

Linda A. Rosenfeld – Chairperson  
Malcolm Gross – Vice Chairperson  
Candida Svirzovsky – Secretary  
Michael Donovan – Treasurer  
Lawrence Hilliard – Asst. Secretary

Tamara Weller – Executive Director  
Daniel K. McCarthy – APA Solicitor

**ALLENTOWN PARKING AUTHORITY  
BOARD OF DIRECTORS MEETING  
September 24, 2008**

A Board of Directors meeting of the Allentown Parking Authority was held at 4:00 PM on Wednesday September 24th, 2008 in the Conference Room, Allentown Parking Authority, 1005 Hamilton Street, Allentown, PA.

The following were in attendance:

Malcolm Gross– Vice Chairperson  
Lawrence Hilliard–Assistant Secretary  
Michael Donovan–Treasurer  
Candida Svirzovsky– Secretary  
Tamara Weller – Executive Director

Also in attendance:

Bruce Koller–APA  
George Grazer–Manager of Enforcement, APA  
Blake Heywood–Facilities Manager, APA  
Dan McCarthy–APA Solicitor  
Marge Hopkins–Recorder of the Minutes

Malcolm Gross called the meeting to order at 4:06pm. The Minutes from August were approved by Larry Hilliard and seconded by Candida Svirzovsky, all were in favor and the Minutes were approved.

## **STAFF INTRODUCTION**

Facilities Manager, Blake Heywood started as an Enforcement Officer in 1991. After a year and a half as an officer, Mr. Heywood advanced to the Off-street department as first a supervisor and then a manager. Mr. Heywood manages 30 parking lots and 6 parking decks which encompass approximately 4,000 parking spaces. Along with managing APA facilities, Mr. Heywood oversees a staff of fifteen full and part time attendants and maintenance employees. Duties for Mr. Heywood include cash control, paperwork, scheduling, coordinating with equipment and project contractors, snow detail, and interviewing, hiring and training new employees.

## **EXECUTIVE DIRECTOR'S REPORT**

### **19<sup>th</sup> Street Merchants**

Tamara Weller met with merchants in the 500 block of North 19<sup>th</sup> Street regarding changes in their parking needs. According to Ms. Weller, several of the merchants requested the 30 minute zones be changed to an hour and the five minute zone be removed. The merchants also expressed the need for additional parking in and around their businesses, asking in particular about the former Shanty parking lot. For their immediate needs, Ms. Weller directed the merchants to parking spaces on Liberty Street. After the meeting Ms. Weller contacted Mr. Saylor to discuss the plans for the Shanty lot. Mr. Saylor indicated there may be a buyer for the Shanty lot but will take all plans into consideration. Ms. Weller provided Mr. Saylor with a sample agreement pertaining to our parking management services and is awaiting a response. Ms. Weller will continue to work on the parking concerns of the merchants and remain in contact with them.

### **ATC**

Ms. Weller was approached by members of Symphony Hall to discuss parking challenges and explore ways to reduce parking costs for individuals attending a show. An agreement was made between the two parties to have attendees of the shows park in the ATC deck. To notify Symphony customers, APA paid for a promotional postcard, featuring a photograph of the ATC taken by Marge Hopkins. The postcards inform Symphony Hall attendees of the deck's location at 6<sup>th</sup> and Linden Street as well as where to enter when parking in the ATC. Symphony Hall will be sending out the postcards to their ticket holders.

### **Neighborhood Parking**

Ms. Weller, along with Linda Rosenfeld and Karen Beck Pooley of the Redevelopment Authority, met with Mayor Pawlowski to discuss neighborhood parking issues. The discussion centered on the lack of parking. To that end, Ms. Weller explained to the Mayor that when the State of Pennsylvania comes through with the grant money for the ArtsWalk project, the APA will fund a neighborhood parking program. Ms. Beck Pooley will identify appropriate properties for future parking lots, the APA will examine the neighborhood's parking needs, and together with Mayor Pawlowski the information will come under review. Ms. Weller will keep the APA Board informed of any news on the program.

