



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, September 28, 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
Connie Abercrombie – Finance Manager
Christina Nolden – Minutes
Monica Dillon – Guest
Gunnar Fox – Guest
Brian Strohecker – Guest
Susan Schaffer – Guest
Anthony Castelluccio– Guest

Christina Dayton – Deputy Director (absent)

CALL TO ORDER

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

APPROVAL OF THE AUGUST MINUTES

Mr. Zeller asked for an approval of the August 24th meeting minutes. Mr. Zeller said that he thinks we should strike “right not”. Mr. Haney mentioned it probably should be “right now”. Ms. Affa made a motion to approve. Mr. Hendricks seconded it. The Board voted and approved the August 24th meeting minutes.

COURTESY OF THE FLOOR

Mr. Zeller opened up courtesy of the floor. He asked who everyone was in attendance. Gunnar Fox introduced himself and said he was here for the event parking rates. Mr. Zeller stated that

is a Board agenda item so he will wrap that together. Next, Anthony Castelluccio introduced himself as the general manager of the Americus Hotel. Mr. Castelluccio said they have grievances of their valet area. He also wanted to talk about the general communication of the APA staff and Parker, as well as those who are writing the tickets. Brian Strohecker introduced himself from the DaVinci Center, he is just here to take notes. Monica Dillon introduced herself as a City Center resident and said she is here to talk about the parking increase effective on November 1st. Susan Schaffer introduced herself as a City Center resident also, she said she is here to talk about her \$523 parking ticket.

Susan Schaffer stated that she sent a letter to Cynthia Wise of Customer Service and John Morgan. On the August 28th she parked her handicapped van on 7th Street. There was a Hispanic Festival that day and there was supposedly a sign that said, "No Parking". Nothing was done on our side of 7th Street. Mr. Zeller asked what Ms. Schaffer meant by that. Ms. Schaffer explained that there was no event activity on the street at all. The sign was way up high on the other side of the street. Ms. Schaffer stated that she is at 7th and Walnut, down further was where a lot of the activity was. Ms. Schaffer stated that her van was booted and impounded. Ms. Schaffer stated that she had to take a bus to get down to A-1 Towing. Ms. Schaffer stated that she had to pay all of her tickets in order to get the van out of impound. Ms. Schaffer said that by paying these it looked like she accepted defeat because the one ticket was not appropriate. She said the ticket is called, obstructing the overflow of traffic. Ms. Schaffer said it's impossible to park backwards to obstruct the flow of traffic. Mr. Haney said no, this references two different ordinances. One being, parked against the flow of traffic and the other being more than six inches from the curb. When that ticket is written for either, that is the heading that comes up, Mr. Haney clarified. Ms. Schaffer thanked Mr. Zeller. She would like this taken care of. Mr. Morgan added that street was posted with no parking signs specifically for that day's event. Mr. Haney added that they had submitted an application to the city to hold this event. The city granted them permission and directed them to pay for the no parking signs to be posted. Mr. Zeller asked Mr. Haney how many cars were towed that day. Mr. Haney said that off the top of his head he believes 6 cars. Mr. Morgan said typically with towed vehicles on the weekends, you have to wait until Monday to retrieve the vehicle since our office is closed. Mr. Morgan said as a courtesy, our enforcement office took care of this so she could get her vehicle back. Mr. Zeller asked if she received her vehicle back that same day. Ms. Schaffer confirmed that she did. Mr. Zeller asked if we have photos of her violations. Mr. Haney said absolutely. Mr. Zeller said, okay he wants to look into it further and investigate it. Mr. Zeller added that she was not the only one that was towed that day, there were roughly six others. Mr. Zeller said that he is going to look into her one ticket. Mr. Zeller said he can't make any guarantees, when we have community events that are posted "No Parking" and a tow away, it is appropriate for us to tow vehicles that are violating for the safety of the public and for those at the events. We have one targeted area of enforcement, for a specific reason. And that targeted area is 7th Street double parking. Mr. Hendricks asked if this was the first time she was addressing this issue. Ms. Schaffer replied no, she talked to Ms. Wise about this issue already. Ms. Affa asked that once she pays the fine, she can't fight it then, right? But in order for her to get her vehicle, she has to pay the fine immediately. He is going to check with Mr. McCarthy, our solicitor.

