



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, August 24, 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’Neil - Member  
Dan McCarthy – APA Solicitor  
John Morgan – Executive Director  
Jon Haney – Deputy Director  
Christina Dayton – Deputy Director  
Connie Abercrombie – Finance Manager  
Judy Borelli – Guest  
Jason Bloomfield – Guest

Christina Nolden (minutes) - Absent

#### **CALL TO ORDER**

Mr. Zeller called the meeting to order at 12:11 pm.

#### **APPROVAL OF THE JUNE MINUTES**

Mr. Zeller asked for an approval of the July 20th meeting minutes. Mr. Hendricks made a motion to approve. Mr. Napoli seconded it. The Board voted and approved the July 20th meeting minutes.

#### **COURTESY OF THE FLOOR**

Mr. Zeller opened up courtesy of the floor to Mr. Bloomfield from the PPL Center. Mr. Bloomfield read a letter on behalf of Gunnar Fox - Attention APA, I hope this finds you well. I am writing today to request that the APA consider continuing to operate the park system for both the Arena North Garage and the Arena South Garage for a maximum of six months starting September 1<sup>st</sup> of this year. I’m pleased to inform you that we are in the middle of a

consulting process that will lead to a complete refresh of the park's equipment at the garages but this is just taking longer than we anticipated. Our company proposes to have APA continue the operation as it has been operating for the past several months for this specific time period which will allow enough time for the new park system to be installed and become operational. The original scope of service is that the APA is responsible for the park system software to ensure it remains fully operational. The APA personnel shall be trained in the proper use of the software and maintain the ability to perform the following on behalf of us, the addition or deletion of the contracted parker permits, the timeline for this is three business days. Any new batches of permits that are thirty or more shall require a lead time of five business days. Also, the programming of any chaser tickets as requested by us are to be completed by the APA within three business days. The APA shall disperse funds from transient parking revenue directly to City Center. The final point, perform software updates if needed. The APA will be required to obtain approval from us for updates. Any software updates will be the financial responsibility of us. This agreement does not include any onsite equipment or customer service, that's all of us nothing changes.

Mr. Zeller asked when the contract was originally set to end. Mr Morgan stated that it was December 31<sup>st</sup>, 2021. Ms. Borelli clarified that the management agreement was extended to September 1<sup>st</sup>, 2022. Mr. Zeller added that the notice has been in place for almost eight months. Mr. Zeller asks what the terms are in this letter that the PPL wrote versus what the APA is currently doing for them now. Mr. Morgan replied that this is basically the same thing that what we are already doing.

Ms. Abercrombie added that this also includes the APA staff accumulating all the transient revenue and then having to send that as well. Ms. Borelli said that per the agreement the APA gets 20% of that (fee) at the Arena Deck. Ms. Abercrombie said that with credit card payments, when we get the receipts, we must maintain the credit card account. We also maintain the liability insurance.

Mr. Zeller asked if this is all just a processing labor that we handle or does the APA still get calls to go over there and fix equipment because it is our equipment? Mr. Bloomfield said no. They go directly through PSX for help. He said that there are times when the APA staff has been awesome with helping and troubleshooting the equipment because PPL Center has never done this before. Examples of this are if something needs to be reset, advice, etc. Mr. Bloomfield added that all event revenue and event expenses PPL handles that 100%. They have their own booth staff, and their own credit card readers for their own event staff. It's just for those parking in the garages with the keycards or the transient parking they need assistance with. Mr. Zeller expressed that his biggest issue is if we grant another six months extension, we will be exactly in the same place six months from now. Ms. Borelli explained that time was needed to investigate the equipment to determine if it was healthy enough or not, since purchasing new equipment is a rather large capital investment. Mr. Zeller asked Ms. Borelli when she determined that the equipment was not salvageable. Mr. Bloomfield said that this determination was made over the last few months. Mr. Zeller asked if they have ordered new equipment. Mr. Bloomfield said that they have not yet. They are in the process of this with a consultant. Ms. Borelli said that there is an equipment proposal set to come into them sometime this week. Mr. Zeller asked how long it takes to order equipment and install equipment. Mr. Morgan stated that if the APA were to order tomorrow, we could have all four garages converted by December 1st, 2022. Mr. Napoli asked if all vendors are similar in the industry with that timeline. Mr. Morgan and Mr. Zeller both said they are sure all vendors are not. Mr. Morgan said that the APA is choosing a vendor that doesn't depend on foreign parts, we're choosing someone whose product and equipment are made here in America, whose parts are plug and play, and also whose parts are available to order online. Mr. Zeller said that just because we have new decks

