



Parking & Traffic Committee Meeting

February 14, 2019

4:30pm

J. Earle Bowden Bldg., Room 1

AGENDA

- 1) Call to Order
 - a) Meeting was properly noticed
 - b) Approval of Meeting Agenda for February 14, 2019
 - c) Approval of Minutes for January 10, 2019

- 2) On-Going Business
 - a) Platform Rollout – update
 - b) Jefferson Garage guard shack removal – update
 - c) LPR Rollout – update
 - d) JSG structural and code compliance findings
 - e) Parking Master Plan – Discussion
 - i. Parking Goal – Approval
 - ii. Parking usage & Back office reports – review & discuss
 - iii. Parking fund usage project list – review & discuss
 - iv. District Metering cost – review
 - v. Removal of broken lollie-pop – approval

- 3) New Business
 - a) Landscaping JSG entrance - after guard shack removal
 - b) Lighting in JSG Alley - Approval
 - c) JSG top deck lighting repairs – update
 - d) Additional interior lighting – Approval
 - e) JSG elevator camera install – update
 - f) Feb. Parking Roadshows – update
 - g) Employee special event parking JSG – Update



- 4) Financial Report
 - a) Jan. Financials – Approval
 - b) JSG Reserve Fund Finance Committee Recommendation - Update
- 5) Public Comment
- 6) Adjournment
- 7) On hold Items
 - a.) Intendencia Garage -Employee parking – on hold until March delivery of Mayor Transition team reports.
 - b.) Garage Blue Light - security - on going

MINUTES

Parking & Traffic Committee Meeting January 10, 2019, 4:30 p.m.

Members present: Mark Bednar, Chairman, Danny Zimmern, Clay Roesch,
Kevin Lehman, John Peacock
Lissa Dees, Executive Director

Call to order: The meeting was called to order by Chairman Bednar at 4:30 p.m.

- a) Ms. Dees confirmed the meeting was properly noticed.
- b) Motion for approval of the proposed meeting agenda, with two additions (cameras in garage and city council representative), carried unanimously.
- c) Motion for approval of the minutes from the Parking & Traffic Committee meeting held December 13, 2018, carried unanimously.

Ongoing Business:

- a) Public Parking Signs Harborview Garage
 - 1) Exec. Dir. Dees advised the signs have been installed. This is now a completed item and it will be removed from the agenda going forward.
- b) Platform transition
 - 1) Exec. Dir. Dees explained the progress of and plans for DIB's transitioning from Premium to Passport Platform. The soft launch to begin using Passport will take place on Friday, February 1, 2019, and the hard launch will follow on Monday.
- c) Valet parking letter – Update
 - 1) Exec. Dir. Dees spoke with Mr. Mitchell concerning The District's use of parking spaces for its valet service. Ms. Dees asked for clarification of the committee's approval of the letter in its current form.
 - 2) Motion for approval of the letter carried unanimously. Staff will send it to violators in the future.
- d) Jefferson Garage guard shack removal
 - 1) Exec. Dir. Dees explained that because of when the guard shack was installed, a mandatory asbestos test must be performed. After this result is received Ms. Dees will update the committee as to the removal of the guard shack.
- e) Parking Master Plan – Discussion
 - 1) Exec. Dir. Dees asked for clear marching orders from the committee so that she can assure the data that staff is collecting is in line with the goals of the committee.
 - 2) Member Zimmern made a motion for data to be collected and for the committee to make a presentation to city council in June of 2019 to support dynamic pricing. Motion seconded by Member Peacock and carried unanimously.
 - 3) Member Lehman made a motion at the next meeting to have the in-house density data available for the committee. Seconded by Member Peacock and carried unanimously.

