

MISSOULA PARKING COMMISSION

Minutes

August 20, 2012

A Special Strategic Planning Meeting was held in the Missoula Redevelopment Agency Conference Room 140 W. Pine from 1:30-3:30. Those in attendance were Board members Rod Austin, Theresa Cox, John Roemer, John Smith and Carol Williams. From the Parking Commission office were Anne Guest, Director and Mary Hanson, Administrative Services Manager. Also in attendance were Dennis Burns of Kimley-Horn & Associates Inc. & Strategic Partners and Brenda Peyton from Junkermier, Clark, Campanella & Stevens.

Call to Order – Rod Austin

Introductions and Welcome to those in attendance

Birthday Greetings to John Roemer

Public Comments and Announcements – None

Adjustment to the Agenda - None

Presentations

Dennis Burns – Kimley Horn

Dennis provided a Recommended Strategic Planning Process 2012 document for conversation. He recommended that the Missoula Parking Commission publish their accomplishments to provide awareness to the public for their efforts in providing parking. The construction of Park Place is the largest completed construction project for downtown to date. A perfect opportunity to raise this awareness is approaching with the opening of the new Park Place garage. The Board shared with Dennis about the Wayfinding project. The Parking Commission is participating in this city wide endeavor. They are looking to hire a consultant. Dennis stated that Boulder, Colorado has the best signing in the country. Dennis suggested keeping the signage the same for both garages. He suggested designing an icon that is made available in CD format for all businesses participating to use to keep uniformity in advertising.

Marketing, Promotion, Branding & Communication

This is one area of the Downtown Comprehensive Plan the Parking Commission to address. Branding per Dennis is “the experience the customer has when they participate.” We need to come with a logo that is easy to say and run an 18 month ad campaign. Quarterly releases were suggested. The new garage and new multi-space meters offer opportunities for us to advertise where we control the **positive** message.

Leadership Transition

Anne announced her tentative plans to retire the end of 2013. Discussion ensued regarding the replacement and recruitment for this position. Rod has spoken with the Mayor and was told the salary and benefits follow City guidelines. Dennis commented about searching for a “leader”, not a manager. Dennis stated that the IPI has a good tracking model for job description and salary ranges for reference.

Operational Audit

Dennis offered a sample of an operational audit brochure his company could prepare for Missoula Parking Commission to disseminate information as to exactly what the Parking Commission does for the community. Rod recommended this report be available for the public when Park Place opens. Dennis submitted a cost of \$7000 for this project and the Board unanimously approved it.

Future

Locating land for the next garage, increasing enforcement areas, increasing staff size, and timing for new street meters and rates for the new meters are subjects that need to be addressed. A Strategic Planning Retreat for the Board was suggested by Dennis sometime in the winter.

Adjournment

Respectfully submitted,
Mary Hanson
Administrative Services Manager