



Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – 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, April 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
Bina Patel – Treasurer
Yamilett Gomez – Member (Phoned In)
Dan McCarthy – APA Solicitor
John Morgan – Executive Director (Absent)
Jon Haney – Deputy Director
Christina Dayton – Deputy Director
Jayme Adams – Minutes

Guests:

Jennifer Dalrymple (City Center)
Zack Sienicki (City Center)
Shaieed Mohammed (Customer)
Christ Betley (Buckno Lisicky)

CALL TO ORDER

Mr. Zeller called the meeting to order at 12:18 p.m.

APPROVAL OF THE MARCH MEETING MINUTES

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

COURTESY OF THE FLOOR

Mr. Zeller moved Executive Session down to offer Courtesy of the Floor. Shaieed Mohammed, spoke first, and said he is called (SJ). He is a resident of Center City and lives in The Gallery. He stated he's been living here for about three years now. He stated he has a real problem with the Parking Authority because he gets tickets for everything. He goes through a list of examples of things he's received tickets for: tires are touching the curb, too far away from the curb, if he parks backwards in the garages, if his inspection is out of date. He states that as a City Center resident, they pay for parking in their monthly rent, and therefore, they should have designated places to park and/or have special rules for us at night. He stated that he has a big truck, a ram 3500, and he parks at night in the Maple Street Deck at The Gallery, and stated that to park safely he has to take up two spots or back in. Mr. Zeller explained to him that that deck isn't full, and asked if he can find an end spot next to a lane that he can pull straight into to park in. SJ talks about the time of day presenting different challenges for parking and talks about his strategy for taking two spots to enable him to swing out without hitting anyone or backing in to park safely. Mr. Zeller explained why we don't permit rear entry parking, being that we are one of twenty states that doesn't require two license plates, one on the front and one on the back of the vehicle. SJ states that with the hang tag why would that matter. Mr. Zeller clarifies that no matter where you work or live you still have to keep up with your inspection. SJ continues that he got a ticket for backing into a spot at 12:02am and feels he's being treated unfairly. Ms. Dayton acknowledges that it is on appeal. Mr. Zeller is going to inquire how wide our lanes are and explore the idea of oversized parking. SJ continues to present a list of tickets he has received that is three pages long. More discussion ensues as SJ expresses his concerns regarding ticketing. Mr. Zeller explains that for a little over a year now we have implemented internal appeals process so if there are concerns regarding a ticket, we can help with that. SJ proclaims that he went to court, and he lost. Mr. Zeller explains how it might be easier for a seasoned enforcement officer to use different discretion than a newer employee. This internal appeal process allows you to tell your story and it's not going to court. Mr. Zeller reiterated that he understands his concerns regarding the oversized vehicle and believes that it's something worth exploring. He's going to take some action to investigate it but isn't making promises that anything is going to change as a result of that inquiry. SJ makes a case for backing in. Mr. Zeller assured him that he's not alone in complaining about head in parking only. Mr. Napoli inquired about his registration ticket and wanted to inform him that we have implemented a 15-day grace period which SJ was happy to hear. More discussion ensues. Mr. Zeller offers him a spot in a surface lot that may be more helpful for his parking needs. He was grateful and left.

