



Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – Secretary
Jeff Glazier – Treasurer
Jonathan Haney – 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, July 24, 2024, at the Offices of the Allentown Parking Authority, located at 603 W Linden Street, Allentown, PA 18101.

The following attended:

Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – Secretary
Jeff Glazier – Treasurer
Dan McCarthy – APA Solicitor
Jon Haney – Executive Director
Nicole Siegfried – Finance Manager
Kevin McNulty – Community Relations Specialist
Jayme Adams – Minutes

Guests:

Jane Heft (City Center)
Jen Dalrymple (City Center)
Zack Sienicki (City Center)
Jeremy Binder (Resident)

CALL TO ORDER

Mr. Zeller called the meeting to order at 12:16 p.m.

APPROVAL OF THE JUNE MEETING MINUTES

Mr. Zeller asked for approval of the June meeting minutes. Mr. Hendricks made a motion to approve the minutes, Mr. Glazier seconded the motion. The Board voted and approved the June meeting minutes.

DECK ARTWORK DISCUSSION, POLICY CONSIDERATIONS

Mr. Zeller moved up the discussion to prepare for a lengthy and private executive session to discuss employment matters and a recommendation for the executive director from the search committee. He

stated that we have received proposals for art in the decks and on one occasion where a sign was attached to our property and additionally a graffiti like sign appeared in our deck with no prior approval. Mr. Glazier proposed we establish a policy regarding art projects for the decks. Mr. Zeller inquired about what everyone knows about the Allentown Arts Commission. Discussion ensued among board members and Jane Heft of City Center joined the conversation. Ms. Heft stated that she previously served on the Allentown Arts Commission board but had recently stepped down. She discussed the processes the Arts Commission typically engaged in. More discussion ensued among board members about the appeal for art on downtown decks. Mr. Haney and Ms. Heft confirmed that the Authority worked with Allentown Mural Arts on the Maple Street Deck, Ms. Heft's non-profit. More discussion ensued around the process for murals through Ms. Heft's program.

After more logistical discussion, Mr. Zeller stated that his proposal would be that Mr. Haney would reach out to the arts commission with a proposal about what we would like to do and from there collaboration could occur to establish art projects both on the outside and inside of our decks. Mr. Glazier pointed out the talent in our schools and Ms. Heft mentioned a variety of programs that we could get engaged in these endeavors. Mr. Zeller stated that the elevator lobbies at Spiral Deck are a priority project and could be tied into our culture downtown with the Phantoms and the Da Vinci Center. Mr. Zeller and Mr. Haney discussed indemnity and maintenance for items needing consideration as we are moving forward with these projects. Ms. Heft clarified that depending on the investment clauses are included regarding time commitment and Mr. McCarthy mentioned intellectual property considerations and more discussion ensued. Mr. Zeller concluded that they had a plan.

EXECUTIVE DIRECTOR'S REPORT

Mr. Haney stated that he first wanted to discuss maintenance projects on the 940 Linden Street Deck. A low bidder was identified and will work with our engineer, Mr. Young. They met all the qualifications we provided in the bid. Mr. Haney showed a chart outlining all the bids and which line items they responded to. Maarv won the bid with \$275,150.00. Mr. Zeller confirmed that Maarv was the only bidder that responded to all the line items we requested in the bid and came out with the lowest bid. Mr. Haney confirmed that his assessment was correct. Mr. Haney requested the board make a resolution to award Maarv the bid with the following caveat. We completed the financing through First Northern for the purchase of the 940 Deck, that amount came with a \$700,000 amount earmarked for maintenance and improvements. THA identified that there was \$1.3 million needed in that deck. Mr. Young divided the maintenance needed into three phases, one per year. The first year's allocation is about \$550,000, leaving \$150,000 for the gate improvements which are already being worked on. Mr. Haney asked that we approve the \$275,150.00 bid with Maarv and utilize the rest of the improvements that we can get with the money allocated for this year. Mr. Haney and Mr. Zeller discussed how we would be prioritizing projects, and the conclusion was to start with the most critical. More discussion ensued and the board agreed to the plan to address 940 Deck repairs.

Mr. Haney met with the retailers' group. He shared information on options for providing parking for their customers with the increased fine amounts in mind. Meter tickets went from \$10.00 to \$25.00. We had been discussing options to provide to retailers about what they could offer to part-time staff. He learned from the retailers group that the average part-time employee works 4 days a week roughly 4-6 hours per day. Mr. Zeller confirmed that equates to about 16-24 hours per month and stated he understands why they would not want to pay for a full month's permit. Mr. Haney reminded the board that FLASH does have an option that would serve that need. Mr. Haney reiterated that a local college has reached out with similar concerns about parking. Mr. Haney proposed that the board may consider students on the part-time employee option that is being discussed as well. Mr. Zeller stated that the most difficult part of this process is the line drawing regarding who will be eligible for this option. More discussion ensued. Mr. Zeller stated that we are trying to address the hardship of lower wage employees. More discussion ensued about how to define eligibility and several ideas were discussed. Mr. Haney relayed

