



Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson
Santo Napoli – Secretary
Jeff Glazier – Treasurer
Elizabeth Martinez – Board Member
Jonathan Haney – Executive Director
Dan McCarthy, Davison McCarthy – APA Solicitor

ALLENTOWN PARKING AUTHORITY BOARD OF DIRECTORS MINUTES

A regular meeting of the Allentown Parking Authority Board of Directors was held at 12:00 p.m. on Wednesday, November 20, 2024, at The Lyric Room at Symphony Hall at 23 N. 6th Street, Allentown, PA 18101.

The following attended:

Ted Zeller – Chairperson
Daryl Hendricks – Vice Chairperson (virtual, arrived 1:00 PM)
Santo Napoli – Secretary
Jeff Glazier – Treasurer (arrived 12:30 PM)
Elizabeth Martinez – Board Member
Dan McCarthy – APA Solicitor (virtual)
Jon Haney – Executive Director (virtual)
Oswaldo Tosado – Deputy Director (virtual)
Mark Toro - Deputy Director
Kevin McNulty – Community Relations Specialist
Jayme Adams – Minutes

Guests:

Jen Dalrymple (City Center)
Zack Sienicki (City Center)
Dean Will (City Center)
Darnell Scott (Community advocate for several groups including Safe Streets for All Initiative)
Jose Cartagena (Resident)

CALL TO ORDER

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

APPROVAL OF THE OCTOBER MEETING MINUTES

Mr. Napoli made a motion to approve the minutes, Ms. Martinez seconded the motion. The Board voted and approved the October meeting minutes.

COURTESY OF THE FLOOR

Mr. Zeller moved up the discussion to allow members of the public to speak.

Mr. Cartagena returned to express gratitude for his eye opening ride-a-long experience with Enforcement Manager, Coral Cohen, who over the course of several hours conducted herself courteously and professionally while navigating high levels of violations that Mr. Cartagena would like to help the people of Allentown improve upon such as keeping registrations up to date.

Mr. Scott represented a variety of non-profit organizations, specifically Safe Streets for All Initiative, and proposed a volunteer program to allow low income residents to work to pay off parking debts. The Board was open to this idea, although there would be a lot that would need to be discussed logistically.

EXECUTIVE DIRECTOR'S REPORT

Mr. Haney reported.

- **940 Linden Deck Renovation:** Phase 1 on track for completion by December; Phase 2 awarded to the current contractor.
- **Student Parking Initiative:** \$60 monthly rate approved. Business-focused trial parking programs to launch after stakeholder engagement.
- **Project Warm and Cozy:** Community outreach program collecting warm clothing for distribution. Collaborations underway with local nonprofits.
- **Ridge Avenue Property:** Acquisition process finalized; the property plan is set for development within 12 months.

SMALL BUSINESS SATURDAYS

- **Small Business Saturday Parking Program:**
 - Free parking in designated decks (940 Linden and Community Deck) during peak Holiday shopping weekends.
 - Retailer collaboration through “chaser tickets” to encourage participation.
 - **Action:** Monitor pilot’s impact and refine based on retailer feedback.

HOTEL TRANSIENT RATES

- **Valet Parking Revenue Concerns:**
 - Valet parking options for hotels, including the Moxie and Archer, under review to ensure revenue alignment.
 - **Key Points:**
 - Existing valet permits at Americus Hotel priced at \$125 per month per space.
 - Board acknowledged risks of subsidizing valet operations without sufficient returns.

- Action Item: Develop a balanced model that supports hotel operations while safeguarding Authority revenue.

PAYMENT PLAN UPDATE AND QUESTIONS

- Approved framework: 1/3 upfront, bi-weekly payments, and conditional eligibility.
- **Action:** Software refinements and program launch targeted for Q1 2025.

METER STUDY RFP AWARD AND RFP CONSIDERATION

- THA awarded contract at \$28,130 based on cost efficiency and local familiarity.
- Discussion underscored the need for clear cost and technical evaluations in future RFPs.

10TH & HAMILTON A.O.S. CONSIDERATION

- Mr. Zeller made a motion to approve the agreement of sale. Mr. Glazier seconded the motion. The Board voted with unanimous approval.
- As a result, we will expedite the 10th & Hamilton RFP publication.

R.A.C.P. FUNDING AWARDS/THANKS TO SENATOR MILLER

- \$250,000 allocated to both the Spiral and 940 decks for construction and acquisition.
- Funds require \$1M minimum project cost to qualify; Spiral can leverage past expenditures, while 940 Deck requires additional spending to unlock funds.
- Prepare for Spiral Deck remediation.
- Ensure project milestones align with funding requirements.

OCTOBER ENFORCEMENT RESULTS

Mr. Tosado reviewed the enforcement results.

- **Double Parking Enforcement:**
 - Double parking on North 7th Street: 21 tickets issued in October for year-to-date total of 130. APD has issued 0 in the month of October and 0 year to date.
 - Double parking on Hamilton Street: 12 issued in October for year-to-date total of 100. APD has issued 0 in the month of October and 8 year to date.
- **Dispatch:**
 - Dispatch fielded 1,396 calls for service in October. 104 were web complaints.
 - Year to date we have answered 13,726 calls for service. 1,115 were web complaints.
- **Recovery:**
 - We assisted in the recovery of 2 stolen vehicles.

OCTOBER CUSTOMER APPEALS RESULTS

Mr. Tosado reported.

302 total appeals for the month of October. 155 were found to be valid, 41 dismissed and 136 reduced down to warnings.

Additionally, Mr. Tosado reported that the APA will be receiving a \$500.00 credit that will be applied to purchase trees that can be planted in city parks via the Pay by Phone meters for trees initiative.

OCTOBER FINANCE REPORT/2025 BUDGET PROPOSAL

Mr. Toro reported.

- 2024 Revenue projected \$350,000 below target.
- No immediate changes to 2024 fiscal plans.
- Allocations for 2025 to incorporate RCAP funds and anticipated revenues from planned projects.
- Specific Budget edits have been requested.
- **Board Actions:**
 - Reconvene on December 11 to finalize pending budget items.

COMMUNITY RELATIONS REPORT

Mr. McNulty reported.

Halloween Events: The Parking Authority will participate in several community events, including the Halloween Walk and Parade, fostering stronger community engagement.

EXECUTIVE SESSION

No action was taken coming out of executive session.

This meeting was adjourned at 3:22 p.m.

The next Board Meeting will be a Special Meeting on Wednesday, December 11, 2024
at Offices of the Allentown Parking Authority at 603 W Linden Street