AUDIT REPORT FOR 2023 FROM BUCKNO LISICKY

Chris Betley introduced himself as the shareholder in charge of the audit. He reviewed the Independent Auditors Report which states that there is an unmodified opinion, which is consistent with previous years. He then reviewed the responsibilities of management and explained that it is their responsibility to provide the information accurately and in accordance with GAP. He outlined the auditor's responsibilities as to provide reasonable assurance of financial statements and free of material statement. He continued that there is required information referring to pension and OPED which include schedules are taken directly from the actuary, but they don't give an opinion on those. He stated that we have budget to actual schedules to back financial statements and there is an opinion on those. If there had been any issues with internal control a letter would have been provided but none were found. He continues to review how the audit is organized and what each section of data refers to. Mr. Betley highlights the balance sheet and briefly discusses some items. Current assets decreased almost by \$3.2 million. Capital assets decreased having to do with additions versus depreciation. Current liabilities were \$2.4 with a \$1.7 million decrease having to do with the decrease in accounts payable or the construction payables with Maple Street. Non-current liabilities decreased \$1.2 million the bulk being bonds payable decrease. Net position of \$22 million. Net investment and capital assets -\$4.2million. Decreased by 1.5 million. Mr. Betley reviews operating expenses. Operating revenue increased by \$100,000. Operating expenses from the previous year increased about \$1.56 million in wages and benefits. Non-operating expenses increased due to the loss of Walnut and 9th. Interest expense from 2023 \$2.7 million. 2022 was \$1.9 million, we are starting to pay

more interest on Maple Street loan. Mr. Betley noted that he's not going to go through line by line. He noted the governance letter that he is required to review with the Board where any difficulties would be reported to the board but there were none. Mr. Zeller thanked Chris and stated approval would be tabled until next month to allow Ms. Patel the opportunity to review it.

Executive Session is tabled.

EXECUTIVE DIRECTOR'S REPORT

Mr. Zeller made a motion to approve the 2024 budget. Ms. Patel seconded the motion. The Board voted and approved the 2024 budget.

Mr. Haney introduced the APA's new finance manager, Nicole Siegfried. He stated that Nicole has been with us for five years in accounting and she has stepped up.

Mr. Haney updated the Board on current project updates. The repairs on the Spiral Deck façade are completed. He stated that we hope to restripe Spiral Deck before the Da Vinci opening. The 940 Deck is being worked on by contractors addressing spandrel repair on the outer wall that had become disconnected. As part of the sale we secured funds to address that. It should be wrapped up today. In Government Deck it has been noticed that damage occurred, presumably from the stacking of the pieces when it was put together. We had the company that built it come out and look at it and they agreed that damage was likely caused when they were knocking against each other when they were being placed. When they were out addressing that, they caused more damage, so they'll be coming back out to fix that issue. It was nothing major.

Mr. Haney continued that our vendor, AdPark, who is responsible for selling advertising in our decks, they have adjusted their approach to advertising and are going digital. We have a screen in the lobby of ATC and Spiral. New ads will be able to be added remotely. We will also be able to include messaging for issues or events that we would like to notify folks about.

We were contacted by the City of Allentown about putting together a parklet program. Dan Diaz was the contact and we worked with him to come up with a viable plan. It was approved and in effect. It allows businesses on Hamilton Street to purchase a 6-month span during the summer months, giving them access under the City's rules for proper protection around the space and what it needs to be used for. The agreed upon limit is no more than two per block. They apply through the city and must meet certain criteria before it is approved. Mr. Haney also stated that the placement of spaces will be strategically monitored.

Lastly, Mr. Haney stated that the emergency lights in the Community Deck are now all fixed. It was reported that several lights were not illuminated as they should have been. The delay in repairing them was finding the proper lights. Mr. Zeller asks if we have any schedules on preventative maintenance or inspections on decks that we keep. Mr. Haney stated that we do, and we have added this item to be addressed by the evening crew. Mr. Haney stated that we have since identified others that we are working to repair. Mr. Zeller would like us to find these issues and not leave it to others to find them.

MARCH ENFORCEMENT RESULTS

Mr. Haney reviewed the enforcement results.

Double parking on North 7th Street: we issued 7 tickets making the total for the year 25. Mr. Zeller asked if it was 7 and Mr. Haney replied that we are still ramping up and working with the officers being more cognizant of that issue and addressing it more than we have had in the recent past.

Double parking on Hamilton Street: 18 issued in March for year-to-date total of 50

Dispatch fielded 1,497 calls for service with a total of 4,188 for the year.

