



Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – Secretary
Jeff Glazier – Treasurer
Jonathan Haney – Interim 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, June 26, 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 – Interim Executive Director
Nicole Siegfried – Finance Manager
Kevin McNulty – Community Relations Specialist
Kristina Mittl – Minutes

Guests:

Patty Engler (former district judge)
Brian Engler (Patty Engler's husband)
Lindsay Weber (Morning Call)
Ce-Ce Gerlach (City Council Member)
Jennifer Dalrymple (City Center)
Zack Sienicki (City Center)
Sandra Albright (Allentown Resident)

CALL TO ORDER

Mr. Zeller called the meeting to order at 12:15 p.m. and welcomes new board member designee, Jeff Glazier, standing in for Board Member Treasurer, Bina Patel.

APPROVAL OF THE MAY MEETING MINUTES

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

COURTESY OF THE FLOOR

Mr. Zeller moved up Courtesy of the Floor to give members of the public the opportunity to speak.

Patty Engler introduced herself as a lifelong Allentown resident. Mrs. Engler stated that she discovered at her community meeting that there is no longer 24/7 patrol from the parking authority. This is greatly concerning to her. She continuously hears reports from her neighbors that they come home and cannot get into their garages. She identified a direct correlation between the loss of overnight patrol, and she wanted to know why we stopped. Mr. Zeller responded to her that we do respond 24/7 to complaints and we will come out no matter what time, even though we are not currently actively patrolling overnight. Mrs. Engler commented that it is the understanding of her neighborhood that they must obtain the license plate number of the vehicle who is parking illegally or blocking access to someone's personal driveway or garage. Mr. Haney answered that it is helpful information to have to ensure we can get the correct vehicle, however, it is not required. More discussion ensued about the history of the Authority switching to 24/7 enforcement and the overnight call trends and how there was significant public condemnation regarding the overnight enforcement of non-safety issues (such as registration). Mr. Zeller explained that changes were made as a result including the elimination of active overnight patrol and an internal appeal process allowing people to contest their tickets. He continued that we are still responding to complaints 24/7. He then stated that the Board is going to look into reinstating overnight patrols, but he is not comfortable having that discussion currently because we are down one board member but will consider it when we have a new board member appointed to replace Ms. Gomez's resignation. Complaints are now about 1,800 calls per month, which signifies the burden is now on the public, which in the view of Mr. Zeller (and the Board) is not fair. The balance may be to enforce safety violations only overnight. Mr. Zeller encouraged Mrs. Engler to relay to her neighbors that we will come out 24/7 with or without a license plate number. Mrs. Engler stated that she used to be a judge and can understand the burden of having tickets piled on and wants to find an effective way to help people follow the rules and agrees the safety violations need to be enforced. She feels this stance represents that of her neighbors as well.

Sandra Albright spoke next. She thanked the Board for their quick action to address her problem. She stated there has been significant improvement and thanked everyone involved.

Ce-Ce Gerlach, Allentown City Council member, asked if Ms. Gomez was still on the Board. Mr. Zeller answered that she resigned. Ms. Weber then asked if Mr. Glazier was permanently on the Board. Mr. Zeller answered that is up to Ms. Patel and the Mayor. Ms. Gerlach then asked if the community liaison was hired. Mr. McNulty identified himself as our Community Relations Specialist. Ms. Gerlach asked if he lived in Allentown and if he speaks Spanish. Mr. McNulty replied that he does not. Mr. Zeller stated that an extensive search was done for the position and is connected to Allentown through his father who is a principal at a local school.

EXECUTIVE DIRECTOR'S REPORT

Mr. Zeller stated that we do not have anything for the Executive Session.

Mr. Haney identified a piece of paper in their packet. The 2023 audit was discovered to have a slight misstatement. It stated "However, the Authority has received a waiver for non-compliance from the bank." It now states, "However, the Authority is currently working on getting a waiver for non-compliance from the bank. It's highly likely the Authority will receive this waiver." The audit report has been updated to reflect this change.

Mr. Haney stated that for the 940 Deck loan we received an allocation of funds to address some rehabilitative work. Bids were put out and a bid meeting was scheduled. Mr. Young will facilitate among

the bids received, currently 4. Mr. Haney continued that additional funds were allocated to address the antiquated P.A.R.C system in the deck. Mr. Haney has signed the agreement to have Flash installed in the deck, making it congruent with the majority of our park systems.