New Business:

- a) Cameras in the garage
 - 1) Member Peacock had a brief conversation with the mayor and spoke with Chief Lyter. The mayor has requested that cameras be installed in the parking garages.
 - 2) Exec. Dir. Dees also met with Sgt. Briarton and has an upcoming meeting with Chief Lyter and others to address the mayor's request. Exec. Dir. Dees reminded the committee and informed PPD of the camera security system that exist in the garage.
- b) City Council representative
 - 1) Member Peacock inquired of Councilwoman Hill if the issue of an appointment has been discussed. Typically, it is the District 6 member. Councilwoman Hill has heard nothing on the subject.
 - 2) Exec. Dir. Dees will discuss with the new city administrator at an upcoming meeting the appointment of someone from the city to sit on the committee.

Financial Report:

- a) December financials - Approval
 - 1) Exec. Dir. Dees provided the December financial and treasurer's reports.
 - 2) Member Peacock made a motion to approve the financials. After some discussion, the motion was seconded and carried unanimously.
- b) JSG Reserve Fund Finance Committee recommendation – Update
 - 1) Exec. Dir. Dees has not yet received the recommendation from the Finance Committee. Ms. Dees suggested that by March we should have a recommendation on how the funds can be better invested.

Public Comment:

Public comment was given by Ms. Dottie Dubuisson.

Adjournment:

The meeting was adjourned at 6:00 p.m.

Treasure's Report - DPMD

MEMORANDUM

To: DIB Board

From: Lissa Dees, Executive Director

Subject: Treasure's Report

Date: February

Following this Memo are the January Income Statement and Balance Sheet.

Total Income DPMD January: \$88,979.54

Total Expense DPMD January: \$53,287.07

Notes:

Expenses M.T.D. are -\$86,381.54 under budgeted projections.

| DPMD | | | |
|-------------|------------------------|----------------------------------------------------------|--|
| <u>Code</u> | <u>Description</u> | <u>DPMD Notes</u> | |
| Income | Overview | \$11K over projected revenue | |
| 11-00 | North Palafox | slightly under projections for the month - \$2K over YTD | |
| 12-00 | Tarragona Lot | \$2K under projections YTD | |
| 13-00 | Trash Co -Op | \$4K over projections for the month - \$3K over YTD | |
| 20-00 | Intendencia | \$4K over projections for the month - \$12K over YTD | |
| 21-00 | JSG | \$5K over projections for the month - \$31K under YTD | |
| 23-00 | Meter/PayStation | \$1K under projections for the month - \$19K over YTD | |
| 24-00 | Parking Fines | \$1k over projections for the month - \$7k over YTD | |
| Expense | | | |
| Expense | Overview | \$21K under projected expenses for month | |
| 50-04 & 05 | Meter CC Fees | total CC fees \$4k over projected expense YTD | |
| 50-14 | Overhead Reimbursement | \$15K over budget = \$12K DPMD staff SB&T | |