Mr. Zeller inquired if we are short on enforcement personnel and Mr. Haney replied that we are short but have some coming in the pipeline.

MARCH CUSTOMER APPEALS RESULTS

Ms. Dayton reviewed the customer appeal results.

There were 178 appeals. 129 were valid. 8 were dismissed. 41 were reduced to warnings. 72% valid. 28% dismissed or reduced to warnings.

Year to date: 373 were found valid, 26 dismissed, and 202 reduced to warnings. 62% valid, 38% either dismissed or warning.

Mr. Zeller noted that we are dropping in the amount that are reduced. He asked what trends are being noticed. Ms. Dayton responded that she had jotted down a few reasons for reasons appeals were put in.

“I didn’t feel like paying the ticket.”

“I didn’t feed the meter, but I want a one-time warning.”

“My friend told me I could park there.”

“You can’t ticket me for this” (for double parking)

“I was only there a little while”. (for parking at a fire hydrant)

“I have a handicapped placard so it’s OK to park in front of a fire hydrant or in a no parking zone.”

Ms. Dayton stated that many people want their ticket reduced to the first penalty if it’s their first ticket, and we will reduce it if they have a good history. Mr. Zeller stated that he is OK with that.

Mr. Napoli asked if we have a record if someone has a ticket reduced to a warning and they try again a few months later and Ms. Dayton responded that we do have record of that.

Ms. Dayton continued that many times during the appeal process we will request paperwork, for example, if you just purchased the car, and we will never hear back. After a few weeks we will find the ticket valid.

PAYMENT PLAN REPORT

Mr. Zeller requested an update from Ms. Gomez. Ms. Gomez stated that she had been emailing with Mr. Haney and Mr. Haney was speaking with AOPC and found that they would eventually be able to make the updates we are discussing with time and money. Ms. Gomez asked Mr. Haney to give an update. Mr. Haney relayed that he communicated with our vendor, UPSafety, who has indicated it would be possible but right now runs contrary to all of their programming. He continued that it can be done. He is working to get an estimate on the cost of the programming. They have indicated that they are extremely busy and have a lot of other asks from other companies and expect to be able to start this project at the latter end of the fourth quarter this year or early in the first quarter of the following year. Mr. Zeller stated that we just need to keep on working on it. Mr. Haney stated that he will keep working on it and report any updates. Ms. Gomez stated that we need this. She continued that she has been on the board for almost a year with this as her main goal. She would like to make this happen and asked

if there is anything else she can do to move it along. Mr. Haney stated that we are at the mercy of the software vendor. Ms. Gomez inquires again about how much it's going to cost and Mr. Haney stated he is waiting to hear back from them on that. Mr. Zeller inquired if there is anything we need to do with AOPC to clear the way for this that we can get ahead of so we can be ready when the vendor comes through. Mr. Haney continued that AOPC is set up to be able to receive an amount other than what is indicated on the schedules that they are provided. The issue is with UPSafety's ability to communicate that amount to AOPC. It is currently set to match city ordinance. Ms. Gomez reiterated again that we should try to push them along and make this a priority. Mr. Napoli inquired if this is the same company that we did the beta test with last year and the answer is yes. He stated that the issues we were hearing a year ago from folks is that they were getting multiple tickets in the same day, and it was his impression that this beta test was intended to solve this problem. Mr. Haney stated that he doesn't believe they had made progress with that test. Mr. Haney clarified that the way we have been handling it is as follows: when it is identified that an inspection sticker is expired, we will not issue a ticket for the following month, and we do not need software to tell us that. They will get a warning. After that, they would get a ticket. Ms. Dayton states that the problem has not persisted. Mr. Zeller stated he believed it had been resolved as he had not heard anything further about it. Ms. Patel inquired when we can expect to have a response from UPSafety. Mr. Haney replied that he should be having a phone call with them on Monday next week and will email the board with an update. Mr. Zeller relayed he would like to keep this an open communication issue among the board. Mr. Haney stated he would update both the committee and the board following and findings.

