



Ted Zeller – Chairperson
Candida Affa – Vice Chairperson
Santo Napoli – Treasurer
Daryl Hendricks – Secretary
Seth O’Neill- Member
John N. Morgan – Executive Director
Dan McCarthy, Davison McCarthy – APA Solicitar

ALLENTOWN PARKING AUTHORITY BOARD OF DIRECTORS MINUTES

A regular meeting of the Allentown Parking Authority Board of Directors was held at 12:00 p.m. on Wednesday, October 26, 2022, at the Office of The Allentown Parking Authority, located at 603 W. Linden Street, Allentown, PA 18101.

The following attended:

Ted Zeller – Chairperson
Candida Affa – Vice Chairperson
Daryl Hendricks – Secretary
Santo Napoli – Treasurer
Seth O’Neill - Member
Dan McCarthy – APA Solicitor
John Morgan – Executive Director
Jon Haney – Deputy Director
Christina Dayton – Deputy Director
Connie Abercrombie – Finance Manager
Christina Nolden – Minutes
Judy Borelli – City Center
Robert DiLorenzo – City Center
Lin Ericson – Da Vinci Center
Brian Strohecker – Da Vinci Center

CALL TO ORDER

Mr. Zeller called the meeting to order at 12:17 pm.

DA VINCI PARKING REQUEST

Mr. Zeller started the meeting off with the Da Vinci parking request. Ms. Ericson expressed that the most important thing for the Science Center is that the visitor has a welcoming and great experience when arriving. Ms. Ericson said that we will need to work on signage, showing people where to go and where to park. Ms. Ericson introduced Mr. Strohecker as the Senior Director of Business Operations & Strategy; he is leading the development of the visitor experience in the new Science Center.

Mr. Strohecker presented the Board with an agenda of the Da Vinci Center’s parking needs. Mr. Strohecker opened up with a project overview. Mr. Strohecker stated that the Da Vinci Center will be open 7 days a week, 361 days of the year. The core audience will be families and children. He pointed out that they are looking to invest in an arts walk element from the Da

Vinci Center to Spiral Deck for easier access, as well as a cross walk. Mr. Stohecker stated that the Da Vinci Center is expected to have a total attendance of 400,000 people annually. Mr. Stohecker then explained what the total demand of parkers is projected to be for the Da Vinci Center. Mr. Zeller then asked a question about the notion stating, "Absolute peak demand for the busiest day is projected to be 824 vehicles." Mr. Zeller stated that number doesn't seem to reconcile with anything. Mr. Stohecker explained that would be the absolute busiest they would see, maybe 1 or 2 days a year. Ex: President's Day, the day after Thanksgiving, etc. Mr. Stohecker projects this will generate 122,000 cars which is about 425,000 hours of parking which is roughly \$425,000.00 in revenue each year. Mr. Zeller asked for an expected start date. Mr. Stohecker replied with that it would be Spring of 2024. He then went into important considerations. He mentioned that the Science Center's core audience values convenience and with this, visitors will prefer to park at the Spiral Deck when coming to the Science Center, especially families with strollers and young children. Another important point that Mr. Strohecker brought up is that poor weather tends to drive higher attendance. Mr. Zeller asked if we know what the difference is from Maple Street Deck vs. Spiral Deck to the front door of the Science Center. Mr. Haney said that he can figure this information out, he's not sure off the top of his head. Mr. Haney said that Spiral will be a shorter distance than Maple Street, but it probably won't be by much. Mr. Stohecker brought up that the Science Center visitors will most likely arrive after office workers arrive. Next, he requested that the APA holds enough non-contracted spots, if at all possible, in the Spiral Deck to accommodate the vast majority of peak daily demand. He added that they would request enough spaces in adjacent garages for overflow visitors. Mr. Zeller asked where their staff will be located. Mr. Strohecker responded that they will have a very small number of staff in the Science Center, and the rest are most likely going to be located across the street at the 840 building. Mr. Zeller acknowledged the Science Center's request. Mr. Zeller said that the APA is going through a major renovation repair at our Spiral Deck right now. Mr. Zeller asked Mr. Haney and Mr. Morgan to further elaborate on this. Mr. Morgan said that by 2024 most of the work will be done at the Spiral Deck by then. Mr. Zeller asked Mr. Morgan to explain to the Science Center what the repairs are that the Spiral Deck is undergoing. Mr. Morgan said that they are replacing some of the actual decking that has been there for almost 60 years. We are replacing very small pieces of the structure itself, meaning where steel has been connected and where water has leaked to the point where it needs to be replaced. Additionally, Mr. Morgan stated that there will be cosmetic work done throughout the Spiral Deck. Ms. Ericson asked if we have any EV charging stations in our garages. Mr. Morgan said that we have at least 4 charging ports in all of our garages. Mr. Zeller mentioned to Ms. Ericson about once the fascia gets repaired alongside of the Pocket Park next to the Spiral Deck, we could look into getting a mural to make it more inviting. Mr. Morgan will talk to the Arts commission to do a mural in the pocket park. Ms. Ericson asked if the pocket park is APA property. Mr. Zeller confirmed that it is. Mr. Morgan said that the city has just cited the building owner to clean up the fascia that is crumbling at the pocket park. Ms. Ericson asked what are the next steps regarding the spaces that are needed in 18 months. Mr. Morgan stated that we can't project what will happen in approximately 2 years. Ms. Ericson asked if they need to return to a board meeting. Mr. Zeller mentioned getting an email with a construction update at 6 months prior to completion. At that point, there will be a better idea as to how much parking is needed and during what hours of operation. Ms. Borelli asked that during the construction process at Spiral Deck approximately how many spots are taken out of commission. Mr. Haney replied that it is a rotating basis but it's about 20 to 25 spots, it's not a huge impact.

