



**Downtown Parking Initiative Advisory Committee
Tuesday, April 14, 2015
4:00 – 6:00 p.m.
BBA 3rd Floor Conference Room, 29 Church Street
Minutes**

1. Welcome, Dan Bradley Chair,
 - a. In attendance: Kevin Owens, Dan Bradley, Jim Barr, John Killacky, Charlie Baker.
 - b. Staff: Kelly Devine, Diana Colangelo, Nathan Wildfire, Pat Buteau

2. Administrative Tasks – Chair, Dan Bradley
 - a. Approval of PAC minutes from February 3rd & 10th meeting – Charlie Moved, Chuck 2nd, All in favor
 - b. March 10th meeting minutes approval on hold as some did not read – Jeff made copies
 - c. Tentative PAC meeting is scheduled for April 29th at 4pm in the BBA 3rd floor conference room
 - d. Dan Bradley asked for any modifications to the agenda

3. PAC team discussion about timing and implementation plan

Roundtable:

Dan B – Develop more detail especially as roles don't mention cost. We need to figure out how to present this as a single entity

Phil – The message needs to be massaged. How it is structured is key. How would private lots be managed? They may not be willing to go with DPW. A two-year ramp is up to what? Agreements with privates need to be key.

Max – We need to clearly define the problem and then list the benefits of our solution. What are people getting for losing two hours of free parking? We need to create a two-year timeline with monthly milestones.

Kathy - Agrees with what she heard. Operational diagram. Where is the overlap? Reverse of balkanization. What is the hierarchy?

Charlie – Show vs. Existing structure. Provide a cost/benefit analysis. We're moving in the right direction in principle, but it needs a refined message.

John – There is a direction change, but still embedded in DPW. He assumed it would be lifted out of DPW. Do we plan to do that two years from now?

Jeff – Parking is crucial to downtown and consumers are frustrated. Can we bring this entity closer to the customer? What will make it an easy sell to the customer? We need to show where opportunities lie. What is the upside of revenue changes? Do we lift this out of DPW?

Chuck – Put emphasis on the success of pilot programs and look to success in other cities. The problem statement should include deplorable state of current facilities and how poorly the public is now being served. DPW is well-



positioned to manage garage capital improvements. His version is to move management to a professional management company – He wants to move toward that decision in a two year period.

4. Approval of March 10th PAC minutes – Charlie Moved, Jeff Seconded, All in favor
5. Andy Hill reviewed smart meter pilot.

Adjourn

Next Meeting: April 29 2015, 4 to 6pm, BBA 3rd Floor Conference Room, 29 Church Street