



Ted Zeller – Chairperson  
Santo Napoli – Vice Chairperson  
Daryl Hendricks – Secretary  
Bina Patel – Treasurer  
Yamilett Gomez - Member  
John N. Morgan – Executive Director  
Dan McCarthy, Davison McCarthy – APA Solicitor

## **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 25, 2023, at the Offices of the Allentown Parking Authority, located at 603 W. Linden Street, Allentown, PA 18101.

The following attended:

Ted Zeller – Chairperson  
Santo Napoli – Vice Chairperson  
Daryl Hendricks – Secretary  
Bina Patel – Treasurer  
Yamilett Gomez - Member  
Dan McCarthy – APA Solicitor  
John Morgan – Executive Director  
Jon Haney – Deputy Director  
Christina Dayton – Deputy Director  
Jill Fessler – Finance Manager  
Jayme Adams – Minutes

Guests:

Jennifer Dalrymple (City Center)  
Lin Erickson (Da Vinci Science Center)  
Brian Strohecker (Da Vinci Science Center)

### **CALL TO ORDER**

Mr. Zeller called the meeting to order at 12:20 p.m.

### **APPROVAL OF THE SEPTEMBER MINUTES**

Mr. Zeller asked for approval of the September minutes. Mr. Hendricks made a motion to approve the minutes, Ms. Gomez seconded the motion. The Board voted and approved the September minutes.

### **DA VINCI CENTER UPDATE**

Lin Erickson and Brian Strohecker are back for their second visit regarding their new building downtown. They visited us one year ago, Ms. Erickson updates us. They would like to discuss the various aspects of their parking needs and anticipate an opening in late spring. They recognize the importance of making sure the people who come to visit the science center can find parking and

discuss the parking needs of staff. Mr. Strohecker continues to state that he wants to make sure they know where to send folks for parking. He continues, on a high-level overview, he wants to discuss the demands of the new building that have been found in their market research study. The peak demand, the most cars at any one point, would average about 250 cars during peak time during peak season. A peak day would see around 800 cars. They also anticipate to be hosting 75 (+) evening events attracting 100-125 cars. Mr. Zeller chimes in that evening parking will not be an issue for these events. Mr. Strohecker recognizes that visitors will value convenience, especially folks with families and strollers. He confirms with the board that the Spiral Deck and Maple Street Deck will be the two most relevant decks for their visitors. The board confirms. Mr. Strohecker continues to inquire if their average daily peak is 250 visitors, are they able to maintain on-demand spaces to accommodate the vast majority of their guests. Mr. Zeller is excited for their opening, projected in May, about eight (8) months out. Mr. Zeller clarifies that they will look at real time use and protect it without making promises in the moment. Parking is a moment in time, but, at this point we do not see any issues with availability. Mr. Haney asks about hours of operation and Mr. Strohecker says 10am-5pm Monday – Saturday and Sunday 12-5. Mr. Morgan asks what the busiest day is and Mr. Strohecker replies that it is typically a Saturday. They are busiest when kids are home from school including holidays and weekends. They expect to draw a steady flow of parking and are open 360 days a year. Mr. Zeller states that if anyone wants to hold spaces, they can do so with a cost but there are limitations and again they see the Da Vinci Center to be in a good parking position at the moment. Once the needs and use are established and we have consistency, and that parking will be protected as if it is contract parking. Ms. Erickson reiterates her understanding of what is being said that they will have a follow up conversation after a season to verify usage. Mr. Strohecker discusses employee needs. They will need parking for roughly 50 full-time employees. Mr. Zeller and Mr. Strohecker discuss. Mr. Strohecker states that they will favor preferential parking for guests over staff and Mr. Zeller states that at the current moment there should be room for both in Spiral Deck but that will be an internal decision as far as where they would like to locate their employees. Mr. Strohecker continues that they would like to cover parking needs for part-time employees as well and Mr. Morgan states that chasers will be available for that purpose, which will be charged per use. Ms. Erickson states that they are a 7 day a week operation and wants to verify that won't cause any parking issues and Mr. Napoli and other members verify the decks are 24/7 365. Ms. Erickson brings up handicapped parking. Mr. Morgan states that there are 14 handicapped spots in Spiral Deck. Mr. Haney continues that they are spread out on floors 2, 3, and 4. He states he can add a few more in Spiral Deck if needed and they have an elevator that goes directly to the sidewalk by the back entrance to the Da Vinci Center. Ms. Erickson is concerned for the individual that is transporting themselves and the distance from the deck. Discussion is had among the board in regard to a handicapped spot on Hamilton Street. It is agreed that it would not be helpful and discuss other suggestions such as drop off parking spots in front of the building. Mr. Strohecker says it would be ideal to park or drop off in front of the building. Mr. Haney asks about the Court Street drop off and if would be discouraged to drop off there. Mr. Strohecker states that the main entrance is off of Hamilton and that is where the public will come and Court Street is for buses. Mr. Zeller doesn't feel one handicapped spot will do what they want but suggests it would make more sense to have drop off zones. They are available for \$250.00 per month, and we will enforce that only Da Vinci center visitors can use it if they are paying for them. Ms. Erickson asks if there are usually handicap ramps and Mr. Morgan says, no, and Mr. Haney continues that it is up to the city to determine where ramps are needed. If they would like a ramp, Mr. Zeller suggests they contact the city with those needs. Mr. Napoli inquires about a way to collaborate with signage to help visitors and to ensure they know they are in the right location serving the customer experience. Mr. Zeller adds that he would love to see a Da Vinci center mural that the art commission could get approved for the pocket park. Mr. Haney adds that we could connect them with the company that does the vinyl signs in our decks. The board thanks Ms. Erickson and Mr. Strohecker.