DA VINCI UPDATES

Mr. Haney gave an update on the advertising for The Da Vinci Center. He presented the conceptual proof of the parking sign for Spiral Deck to the board. Discussion and critique ensued. Community Relations Specialist, Kevin McNulty, stated that he had limitations with the software he was using and had hoped that the sign company would make more adjustments based on their ability, but rather they improved our exact design. The sign is metal, and discussion continued regarding size, placement, parking, exact wording, and materials. Mr. Haney stated that we would get back to the sign company with our notes and get another proof to distribute to everyone. Mr. Haney requested a cost the board is comfortable with and stated that the sign we had proofed cost \$5300.00. Mr. Napoli asked why we went with metal instead of heavy vinyl and Mr. Haney stated that the vinyl would catch the wind and act like a sail and eventually become damaged whereas the metal would be able to withstand it. Mr. Haney stated there is a different shape available that would be \$2300.00. He stated he would explore some options. Mr. Napoli inquired if we could discuss this with our current ad company and Mr. Haney responded that they don't deal with this type of sign. Mr. Zeller inquired how many parkers Da Vinci is expecting per day and Mr. Haney answered 250 parkers per day. Mr. Zeller stated that the average ticket will be at least \$5.00. That is \$1,250.00. He speculated that a week's worth of parking would cover the sign. Ms. Patel inquired about the quality of the difference in metals between the two signs Mr. Haney gave quotes for and Mr. Haney replied that it looks like it is the structure of it and spoke to the design as he observed it. Mr. Napoli inquired if the quote included installation and Mr. Haney replied that it did. Mr. Haney pointed back to the image of the mockup and stated that the maintenance manager and our project manager are working on a solution to get the rusty vertical support beam painted before Da Vinci's opening. Mr. Zeller thanked him and stated he was going to bring that up. Mr. Napoli summarized that Mr. Haney will get updated prices on a larger version with the updates discussed and Mr. Haney agreed.

Mr. Haney spoke about cooperative transient options. He stated that we can incorporate transient parking along with Da Vinci's ticket sales. Mr. Haney had met with our ParkMobile vendor at the Pennsylvania Parking Association conference and had some discussions with them there. It's a go. Further meetings have been scheduled to work out the details with Lin and Brian from Da Vinci and discuss how we can incorporate this with their system allowing any patron who purchases Da Vinci tickets on their website to click a link and give an option for how much parking they'd like to pre-

purchase in our deck. They'll get a QR code which they can scan at entry and allow them to park in the deck for the amount of time that they purchased and then they can scan their QR code on the way out. If they overstay for any reason, it will charge them the difference. Mr. Haney will work out the details and test it before releasing it publicly.

Mr. Zeller presented information he was given regarding a mural on the Spiral Deck from Jane Heft. They received a grant and we can put out an RFP to paint a mural on the corkscrew. Currently, we illuminate the corkscrew and have a color palette following along with the City. Mr. Haney stated we go orange for Phantoms games, red for American heart month, red and green for Christmas, etc. Mr. Zeller asked what color spectrum we have. Mr. Haney replied that for the Da Vinci Center opening it will be purple and yellow. Mr. Haney stated it is concerned that a mural might take away from the lighting ability and Mr. Zeller responded that it could create other options and opportunities and more discussion ensues around the importance of collaborating on the color and lighting to make sure it enhances it. Mr. Haney stated he would like to explore murals in the lobby instead of on the deck and Mr. Zeller responded that the grant was already passed for this project and Mr. Napoli stated that Senator Nick Miller's office had ensured this is a done deal and that we can change it. Mr. Haney questioned whether it must be on the spiral itself and Mr. Napoli believes that it is a done deal and the call for artists and our consent is the last part of it. Mr. Zeller stated that he always believed there would be some mural because Leonardo Da Vinci had an invention that looked like the corkscrew and that we could tie that together. Mr. Zeller pointed out that one of Allentown's key visual markers in the news, other than the PPL Center, is the Spiral Deck. Mr. Zeller asked if this is a change that we think is for the better and want to pursue. There was a brief silence and he asked for everyone's thoughts. Mr. Napoli mentioned that it goes along with the growth and branding for Allentown, and we should take into consideration the thought and effort that went into this so far and Mr. Zeller reminded the board that it is of no cost to us. More discussion ensued around coordinating the art with the lighting.