Monica Dillon introduced herself as one of the City Center residents. She is here on behalf of all her neighbors that are also City Center residents, to discuss the parking rate increase that will be effective November 1st. Ms. Dillon stated that she parks at the ArtsWalk. Mr. Zeller responded that it isn't our garage but okay. Ms. Dillon said that she has been in contact with City Center management, and they said that they are leasing the space through the APA and that they have no control over the rates. Ms. Dillon said she has proof of this in an email. Mr. Morgan explained that City Center leases the whole garage through the APA for a flat fee. Mr.

Zeller said, that in all of our decks here at the APA, we have a rate change November 1st. Mr. Morgan said no that we cannot raise the rates in City Center's garages. We don't set the rates for City Center garages. Ms. Abercrombie said no, it's a lease amount. Mr. Zeller said we want to make sure that we're really clear, he doesn't want her getting the run around. Ms. Dillon said that she has been in communication with the management at City Center and they are adamant, she has proof in email. Ms. Dillon said that they told her that they don't set the rates for the parking the rates come from the APA. Which is why she is here today. Ms. Dillon said so if they don't set the rates and you don't set the rates, who sets the rates? Mr. Zeller asked who she has dealt with in management there. Ms. Dillon responded that she dealt with Stacey, and she has been in contact with Christen and Renee. Mr. Zeller said that we are going to send City Center management an email stating that Ms. Dillon came in and indicated that she had been advised about the parking rates, and just to remind them that they control the rates. Mr. Zeller said that he will be copied on the email as well as Judy Borelli. Mr. Zeller asked if she would like a copy of that email. Ms. Dillon said yes. Mr. Zeller asked if that helps? Ms. Dillon said no that doesn't help her but thank you. Mr. Zeller said that's all he can do; he physically doesn't have control over her rate changes. Ms. Dillon asked which garages the APA has control over the rate increases. Mr. Zeller said as far as garages go, we have control over ATC, Community, Government, Spiral, and Maple Street. Ms. Dillon reported that out of 87 people who live at these residencies over half of them do not intend to continue to park at these garages. Mr. Zeller asked what our exact rate change is going to be for a residential parker. Mr. Morgan said it was going from \$50 to \$75. Mr. Zeller confirmed that it is a 50% increase. Mr. Zeller asked when the last time we changed parking rates was. Mr. Morgan said I believe 20 years ago. Ms. Dillon asked that if we do increase the rates, could we please do it to something that matches inflation, like 5%, 10%, not 50%. Mr. Zeller stated that yes inflation over the years really hasn't exceeded 3% so if we haven't raised prices in 20 years and you multiply that and accrue that 3% over 20 years that is just an adjustment that far exceeds 50%. He acknowledges it is a big rate change. Ms. Dillon said so you're telling me that you raised the rates because we have all these expenses associated with inflation. If you raise the rates and people discontinue parking, then you're going to be losing money. Ms. Dillon asked if we can negotiate more affordable rates. He feels strongly that we are going to continue to do what we are already doing.

