

Allentown Parking Authority Board Meeting January 22, 2025

The Allentown Parking Authority (APA) meeting on January 22, 2025, covered several key points. The board elected Ted Zeller as President, Daryll Hendricks as Vice President, Jeff Glazier as Treasurer, and Santo Napoli as Secretary. They discussed hiring Missy Hartney for digital marketing at a cost of \$35,000 for nine months, with a potential RFP for a one-year contract. The board approved a \$500 grant for a tree in Franklin Park.

- Ted Zeller opens the meeting @ 12:22pm, noting the need to review minutes from December and November.
- Ted Zeller calls for motions to approve the minutes from November & December of 2024, which are seconded and approved unanimously by the board.
 - November Motion – Jeff Glazier, seconded by Elizabeth Martinez
 - December Motion – Santo Napoli, seconded by Daryll Hendricks
- Ted Zeller and Dan McCarthy discuss the current constitution of the Allentown Parking Authority, including the roles of President, Vice President, Treasurer, and Secretary.
- Nominations for various positions are made and voted on, with Ted Zeller being elected as President, Daryll Hendricks as Vice President, Jeff Glazier as Treasurer, and Santo Napoli as Secretary. Concluded @ 12:48pm.

Election of Officers and Discussion on Holiday Communications

- Dan McCarthy explains the process of electing officers and the importance of appointing a Secretary.
- Santo Napoli discusses the need for better communication during holidays, noting that the APA did a good job of notifying the public but could improve on reminding the public about enforcement.
- Jon Haney suggests hiring a PR firm to handle forward messaging and community relations, mentioning Missy Hartney's proposal and her work with Bethlehem.
- The board discusses the pros and cons of hiring Missy Hartney, including the need for a one-year term and the possibility of subcontracting.

Proposal for PR Firm and Discussion on RFP Process

- Jon Haney presents Missy Hartney's proposal, highlighting her technical skills and the need for a quick solution to fill the community relations position.
- The board discusses the possibility of putting the proposal out for RFP, with some members suggesting it could be a wise move to subcontract if the proposal is within budget.
- Ted Zeller suggests hiring Missy Hartney for a nine-month period and then putting out RFPs for both auditing and social media services in June.
- Santo Napoli supports the idea, noting the need for a fresh set of eyes and the importance of clear communication with the public.

Discussion on Free Parking and Enforcement Policies

- Jon Haney suggests discussing free parking promotions for the holiday season in September to give the APA time to prepare.
- The board discusses the need to limit the types of violations enforced on holidays, focusing on safety issues.
- Santo Napoli mentions the need for a protocol for snow and opening parking decks.
- The board agrees to test drive the idea of hiring Missy Hartney and to discuss the snow policy in more detail in the future.

Executive Director Report and Updates on Various Projects

- Jon Haney provides an update on the 940 Linden deck project, noting that the first phase is slightly behind due to weather but will be completed soon.
- Jon Haney discusses the part-time employee/student parking program, which is set up and ready to go but has not been used yet.
- Jon Haney reports on the meter study and payment plan project, noting that the vendor will be on-site soon to gather information and that the software vendor is working on the code.
- Jon Haney provides an update on the 10th & Hamilton RFP, noting that the agreement of sale with the city has been changed to split proceeds.

Discussion on Snow Emergency Policy and Technology Implementation

- Jon Haney and Santo Napoli discuss the need for a consistent policy on opening parking decks during snow emergencies, considering events and public needs.
- Santo Napoli suggests using a company called Lot Media to install Digital signage/Monitors at entrances to communicate snow emergency policies remotely.
- The board agrees to focus on creating a policy first and to consider technology for future planning.
- Oswaldo Tosado provides an update on enforcement results, noting that the APA issued 119 double parking tickets on Hamilton Street and 175 on Seventh Street for the year.

Finance Report and Courtesy of the Floor

- Mark Toro presents the finance report for December 2024, noting that total revenue was slightly below budget but still exceeded expenses by 581k.
- Mark Toro reports that the year-to-date total revenue is 13.69% below budget, with operating expenses 11% above budget.
- Mark Toro notes a more in-depth report on last year's financials will be presented at the February Board Meeting.
- The board has no action items from courtesy of the floor and proceeds to an executive session to discuss real estate, personnel, and legal matters @ 1:50pm.
- January 2025 Board Meeting was adjourned @ 3:55pm.