and new equipment that doesn't always make it perfect. Mr. Zeller said that for years we dealt with issues at the Government deck. We dealt even with some of the equipment we just put in at the Community deck. He said there's new technology that came out and although our equipment is still serviceable and works, it's just a lot more user friendly and easier with the vendor we're choosing. Mr. Zeller said that they will probably hear a recommendation from the APA about this upgrade. Ms. Borelli said to Mr. Morgan, that they will most likely go off of the APA's recommendation. Ms. Borelli hopes to be completely finished and switched over by the end of the year. Ms. Borelli stated again that any recommendations the APA has are greatly appreciated to move this transition process along faster for all parties involved.

## **EXECUTIVE SESSION**

Coming out of executive session, the Board discussed trying to accommodate developers with their projects. The Board also discussed about a possible acquisition of real estate that is not on the market yet. As a Board we should set an overall policy for developers with major projects. Mr. Zeller suggested offering to developers a non-occupancy permit hold for up to twenty-four months calculated from the time they get final approval for their project for a space in a garage at the rate of \$25.00 per month. Minimum amount of parking spots for this type of hold would be 50. The maximum would be 10% of whatever lot the developer is seeking for future occupancy. The non-occupancy hold would then require the payment of full rates at the time period where they receive their occupancy permit from the city conditioned upon this occurring within 2 years following final approval. Non-occupancy hold permit means the payment of the fee of \$25.00 per month per spot which does not include any right to actually park during that time period and APA is free to license its spaces as it sees fit. Mr. McCarthy noted that all payments are non-refundable. Mr. Zeller made a motion to approve, and Ms. Affa seconded it. The Board unanimously approved the motion.

## **EXECUTIVE DIRECTOR'S REPORT**

North 7th Street Project: Mr. Morgan reported that everything is officially done for this project. Mr. Morgan would like to put together a ribbon cutting. Mr. Zeller said yes, to go ahead and schedule this.

Spiral Deck Project: The permit to start repairs on Spiral has now been approved. We already purchased the plastic jersey barriers, that way we can outline a route where people can drive.

Maple Street Project: We have transitioned the parkers that were moved to Spiral deck back over to Maple Street deck now. We are now adding people as they come in. We are also taking transient parking. Our capacity is at 700 out of 1100. City Center has a commitment for 450 (night-time) parkers. We're hoping that the generator arrives in September. All pay stations are operational. Mr. Morgan is ordering the new suicide signs, which has the new national number.

Equipment Purchase: Mr. Morgan said that we are looking into new gate equipment for the Government, Community, Strata and ATC Deck. The company we are interested in working with is called Flash. They are a U.S. based company. All parts are manufactured and shipped in the U.S. which is one of its key features, since we have been having issues with getting parts from overseas with other equipment companies. Mr. Morgan said that Bethlehem Parking Authority has been using Flash for over a year and they swear by it. Mr. Zeller stated that he used Bethlehem's garage parking about two weeks ago and was very impressed. Mr. Morgan explained that the system has a LPR for permit parkers to read your plate on the way in and on the way out. For transient parkers, instead of having tickets with magnetic strips like we do

now, it would just be a sheet of paper with a barcode. You can still either pay on foot or at the lane on the way out. The Flash system components are plug & play, and over half of the parts you can buy online. The pricing for us on this equipment is through the Co-op, so we don't have to go out for bid. With the purchase of this, we receive one full set of spare parts to use when needed. The price would be approximately \$750,000.00. Mr. Morgan asked for the Board's approval on this. Ms. Candida made a motion. Mr. Napoli seconded the motion. The Board voted and approved the equipment purchase.