Mr. Zeller made a motion to approve the request for a mural on Spiral Deck conditional on our further approval of any RFP. Mr. Napoli seconded the motion. The board voted and the motion was passed.

MARCH FINANCE REPORT

The budget shown in the March statement is a temporary 3-month budget based on 2023 actual results. Since it is a temporary budget, the comparison will show the March 2024 results against September 2023.

Total revenue for the month of March was \$991,253 (7% above budget). YTD total revenue was \$2,721,210 (2% below budget). Operating revenue was \$980,570 (9% above budget). YTD operating revenue was \$2,674,017 (1% below budget). Enforcement revenue contributed \$520,355 (1% above budget) and Off-Street, Events, and Customer Service contributed \$460,215 (21% above budget). Non-operating revenue was \$10,683 (59% below budget)

Total operating expenses for the month of March were \$760,521 (6% above budget). YTD operating expenses were \$1,906,455 (12% below budget). For the month, personnel costs were \$619,467 (17% above budget). Services and charges were \$131,903 (26% below budget), and materials and supplies were \$9,151 (16% below budget).

Overall, for the three-month period ending March 2024, total revenue exceeded total expenses by \$230,732 (14% below budget). After transfers to the capital, the City and the debt service fund, the YTD total decrease is \$194,384.

EXECUTIVE DIRECTOR SEARCH COMMITTEE

Mr. Zeller announced that the board needed to discuss the search goals and directives. He inquired with Mr. Napoli on materials he put out on this and asked if he wanted to lead this. Mr. Zeller updated everyone that the search committee will be Mr. Napoli and himself from the Board, the Mayor, Elizabeth Martinez, and Gerry Pegues. Mr. Zeller asked Mr. McCarthy if approval is needed for the search committee and Mr. McCarthy advised that it is a good idea. Mr. Zeller asked if everyone was OK with that search committee and asked if anyone wanted to make a motion. Ms. Gomez made a motion to approve the Executive Director search committee and Ms. Patel seconded the motion. The board voted and the motion was passed. Mr. Zeller continued that Tony Hanna will be hired as an independent contractor to help formulate the posting, take all the resumes, screening, and organizing interviews. Mr. Zeller stated that he hopes to have a post up for the position by May 1. Mr. Zeller requested to see the job description that was put together. They reviewed the job description line by line and discussed what aspects they may choose to adjust. One of Mr. Zeller's questions pertained to the necessity of a college degree and if there is a special discipline wanted. Another question raised was experience required in municipal parking or transportation and it was generally decided that a business background and goals in effectively managing a public resource is of greater value. Mr. Zeller inquired about our Mission Statement. Ms. Adams read the Mission Statement from the Job Description provided. Mr. Zeller asked Mr. Napoli if we wanted to add anything, and Mr. Napoli stated it covers what we do. Mr. Napoli and Mr. Zeller discuss the four C's that they discussed for this position: Communication, Collaboration, Community, and Customer Service. Mr. Zeller stated that he would like to build that into the job description. He continued that he feels on a couple of those items we got a little lost in the past couple of years. Mr. Zeller and Mr. Napoli discuss experiences and conversations they have had with members of the community, specifically the arts community, who have expressed great frustration in dealing with the Parking Authority. Mr. Zeller mentioned how we are learning to best utilize our Community Relations Specialist as part of the strategy to resolve some of these issues and repair relationships. Mr. Zeller pondered on various ideas pertaining to opportunities involving the Baum School of Art, the Da Vinci Center, and our vast canvas spaces in our decks and elevators. Mr. Zeller circles back to the job description and asks Mr. Napoli to produce a one sentence summary on each of the four C's and tie it into the mission statement. Mr. Hendricks inquired about a timeline and a discussion ensued. It is decided that assuming it goes out May 1st, May 24th will be the end date for the job post. Mr. Zeller asked Mr. Haney for recommendations on where to post this and Mr. Haney responded that the two main places are IPMI and Parking Today and that the post in IPMI would be free and Parking Today would be with cost. Mr. Zeller stated it will go on the City's Website and a few other places like Indeed.

