

**METUCHEN PARKING AUTHORITY**  
**MAY 20, 2014 MINUTES**

**PRESENT:**

Commissioners: Leonard Roseman, John DeFoe, Rick Dyas, and Sean Massey  
Borough Council Liaison: Jay Muldoon  
Chamber Liaison:  
Legal Counsel: James Graziano  
Executive Director: Thomas Crownover

The usual order of business was suspended for Bob Bartley and Henry Savelli of ParkMobile to discuss Pay By Cell. Signage, decals and parking parameters will be worked on by an implementation team. A separate team kicks off the program with a marketing effort to educate the public. Mr. Roseman asked how segregation of train station revenue is accomplished to allow remittance of the lease amount. Districting, separate zones, would enable this.

Parking patrons can continue to use coins in the meters. Pay by Cell customers will have several options in processing payment for meter time. It can be processed like EZPass or on individual transactions. The Authority has the option to take all PBC revenue and remit 45 cents per transaction to ParkMobile or simply receive the revenue net of the transaction fees. Chase Bank handles the funds for ParkMobile. Mr. Graziano was concerned about how the funds would move from customers to the Authority account.

Mr. Muldoon asked how development of usage occurs. Mr. Bartley advised that it might be 5% in the first year but should increase gradually over time. Decals mounted on meter housings will contain a scan code that will speed customer transactions. Of the many features are "Find my Car" and "Extend my Time" for customer convenience. The 45 cent convenience fee is not significant for most customers. Authority enforcement is done by NJ Judiciary handheld units. ParkMobile integrates with most enforcement software but not ours. Pay by Cell customers are enforced first then other customers would be enforced.

A discussion of IPS smart mechanisms and their solar power assist battery packs followed. The costs involved are significant. Duncan makes a similar mechanism called the Liberty. Prices are dropping due to competition. Mr. Roseman asked if 50 cent meter transactions will involve PBC. Mr. Bartley advised that customers will pay the added convenience fee without much concern. Mr. Dyas asked what the problems with PBC are. Mr. Bartley said there wasn't much downside. Customer complaints are handled by ParkMobile. The learning curve takes some time for customers to become familiar with it. Mr. DeFoe asked about enforcement. With on street meters ParkMobile will break down enforcement data by street. Mr. Muldoon recommended that implementation of PBC be streets and lots. One change that PBC would create is bringing street revenue into an Authority bank account rather than the present arrangement of deposit directly into a Borough account. Mr. DeFoe said that limiting it to lots would test the program. Mr. Bartley stated that compliance improves with PBC. The program can also accommodate the 10 minutes grace period for on street meters. Mr. Bartley anticipated

that 6 to 8 weeks might be needed to install PBC. Signage and decals take the most time. Two weeks lead time is needed on those items. Enforcement training would be needed.

Mr. Roseman noted the impact of Pearl development which Mr. Bartley dismissed as no problem. Mr. Graziano asked about defacement and vandal damage to decals. Mr. Bartley advised they would be replaced and perhaps backup decals could be provided without additional fee. A kickoff conference call to discuss the zone and rate sheet would take place. ParkMobile has Atlanta counsel. Mr. Bartley said he would provide Mr. Graziano with a Word version of their contract to mark it up.

Mr. Dyas moved to return to the usual order of business. It was seconded by Mr. DeFoe and approved unanimously.

### **MINUTES:**

Mr. DeFoe moved the minutes of both April meetings and was seconded by Mr. Massey and approved unanimously.

### **BILLS:**

Mr. Dyas moved the bill list for approval. Mr. Massey seconded the motion which was followed by unanimous approval.

### **CORRESPONDENCE:**

Spring Street Fair was moved to new business.

Zoning notices do not impact the Authority.

### **FINANCIAL REPORTS (Subject to Audit):**

Mr. Crownover noted reduced revenue for May although April was strong.

Mr. Roseman advised of his meeting with auditor, Joseph Critelli. The auditor satisfied his concerns about variations between the monthly reports and quarterly audits.

Middlesex County needs a document to be filed with the planning board before the \$1.2 million is released.

