would be \$1,500. John Smith moved to fund the \$1,500. Theresa seconded the motion. After a short discussion, **the Board unanimously approved to fund \$1,500 for the shuttle for First Night Missoula.**

Action Items

Request for funding from First Night Missoula – see above.

Non-action Items

New Business

W. Railroad Permit Parking Zone

Anne began by reminding the Board about the discussion on ten hour meters that took place during the August Board meeting. During that discussion, several areas were identified as desirable locations to expand the ten hour meters. One of them was the north side of W. Railroad Street.

After analyzing the cost of new meters and the personnel cost to collect and maintain them, Anne felt it would be cost effective to establish a permit only zone which would greatly reduce the capital expenditure of the cost of new meters. Anne spoke to several businesses and employees and the concept was well received. The new zone was established September 1st. Immediately the cars that had been sitting on the street for weeks and months at a time had moved freeing up additional spaces for long term parking. Residents who live in the apartment buildings nearby are pleased to have this option where they do not have to move their car every day.

The Board fully discussed the new permit only zone and felt that we should wait a while to see how well it performs and then evaluate other locations for such a zone.

MPC staff changes

Anne shared with the Board that the Administrative Services Manager is no longer with the Parking Commission and the position has been advertised in the Missoulian. Human Resources has received approximately 50 applications. Hopefully we will be able to hire a new Manager in the next several weeks and take advantage of training the new hire before the Senior Accounting Clerk retires in December.

Old Business

Front Street Parking Structure update

Rod reported that Gordon Construction is working earnestly to get as much concrete poured before the colder weather arrives. We are little behind schedule so what we do not get done this fall will have to be done early next spring. Rod also said that MMW is still having trouble securing the desired color for the aluminum panels that will form the skin that wraps around the outside of the structure. Rod answered several questions from the other Board members.

Downtown Master Plan Update

Rod reported that Public Works just received the preliminary request to develop a Request For Proposal for engineering services to convert the two way couplet - Front of Main. The problems do not come from the streets themselves but rather from the interface to the main arterials at either end – Orange Street and Madison Street.

The Wayfinding Committee from the Downtown Master Plan has been very active and is being chaired by Theresa Cox. This is a huge project and the committee is working hard to define the need and scope for a new wayfinding system in Missoula and specifically for the downtown area.

Director's Report

Financial Statement

Anne explained that because of being short staffed, the necessary information generated by the Parking Commission is behind and consequently the financials for July and August are not complete. Hopefully these will be finalized once the new Manager is hired.

Larry Donahue's proposal

Larry Donahue has submitted a proposal to conduct a audit training seminar for cashier attended parking facilities, a automated revenue control equipment fraud detection seminar and a parking meter

fraud detection training seminar. After a short discussion, the Board felt that we should wait until we have all the Parking Commission's staff positions filled before we entertain the proposal.

MDA/BID marketing campaign

John Smith raised the question about the presentation by Colin Hickey, MDA at our last Board meeting and the request for funding for the MDA/BID marketing campaign. Just for clarification, in the past the donation to this campaign has been \$30,000 from the BID and MPC and \$12,000 from the MDA. The Board did not approve to fund the \$30,000 but requested that this item be tabled until we meet with City Finance to review our financial status. The first meeting with City Finance is scheduled in November.

Right now it is difficult to have this information available with the recent staff changes. We are required to have a budget that meets the 1.35 coverage required for the bond issues. Jim G. has made adjustments to the budget which enables the Parking Commission to achieve required ratio coverage. The Parking Commission will revisit the market campaign request once we have a better picture of our revenues. The campaign is currently going though more selective as to how many and when the ads are being scheduled. The Parking Commission's lack of participation is not holding up the campaign.

IDA Award

Anne passed around a framed certificate titled "2011 Merit Award Winner to the Missoula" Parking Commission for Transportation: Integrated Downtown Master Plan and Downtown Parking/Access Management Plan." This was recently announced at the International Downtown Association Conference. Dennis Burns accepted it on our behalf. It is nice to get recognized by well respected international associations for the hard work and accomplishments of the Parking Commission.

Fort Collins

Anne was asked to participate in a Peer Review Panel for Fort Collins. This panel was part of a greater parking study currently being conducted. Six individuals from similar cities from all over the United States were chosen to evaluate the Fort Collins' parking program. The panel spent four days intensely learning about the dynamics of their community. The panel concluded that the parking program is quite effective though it is basically "upside down". Six comprehensive recommendations were made that will be included in a thorough report. The peer review process is very effective and new ideas are always generated.

Next Meeting Date

November 3, 2011 in the Jack Reidy Conference Room

Other Business - None

Adjournment

Respectfully submitted,

Anne Guest
Director