

**Parking Commission Minutes**  
**Wednesday, July 17, 2013**  
**6:00 p.m. City Hall – Room 2-A**

1. Meeting Called to order at 6:04 p.m. by Chair Smith.

2. Roll Call. Present: Chair Smith, Commissioners Button, and Swangstu. (Kevin Fleming arrived later in the meeting.) Also in attendance: Alderman Sarah Hill, City Administrator Jordan and Mayor Connors. Annaka Norris and Dave Burr from Rich & Associates were also present.

3. Comments from the public. None

4. Update of Rich and Associates parking study.

Annaka Norris said they are back in town to do counts for the peak season. They need the City to provide a detailed plan of how the special events bus works and which times the parking lots near the highway are used. They will also need statistics on the number of people that are at the beach on various days. There were well over 500 responses to the recent Parking Survey and a report with recommendations will be available once results are tallied. Discussion followed on employee parking, what the saturation point is, growth goals of the City, premium parking and other related matters.

5. Parking System Update.

This item was moved down on the agenda in the hopes that Parking Supervisor Kerri Johnson would be able to make it to the meeting.

6. Update of Passport Parking mobile phone pay option program.

Chair Smith said he and Kevin Fleming listened to a presentation showing this system will let mobile phone users do much more for a quarter than just extending time. Ms. Norris explained there are many other companies offering these options and more; you need to make sure you know what you want when considering them.

7. Parking Stall delineation.

The Commission members agreed on marking stall spaces on the side streets from Maxwell Street to downtown, going north as far as Wisconsin Street or even Dodge Street. The Mayor said it is one of the simplest things we can do; the Street Department has the equipment to do it and it can be taken out of Parking. Hill/Swangstu motion to instruct staff to move forward with the parking stall delineation in the parking city area. Unanimously carried.

8. Question about non-enforcement weekends for 2013. (Ala Maxwell Street Days)

The parking meters are not currently enforced during Oktoberfest, Winterfest and Maxwell Street Days. Administrator Jordan explained this has been done for years; a problem arose last

year when some merchants put out signs saying there was free parking. He further explained this policy came into being years ago at the request of the Chamber of Commerce. The Commission members moved on to the next item while Administrator Jordan went to his office to retrieve an email from Kevin Fleming.

9. Review parking budget report from last meeting.

Alderman Hill said she went through this report with the Comptroller and had her questions answered; her feeling from staff was that this is more an internal issue rather than a Commission discussion. Commission members briefly reviewed the report.

The discussion went back to the non-enforcement of Maxwell Street Days. Kevin Fleming explained this has been done for the 36 years he has been involved strictly to make it easier for everybody; it was never a matter of being “free.” This has been the past practice; if the Commission wants to change it, they should. The business owners just need to know in order to set up for Oktoberfest. Mr. Fleming expounded on how 35% of the City revenue comes from the small downtown area. The BID beautifies the City with the downtown flowers every summer and other improvements paid for by the businesses, not the City.

10. Update on the “ambassadors” that were to have been hired for this season.

Administrator Jordan said the meter readers both write tickets and help people at kiosks; staff members of the City also stop and help people whenever they see the need. Alderman Hill asked if the ambassadors were just parking enforcement helping people; Administrator Jordan said there is more than that because we have only three auto-sites which means there are three people that really have the ability to check all that and have a ticket printed off. The others are out there just being ambassadors. Kevin Fleming passed on a suggestion from a Michigan visitor who said their City provides printed pamphlets at the kiosks because many find that easier to read and follow.

11. Date and Agenda items for next meeting.

The next meeting is scheduled for September 18 unless something urgent comes up before then. Chair Smith said his goal is to have the Parking report in time to feed into the budget process.

12. Motion to adjourn was seconded and unanimously carried.

Transcribed from audio tape.

/s/Artis M. Roenspies  
Deputy City Clerk