Downtown Parking Management District

Profit & Loss Budget Performance - For Mgmt Use Only

January 2019

Ordinary Income/Expense

Income

| | | | | | | | |
|-----------------------------------------|-----------|-----------|-----------|------------|------------|------------|------------|
| 10-00 · Judicial Center Lot | 0.00 | | | 124.00 | 0.00 | 124.00 | 0.00 |
| 11-00 · North Palafax Lot | 1,601.05 | 2,250.00 | -648.95 | 11,420.30 | 9,000.00 | 2,420.30 | 27,000.00 |
| 12-00 · Tarragona Street Lot | 1,557.75 | 1,916.66 | -358.91 | 5,710.40 | 7,666.64 | -1,956.24 | 23,000.00 |
| 13-00 · Trash | 11,102.86 | 6,863.75 | 4,239.11 | 30,480.94 | 27,455.00 | 3,025.94 | 82,365.00 |
| 20-00 · Intendencia Garage | 4,235.00 | 0.00 | 4,235.00 | 12,323.00 | 0.00 | 12,323.00 | 0.00 |
| 21-00 · Jefferson Street Garage | 37,810.23 | 32,916.66 | 4,893.57 | 100,372.29 | 131,666.64 | -31,294.35 | 395,000.00 |
| 23-01 · Paystations | 12,516.53 | 13,916.66 | -1,400.13 | 74,005.96 | 55,666.64 | 18,339.32 | 167,000.00 |
| 23-02 · Single Space Meters | 3,676.12 | 4,650.00 | -973.88 | 11,632.79 | 18,600.00 | -6,967.21 | 55,800.00 |
| 24-00 · Parking Fines | 16,480.00 | 15,000.00 | 1,480.00 | 67,017.49 | 60,000.00 | 7,017.49 | 180,000.00 |
| 25-00 · OnStreet Dumpster Placement Fee | 0.00 | 83.34 | -83.34 | 0.00 | 333.36 | -333.36 | 1,000.00 |
| 26-00 · Residential Parking Permits | 0.00 | 150.00 | -150.00 | 0.00 | 600.00 | -600.00 | 1,800.00 |
| 29-01 · Sales Tax Collected | 0.00 | 0.00 | 0.00 | -10,481.80 | 0.00 | -10,481.80 | 0.00 |

Total Income

Gross Profit

Expense

| | | | | | | | |
|-----------------------------------------|----------|----------|-----------|-----------|-----------|------------|-----------|
| 5034 · Sales Tax | 0.00 | 4,916.66 | -4,916.66 | 0.00 | 19,666.64 | -19,666.64 | 59,000.00 |
| 5033 · Reserved | 0.00 | 1,739.59 | -1,739.59 | 0.00 | 6,958.36 | -6,958.36 | 20,875.00 |
| 30-00 · DPMD Trash Expense | 51.83 | 4,795.41 | -4,743.58 | 14,614.11 | 19,181.64 | -4,567.53 | 57,545.00 |
| 40-00 · DPMD Shared Expenses | | | | | | | |
| 40-01 · Intendencia Revenue share w/Co | 2,762.00 | | | 2,762.00 | 0.00 | 2,762.00 | 0.00 |
| 40-03 · P.F. Less Rev Share PPD/Airport | 1,490.58 | 0.00 | 1,490.58 | 2,124.75 | 0.00 | 2,124.75 | 0.00 |
| Total 40-00 · DPMD Shared Expenses | 4,252.58 | 0.00 | 4,252.58 | 4,886.75 | 0.00 | 4,886.75 | 0.00 |
| 50-00 · DPMD Operating Expenses | | | | | | | |
| 50-29 · Insurance - Garage Keeper | 0.00 | | | 3,850.91 | | | |
| 50-02 · Depreciation | 0.00 | | | 2,396.57 | | | |
| 50-04 · Jefferson Garage CC Fees | 322.41 | 750.00 | -427.59 | 368.36 | 3,000.00 | -2,631.64 | 9,000.00 |
| 50-05 · Parking Meter CC Fees | 3,327.44 | 1,000.00 | 2,327.44 | 10,663.62 | 4,000.00 | 6,663.62 | 12,000.00 |
| 50-06 · Auto | 0.00 | 0.00 | 0.00 | 100.00 | 0.00 | 100.00 | 0.00 |
| 50-07 · Bad Debt Expense | 0.00 | 666.66 | -666.66 | 0.00 | 2,666.64 | -2,666.64 | 8,000.00 |
| 50-08 · Bank Charges | 9.00 | 25.00 | -16.00 | 9.00 | 100.00 | -91.00 | 300.00 |
| 50-09 · Debt Service - DIB Loan | 0.00 | 0.00 | 0.00 | 0.00 | 10,000.00 | -10,000.00 | 40,000.00 |
| 50-10 · Debt Service-\$2,717.86 | 0.00 | 0.00 | 0.00 | 2,609.98 | 0.00 | 2,609.98 | 0.00 |