Mr. Zeller excuses our guests for executive session.

## **EXECUTIVE SESSION**

There is nothing to report or vote on coming out of executive session.

### EXECUTIVE DIRECTOR'S REPORT

Coming out of executive session, Mr. Morgan let's us know that Phase 3 out of 6 or 7 of the repair work at Spiral Deck is completed. He shows a picture of the Montessori School Yard that is under construction and discusses the improvements being made. Mr. Zeller wants to make sure that we are planning to report back to City Council on the results. Mr. Zeller wants to know the report is being prepared. Mr. Hendricks suggested to wait until after November 4 due to budgeting. Mr. Haney states that he can put a report together. Mr. Zeller states that policies need to be reconsidered. We have received a request to enforce double parking on Hamilton Street directly from the mayor. Mr. Morgan and Mr. Haney would also like to be able to serve the public with overnight enforcement again and not have to rely on dispatch calls or patrolling from lot to lot to be able to ticket safety violations. Mr. Zeller would like to review report at November meeting and figure out who will present it in December.

### SEPTEMBER ENFORCEMENT RESULTS/PUBLIC RELATIONSTRAINING

Mr. Haney states that we have currently concluded public relations training and while it will be included in the report for City Council we have no further reporting on it at this time.

Double Parking 7<sup>th</sup> Street we wrote 8 tickets, down from 11 last month, total for the year 658

Hamilton Street (prior to mayor's request) 8 tickets, up from 7, total 126 for the year

Dispatch fielded 1,266 calls, down 80 from the previous month. Mr. Napoli wants to see the dispatch number at 2,000 per month and sees it as a solution for overnight parking. Mr. Haney inquires if we are looking for our citizens to be up at 3am calling in calls for service versus us providing it.

The horns were used 393 times

Assisted in the recovery of 3 vehicles.

Gate issues : 8 human errors, 10 equipment errors.

In total from September 1 through today, between ATC and Community Deck, 47 instances of human error, (22 ATC 25 at Community Deck). These issues are rectified.

In total from September 1 through today, between ATC and Community Deck, 44 instances of equipment error (5 ATC, 39 at Community Deck). There is a higher rate of equipment error at Community Deck due to how the sun glare hits plates at certain times of the day. Any other issues are reported to Flash.

39 total issues at Community Deck while there were 27,649 successful permit entries.

Mr. Zeller inquires what happens when there is an issue. Mr. Haney states that after they hit the help button, they try to troubleshoot from there. If it cannot be resolved remotely, someone is sent to help. Mr. Zeller would like to eliminate the need to send someone out due to cost to company and inconvenience to paying customers. Mr. Zeller asks if someone is in the Dispatch office after 5:00pm and Mr. Morgan and Mr. Haney confirm someone is there 24/7.

