

## Allentown Parking Authority – Board of Directors Meeting Summary

**Date: March 19, 2025**

Attendees:

- Board Members
  - APA Leadership
  - Public Guest
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Call to Order @ 12:18pm

Approval of Minutes: A motion was made (Santo Napoli), seconded (Elizabeth Martinez), and unanimously approved.

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### 1. Valet Parking & Special Use Zones

- City Center & Public Works Coordination: APA has engaged with Public Works & Traffic Engineering to clarify valet parking guidelines, particularly around Moxy Hotel & Renaissance Hotel.
  - Unauthorized Valet Operations: Moxy Hotel has incorrectly placed valet cones in a designated pickup/drop-off area, restricting public use. Public Works confirmed that valet usage requires payment. Action Item: Ensure compliance and communicate payment requirements to Moxy Hotel.
  - Americus Hotel & Unauthorized Signage: There are unapproved signs in the area, potentially placed by the hotel itself. Further investigation is needed.
  - Standardizing Fees & Policies: The board discussed formalizing valet parking fees and exclusive/non-exclusive space policies. Current rates are \$250/month, but a tiered structure is under consideration (e.g., \$200 for non-exclusive, \$350 for exclusive).
  - City Council Involvement: A proposal will be developed for City Council approval, expected for introduction before May.
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### 2. Archer Music Hall Valet Parking Request

- Proposed Valet Service Expansion: Existing valet operators for Moxy & Renaissance have requested adding valet service at Archer Music Hall.
- Traffic & Operational Challenges: Concerns were raised regarding high-volume exits from concerts, especially as patrons retrieve their vehicles from APA's 940 Linden Deck. The feasibility of managing valet operations efficiently was questioned.

- Potential Revenue Strategy: The board considered options to restrict on-street parking post-event to encourage valet usage while also protecting APA's revenue stream.
  - Alternative Exit Strategies: Proposals included restricting parking after 9 PM in select areas and directing valet returns through alternative exit routes.
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### 3. APA Parking Deck Enhancements & Security Upgrades

- 940 Linden Deck Improvements:
    - Concrete repairs & ADA compliance work underway.
    - Old diesel generator to be replaced with a new natural gas generator.
    - New signage for better public visibility—temporary signage in place, but permanent digital signage is being explored.
    - Security Camera Enhancements: New AI-enabled surveillance system installed, providing real-time alerts for unauthorized activity. Future expansions are planned across all decks.
    - Lighting upgrades completed to improve safety and visibility.
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### 4. Residential Parking Challenges & Metered Parking Adjustments

- RPP & Event Parking Issues: Residents near PPL Center & Archer Music Hall reported difficulties securing parking during events.
  - Mid-Shift Enforcement Strategy: APA has increased meter enforcement patrols, driving more event attendees into parking decks rather than residential areas.
  - Metered Parking Study Update: The RFP for the meter study remains on track for an April 7 draft submission, despite a project lead reassignment.
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### Executive Session

- The board entered executive session to discuss real estate, legal matters, and employment.
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### 5. APA's Financial Overview

- Revenue & Budget Performance:
  - February operating revenue: \$1.16M
  - Year-to-date total: \$2.4M
  - APA continues to operate with a positive margin, with total net performance revenue exceeding expenses by \$450K in February and \$112K year-to-date.

- Vehicle Fleet Replacements:
    - Two Mazda CX-5s purchased as enforcement vehicles to replace aging Ford Escapes with transmission failures.
    - Board discussed future hybrid vehicle adoption for cost efficiency and sustainability.
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#### 6. Predatory Towing & Parking Enforcement Legislation

- City Council introduced a predatory towing ordinance to regulate private lot towing practices and enforce standardized signage requirements.
  - APA's Role: Board members emphasized the importance of protecting public confidence in APA operations while ensuring APA's enforcement remains unaffected by the new ordinance.
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#### Additional Topics & Future Considerations

- Public Forum on Parking Issues: APA is planning an open session on May 6, 2025, to engage the community.
  - Da Vinci & Archer Parking Optimization: Marketing efforts underway to educate visitors on best parking options for these venues, including social media campaigns & walking route videos.
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