Downtown Parking Management District

Profit & Loss Budget Performance - For Mgmt Use Only

January 2019

| | Jan 19 | Budget | \$ Over Budget | Oct '18 - Jan 19 | YTD Budget | \$ Over Budget | Annual Budget |
|----------------------------------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| 50-11 · Dues & Subscriptions | 0.00 | 166.66 | -166.66 | 0.00 | 666.64 | -666.64 | 2,000.00 |
| 50-12 · Marketing / Printing / Research | 2,543.75 | 2,750.00 | -206.25 | 11,101.00 | 11,000.00 | 101.00 | 33,000.00 |
| 50-13 · Office Supplies | 37.68 | 25.00 | 12.68 | 37.68 | 100.00 | -62.32 | 300.00 |
| 50-14 · Overhead Reimbursement | 27,089.88 | 12,437.16 | 14,652.72 | 107,986.64 | 49,748.64 | 58,238.00 | 149,246.00 |
| 50-15 · Professional Services | 0.00 | 1,008.34 | -1,008.34 | 7,475.00 | 4,033.36 | 3,441.64 | 12,100.00 |
| 50-16 · Facility Repair & Maintenance | 1,611.75 | 7,083.34 | -5,471.59 | 20,933.73 | 28,333.36 | -7,399.63 | 85,000.00 |
| 50-17 · Signage & Striping | 464.63 | 1,166.66 | -702.03 | 2,531.19 | 4,666.64 | -2,135.45 | 14,000.00 |
| 50-18 · Utilities | 915.98 | 1,250.00 | -334.02 | 3,684.52 | 5,000.00 | -1,315.48 | 15,000.00 |
| 50-19 · Travel Entertainment & Educ | 0.00 | 500.00 | -500.00 | 0.00 | 2,000.00 | -2,000.00 | 6,000.00 |
| 50-20 · Management Contracts | 3,115.47 | 16,073.84 | -12,958.37 | 10,227.54 | 64,295.36 | -54,067.82 | 192,886.00 |
| 50-21 · Paystation Parkeon \$1456/mo | 0.00 | 2,083.34 | -2,083.34 | 4,583.67 | 8,333.36 | -3,749.69 | 25,000.00 |
| 50-22 · Paystation Repairs | 0.00 | 416.66 | -416.66 | 358.74 | 1,666.64 | -1,307.90 | 5,000.00 |
| 50-23 · Contract Parking Enforc Serv | 333.01 | 8,100.00 | -7,766.99 | 15,036.00 | 32,400.00 | -17,364.00 | 97,200.00 |
| 50-24 · Enforcement Spec Events Pkg | 1,589.62 | 0.00 | 1,589.62 | 3,108.33 | 0.00 | 3,108.33 | 0.00 |
| 50-26 · Meter Equipment | 0.00 | 4,459.41 | -4,459.41 | -9,339.96 | 17,837.64 | -27,177.60 | 53,513.00 |
| 50-28 · Street / Landscape Improvements | 0.00 | 3,000.00 | -3,000.00 | 4,050.00 | 12,000.00 | -7,950.00 | 36,000.00 |
| Total 50-00 · DPMD Operating Expenses | 41,360.62 | 62,962.07 | -21,601.45 | 201,772.52 | 261,848.28 | -60,075.76 | 795,545.00 |
| Total Expense | 45,665.03 | 74,413.73 | -28,748.70 | 221,273.38 | 307,654.92 | -86,381.54 | 932,965.00 |
| Net Ordinary Income | | | | | | | |
| Other Income/Expense | 43,314.51 | 3,333.34 | 39,981.17 | 81,331.99 | 3,333.36 | 77,998.63 | 0.00 |
| Other Income | | | | | | | |
| 60-00 · Other Income | 71.69 | 0.00 | 71.69 | 586.41 | 0.00 | 586.41 | 0.00 |
| Total Other Income | 71.69 | 0.00 | 71.69 | 586.41 | 0.00 | 586.41 | 0.00 |
| Net Other Income | 71.69 | 0.00 | 71.69 | 586.41 | 0.00 | 586.41 | 0.00 |
| Net Income | 43,386.20 | 3,333.34 | 40,052.86 | 81,918.40 | 3,333.36 | 78,585.04 | 0.00 |