Mr. Zeller states that he would like to see cameras installed at entrances and exits to see what's going in and coming out. Solicitor McCarthy ensures the board is aware there can be no suggestion of security use for the cameras. Mr. Zeller confirms it is for enforcement not security. More conversation

ensues regarding cameras, location, and cost between Mr. Zeller and board members. Mr. Morgan and Mr. Haney are going to start looking into it. Mr. Zeller continues discussing the importance of systems for improved customer service such as being kind, publishing tips to get in and out of the garage for contract parkers, and generally improving communication. Mr. Haney talks about our code red system that sends out text alerts for our decks as needed.

Mr. Napoli excuses himself from the meeting early.

## **AUGUST CUSTOMER APPEALS RESULTS**

Ms. Dayton reviews appeal numbers.

September :  
104 appeals  
66 upheld  
10 dismissed  
28 reduced to warnings

Mr. Zeller notes that is a 50% reduction in appeals.

Ms. Dayton continues. Overall, for the year, there were 2,140 appeals. 1,083 valid, 299 dismissed, 758 were reduced to warnings. Valid tickets found are at 51% and dismissed and warnings are at 49% for the year to date. Mr. Zeller points out that we didn't start this in January and Ms. Dayton confirms it was February.

Mr. Zeller is interested in finding out if the District Justice have any input and if this process has been helpful and Solicitor McCarthy says we will make it a 2024 project.

Ms. Gomez asks Ms. Dayton how long it takes to get back results when they put in an appeal. Ms. Dayton said initially it was two weeks but now with our internal appeals specialist it's under a week.

Ms. Gomez asks how much they owe by the time someone gets a boot and asks if they can get a boot for one ticket. Mr. Haney confirms, yes. More discussion occurs around booting and timing. Solicitor McCarthy explains how the clock works regarding enforcement. Mr. Haney clarifies that per city ordinance the vast majority of violations have an initial fine from day 0-10. There's an escalation from day 11-20. On day 21 there's a final escalation and that is when we execute a search to discover the vehicle and send the owner a letter. Five days later they are on the eligible boot list. Once we discover who the owner is starts a thirty day clock for further enforcement. Once that thirty days is over no further enforcement action can be taken.

Ms. Gomez brings up payment arrangements. Mr. Zeller wants to have ongoing conversation regarding this and Mr. Morgan and Solicitor McCarthy confirm that the court manages a payment plan. More discussion ensues regarding payment plans and processes. Solicitor McCarthy states that with a payment plan revenues will go down, accounts receivable go up, and more personnel will need to be hired. Mr. Hendricks questions why we would duplicate something that is already out there and add additional costs to the Authority creating an even further reduction in our revenues. He continues that ignorance is no excuse for violation of the law.

Mr. Zeller brings the ongoing conversation back with stating that he would like to hire a communications director and if we can't we will get a quote for a consultant. He jokes that Ms. Gomez will chair the subcommittee to work on communication and potential development of a parking payment plan.

## **SEPTEMBER FINANCE REPORT**

Total revenue for the month of September was \$882,296 (21% below budget). YTD total revenue was \$9,048,437 (10% below budget). Operating revenue was \$851,872 (23% below budget). YTD operating revenue was \$8,812,330 (12% below budget). Enforcement revenue contributed \$510,519 (35% below budget) and Off-Street, Events, and Customer Service contributed \$341,353 (6% above budget). Non-operating revenue was \$30,423 (198% above budget)

Total operating expenses for the month of September were \$785,071 (5% above budget). YTD operating expenses were \$5,882,001 (13% below budget). For the month, personnel costs were \$624,866 (12% above budget). Services and charges were \$150,072 (13% below budget), and materials and supplies were \$10,132 (42% below budget).

For the month of September, total revenue exceeded total expenses by \$97,225 (74% below budget). After transfers to capital, the City and the debt service fund, the general operating fund shows a net loss of \$309,543.

Overall, for the nine-month period ending September 2023, total revenue exceeded total expenses by \$3,166,436 (4% below budget). After transfers to the capital, the City and the debt service fund, the net loss for the period is \$382,923.

The total cost to date for the Maple Street Garage is \$24,953,893.

## **COURTESY OF THE FLOOR**

There was no one to speak for courtesy of the floor.

**This meeting was adjourned at 2:30 p.m.**

The next Board Meeting will be held on November 29th, 2023  
at The Law Offices of Norris McLaughlin, 515 Hamilton Street