On Linden Street from Church Street to 7th Street there was a large section of 'No Parking'. Mr. Haney reached out to the City and asked if that could be converted back to metered parking to help service the bank that's there on the corner, Rite Aid, 7-11, etc. He doesn't think the spaces would be in the way and the need is there as people are parking there anyway and getting ticketed. Public works was in favor and it is now opened up for metered parking allowing 4-5 spaces for public use.

The Allentown Parking Authority was approached by one of our vendors, Pay by Phone, who operates mobile payment for meters. They have a partner program to replace parking meter poles with trees. It is a free program. A phone meeting has already occurred between them, the City's Parks and Recreation Department, and us. Parks and Recreation was able to identify that the Allentown Art Museum lost several trees and we are going to try to coordinate with them and give them free trees to put in place of the ones they lost with a recognition plaque identifying the relationship between the City, the Parking Authority, and Pay by Phone by engaging in this program. More discussion ensued about the strategic location of where trees are needed and how helpful Parks and Recreation was in that endeavor. Mr. Napoli identified that the trees do not need to go in where the meters were and Mr. Haney confirmed that is correct we can be strategic about their placement.

Mr. Haney addressed an item raised at the last Board meeting pertaining to part-time employee parking. He discussed this with Flash and they may have an option. Mr. Haney inquired if we can set a committee to get into the details of how this could work. Mr. Napoli would like to add a merchant or two to get their feedback. Mr. Haney stated he would like to discuss this at the next retailer meeting. Mr. Zeller asked Mr. Haney to attend this meeting to see if he could identify someone willing to participate in the committee. More discussion ensued around the issue at hand about the price of a part-time employee to park as it is currently designed.

We have identified an unbudgeted \$25,000 repair of a beam showing significant rust issues in Spiral Deck. Pennoni has identified this with Mr. Young as something that we should not delay repairing.

Mr. Haney stated that online booking is now active. A customer will receive a QR code after payment which they can then scan to get into the deck. The same QR code will be used to get out. If the customer stays longer than the allotted time, they will be charged the difference.

The Symphony Hall agreement has been forwarded to Symphony Hall for review.

Mr. Haney pointed to the blue award and stated it was received at the IPMI convention for the Apex Award for sustainable design for the Maple Street Deck. Mr. Zeller offered his congratulations. Mr. Haney pointed out that the carbon dioxide absorbing paint mural was not the only but one of the main features that helped us achieve that. Mr. Haney then displayed pictures for the Board of the Authority representatives from both Allentown and neighboring City of Bethlehem posing with their APO with Distinction awards that were both recognized at IPMI.

Mr. Zeller stated that he met with the Mayor, Chief Roca, Parks, and Streets at Fountain Park to discuss safety of parking and pedestrian access at Fountain Park. Dangerous conditions are arising out of the influx of people going to the park on the weekends. It will continue to be monitored to ensure creating a safe environment. They would also like to design a parking lot next to the volleyball courts but at this time do not know how or when this will occur.

AMMENDED BUDGET

Mr. Haney stated that in anticipation of the increased fines and situation with ESSA, Ms. Siegfried and he worked together to create two amended budgets. One recognizes the projection of increased revenue. The other also considers bringing back overnight enforcement with safety violation enforcement only. Mr. Zeller asked if the budget that includes numbers for overnight enforcement also includes the number with the fine increase. Mr. Haney stated that if the Board accepts one of these two budgets it will allow ESSA to say that we have corrected our issues and be able to grant the waiver letter for 2023, pass our covenant for 2024, and move into the future. Mr. Zeller stated that he would be comfortable moving forward with the budget that includes fine increases only because that is where we are currently at. Mr. Hendricks stated that he agrees as does Mr. Napoli and Mr. Glazier. Mr. Haney stated that everything is the same except for the revenue numbers that project the increase. Mr. Haney pointed out that on page 3 excess enforcement revenue was listed at \$431,000, while with the fine increases it puts us at \$1,030,000. He continued that this is a conservative estimate not considering ticket escalation with unpaid tickets. More discussion ensued. Mr. Zeller stated that people may wind up paying more attention to parking with the fine increase and that may affect the budget as well. Mr. Haney agreed. Mr. Zeller stated that he and Mr. Haney have been discussing the importance of having reserves for each deck. Mr. Haney stated that routine maintenance has not been addressed in the past and he would like to be able to use the money from the fine increases for routine maintenance on decks in addition to developing neighborhood lots. Mr. Zeller stated that we are in a good position with decks and can focus on neighborhood lots and funds for the City.