Downtown Parking Management District Balance Sheet- For Management Use Only

As of January 31, 2019

| | Jan 31, 19 |
|-----------------------------------------|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 100 · Petty Cash-Jefferson Garage | 1,717.20 |
| 101 · Cash-Coastal -514-8 | 272,267.97 |
| 102 · Cash-Wells Fargo -9358 | 31,454.67 |
| Total Checking/Savings | 305,439.84 |
| Accounts Receivable | |
| 140.4 · Parking Fees & Fines | 242,636.00 |
| 145.4 · Allowance for Doubtful Accounts | -213,946.65 |
| Total Accounts Receivable | 28,689.35 |
| Other Current Assets | |
| 164 · Prepaid Expense | 9,390.96 |
| Total Other Current Assets | 9,390.96 |
| Total Current Assets | 343,520.15 |
| Fixed Assets | |
| 245 · Signage | 8,828.37 |
| 241 · Equipment | 454,914.57 |
| 290 · Improvements | 266,068.00 |
| 300 · Accumulated Depreciation | -278,659.14 |
| Total Fixed Assets | 451,151.80 |
| Other Assets | |
| 350 · Due from Compactor Users | 68,500.90 |
| Total Other Assets | 68,500.90 |
| TOTAL ASSETS | 863,172.85 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 450 · Accounts Payable | 167.50 |
| Total Accounts Payable | 167.50 |
| Other Current Liabilities | |
| Compensated Absences | 441.27 |
| 455 · Due to City of Pensacola | 634.17 |
| 24000 · Payroll Liabilities | 50.13 |
| 404 · N/P-CB & T-Pay Stations-Current | 2,611.66 |
| 460 · Restricted Fund | 1,000.00 |
| 481 · Sales Tax Payable | -1,948.27 |
| Total Other Current Liabilities | 2,788.96 |
| Total Current Liabilities | 2,956.46 |
| Total Liabilities | 2,956.46 |
| Equity | |
| 32000 · Unrestricted Net Assets | 595,939.99 |
| 32100 · Investment in Capital Assets | 182,358.00 |
| Net Income | 81,918.40 |
| Total Equity | 860,216.39 |
| TOTAL LIABILITIES & EQUITY | 863,172.85 |

2019 Pensacola Parking Goal

In alignment and partnership with the City of Pensacola, DIB Property owners, DIB Merchants and DIB parking customers, over the next 12-months the DPMD will collect data to support the reformation and streamlining of on-street parking within the DPMD district and implement a performance-based/dynamic pricing solution to include the evaluation and recommendation for the following:

- Removal of paid on-street parking in areas / zones not meeting the 60- 80% occupancy average over a 6-month period from March – Aug.
- Initiate performance-based paid parking for on-street parking meeting or exceeding the 60-80% occupancy average over a 6-month period from March – Aug.
- Implement dynamic pricing structure for paid on-street parking based on 80% occupancy trends between the hours of 8am and 10pm, 6 days per week with bi-annual re-evaluation of payment structures and usage trends to occur in June and Dec annually.
- Monitor on-street parking modification impacts and success based on sells tax revenue within the impacted area of change over the course of twelve months and adjust dynamic pricing rates, hours and/or days as needed to maximize benefits for merchants.

Additionally, DPMD will create public awareness and education opportunities of DPMD managed parking assets, payment options, dynamic rate schedules, employee parking options, residential parking options, merchant validation options and all other parking reforms through the following:

- public meetings
- community input sessions

- PSA's
- parking website
- social media
- parking 'road-shows'
- signage and cohesive DPMD branding for all DIB managed parking.

