

Parking and Traffic Committee Meeting Minutes

Date of Meeting: Thursday, November 21, 2013 5:30 pm., in the Birch Room at City Hall
Members Present: Abitz{C}, Kellbach, Mielke
Others Present: Lt. Pekarske, Alfonso, Groat, Lang, Dawn Fallendorf

In accordance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner. It was noted that there was a quorum present and the meeting was called to order by Chairperson Abitz at 5:30 pm.

(1) Minutes of the Prior Meeting – 10/17/2013

Motion by Kellbach, second by Mielke to approve the minutes of the October 17, 2013. Motion approved 3-0.

(2) Discussion item only: The timing change to the traffic lights at S 3rd Avenue and W Thomas Street was completed the week of November 4th. Information to be provided to the committee by the Engineering Department.

Allen Wesolowski was not present at the meeting and this item will be reviewed again in January.

(3) Discussion item only: Review and discuss overview map of downtown parking.

Discussion: Maryanne stated Allan had mapped all of parking and parking zones downtown. Requests for changes come in sporadically and are not always looking at the big picture – so this is a good time to re-evaluate. Short time parking is not always readily available – parking for short term is being utilized by all day parkers, who move their vehicle from time to time throughout the day or continue to plug meters all day long.

Dawn stated that she could understand the need for long term users to park in the ramps. Dawn felt that some of the problem areas have very low parking ticket fines so those offenders don't mind paying the tickets because it could be cheaper for them to pay a few tickets each month than to pay for parking. Dawn mentioned information that she had researched suggesting that typically only 12% of violations are actually caught, combined with our low fine for a basic parking citation, doesn't motivate people to get \$25 monthly ramp passes

Nate discussed the increase in the monitoring and enforcement of parking violations with our new employees. The number of parking citations issued this year has significantly increased with two people now assigned to this job duty.

Abitz suggested that all employees at downtown businesses should be instructed to purchase monthly parking passes at the time they are hired. Not sure how to enforce this. Lot of options that business can promote for new hires and/or employees. Or discounted rate for a bus pass thru transit rather than parking downtown.

Dawn suggested a strong parking program with participation of downtown merchants/stakeholders. She feels that the downtown group would be interested in a collaborative effort and in meeting with this committee to help break the perception that there is never any parking available downtown and to discuss a better solution to the current situation and problem areas.

MaryAnne advised that there is money allotted in the budget for a parking study to evaluate the downtown parking situation and also evaluate the need for an additional parking structure. MaryAnne advised the committee that she would prepare some draft RFP's for our next meeting to present to the committee for their review.

(4) Future Agenda Items

Look at a possible draft RFP's for a parking study of the downtown area.

(5) Next Scheduled Meeting: December 19, 2013

Adjourn

Motion by Kellbach, second by Nutting to adjourn the meeting. Motion carried 4-0.
Meeting adjourned at 6:55 p.m.

Parking and Traffic Committee
Sherry Abitz, Chair