A regular meeting of the Allentown Parking Authority Board was held October 28th, 2015 at the office of Ted Zeller, 515 W. Hamilton Street Fifth floor, Allentown PA 18101

The following were in attendance:

Mary Ellen Koval-Chairperson
Candida Affa-Vice Chairperson
Sara Hailstone-Secretary
Daryl Hendricks-Treasurer
Ted Zeller-Assistant Secretary

Also in attendance:

Tamara Dolan-APA Executive Director
Daniel McCarthy-APA Solicitor
J.B. Reilly-City Center Developer
Emily Opilio-The Morning Call
Marge Hopkins-Minutes

Mary Ellen Koval called the meeting to order at 11:07 A.M and an Executive Session to discuss real estate was held prior to the public meeting.

Ms. Koval called for a motion to close the Executive Session. Daryl Hendricks made the first motion, Sara Hailstone made the second, all members were in favor and the Executive Session closed at 12:15 P.M.
MINUTES

Ms. Koval asked the Board if there were any additions or corrections to the September Board Minutes, hearing none she asked for a motion to approve the Minutes. Ted Zeller made the first motion and Ms. Hailstone seconded the motion, all other members were in favor and the Minutes were approved.

NEW BUSINESS

Land Swap Request

Ms. Koval turned the meeting over to Dan McCarthy. Mr. McCarthy addressed the Board and stated that matter discussed in the Executive session concerning the swap of an APA parcel for one owned by a downtown property owner will be addressed at a later date. During the session, continued Mr. McCarthy, the Board determined that more information and specificity would be required before a decision or vote on the proposal could be made. The exchange of an APA property for a privately owned property is considered legal if the privately owned property has an equal or greater value than that of the APA property, according to Mr. McCarthy. The proposal would have to be included on the agenda at a formal meeting and the transaction would be subject to an agreement of sale, which would have to be approved by the Board and the other party to the transaction. The transfer tax of the parcel would be the responsibility of the other party, continued Mr. McCarthy. The agreement would have to include that there not be any limitations or restrictions on either property. Mr. McCarthy stated that there could be some consideration that the representations made by the other party be carried through within a certain amount of time. Should the representations exceed the limitation in the agreement, the property could revert back to the APA. The terms of the agreement and all representations could be negotiated at the time of sale.

OLD BUSINESS

Construction Update

Ms. Koval turned the meeting over to Tony Ganguzza, construction manager on the Community Deck project. Mr. Ganguzza addressed the Board and stated that the deck project is ahead of schedule and the final cost for the construction is projected to come in below budget. The contract letting for the project, continued Mr. Ganguzza, was $16.6 million and the projected total cost should be approximately $16 million. The ribbon cutting ceremony will take place on November 17th, 2015 and inspections will occur during that week. Mr. Ganguzza suggested that the APA reserve a few days into the following week for any final inspections that might be needed. The projected occupancy for the deck is estimated to be the week of the 23rd of November. Mr. Zeller asked what the original date for project completion was to occur. Mr. Ganguzza replied that at the project inception, the estimated completion date was the first week of January 2016. Mr. Zeller stated that given the original date and construction cost, it was favorable that the project is going to be completed a month and half earlier than estimated, and $600,000 under budget. Mr. Ganguzza agreed and stated that along with the project coming in at $600,000 under budget, there was a $1.8 million contingency for any additional or unforeseen expenses that had not been
used. Mr. Zeller then asked if inclement weather could impact the project completion or costs. Mr. Ganguzza replied that most of the remaining work to be done is inside of the facility; however, there are some paving and concrete projects that will need to be completed. Inclement weather, continued Mr. Ganguzza, could interfere with the project; however, there would be little or no impact to the date of occupancy or construction costs. Mr. Zeller then asked whether Walnut Street would be completely paved. Mr. Ganguzza replied that the APA is responsible to pave only from the center line going North on Walnut Street from Fifth to Sixth Street and noted that PPL will be responsible for the entire paving project on Sixth Street. Mr. Zeller asked when paving on Sixth Street will be completed. Mr. Ganguzza replied that the date of that paving project has been rescheduled several times and may not take place until 2016. Ms. Hailstone noted that electrical upgrades being performed by PPL has resulted in the delay of the paving project; however, PPL is working closely with all parties and the city is monitoring the project. Mr. Ganguzza agreed and stated that the upgrades are not related the deck construction; however, Boyle Construction and PPL have coordinated their efforts and continue to work together. The Board thanked Mr. Ganguzza for the updates.

**International Parking Institute Article**

Ms. Dolan shared graphics from an article in the International Parking Institute magazine that depicted parking meters in the City of Houston that were enhanced by an artist’s rendering. Ms. Dolan stated that she will send Board members the link to the IPI magazine article showcasing the result of the union between the City of Houston and their city’s arts community. The partnership to beautify the meters was very successful. To determine if a similar effort could be realized in Allentown and whether the arts community would be interested in such a project, Ms. Dolan reached out to David Mickenberg, President and CEO of the Allentown Art Museum. Ms. Dolan stated that Mr. Mickenberg responded favorably to the idea and will discuss the idea with others in the arts community. Ms. Dolan will keep the Board informed of any future discussions between the parties.