Mr. Zeller made a motion to accept the 2024 amended budget contemplating the increased fines. Mr. Glazier seconded the motion. The board voted and unanimously approved the motion.

MAY ENFORCEMENT RESULTS

Mr. Haney reviewed the enforcement results.

Double parking on North 7th Street: we issued 12 tickets making the total for the year 57.

Double parking on Hamilton Street: 6 issued in March for year-to-date total of 65. Mr. Zeller asked if this is a result of enforcement ranks and Mr. Haney stated it is partially that but it is also that we are using the horn and allowing people the opportunity to move.

APA recovered one stolen vehicle in the month of May.

Dispatch fielded 1,494 calls for service.

MAY CUSTOMER APPEALS RESULTS

Ms. Siegfried reviewed the customer appeal results.

There were 286 appeals. 64% valid. 36% dismissed or reduced to warnings. 180 were valid. 20 were dismissed. 86 were reduced to warnings.

Mr. Zeller identified that we are trending in a 60%/40% split and that the program is gaining attention. More discussion ensued and Mrs. Engler spoke to the past and affirmed that this internal appeals program is of service to the community and courts.

ACTION ITEMS FROM CITY COUNCIL

Mr. Napoli stated that we have two action items that were discussed at City Council on June 5, 2024: Authorizing a citywide meter study and authorizing investment in a payment plan. Mr. Napoli stated that things haven't changed in 25 years. Having a meter study to look at the City will be beneficial. Mr. Zeller stated that we have been interested in a meter study. Mr. Haney pointed out a document in the packet that shows how long a meter study can take. Mr. Haney would like to exceed the boundary in the prior study but not necessarily the entire city from boundary to boundary. More discussion ensued about what to include. Mr. Zeller would like to have an RFP put together to be reviewed by the board for approval. Mr. Haney inquired if that motion would fulfill the requirements set forth by the City and Mr. Santo stated that it could. It is agreed that it needs to expand beyond just the center city area. Mr. Haney stated that Mr. Young is working to determine an inventory of park-able spaces in the city block by block including designations for delivery driver locations. More discussions ensued pertaining to this project and the necessary programs and software to assist. Mr. Haney intends it to be city wide to provide an inventory of our assets.

Mr. Glazier stated that he is concerned about how much discretion the Chair has been given to act independently of direction from the Board. He continued that what he has heard today about the study he is not sure whether or not a formal motion should be made for approval by the Board. Mr. Zeller inquired with Mr. McCarthy if this is something that we needed to vote on or could internalize. Mr. Zeller inquired if that addressed Mr. Glazier's concern. Mr. Glazier stated that in years past there was a tremendous amount of decision making done by the former director and Board. Mr. Zeller stated that was not always the way and a lot of people were made uncomfortable with that transition. Mr. Glazier stated that if the Board is comfortable moving forward with the RFP and having the staff do that but that scope of power really needs to be looked at moving forward. Mr. Zeller stated that including all members of the Board in the process is important to him and asked if they want to make a motion. More discussion ensued.

Mr. Napoli made a motion to formally authorize an RFP by the Authority to be performed for city wide meter study. Mr. Glazier seconded the motion. Ms. Gerlach confirmed that the RFP will be developed internally and inquired when it would be presented to the Board. Mr. Zeller proposed that it could be ready by the next board meeting and Mr. Haney agreed. Ms. Gerlach questioned the timeline of prior studies and Mr. Zeller responded that the study they looked at in this meeting was approximately a 4–5-month long process. Ms. Gerlach commented that there is an overlap between meter placement and RPP zoning. She suggested including RPP in the city due to the intersectionality. Mr. Haney stated that overlap is not uncommon and happens in many cities but that the RPP program is greatly misunderstood. He clarified that the Authority does not determine where an RPP zone goes. It is determined by the citizens and City Council. First Council would set forth a zone. Next the neighborhood would be able to petition for their block. If they meet the requirements the Authority, then proceeds with including the zone. More discussion ensued. Mr. Zeller stated that he does not think the RPP should be included. Ms. Gerlach inquired about the cost of the RPP. Mr. Haney stated it is \$25.00 for the permit for the first year and then \$20.00 a year per vehicle annual renewal. The program allows for an unlimited amount of vehicles for each address. Mr. Zeller called for a vote and the Board unanimously approved the motion.