Way Finding Meeting: Last week Mr. Morgan attended his second meeting. This meeting had to do with the signage throughout the city. Mr. Napoli asked if the city was using ANIZDA funds for this. Mr. Morgan responded that yes, they are. Mr. Napoli asked if we could include a small project of our own and perhaps ANIZDA could help with the payment of way finding in the parking decks.

Allentown Rescue Mission: Mr. Morgan signed a contract with the Allentown Rescue Mission. There will be a laborer every day, in every lot Monday through Friday, picking up any garbage/trash.

Meeting with the City & CSC – School: The school met with the city regarding having the meters removed on Linden Street. Mr. Morgan did not allow this. Those meters bring in around \$115,000.00 a year. It was decided that in front of the building on Sixth Street, there will be a bus stop for two of their busses. Any of the parents can come into ATC for thirty minutes of free parking. The meter parking will stay on Linden Street. Mr. Morgan stated that we will re-evaluate after the fall semester to see how well this works. However, people who are parked in the bus lanes will be ticketed.

Da Vinci Team: Mr. Morgan and Mr. Young are meeting with the Da Vinci team on Monday, August 29<sup>th</sup>. They are going over the preliminary lines of the job. Mr. Morgan reported that we received our first set of plans for the wall and for the sidewalk. It will be signed off at the Monday meeting. Mr. Zeller asked if these are the final plans being discussed at the meeting, Mr. Morgan said that they aren't the final plans, just an update with what the next steps are. Mr. Zeller then asked if we have the lines settled at the Montessori School as far as the easement. Mr. Morgan confirmed that the easement was signed.

## **DEPUTY DIRECTORS REPORTS**

July Enforcement Results: Mr. Haney reported on double parking numbers, we were up ninety-two for the month of July, twenty-four more than the previous month at the targeted 7<sup>th</sup> Street area. We are up to five hundred and forty-five double parking tickets issued in that zone for the year. Per the Mayor, double parking on Hamilton Street corridor, we issued eight double parking tickets for the month of July. We are up to one hundred and forty-one tickets issued year to date in that targeted area. We were able to assist in recovering one stolen vehicle for the month of July. However, we did switch our LPR operating system in our vehicles. We switched from the company Genetec to a company called Vigilant. While that transition was going on, the RIC was not able to access our data. The dispatch center received one thousand two hundred and sixty-five calls for assistance in the month of July. Bringing us to a total for the year, nine thousand five hundred and forty-three phone calls.

VIP Parking: Mr. Haney spoke about our new VIP parking program at our North Lot next to the 7-11. This is available for purchase during an event. We started this for the Barry Manilow concert last month and it sold out by the third day. Ms. Affa asked what the price is. Mr. Haney

said that it costs \$25. We will potentially expand this program to include more VIP parking if it continues to sell out.

Parking Rates Comparison: Mr. Haney reported that himself and Mr. Morgan met with Gunner Fox from the PPL Center to go over parking prices during events. Mr. Fox was open to the idea of adjusting parking prices and keeping pricing the same as ours. This is something that we would like to implement before event season kicks off which is usually around October. Mr. Haney presented a chart with the regions average parking rate prices for events. Mr. Hendricks said that he would like to mimic Reading's pricing which is \$5 community event, \$10 general event, \$15 dollars, concert. Mr. Haney did mention that Reading's prices are based off of distance from the arena to the facility you are parked in. Mr. Zeller asked if we used the Community Deck for our events. Mr. Haney confirmed that we use the Community Deck for our events. Mr. Haney said the deck that we don't really use is the Government deck due to its distance. Mr. Zeller asked what decks we use for our events. Mr. Haney said that we use ATC, Spiral, North Lot, Germania, Community, Maple Street. Mr. Haney also, mentioned that with this parking rate increase, it would actually make it quicker for our staff when making change for customers that are using cash to park. Mr. Haney mentioned that currently we are using two-dollar bills to help speed up the process of making change with our current rates. Mr. Haney asked if we want to mirror Reading with its parking rates. Ms. Affa said that we should follow Reading's rates. Mr. Zeller mentioned that we are still trying to grow our brand, so he doesn't want to do anything too rash.