Next, Anthony Castelluccio introduced himself from the Americus. Mr. Castelluccio said the main issue that he has is the communication that goes to Parker. He knows Mr. Haney is sick of hearing from him at 7 o'clock in the morning on a Sunday as he's trying to get cars out. Mr. Castelluccio added that Parker either is not communicating with them or Parker doesn't have the information that they need to get us on our way. Mr. Zeller asked for clarification on Parker. Mr. Haney said that Parker Technology is our gate answering service that we use when we're not here and our staff isn't here to take those calls. It reverts to a third-party vendor to take those calls. Mr. Castelluccio mentioned that they park at Community and at ATC. Mr. Zeller asked when we are getting the new equipment. Mr. Haney said we will have the equipment this week and it will be installed before Thanksgiving. Mr. Zeller told Mr. Castelluccio that if he wants to complain about Parker, or our current gate system, he's not going to be able to answer his concerns because we have a tangible solution in place. Mr. Castelluccio understands, he said the reason that he's bringing this up is because it seems like an overall communication breakdown. Mr. Castelluccio mentioned even in our building for instance. As an example, he has two tickets here that were both given to guests of the hotel that were parked in the valet zone. Mr. Castelluccio added that they were parked there for less than 10 minutes. Mr. Castelluccio said he was under the impression that in the valet zone pickups and drop-offs get 20 minutes. These tickets were both for no activity at the car stating that somebody needs to be at the car. Mr. Castelluccio brought up that we know if you're checking into a hotel its impossible for somebody that is by themselves, going to park, check in and get the bags out. There's going to be a couple minutes when somebody's not standing there. Mr. Castelluccio said he doesn't

understand that part of it. Where he really gets frustrated is that he calls in and he speaks with Erin Espaillat, APA's customer service manager, who is very helpful, and who he has a pretty good working relationship with, she doesn't even know all of the rules. Mr. Castelluccio asked is it 10 minutes, is it 15 minutes, is it 20 minutes? Mr. Castelluccio added that it just creates this trend of not having great communication, between Parker and Ms. Espaillat, and between the people that are writing these tickets. Mr. Zeller asked what kind of volume of tickets that we're dealing with month to month. Mr. Castelluccio said he doesn't know. He can't speak to the tickets that everyone has gotten, not all of them come into the hotel. Mr. Castelluccio said these are two tickets he has gotten in the last week. Anthony said how can he tell this guest that pulled up to our valet zone for 10 minutes that they must pay this ticket. He doesn't, the hotel has to pay it. Mr. Haney pulled up a picture of where the guests are pulling up to the hotel. Mr. Haney said by looking at the picture this is right outside 6th Street at the hotel entrance. Mr. Haney mentioned just on simple observation part of the issue is the signage. Mr. Haney said that we should probably talk to Mr. Nelson from the city road department. Mr. Haney said the issue is that it's designating the spot as valet parking but right above it, it designates it as passenger pick up or drop off. He explained to our staff that when we see a car in a passenger pick up and drop off and there's no driver in the car, it's now parked. Mr. Haney thinks that's why our staff is issuing an immediate ticket. Mr. Zeller asked if this is the same signage that's on Hamilton Street. Mr. Castelluccio said its very similar. Mr. Haney said he'd have to look to be sure. Mr. Zeller asked by next meeting to come up with a solution for the hotel parking. Mr. Haney told Anthony he can reach out to him so they can work on this.