### **Zawarski Site Control**

The due diligence period for the North and Cata lot has expired. If Zawarski and Sons chooses not to develop the site, they will forfeit the \$10,000 down payment. For budgeting purposes, Ms. Weller contacted Mr. Zawarski regarding the site plans. According to Mr. Zawarski, he anticipates a start time for the project in the Fall of 2009.

### **Government Deck Technology**

According to Ms. Weller, the APA staff is getting between fourteen to sixteen help calls a week at the AGAPS deck. Due to the abundance of help calls, Ms. Weller has been meeting with the staff to discuss the problem. APA staff contacted the vendor of the parking technology at AGAPS and was told the AGAPS deck is the only deck to use this technology at an unattended deck. To improve the situation at the structure, signage has been changed, an instruction sheet is available regarding the usage of the garage, and the deck is now attended at the busiest time of the day. The APA is prepared to make further changes if needed.

### **Customer Service Training**

Customer service training is going to be provided for all full time front-line staff members in two sessions, September 25<sup>th</sup> and 26<sup>th</sup>.

### **APA Budget**

The APA budget for 2009 will be ready by the last week of October.

### **Web Design**

The APA website is on target and schedule for launch in late October. The website will be more user- friendly and allow for online citation payments.

## **Registration enforcement**

When a vehicle is ticketed for an expired inspection, the enforcing officer radios On-Street Parking Manager George Grazer to have him check the validity of the license plate. In turn, Mr. Grazer checks the DMV CLEAN system for the registration information. Vehicles with expired license plates are ticketed for not having current registration. When registration is determined to be insurance cancelled, (Type F), or revoked, (Type I), the APA currently does not have the authority to remove those plates. The Board encouraged staff to continue to pursue this issue with Chief MacLean.

## **10<sup>th</sup> and Pine Street**

Ernie Atiyeh contacted Ms. Weller with a concern about the parking area at 10<sup>th</sup> and Pine Street. According to Mr. Atiyeh, when vehicles park at the corner, garbage trucks and other large vehicles must drive up onto a portion of the sidewalk to maneuver through the area. Ms. Weller contacted Bob Toth at Traffic Engineering and a No Parking sign is to be erected at the intersection. Mr. Atiyeh could not attend the Board meeting but wished to convey his thanks to the APA for their immediate response to his complaint.

## **OLD BUSINESS**

### **Security Audit**

The short- term list of recommendations on the security audit has been completed. Items on the medium and long-term list, included in the budget for 2009, will be addressed and discussed by the Board by year's end.

### **New Business**

Mike Donovan, at the request of the Arts Ovation Commission, inquired about reduced rate parking at the 9<sup>th</sup> and Walnut deck for their next two hour lunch session in May. Ms. Weller instructed Mr. Donovan to have Joe Skrapits to contact her directly regarding the luncheon.

## **FINANCIAL REPORT**

### **Year-to-Date Review**

For the first eight months of 2008, the APA is at 66.7% of the annual budget. The year- to- date figures for 2008 reflect the total revenue at 69.1% of the total budget while expenses are 58.9%.

Major declines in revenue from 2008 vs. 2007 include a drop in transient parking at the 600 Linden and 9<sup>th</sup> and Walnut decks, meter revenue, as well as a decline of over \$160,000 in parking ticket revenue from 2007. Although revenue from tickets has declined, the revenue from the booting and chalking program through August of 2008 is 120% above budget.

### **Monthly Review**

Revenue for the month of August was at 96% of the budget for the month with the total non-operating revenue at 106% and the operating revenue at 96%. Total operating expenses for August stood at 101% of the monthly budget with services and charges representing the largest portion of the expenses at 128% of budget. Total Revenue for August exceeded operating expenses by nearly \$200,000 dollars.

### **RFP**

Over the last six months, several banks have contacted the APA requesting an opportunity to provide the APA's banking services. Due to the interest from other banks, Mr. Koller sent out an RFP for all of the APA's banking services.

### **Adjournment**

The meeting was adjourned at 4:49 pm.

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