

GREAT FALLS PARKING ADVISORY COMMISSION
Minutes of February 8th, 2016

The Parking Advisory Commission meeting was called to order by Dave Campbell at 3:00 p.m. in the Missouri Room of the Civic Center.

Members Present: Chuck Fulcher, David Campbell, Kenny Volk, Dave Snuggs, Bill Mintsiveris

Members Absent: None

Staff Present: Craig Raymond, Director P&CD; Connie Rosas, Sr. Admin Asst.; Joelle Marko, Permit Tech, Sr.

Others Present: Fred Burow, City Commissioner; Tracy Houck, City Commissioner; Joan Redeen, Downtown Business Improvement District; Jenn Rowell, Great Falls Tribune; Tena Grigsby, Standard Parking; Brad Livingston, Chamber of Commerce

Meeting Minutes: Mr. Campbell asked if there were any changes to the minutes of the January 25, 2016 meeting. There being none, Mr. Volk made a motion to approve those minutes. Mr. Fulcher seconded and all being in favor, the motion passed.

OLD BUSINESS

There was no old business.

NEW BUSINESS

Item 1. New Members

Mr. Snuggs and Mr. Mintsiveris were welcomed as new members of the Parking Advisory Commission (PAC).

Item 2. Election of Chair and Vice Chair

Mr. Campbell motioned to appoint Mr. Mintsiveris as the Chair of the PAC, and all being in favor, the motion passed. Mr. Campbell motioned to appoint Mr. Snuggs as the Vice Chair of the PAC, and all being in favor, the motion passed.

Item 3. Downtown Parking Plan

Mr. Campbell began by introducing a timeline he had created in which to discuss and implement the downtown parking plan. The group agreed the timeline was a good idea and though it is not set in stone, it is a good frame of reference. Having established a general timeline and knowing what the framework consists of, Mr. Raymond asked they develop a mission statement. Mr. Snuggs said having a clear purpose and direction should be the main components to crafting a mission statement. The mission statement should also mesh with the downtown management plan.

Mr. Volk stated that the parking fund needs to be solvent first and foremost. He said he would like the program to create a framework to help commerce flourish downtown, and everyone agreed with that statement. Mr. Mintsiveris said he feels meter rate increases at this time might

not be in the best interest of the program, especially with the current condition of downtown. Mr. Fulcher stated that the retention of residents in the downtown area helps to drive commerce all around. Residents will help promote businesses downtown by utilizing what is available in the area.

The PAC discussed education of parking fees and availability. Signage for lot availability is lacking, as well as what fees are required on specific lots. They agreed many people do not know when they can park in the garages or what the rates are. Public knowledge of parking availability is slowly getting better, but better signage would increase awareness. Mr. Fulcher stated a simple ad campaign would be a great place to start in raising awareness of the downtown parking program and its mission.

Economic development was identified as the driving force behind the mission statement for the parking program. Mr. Raymond stated the south garage was built to serve the NEW/Asurion employees parking downtown. The ability to persuade a business to move to the downtown area with parking options is something the parking program can continue to market.

It was decided the mission statement should include ideas that enhance downtown as well as support commerce in the area. It was discussed that the experience for both stakeholders and visitors of downtown should be positive, and the parking plan should support and reflect the long term strategic goals of the community. Mr. Raymond said he would draft a final mission statement and bring it to the next meeting to be finalized and approved by the PAC.

Item 4: Monthly Revenue Report Standard Parking

Mr. Campbell addressed the revenue from Lot 4 and noticed it had increased, and Ms. Grigbsy confirmed it had. Mr. Snuggs asked for clarification on revenue statements and where the numbers came from, as the revenues presented do not include ticket revenue. Mr. Raymond said he would compile reports pertaining to the revenue generated over the last three years to show trends and comparisons; those reports will include ticket revenue. Mr. Volk stated he would like to see profit and loss statements as well.

OTHER BUSINESS

Mr. Raymond discussed the lighting in the garages and stated they are looking for grants or other incentive programs to update the lighting, thus making it much more cost efficient. The lighting is expensive, ineffective, and needs to be converted. The money to work on the garages will need to come from parking revenues and not the general fund. He questioned whether or not the assets of the program were being utilized to their full capacity, and said that is something that should be discussed in the future.

There was discussion about construction of downtown car condos, and the possibility of selling them to owners and renters in the downtown area. The condos would be owner operated and maintained with owner funds; however, the public desire for such condos has not been explored.

PUBLIC COMMENT

Ms. Redeen discussed the Downtown Development Partnership (DDP) and stated the board is in need of a member from the PAC to sit on the DDP board. Mr. Campbell moved to appoint Mr. Raymond to the DDP, and Mr. Volk seconded the motion. All voted in favor, the motion passed.

ADJOURNMENT

There being no further business, the meeting adjourned at 4:10 p.m.