COURTESY OF THE FLOOR

Mr. Zeller opened up courtesy of the floor to Mr. DiLorenzo. He asked for clarification regarding the non-occupancy hold spaces policy. Mr. Zeller added stating that as a more effective way for

this policy to be communicated to everyone, instead of finding this in minute notes we should probably memorialize it in some type of memo.

Ms. Borelli asked about how the new FLASH equipment is going to affect their customers. Mr. Morgan said that all the equipment has been delivered 2 weeks ago. Mr. Zeller asked for clarification on where the equipment will be going. Mr. Morgan replied, the Community Deck, Government Deck, ATC, and Strata Symphony. Mr. Morgan added that we had several meetings with FLASH, and most recently our database has been submitted and is now into the FLASH portal. Mr. Zeller asked when the go live date will be. Mr. Haney said that the tentative install date is October 31st with a completion date by hopefully November 14th. Mr. Morgan said that what is pending is a permit from the city. Ms. Borelli asked what one might see different from a customer standpoint. Mr. Morgan said the biggest difference is that there will be no more cardboard tickets. With the FLASH system, there will be no more chaser tickets. Mr. Haney added that operationally it will be very similar to the Tiva system that Ms. Borelli is used to. Mr. Haney said that with FLASH, license plate recognition ("LPR") will be the primary credential, and if that doesn't work there will be a QR backup. Ms. Borelli asked if there will be any changes to people who are trying to either add or edit vehicles for parking purposes. Ms. Dayton said that the requests will go through our portal. Ms. Borelli asked if there is an ETA on when we will be sending out information on how to use the portal. Mr. Haney said that by last or first quarter.

APPROVAL OF THE SEPTEMBER MINUTES

Mr. Zeller asked for approval of the September minutes. Mr. Napoli made a motion; Mr. Hendricks seconded the motion. The Board approved the September meeting minutes.

EXECUTIVE SESSION

No motion was made coming out of executive session.

EXECUTIVE DIRECTOR'S REPORT

Equipment Purchase Update: Mr. Morgan reported that we have just negotiated for 60 more pay stations to replace our single space meters located between Walnut & Linden. Mr. Zeller asked if this was a part of the ANIZDA grant. Mr. Morgan said no, this is outside of the grant. Mr. Zeller asked roughly what the cost of this was. Mr. Morgan replied that it was about \$400,000. Mr. Morgan then added that some of our enforcement handhelds are over 3 years old, so we are in the process of purchasing 22 new ones, that way we are able to accommodate our additional personnel in the enforcement department.

DEPUTY DIRECTOR'S REPORT

September Enforcement Results: Mr. Haney reported that with our area of focus being double parking on 7th Street, we issued 78 double parking tickets, which was plus 2 over the previous month of 76. Bringing us to a total of 699 double parking tickets issued in that area for the year. For the month of September, zero were contributed by APD. They have issued 8 so far this year. With double parking on Hamilton Street, we issued 22 tickets, which was 15 more than the previous month, with a total of 170 for the year. APD contribution was 1 for the month of September, and 12 so far for the year. He then reported on enforcement efforts from our staff. They have assisted with the recovery of 3 stolen vehicles for the month of September, as well as 2 stolen license plates. Today, we towed 2 vehicles belonging to wanted persons. Our cooperation with APD resulted in one arrest. For the month of September, our dispatch office fielded 1,168 requests for enforcement, bringing our total for the year to 12,253. Mr. Zeller

asked what our coverage is at now. Mr. Haney said that Sunday though Friday night is 24-hour coverage, Saturday and Sunday are day shift hours. Mr. Haney said that we anticipate by the end of this year with our current hiring efforts to be fully operating 24/7. Mr. Zeller asked if we're still seeing a lot of turnover. Mr. Haney said that we're starting to see a lot of consistency on the enforcement side. Mr. O'Neill asked what the timeline is for increasing the violation amount. Mr. Haney said that he will be sending that to Mike Hanlon today, to get this on the agenda. Mr. Morgan said that it was on the agenda two months ago, but it was tabled.