how the FLASH program would work for this regard. Instead of a permit, it will be classified as membership. We will be able to use the data of the 4-6 hours per day times a certain number of days per month and find the value of that establishing a membership to be setup. Membership sessions will then be designated for use for the holder of the membership and once the membership is used, they could be charged for regular use if needed. Mr. Zeller stated it sounds like something that will work for this need. Mr. Santo confirmed that at the retailers' meeting it was stated that retailers do not want to be the ones to pay for parking, they just want parking to be more economical for their employees, so they are not paying \$2.00 an hour. Mr. Haney stated that we can make the value whatever we determine is appropriate. Mr. Santo stated that if we put the memberships through the business, it will fall on them to pay for the parking. Mr. Haney stated that the challenge with doing it through the employee is not being aware when they are no longer with the employer and therefore no longer eligible for the part-time employee membership that they obtained, whereas a retailer would not continue paying if an employee was no longer there. Mr. Zeller stated that a business could establish a system on payroll to address parking. More discussion ensued. Mr. Napoli suggested that another discussion occur with select merchants regarding the plan to make sure actions we take moving forward align with the need. There was agreement between the board members and Mr. Haney.

Mr. Haney stated that he had mentioned before there were potential repairs identified at Spiral Deck. In particular, there was a crossbeam support identified by Pennoni that is in need of a \$25,000 repair.

Mr. Haney reached out to AI a few times regarding the Symphony Hall agreement and hasn't heard back. He stated he will walk over and see if is able to get an answer.

Mr. Haney stated that he signed the Lanta letter of support for grant funds for their redesign, which was forwarded to them. He brought the redesign plans. Mr. Zeller asked if Mr. Young had reviewed the plans. Mr. Haney stated that he had and did not see any issues with it and they had a concern regarding plumbing. We have had issues with sewer drainage in our office, and the Lanta plans introduce a tremendous increase in draining systems adding into the load. While it is not a reason to not agree but more needs to be determined with perhaps a sewage inspection. Mr. Zeller inquired if the restrooms added are public and Mr. Haney stated that he was not sure. Mr. Zeller would like to know if we consent to a public facility open 24/7. He continued that the vagrancy issue was addressed, and he does not want to create a new one. More discussion ensued.

The meter study RFP is out for review. Mr. Glazier stated that when the city does RFP's the technical and price proposals are separate to allow the technical proposal to be evaluated before reviewing the price proposal to reduce bias. This RFP did not present that way. Mr. Zeller stated he was not familiar with that and asked for elaboration. Mr. Glazier went into more detail. The board and Mr. Haney agreed this process sounded like good practice to adapt.

Mr. Haney updated the payment plan project. He spoke with the vendor who is talking with AOPC to get the technical language as to what AOPC needs so UPSafety can begin to address their side speaking the same language. The process is in the works.

Mr. Haney shared with the board that yesterday we conducted our second coffee with customers appreciation event at ATC. There was less involvement however, key takeaways were that upon asking folks how they knew about it and many said they received the code red text message. Mr. Haney is pleased to know that many parkers are receiving the code red alerts. Mr. Zeller inquired if we would like to do one at Government Deck and show appreciation to transient jurors one morning, and Mr. Haney agreed and stated Government Deck is next on the list of rotations.

COURTESY OF THE FLOOR

Mr. Zeller moved up Courtesy of the Floor to give members of the public the opportunity to speak. Mr. Binder lives on West Turner Street. He started by stating that he was at a City Hall at the Table meeting last night and stated that one of the conversations that occurred was regarding parking tickets; specifically, not being aware of the reasoning for a ticket. When this was brought up at the meeting, it reminded Mr. Binder of the time he received a violation in 2022. He brought forth the information from that ticket to bring to the table an idea that we can do better with providing clarity on parking, and proposed curb line painting to make it easier for parkers. When he got the ticket, the person who wrote it said he was not 15' from the ADA ramp and we are stating that he is not 15' from the intersection of the corner which is two different things. Mr. Binder did look up the ordinance for this ticket. The ordinance is not very clear. Mr. Binder was told last night to use common sense, but his argument is that many cities do the line paintings which create clarity for the parker. Mr. Binder shows the board the picture of the violation and posed the question to the board to clarify where the line for parking is. Mr. Zeller stated that it is the intersection of the points projected from the curbline. Mr. Binder read the ordinance and deconstructed concepts within it. Mr. Zeller stated that what he read sounded like a bunch of gobblidgoop and several chuckled as Mr. Binder acknowledged that it is gobblidgoop. Mr. Zeller stated that while he doesn't prefer the ordinance wording and states that the biggest challenges in the city right now are corner painting, hydrant painting, and signage. He stated that the city needs to do a better job. Mr. Zeller continued that for the past two years we have gotten paint from the city and have used some of our part-time staff to assist the city in painting projects. Mr. Zeller then asked Mr. Haney how enforcement officers are being trained on corner violations. Mr. Haney showed Mr. Binder the points on the curb and defines the 'city property line' which runs along the curb where the street meets as well as the 'right of way' which runs to the person's property line, or the sidewalk. More discussion ensued. Mr. Binder reminded the board that his point is what makes it easier for the parker and what happens in cities all over is painted curb lines. Mr. Binder started reciting the list of excuses he had heard over the years as he inquired about this. He is looking forward to an acknowledgement that a plan could be developed in an achievable way and helps the parker. Mr. Zeller assured him we are advocating for more curb line painting. He then reminded Mr. Binder about our internal appeal process. He stated that with more flexibility in our budget we can focus on taking on the line painting, but we are not able to prioritize it right now. More discussion ensued around the language of the ordinance and Mr. Napoli agreed with Mr. Zeller on the common sense of painting curbs and acknowledged the city's need to focus on what needs to be done instead of what can be done because of budget constraints. Mr. Hendricks stated that it is unrealistic to consider painting all the curbs due to the sheer volume in the city. More discussion ensued. The conclusion is that the Authority's stance is to find ways to contribute to the city's duties of curb painting and improved signage.