DIB/ DPMD will effectively and judiciously manage parking revenue to ensure parking assets are in good working condition and maintained for optimal life expectancy in addition to, supplementing municipal services to improve safety, enhance aesthetics and various projects to promote an environment in which our businesses and residents can successfully and safely live, work and play.

MINUTES OF THE DOWNTOWN IMPROVEMENT BOARD

Regular Monthly Meeting
Tuesday, January 22, 2019, 7:30 a.m.

Attendance:

Chairwoman Deedee Davis, Members Teri Levin, John Peacock, Michael Carro, Charlie Switzer, Executive Director Lissa Dees

Call to Order:

- a. Chair Davis called the meeting to order at 7:30 a.m.

Recurring Agenda:

- a. Mrs. Dees confirmed that the meeting was properly noticed.
- b. Motion for approval of the proposed meeting agenda with one addition (Jefferson Street guard shack removal) carried unanimously.
- c. Motion for approval of the minutes from the regular meeting of the DIB held December 20, 2019, carried unanimously.

Ongoing Business:

- a. LTU/MOU Loitering letter
 - 1. Letter was sent to Mayor Robinson, City Council, and County Commissioners. No response has been received.
- b. Jefferson Street Alley
 - 1. First quote received for lighting is \$25,000. Mrs. Dees will obtain two more quotes to report at the February meeting. DIB's target is \$30,000.
 - 2. Mr. Carro asked that the quotes be lined out to specifically state all items being quoted.
 - 3. The board held a discussion on renewing the ongoing contract with Jerry Pate Design for one additional year. Motion for extension was made, seconded, and carried 4-1, with Mr. Carro dissenting.
- c. Streetplus Cleaning Ambassador program update
 - 1. Anticipated launch date in March. Contract is about 90 percent complete.
- d. Downtown Pensacola Alliance
 - 1. IRS letter of approval received. This will become an agenda item to be discussed as part of an overall planning meeting.

Parking:

- a. Parking Consent Agenda - approved unanimously.
- b. Passport transition update
 - 1. Mrs. Dees reported that the transition is proceeding smoothly. Three dates have been set for the "Parking Road Show" to educate merchants, employees, and the public.

- c. JSG guard shack removal
 - 1. Chair Davis requested that the Parking Committee discuss ways in which to make the JSG entrance aesthetically pleasing after removal of the guard shack, and in line with what is planned for the alley.

Finance:

- a. Finance Consent Agenda - unanimously approved.
- b. DIB December Financials - unanimously approved.
- c. DPMD December Financials - unanimously approved.

Marketing Report:

- a. Caron Sjoberg, of Ideaworks, presented a Return on Investment (ROI) report and Community Impact Report for 2018.

New Business:

- a. Safety
 - 1. Chair Davis, Mrs. Dees, Helen Gibson, and Chief Lyter met to discuss the issue of safety at the request of the mayor and his office personnel. It was agreed by everyone that a police presence downtown is now a necessity.
 - 2. DIB, in partnership with the city, CRA, and PPD, will continue to work towards a solution.
- b. ED Quarterly Bonus
 - 1. Motion to approve quarterly bonus to the Executive Director carried unanimously.
- c. Pensalocal Award presented to Seville Quarter and accepted by Buck Mitchell.

Hold Items:

- a. Parking Interlocal Agreement Modification on hold from November 2018
- b. Interlocal Agreement Plan for 2020 on hold until after meeting with CRA
 - 1. Mrs. Dees provided an update on her meetings, along with Chair Davis, with Helen Gibson of the CRA, and suggested that it is time to schedule the 2020 planning meeting with the Board and will try to schedule a time in February-March.
 - 2. Buck Lee asked that the board consider helping to alleviate his sole responsibility of raising the \$8,000 necessary for the New Year's Eve fireworks display.
 - 3. Mr. Switzer asked when the City Council will vote on who its representative will be on the board. Mrs. Dees will follow up.

Public Comment:

No public comment was given.

Adjournment:

The meeting was adjourned at 8:45 a.m.