International Parking Day: Ms. Dayton reported on International Parking Day which was Friday September 16th. This event went to benefit the 6th Street Shelter and the Allentown Food Bank. We had 99.9 the Hawk and Mega Radio on site broadcasting this event. Our sponsorships raised a total of \$13,500. Ms. Dayton said that we also offered a promotion to get a \$10 meter ticket paid if they brought in a donation. We had zero participants in this. Joel from 99.9 the Hawk was in our dunk tank along with Melissa Morgan from T2, and the mayor. We also held casual for a cause every Friday throughout the summer in our office to raise money for International Parking Day. This consisted of a \$5 donation to wear denim on Fridays. The total raised was \$335. The day of the event, \$300 was raised from the raffle tickets and \$220 was raised from the dunk tank. We also received \$51 dollars in donations that day for a total of \$571. Overall International Parking Day was a great success.

FINANCIAL REPORT

Ms. Abercrombie reported on the September financials. Total revenue for the month of September was \$984,000, 8.5% ahead of budget. YTD total revenue was \$8.5 million, which is 5% ahead of budget. Operating revenue was just under \$969,000, 8% ahead of budget. YTD operating revenue was \$8.3 million, 2.7% ahead of budget. Enforcement Revenue contributed \$639,000, 14.3% ahead of budget. Off-street and events was at \$327,000, which was 2.9% ahead of budget. Non-operating revenue was \$14,700.00. Total operating expenses for the month were \$669,000, which was 12.7% above budget. YTD operating expenses were at \$4.5 million, which is 16.2% below budget. For the month personnel costs were \$513,000, which was 20.1% above budget because there were 3 pay periods in September. Services and charges were at \$141,000, which is 7.7% below budget. Materials and supplies were at \$15,000, which is 9.7% above budget, mostly due to the high gas prices. For the month of September, total revenue exceeded expenses by \$315,000, which is right on budget. After transfers to capital, the city and the debt service fund, we had a deficit of \$315,000. This is because the transfer of capital included the deposit for the FLASH parking equipment which was roughly \$375,000. Overall, for the 9-month period ending September, total revenue exceeded expenses by \$4 million, which was 44% above budget. After transfers of the sale of assets, and transfers to capital, the city, the debt service, and without the sale of Walnut Street property the excess YTD is \$895,000. Total project costs for Maple Street deck at the end of September was \$24,478,000. Mr. Zeller asked how we are with the Maple Street budget from beginning to end? Ms. Abercrombie said we are really close to budget. Ms. Abercrombie went over the cash flow report. Our cash receipts for the month were \$1.1 million. Cash paid out was \$1.9 million, that was mainly for the FLASH parking equipment deposit and a quarterly debt service payment at the end of September. So, for the FLASH equipment Ms. Abercrombie took out \$374,000 out of special reserve. Our excess as of the end of September is \$354,000. Mr. Zeller asked if we heard any feedback from our new event parking rates. Mr. Haney said that the VIP parking for the concerts seemed to be a big hit, but not so much for the hockey games. Mr. Zeller asked Mr. Haney to follow up with Gunnar Fox on what his experiences are with the new parking rates. Mr. Zeller also asked how the new rates helped with making change for our parkers. Mr. Haney said our Event Manager was ecstatic about that & that it helped a lot. The even amounts really made it a lot easier when making change for our customers.

NEW BUSINESS

Mayor's request for Parking for Halloween/Day of the Dead Festival/Hockey Game: Mr. Haney reported that he has been in communication with Genesis and the Mayor's Office. Mr. Haney said that we will have our staff on site at the 3 requested locations which are Spiral, Community Deck, and Strata, from 9am-1pm. Guests will be asked to pull a ticket to get into the deck and then our event staff will provide them with a chaser ticket to exit the garage. The event staff will be onsite until 1pm, so if anyone needs help getting out before then we will be there to assist them. At 1pm, we have to pull our event staff so they can leave and prepare for the hockey game later that night.

COURTESY OF THE FLOOR

Mr. DiLorenzo asked what the Neighborhood Improvement Fund is. Mr. Zeller replied that it's a program that started outside the central business core because some of our neighborhoods are really overpopulated with cars. Mr. Zeller added that we started with North 7th Street because we wanted to help with double parking on the gateway. He also said that we talked about increasing the ticket rates and that we would let the city know if we would be using that additional revenue to invest in the city. So, if this is passed the additional income will be going into a reserve fund dedicated for acquiring properties for additional parking in the neighborhoods and turning them into neighborhood lots.

This meeting was adjourned at 2:08 pm.

The next Board Meeting will be held on November 16, 2022.