COMMUNITY RELATIONS REPORT

Mr. McNulty's first order of business was to report on the City Hall at the Table meeting he attended last night and acknowledged Mr. Binder's attendance. He stated that the conversation around parking last night began with a resident named Bernard not being aware of why he was getting tickets. Mr. McNulty told Bernard to call public works directly to help find clarity and reduce runaround with finding answers. Additionally, Bernard wished for the Authority to invest in neighborhood lots, particularly in West End Allentown, as a priority. Mr. McNulty stated that he will be following up with the residents he connected with regarding the conversations that occurred today to address their concerns.

Mr. McNulty shared that we are partnering with Cohesion for a backpack giveaway at Sheridan Elementary on August 22. We will be providing glue sticks, pencil boxes, etc.

Mr. McNulty stated that on August 13 there is an Allentown School District back to school event from 1-6 p.m. at Cedar Beach. He reached out to clarify what items we should bring and is waiting to hear back.

Cohesion, Ripple Church, and Ripple Inc accepted partnership for International Parking Day (IPD). They are asking for household items such as garbage bags, toilet paper, diapers, etc. for donations. Mr. Zeller asked if we are leaving the 6th Street Shelter and Mr. Haney stated that we are lessening our involvement because in years past we have identified that they have obtained a lot of donations, so we are looking to spread out our donation opportunity. IPD will be held on September 20 this year. We have booked La Mega Radio Station and are searching for one other radio station to attend.

Mr. McNulty stated that we distributed flyers regarding fine increases the week before the month began. Community meetings have been relatively quiet regarding fine increases to date. Discussion ensued among the board regarding observations of increased compliance since the increase of the ticket fines. Mr. Zeller stated, while knocking on wood, that he is surprised about the lack of blowback due to the raising of penalties so far.

Mr. McNulty emailed the Chamber of Commerce to let them know that we would be at the retailers' meeting.

Mr. McNulty circled back to La Mega and stated that they will be running 10 ads per day for 3 days leading up to IPD.

JUNE ENFORCEMENT RESULTS

Mr. Haney reviewed the enforcement results.

Double parking on North 7th Street: we issued 4 tickets making the total for the year 61.

Double parking on Hamilton Street: 11 issued in June for year-to-date total of 76.

Dispatch fielded 1,452 calls for service.

JUNE CUSTOMER APPEALS RESULTS

Mr. Haney reviewed the customer appeal results.

There were 104 appeals were reviewed. 69 were valid. 8 were dismissed. 27 were reduced to warnings.

JUNE FINANCE REPORT

Mr. Haney reported.

Total revenue for the month of June was \$1,145,774 (4% below budget). YTD total revenue was \$6,363,926 (12% below budget). Operating revenue was \$1,134,718 (2% below budget). YTD operating revenue was \$6,132,594 (12% below budget). For the month, Enforcement revenue contributed

\$506,857 (15% below budget) and Off-Street, Events, and Customer Service contributed \$627,861 (10% above budget). Non-operating revenue was \$11,056 (69% below budget)

Total operating expenses for the month of June were \$600,653 (19% below budget). YTD operating expenses were \$3,825,314 (14% below budget). For the month, personnel costs were \$426,369 (22% below budget). Services and charges were \$161,072 (13% below budget), and materials and supplies were \$13,212 (10% below budget).

For the month of June, total revenue exceeded total expenses by \$545,121 (20% above budget). After transfers to capital, the City and the debt service fund, the general operating fund shows a net gain of \$742,337.

Overall, for the six-month period ending June 2024, total revenue exceeded total expenses by \$2,538,612 (7% below budget). After transfers to the capital, the City and the debt service fund, the YTD total increase is \$66,999.

The total notes payable for the 940 Linden is \$13,500,000.

Mr. Haney made a note on those numbers. Mr. Haney stated that he and Ms. Siegfried uncovered a budgeting error with lower numbers from Spiral Deck due to Da Vinci but also due to Community Deck's yearly budget revenue being doubled.

EXECUTIVE SESSION

No action was taken coming out of executive session.

This meeting was adjourned at 3:00 p.m.

The next Board Meeting will be on Wednesday, August 28, 2024
at The Offices of Allentown Parking Authority at 603 W Linden Street