**Park Free**

Ms. Dolan stated that City Center Development initiated a Park and Shop program in the Arena garage that would allow people to park for free with a validation by a participating City Center merchant. Initially the APA facilities were not included in the program. The program has since expanded, continued Ms. Dolan, and as a result, City Center has approached Ms. Dolan to request that APA decks be included. Ms. Dolan stated that the APA feels the program is beneficial to both the merchants and patrons and in response to the request, had asked City Center to give all downtown merchants the opportunity to participate. City Center responded positively, according to Ms. Dolan, and has offered to include all merchants interested in the program. City Center, Main Street Lehigh Valley, and representatives from the Chamber of Commerce will be contacting the downtown merchants to ask for their participation. Merchants who choose to participate will be given a form to complete that will allow the APA to bill the merchant for the validated parking stubs. City Center, continued Ms. Dolan, will provide banners for each of the APA parking garages as well as map kiosks that will indicate which merchants are participating in the program. Mr. Zeller asked whether the individuals who are reaching out to the merchants are aware of the APA’s 30 Minutes Free program. Ms. Dolan replied that the
representatives were aware of the program. Daryl Hendricks asked if City Center was currently paying for the Park and Shop program and if there was a limit on the validations. Ms. Dolan replied that City Center was paying for the program currently in place and that there was a limit of six hours for each validation. If the patron should exceed the six hour limit, they would be responsible for the difference. Mr. Zeller asked if the data for the program could be tracked. Ms. Dolan relied that the data will be carefully collected and tracked. Mr. Zeller replied that the APA should monitor the data and possibly revisit the program at a later date to find if there were additional initiatives that could be extended to the merchants. Ms. Hailstone stated that the APA should review and approve all signage that will be going into the APA parking decks. Ms. Dolan shared several graphics with the Board that represented the signage that is to be installed. The Board approved of the signage depicted.

Ribbon Cutting

Ms. Dolan stated that she would like all of the Board members to attend the Community Deck ribbon cutting ceremony on November 17, 2015 at 2pm. During the ceremony, continued Ms. Dolan, the APA’s involvement in the Park and Shop program will be promoted to the public. Ms. Affa replied that she will may not be in town and able to participate in the ceremony.

Universal Validation

Ms. Dolan stated that she is working on a project that will enable the APA parking decks to achieve universal validations. Currently, because the operating system on site does not recognize parking validations, the Park and Shop program will not include the Allentown Transportation Center deck. According to Ms. Dolan, after researching the matter, the APA may either develop their own system or possibly contract with a company based in Washington State that has a merchant loyalty program which is similar to the Park and Shop program.

Website Update

In a few weeks, according to Ms. Dolan, the APA will be launching a website update that will have a more streamlined appearance and include additional information about the APA. Ms. Dolan stated that she will inform the Board when the site has gone live.

Communication Center Consolidation

Ms. Dolan stated that because the APA is a stakeholder, they were invited to participate in discussions and were interviewed by the consultant studying the potential consolidation of the communication center. During the interview, according to Ms. Dolan, the APA detailed their working relationship with the city.

BUDGET PRESENTATION

Ms. Dolan stated that 2016 APA budget being presented to the Board members would typically be more detailed and descriptive and an expanded version of the budget will be presented during the November
meeting. The 2016 APA budget is solid, continued Ms. Dolan, and does not have a great deal of variance from the 2015 version. Highlights of the budget include an increase in meter revenue that is a result of a rate increase on four hundred meters, as well as an increase in enforcement. Ms. Dolan noted that the revenue generated from enforcement is projected to remain steady. Continuing the overview of the budget, Ms. Dolan stated that as a result of an increase of people working and parking in the downtown area during business hours, monthly parking revenue is projected to increase while transient revenue will decrease. Regarding expenses, Ms. Dolan stated that due to production efficiencies realized by the APA, expenses with regard to personnel costs are projected to decline. Various operational expenses, including the cost of fuel for the vehicles, are projected to decrease; however, the expense for snow removal is expected to increase, as reflected in the budget. Ms. Dolan commented that while some authorities have predicted a mild winter, the Authority is taking a proactive approach to the season and it is far too costly to not be prepared for inclement conditions. Debt that accumulated for construction projects in 2015 will result in an increase to the debt service in 2016. Ms. Dolan noted that even with the additional debt, the APA will be able to fund all the capital projects as well as the debt service and realize a small excess at the end of 2016. Ms. Dolan directed the Board to note of the last page in the budget which outlined capital projects the APA staff felt were appropriate to fund in 2016 and the expense of the projects are within one thousand dollars from the expense of capital projects funded in 2015. The largest expense for capital projects is the cost to maintain the parking decks. The capital fund budget for deck maintenance is $350,000 for 2016, a $50,000 increase from the expense in 2015. As the decks continue to age, Ms. Dolan stated, the expense will continue to increase. The figures outlined in the draft of the 2016 budget are not expected to be modified when the details and narrative are included, according to Ms. Dolan, and will be emailed to the Board members as soon as possible. After the review of the 2016 budget, Mr. Zeller addressed the Board and stated that the budget included the $750,000 transfer to the City of Allentown. Mr. Zeller also noted that because the city no longer guarantees the APA debt service, the APA is solely responsible for their debt. Mr. Zeller stated that because the deck construction project came in under budget, as quoted by Mr. Ganguzza, the actual transfer to the debt service would be approximately ten percent less than budgeted. Ms. Dolan agreed and stated that project was funded through a draw-down loan and any remaining funds will not have to be repaid and therefore, will change the amount of debt owed by the APA. Mr. Zeller noted that the projected 2016 budget could not reflect a change in the debt service line item as the project is ongoing and the final construction costs have not been determined.

**September Financial Statement**

Ms. Dolan stated that the month of September was very close to budget and the year-to-date statement reflects a minor surplus; however, continued Ms. Dolan, a debt service payment will be due in November and the capital projects have not yet been funded.

**COURTESY OF THE FLOOR**

None.

**ADJOURNMENT**

Ms. Koval asked for a motion to adjourn the meeting. Ms. Hailstone made the first motion, Ms. Affa the
seconded, all were in favor and the motion to adjourn the meeting was approved.

Ms. Dolan reminded the Board members that the date for the next meeting will be forthcoming.