Mr. Zeller told Gunnar Fox that at the last board meeting we talked about changing the event rates. Mr. Zeller said that after our research we wanted to go from \$6 to \$10 for hockey, \$10 to \$15 for concerts and from \$3 to \$5 for community events. Mr. Zeller asked Mr. Fox to explain his side with some of the issues he would have. Mr. Fox said yes, like Ms. Dillon who spoke earlier, a 67% increase for that \$6 to \$10 event rate is way too much all at once. Mr. Fox said he had a meeting with Mr. Morgan and Mr. Haney the Friday prior to the August board meeting. Mr. Fox said Mr. Haney and Mr. Morgan did let him know that they'd be floating this idea to the Board. Mr. Fox said that they told him they were using Reading's event rates as a comparison. Mr. Fox said he is unsure why we would use Reading as a comparison for anything. Mr. Haney asked if Mr. Fox had experience in Reading. Mr. Fox replied that he does not directly have experience in Reading. Mr. Fox said an ex-executive from the Reading Royals had told him that when Reading Parking Authority increased its parking rates it directly led to a decrease in its attendance. Mr. Fox said he thinks what we want to do in the City of Allentown as a whole is bring as much visitation to downtown as possible. Mr. Fox doesn't think that this large of a rate increase lends itself to try and maximize visitation to downtown. Mr. Fox said he isn't opposed to a rate increase. Mr. Fox suggested maybe it's something that is proximity based to the event. Mr. Fox also suggested maybe we offer a cheaper rate when paying in advance, rather than paying the night of. Mr. Zeller asked what his average ticket price is for a Phantoms game. Mr. Fox replied that the average ticket price for a Phantoms game is just over \$26. Mr. Haney asked if there was a price increase since last year. Mr. Fox said he doesn't have any of the data right now. Mr. Fox stated that their average ticket is going to fluctuate from year to year. Mr. Morgan asked what the change in price was since 2014 for a ticket. Mr. Fox said he doesn't have that information off the top of his head. Mr. Zeller said initially he was against the change but the difficulty of making change for \$6 resonated with him. Mr. Haney said that the Arena is a business, and their costs go up. They adjust prices to make up the difference. Mr. Haney also mentioned that our costs go up and we collectively, as a Board look at different ways to increase prices. Mr. Haney said yet anytime we want to raise something the argument comes up that we can't raise our prices, that it's too much of a burden. Mr. Morgan brought up that 5 years ago we paid our event staff \$10 an hour, we now pay them \$20 an hour, our expenses went up 100% and we still have not increased our prices. Mr. Zeller asked if we have prepaid

parking. Ms. Abercrombie answered yes. Mr. Morgan said that we pay more for this. Mr. Napoli asked that (hypothetically) if he's a consumer and he goes on ParkMobile to park at the Community deck, if he pays three days ahead of time what is he paying. Mr. Morgan said it would be \$13 (\$10 + \$3 fee) 15% fee. Mr. Napoli asked what the APA gets. Mr. Morgan said we get the flat \$10. Mr. Zeller suggested that we stagger the rates. Mr. Zeller also said that he thinks we should raise rates based on the vicinity to the event, and that we give a discount to pre-pays. Mr. Zeller suggested that we make Maple and Community \$5 for an event and \$10 for a concert. Mr. Zeller said that for all the ones around the event like the Arena, Spiral, North Lot, and ATC we should make pre-paid \$8 and \$10 the day of for a hockey game. Mr. Napoli expressed that in the instance of a night where there is a hockey game if someone wants to come downtown to visit, other than going to a hockey game they have somewhere to park for \$5 at either Community or Maple. Mr. Zeller confirmed this and added that we should discount pre-paid parking, that way we can get cash out of the equation. Mr. Morgan asked Mr. Fox what he is going to charge at the Arena deck. Mr. Fox replied that he hasn't decided yet because he needs to find out what happens today. Mr. Fox said that if these rates are staying the same then he may need to keep his rates the same. Mr. Zeller suggested that he would make the Maple and Community decks prepay or day of \$5 for hockey. For concerts, at the Maple and Community decks, Mr. Zeller said that we should do \$10 whether it's pre-pay or day of. For North Lot, Spiral, ATC, and Germania, Mr. Zeller suggested we increase from \$6 to \$8 pre-pay for a hockey game and increase from \$10 to \$12 pre-pay for concerts. Day of for hockey \$10 and \$15 for concerts. Mr. Zeller said he would like for us to continue with our VIP program and expand it at the Executive Director's discretion. Mr. Zeller asked Mr. Fox if he understands our VIP program. Mr. Fox responded that it's about 8 spots in the North Lot. Mr. Zeller asked Mr. Haney to give a brief overview of the program. Mr. Haney said yes, it started with 8 spots, it sold out the first time, so we are now expanding it to 16 spots. Mr. Zeller added that it reserves an exact spot for \$25. Mr. Zeller said that is his motion. Mr. Hendricks asked about the community events pricing. Mr. Zeller said he would be inclined to keep it at \$3. Mr. Napoli asked if its \$3 across all decks. Mr. Zeller confirmed this. Mr. O'Neill made a comment that this is a good idea. Mr. Napoli added that this will help the merchants a lot in downtown. Mr. Fox said that he thinks \$10 for a hockey game and \$15 for a concert is too much of an increase but he appreciates the conversation and that there are adjustments being made in other areas that gives people options. Mr. Zeller asked that if they pass this would his organization follow the same ways. Mr. Fox said probably, not exactly. Mr. Fox said for hockey he would recommend keeping pre-paid at \$6 and then \$8 the night of. Mr. Fox said that he doesn't have to worry about cash because all they do is take card payments the night of if they have any spots left. Mr. Fox said for concerts he would probably make it the same as what we're going to do, \$12 for pre-paid and then \$15 the night of.