COMMUNITY RELATIONS REPORT

Mr. Zeller announced that moving forward this would be a regular report that we will receive. Mr. McNulty stated that on the first and third Thursday of every month, he and an enforcement officer attend the Cohesion meetings where they can interact with members of the community and other representatives. Enforcement questions don't come up too often but occasionally they do. There is a positive relationship developed.

The next update is regarding the Baum School. They are pleased with the open line of communication and happy to be heard. Mr. Zeller inquired if we are putting in new kiosks there and Mr. Haney stated that they were, and the single space meters are gone. Mr. McNulty expressed how excited they were to learn about their free 15-minute parking in the decks. Mr. Zeller stated that it would be helpful for Mr. McNulty to create a one-sheet for them on how to access that free parking so they can hand it out to their artists and visitors who may need to load or unload supplies, etc. It is also a great opportunity to spread our goodwill. Mr. Napoli suggested that we include the on-street locations for four-hour parking.

Mr. Haney and Mr. McNulty will also be following up with Miller Symphony Hall.

Mr. McNulty stated that he is on the Allentown Chamber of Commerce Board and connected with a colleague from the Rotary Club. We were invited to join the Rotary Club and speak about our organization and Mr. McNulty said he will be doing that June 21st.

We were asked to attend a neighborhood meeting at St. Luke's Lutheran Church on May 14th and will be going.

The website will be updated with new pictures.

Mr. McNulty continued that he spoke to our web designer, and we will be adding the chat box feature which will go to Mr. McNulty's email allowing people to reach out with questions or suggestions. The intention is not to provide an immediate response but a clear line of communication he can respond to people with. We will be making additional website updates with our SEO and generating more content that shows only APA decks and lots and see a whole list without including a list of competing decks and lots.

The Chamber of Commerce is rebranding and would like to include parking information on their website. They are also looking for sponsorship opportunities and Mr. McNulty is in touch with them regarding that. We are sponsoring the Chamber of Commerce dinner again this year which is \$750.00 and 5 people from our company will be attending.

We are applying for Lehigh Valley Women's Recognition Awards as we have plenty of women in leadership roles.

Mr. Zeller expressed that he would like to find continuing opportunities for Mr. McNulty to handle communication issues and Mr. Napoli stated he would like us to have a proactive approach and get to folks before they get to us.

EXECUTIVE SESSION

Coming out of executive session, Mr. Zeller stated that we talked about a personnel matter regarding Mr. Morgan's separation.

Mr. Zeller asked if the Board would like to make a motion to approve a two-week severance and separation agreement for Mr. Morgan for the mutual release and termination. Mr. Hendricks made a motion to approve the two week's severance and separation agreement. Mr. Napoli seconded the motion. The Board voted and the motion was passed.

Mr. Zeller stated that there was an offer from the City of Allentown to convey 411 Ridge Avenue to the Parking Authority for the total of \$1.00. Mr. Zeller made a motion to accept the offer from the redevelopment authority. Mr. Napoli seconded the motion. The Board voted and the motion was passed.

This meeting was adjourned at 2:40 p.m.

The next Board Meeting will be on Wednesday, May 22, 2024
at The Offices of Allentown Parking Authority at 603 W Linden Street