Mr. Napoli brought forth the second action item from City Council, authorizing investment in a payment plan. He clarified that this is different from the appeals process in that they aren't battling the validity of the ticket but need extra time to pay. He noted it is difficult in the state of Pennsylvania as Mr. Haney has brought to light over the past several months but that we are now ready to proceed. Mr. Haney updated the Board that during the IPMI conference he was able to meet with the vendor face to face and they have taken the request to other vendors and there is interest from other entities in pursuing this payment plan idea which would allow us to share the initial cost with them. Mr. Napoli and Mr. Haney confirmed that we have to abide by the timelines dictated by the law which means the

payment plan will be in the 45-50 day range. More discussion ensued into the details of legalities and timelines pertaining to ticket payment per written law.

Mr. Zeller made a motion to move forward with the hiring of our vendor to create a patch for our current software to accept payment plans. Mr. Hendricks seconded the motion. Mr. Zeller asked for public comment. Mr. Napoli gave a shoutout to prior board member Ms. Gomez who really advocated for the program during the year of her service. Mr. Zeller stated she was the Chairperson of the subcommittee who has been working on this. The motion passed unanimously.

MAY FINANCE REPORT

Ms. Siegfried reported.

Total revenue for the month of May was \$1,238,118 (3% above budget). YTD total revenue was \$5,218,152 (13% below budget). Operating revenue was \$1,081,368 (7% below budget). YTD operating revenue was \$4,997,876 (14% below budget). For the month, Enforcement revenue contributed \$547,582 (8% below budget) and Off-Street, Events, and Customer Service contributed \$533,786 (5% below budget). Non-operating revenue was \$156,750 (339% above budget)

Total operating expenses for the month of May were \$670,488 (10% below budget). YTD operating expenses were \$3,224,661 (13% below budget). For the month, personnel costs were \$464,036 (15% below budget). Services and charges were \$188,452 (2% above budget), and materials and supplies were \$17,800 (22% above budget).

For the month of May, total revenue exceeded total expenses by \$567,630 (25% above budget). After transfers to capital, the City and the debt service fund, the general operating fund shows a net gain of \$94,913.

Overall, for the five-month period ending May 2024, total revenue exceeded total expenses by \$1,993,491 (12% below budget). After transfers to the capital, the City and the debt service fund, the YTD total decrease is \$675,337.

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

EXECUTIVE DIRECTOR SEARCH COMMITTEE

Mr. Zeller stated that they received a total of about 30 resumes, and they are identifying candidates. Tony Hanna, who is serving as a third-party independent contractor assisting with the search, will be helping to set three dates to conduct the interviews. Mr. Zeller stated they hope to have a candidate by the end of July.

COMMUNITY RELATIONS REPORT

Mr. McNulty gave his report. He stated that they pushed announcements for fine increases at community meetings and that there hasn't been a hugely positive response but the word is getting around. It has also been posted on social media, the website, and announced on La Mega radio.

We had our first International Parking Day meeting which will be held Friday September 20, 2024. We will be partnering with Cohesion this year. They will supply us with a list of what is needed for us to provide donations. They partner with several other organizations including Harrison-Morton Middle School, Sheraton Middle School, Ripple Community Inc., and Ripple Church.

Mr. McNulty reported that he spoke at the Rotary Club June 21st upon invitation from a fellow Chamber of Commerce member.

We are working on a back to school give-a-way. Last year about 200 students came and they are expecting more this year. We are partnering with Cohesion for this event as well. Mr. Napoli inquired if we could run a ticket program for donations for this program as we did for Parking Day last year where if someone gets a ticket they could provide donations in lieu of paying the parking ticket. Mr. Haney stated that he is open to that.

Mr. McNulty was in touch with FastSigns about the mesh sign. After a lot of discussion we are proceeding with the mesh sign for the DaVinci Center but still don't have an answer from them as they are not interested in placing a mesh sign there due to concern that it would disintegrate in the wind tunnel that exists there. Mr. Napoli suggested we may want to look at another vendor. Mr. Zeller stated that when it is figured out just present it to the Board for approval so we can move forward with that.

Mr. McNulty's last item was feedback from the DaVinci Center who has been hearing from patrons that parking is convenient and easy to use.

Mr. Napoli stated that he wanted to ensure communication around parking for the Fourth of July holiday is being addressed leading up to the Holiday so the public can understand that we will not be active patrolling but will be available for dispatch calls.

This meeting was adjourned at 1:58 p.m.

The next Board Meeting will be on Wednesday, July 24, 2024
at The Offices of Allentown Parking Authority at 603 W Linden Street