Mr. Zeller made a motion for the event parking rates change as follows:

Community Events: Keep at \$3.00 across all parking decks and lots.

General Events (i.e., Hockey):

- Maple Deck - \$5.00 prepay and day of event
- Community Deck - \$5.00 prepay and day of event
- Spiral Deck - \$8.00 prepay and \$10.00 day of event
- ATC Deck - \$8.00 prepay and \$10.00 day of event
- North Lot - \$8.00 prepay and \$10.00 day of event
- Germania - \$8.00 prepay and \$10.00 day of event

Concert Events:

Maple Deck - \$10.00 prepay and day of event
Community Deck - \$10.00 prepay and day of event
Spiral Deck - \$12.00 prepay and \$15.00 day of event
ATC Deck - \$12.00 prepay and \$15.00 day of event
North Lot - \$12.00 prepay and \$15.00 day of event
Germania - \$12.00 prepay and \$15.00 day of event

VIP Parking: Continue program at Executive Director's discretion.

Ms. Affa seconded the motion, the board voted and approved of the parking event rates change. Mr. Napoli asked if we could track each parking deck after three months to see how many cars we had parked there. Ms. Abercrombie confirmed this and said we do this now.

EXECUTIVE SESSION

No motion was made coming out of executive session.

EXECUTIVE DIRECTOR'S REPORT

Update on equipment: Mr. Morgan reported to the Board that Mr. Haney and himself were able to visit the Flash warehouse while they were at the conference in Texas. Mr. Morgan added that all of the equipment is manufactured in the U.S.A. Mr. Morgan mentioned that we already had our introductory meeting with Flash, and we will continue to have these meetings weekly until completion of the project. Mr. Zeller asked Mr. Morgan if he spoke with City Center about transferring data. Mr. Morgan said that UpSafety is already working with Flash to do this.

DaVinci Project Update: Mr. Morgan reported that there was a DaVinci meeting. Our solicitor was in attendance for this meeting.

Spiral Deck Update: Mr. Morgan said that there has been a lot of work completed so far. Mr. Morgan also added that they are set to start pouring some of the new floors on Monday.

North 7A Lot: Mr. Morgan asked if everyone could make it on October 17th for a ribbon cutting ceremony. Mr. Morgan said he talked to Dan Bosket and he would like to be included. Mr. Zeller suggested 11am on October 17th. Mr. Morgan said he will contact the mayor's office and set this up.

Maple Street: Mr. Morgan stated that the generator was finally delivered and installed, but it has not been inspected yet.

DEPUTY DIRECTOR'S REPORT

August Enforcement Results: Mr. Haney reported on the August enforcement results. For the 7th Street double parking focus of enforcement, we issued 76 double parking tickets which was down from last month of 92. We are currently at 621 double parking tickets at that area for the year. APD contributed zero in August. For the Hamilton Street double parking focus, we issued 7 double parking tickets which was down from last month with 8. We currently have 148 double parking tickets for the year at Hamilton Street. APD contributed 1 ticket. Mr. Hendricks asked how far down Hamilton do we go. Mr. Haney said we enforce from 5th to 10th. Our officers were

able to assist with the recovery of 5 stolen vehicles as well as 1 stolen plate. Our dispatch office fielded 1,191 calls for the month of August. This was down from 1,265 for the month of July. We currently have 10,736 calls for assistance year to date. Mr. Napoli asked if there's any data for the people that submit online. Mr. Haney said that there is. Mr. Haney said a lot more people call in than go online.

