

**CITY COUNCIL PARKING WORKSHOP
SATURDAY, NOVEMBER 19, 2011 - 10:00AM
CONFERENCE ROOM 2C, CITY HALL**

Mayor Connors called the meeting to order at 10:00am.

Roll Call. Present: Aldermen Hartz, Mott, Marsala, Kupsik, Krohn, and O'Neill. Alderman Kehoe arrived at 10:04am. Also present: City Attorney Draper, Administrator Jordan, Treasurer Klein, Parking Supervisor Johnson, Marty Smith, Spyro Condos, Tom Clausen and Sara Hill.

Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda, except for public hearing items. Comments will be limited to 5 minutes.

Spyro Condos, 1760 Hillcrest Dr., expressed opposition for increasing the parking rate to \$1.00 per hour, referencing poor economic conditions.

Discussion/Recommendations on updates to Section 74-221 of the Municipal Code relating to Parking Meters

City Attorney Draper stated that it would be more efficient to change the parking rate and ticket fines if they were part of a Resolution rather than an Ordinance. With an Ordinance, whenever a rate is changed, the entire Ordinance must be published in the newspaper, which adds up to a significant cost. There was discussion on what to charge per hour at the meters. Marty Smith suggested that the City consider various zones with different pricing throughout the downtown area. The Council discussed the study made by David Shoup entitled "Buying Time at the Meter" and also some information discussing the parking system used in the City of San Francisco. The Shoup study recommends that the hourly charge is high enough to cause 15% of the spaces to remain open at any given time. Many felt that there was a need to gather data to make a workable plan. Some believed that the City should start with a consistent rate and then make changes.

Discussion/Recommendations on establishing parking rates and updating parking fine collection practices on the Schedule of Fees

Hartz/Kupsik motion to recommend updating the Schedule of Fees to reflect an increase in parking stall rates from \$0.50 per hour to \$1.00 per hour. There was an amendment by Alderman Hartz, seconded by Alderman Kupsik, to make the rate increase effective on May 15, 2012. Unanimously carried.

Hartz/Marsala motion to recommend changing the number of days before a parking fine doubles from five days to 15 days. Unanimously carried.

Adjournment

Kehoe/Krohn motion to adjourn at 12:11pm. Unanimously Carried.

/s/ Dennis Jordan, City Administrator