Violation Rate Increase Proposal: Next, Mr. Haney shared with the board his final copy of the violation rates. He intends to propose this to City Council. On the chart that Mr. Haney provided shows the proposed fine increase on the right along with the 2021 total violations of each. The column all the way over on the left Mr. Haney mentioned is what our current violation rates are for each. Mr. Haney went over the first one as an example. Currently it is a fifteen dollar fine for parking in front of the driveway. The proposed fine increase listed is thirty-five dollars, making the new fine fifty dollars. Ms. Affa asked what the zero to ten and eleven twenty columns were for. Mr. Haney explained that all of our parking ordinances and laws have tiered violations, so if you pay it within a certain time frame its one price, once it goes to the next time frame it escalates to a higher fine. Mr. Haney then explained if you look at the regional average for fine 2A (parking in front of a driveway) is fifty dollars. Mr Haney said that all of the proposed increases that he has listed on that chart essentially take our prices and move them equal to or slightly ahead of the regional average. Mr. Zeller asked "What about double parking?". Mr. Haney said that he left double parking alone. Mr. Haney said we could increase it if everyone would like to. Mr. Zeller asked where we are at in comparison to the regional average with this. Mr. Haney said that the regional average is at fifty-eight dollars and that we are at one hundred dollars currently. Mr. Haney said that he didn't propose any increases on fines that were already more than the regional average. Ms. Affa asked that when Mr. Haney goes to City Council with this proposal if he is bringing the chart with him. Mr. Haney responded, absolutely. Mr. Haney said he will be reaching out to Mike Hanlon the City Clerk ahead of time, since this is a lot of data to present. Mr. Zeller noted that he likes the way Mr. Haney presented this data on the chart. Mr. Zeller suggested to keep all of the yellow columns together, and then all the blue columns together. Mr. Haney said he can do that. Mr. Zeller added that he would increase each double parking by twenty-five dollars. Mr. Zeller said that we seem to have an issue with double parking in Allentown. Mr. Hendricks does not suggest that we increase. Mr. Hendricks asked where the data was collected from for the regional average. Mr. Haney said that the data was from, Reading, Lancaster, Bethlehem, York, and Easton. Mr. Zeller said that he would like to institute a program that the Board could vote on at the next meeting. Mr. Zeller would like to create a separate account for capital improvements, specifically called the neighborhood improvement fund. For the potential realization of these extra revenues, to seek out additional

properties in our most dense areas and in the Ward, to start a funding program for acquiring property and building neighborhood lots. Lastly, Mr. Morgan said he met with Megan Hart from the Redevelopment Authority last week and looked at two pieces of property that is an empty lot.

### **FINANCIAL REPORT**

Ms. Abercrombie reported on the financials. Total revenue for the month of July was \$1,022,000.00. 12% ahead of budget. Month to date operating revenue was \$919,000.00. Non-operating revenue this month was \$102,000.00 because we received another surplus from our health insurance. We received 75% of the surplus which was \$91,000.00. With our co-operative if we don't use all of the claim fund that we pay in premiums, we get a surplus back. Mr. Zeller asked if this was budgeted. Connie said no this was not budgeted because we just don't know if we will get money back. The operating expenses for the month were \$464,000.00. 22% below budget. YTD is \$3.3 million, which is 20% below budget. For the month revenue exceeded expenses by \$558,000.00. which is 28% ahead of budget. After all transfers, the excess for the month is \$271,000.00. For YTD basis, revenue exceeded expenses by \$3.2 million. After all transfers and without the sale of Walnut Street the excess is \$1.1 million. On a cash basis, in July we took in \$999,000.00 and we paid out \$626,000.00 for an excess of the month of \$373,000.00 bringing us on a YTD basis of \$760,000.00. Ms. Abercrombie said this is really well ahead of where we need to be to pay for our debt service, so we will be fine paying for the equipment.

**This meeting was adjourned at 1:38 pm.**

The next Board Meeting will be held on Wednesday, September 28, 2022.