**May Income: \$103,420.22; Year to date Income: \$507,350.64.**

### **EXECUTIVE DIRECTOR'S REPORT:**

Mr. Crownover advised that 3 bike racks had been ordered. Mr. Graziano noted the Highland Park bike racks and how they might look on Main Street.

Parking lot sweepers are being evaluated. Mr. Crownover has looked at pickup truck mounted vacuum units in the \$80,000 range. Snow plowing would not be possible but it could replace the pickup truck we now use for coin collection. Mr. Roseman passed on the negative comments from the mayor of Piscataway about vacuum units. These vehicles are available to the Authority without bid with the Houston – Galveston purchasing coop. Mr. Massey asked what the parking structure would use.

Mr. Dyas asked about healthcare premiums charged by the Borough. Mr. Crownover noted that premium information had been made available to properly deduct a healthcare contribution from employees.

Mr. Massey asked that we put a map of our lots on the backside of “The Place to Park” card which was mailed out to parkers to glean Email addresses from permit holders and those on the waiting list.

Mr. Roseman discussed the Gulton site as a potential shuttle location for Interim parkers. Mike Ciesielka of Nexus is working on that. Providing a reasonable option is the goal. Mr. Roseman would like to have a seniority list developed to notify customers of their options. Mr. Graziano observed that 40 to 50 spaces near the Hampton Field on Middlesex Avenue should be considered. Memorial street striping should be discussed with Tom Herits.

### **OLD BUSINESS:**

Utilization of Inn Place parking by meter or permit was discussed. Mr. Graziano said a closing was anticipated by the end of June. A resolution stating \$257,500.00 had been prepared. Mr. DeFoe expected difficulty in paying the Borough contribution and completing the Inn Place closing. Mr. Roseman felt County money would allow us the needed funds to do both. Mr. Massey thought the trees on the property could become an issue. Mr. Massey emphasized a long term vision of reducing parking spaces in downtown to be used for better and higher uses.

Mr. Graziano advised that the testing on Halsey for American Legion indicates about \$20,000 of soil disposal cost plus perhaps another \$10,000 for administration. This coincides with what was expected.

June 23, 2014 is the date for our Parking Plan presentation to the Mayor and Borough Council. An overview of how that presentation would proceed was developed.

### **NEW BUSINESS:**

Motion to accept the Nelson / Nygaard report was made by Mr. Dyas, seconded by Mr. Massey and approved unanimously.

Mr. Graziano will negotiate a contract with ParkMobile to be considered for approval at the June meeting.

Resolution requesting change in appropriations, 2014-17 was moved by Mr. Dyas, seconded by Mr. Massey and approved unanimously.

Resolution 2014-18 was moved by Mr. Dyas, seconded by Mr. Massey and approved unanimously to approve the purchase price of the Inn Place property.

Motion to approve Lions Flea Market use of Pearl lot was made by Mr. Dyas, seconded by Mr. Massey and approved unanimously.

Discussion of the annual wage review for the Authority staff culminated with a motion by Mr. Dyas, seconded by Mr. Massey and unanimous approval of a 2% raise, retroactive to January 1, 2014.

Mr. DeFoe expressed concern about the handling of the escrow funds. Mr. Roseman said that he was satisfied by his conversation with Mr. Critelli.

### **REPORT OF COUNCIL LIASION**

Mr. Muldoon discussed concerns of Main Street vacancies and a downtown assessment by outside firms, requesting management and funding by the Authority. A \$5,000 cost was anticipated. With the Parking Management Plan and Whole Foods coming in creates a special opportunity to evaluate how Metuchen can add vitality to Main Street. Mr. Dyas expressed support for bringing fresh eyes to the cyclical problem of downtown business health. Mr. Roseman noted demand for professional space on the first floor which is presently prohibited. This process will be something like having our real estate appraiser, Jeff Otteau's opinion on Pearl development.

### **ADJOURNMENT:**

Adjournment was moved by Mr. Dyas, seconded by Mr. Massey and approved unanimously.

Respectfully submitted,

/s/ Thomas Crownover