FINANCIAL REPORT

Ms. Abercrombie reported on the August financials. Total revenue for the month of August was \$996,039 (9.8% ahead of budget). YTD total revenue was \$7,556,473 (4.2% ahead of budget). Operating revenue was \$972,524 (8.3% ahead of budget). YTD operating revenue was \$7,324,886 (2.0% ahead of budget). Enforcement revenue contributed \$622,774 (11.5% ahead of budget). Off-street and Events contributed \$346,257 (2.8% ahead of budget). Non-operating revenue was \$23,515, which includes \$12,000 in IPD sponsorships.

The total operating expenses for the month of August were \$483,652 (18.5% below budget). YTD operating expenses were \$3,808,961 (20% below budget). For the month, personnel costs were \$328,549 (23.1% below budget). Services and charges were \$146,462 (4.1% below budget), and materials and supplies were \$8,641 (35.9% below budget).

For the month of August, total revenue exceeded total expenses by \$512,387 (63.6% ahead of budget). After transfers to capital, the city and the debt service fund, the general operating fund shows an excess of \$171,292.

Overall, for the eight-month period ending August 2022, total revenue exceeded total expenses by \$3,747,512 (49.6% above budget). After transfers from the sale of assets, transfers to capital, the city, and the debt service fund, without the sale of the Walnut Street property, the total excess YTD is \$1,286,921.

Cash receipts for August were \$1.3 million which included a draw of about \$445,000 from ESSA for the Maple Street project. The cash paid out was \$1.3 million with a payment to NorthStar for the Maple Street project, leaving us with a deficit for the month of \$7,000.00. On a YTD basis our excess is \$753,000. On Friday we'll make a debt service payment of \$620,000.00 and another interest payment for the Maple Street Deck of about \$90,000.00. Ms. Abercrombie added that everyone has information on the annual MMO certification. It shows what our expected costs for our retirement plans will be for next year. Mr. Zeller asked if she needs a resolution on this right now. Ms. Abercrombie said she doesn't need anything. She just needs to make sure that they have this information.

NEW BUSINESS

Mayor's request for parking for Halloween/Day of the Dead Festival - Mr. Morgan asked if we know how many people will be in attendance. Mr. Zeller said he's not sure; however, the city has requested 3 decks. Mr. Zeller told the city that it would be best to limit it to 2 or 3 decks. Mr. Zeller said that the city came back requesting Spiral, Strata, and Community. Ms. Affa asked how long the free parking would last for. Mr. Zeller said that the event goes from 11am to 1pm. Mr. Zeller made a motion to approve the mayor's request for free parking. Mr. Hendricks seconded it. The Board voted and approved the mayor's request.

COURTESY OF THE FLOOR

Mr. Zeller opened up courtesy of the floor to Mr. Napoli. Mr. Napoli said he had another community leader reach out to him. His organization wants to do a trunk or treat night. Because of the last few weeks of violence, they were targeting the North Lot to hold this event and invited the APD. They would like to use this area because it is a safe place for the kids. Ms. Affa asked who this is. Mr. Napoli said this is Pat Simpson with CADCA. Mr. Napoli said that they are looking to do the event on October 27th from 4pm-6pm. Mr. Morgan said we're going to need to know how many people there will be in attendance since we have permit parkers that park there, and we would also need to clear an area. Mr. Zeller added that we can't that night because there is a Phantom's game.

This meeting was adjourned at 2:14 pm.

The next Board Meeting will be held on Wednesday, October 26, 2022.