

**DOWNTOWN PARKING UTILITY COMMISSION (DPUC) OF THE CITY OF HUDSON,
WISCONSIN**

Thursday, February 18, 2021 6:30 p.m.

To access the meeting please use the link or phone number below. If you cannot access the meeting via the methods below or need any special accommodations please contact Mike Johnson at 715-716-5741 or mjohnson@hudsonwi.gov.

Join Zoom Meeting

<https://us02web.zoom.us/j/88103660149?pwd=NUJnV1d3OUNCbEI1YnlxamIZdzBoQT09>

Meeting ID: 881 0366 0149

Password: 273719

Call-In Phone Number: 312-626-6799

AGENDA

1. Call to Order
2. Comments and Suggestions from Citizens Present
Comments are limited to five (5) minutes; must address items not listed on the agenda' are limited to issues that have an impact on the City of Hudson Parking Utility, and that the Downtown Parking Utility Commission may address at a future meeting and must not include endorsements of any candidates or other electioneering. An exception to the five (5) minuet limit may be made at the discretion of the Chairperson. As presiding officer, the Chairperson, may allow public comment on agenda items during discussion by the Downtown Parking Utility Commission following a motion and a second being made on said agenda item. The Chairperson may place time limits on individual comments as he or she deems necessary.
3. Approval of Minutes – January 13, 2021
4. Old Business
 - A. Lighting options for sidewalks and parking lots and pay stations.
 - B. Discussion and possible action on temporary carryout spaces
5. New Business
 - A. Discussion regarding snow removal on downtown sidewalks (Mike Mroz)
 - B. Monthly Parking System Update- January 2021
 - C. Discussion and possible action on an amendment to Section 235-3 Parking Regulations – Adding parking stalls in the alleyway adjacent to the City Hall parking lot to four-hour free parking limit
 - D. Discussion on January 2021 Financials
 - E. Discussion and possible action on January Invoices
 - F. Discussion and possible action on additional marketing efforts for parking permits
6. Communications and Items for Future Agendas
7. Adjournment

Mike Johnson, Acting Secretary - Posted on City website

Notice is hereby given that a majority of the City Council or an official City Committee/Commission may be present at the aforementioned meeting of the Downtown Parking Utility Commission to gather information about a subject over which they have decision making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N. W. 2d 408 (1993), and must be noticed as such, although the Council or City Committee/Commission will not take any formal action at this meeting.

Draft Meeting Minutes- Downtown Parking Utility Commission (DPUC) of the City of Hudson,
Wisconsin

Wednesday, January 13, 2021 6:30 p.m.

Via Zoom

The Downtown Parking Utility Commission (DPUC) was called to order by Sarah Atkins Hoggatt at 6:34p.m, seconded by Kellie Anderson.

Commission & Staff Member Present: Andy Kron, John Kromer, Sarah Atkins Hoggatt, Kelli Anderson, Kay Timm, David McAloon

Commission Members Absent:

Others Present: Mary Claire Olson Potter, Mike Johnson, Katie Soukup

Presentation: None

Approval of Minutes:

Sarah Atkins Hoggatt called for a motion to approve meeting minutes. Kay Timm approved; Andy Kron seconded. All in Favor (6). Motion carried.

Comments and Suggestions from Citizens Present

Old Business:

A. Lighting Options for pay stations

Katie Soukup discussed the lighting options for the pay stations and talked about different ideas that were efficient and low cost. Soukup explained how the device works as well as the experience with the lightbars attached to a few of the pay stations located downtown. The light bar is designated to light up the area around the screen, since the screen already lights up.

Kay Timm expressed concern about possible glare from the lightbar and the screen, Soukup explained that the lightbar was positioned facing outside. Andy Kron wondered about a long-term solution, Soukup explained that this would be the long-term solution.

Committee members are going to look at the lightbars on the pay stations and see how they work before deciding on the purchase of lightbars.

Still discussion about the lighting options for the Downtown area, but not related to this committee regarding the sidewalks and parking lots.

B. Discussion and possible action on temporary carryout spaces

Temporary carry out spaces have been going well, there have not been any issues, just a few citations from drivers parking long term.

Committee members have not heard much from downtown business that there have been any issues.

New Business:

A. Monthly Parking System Update

Katie Soukup discussed the downtown parking overview for the months of November and December of 2020. Soukup address that there was 2 pay stations that were having internal issues, and we able to be fixed with the spare parts kit. No coin jamming was reported. Holiday parking was successful.

Andy Kron addresses his concerns on the permit revenue from previous months since it was low during November and December compared to when we first started in January of 2019. Soukup explained that numbers have been down due to many factors, of people not working in the office, and driver parking on the outside of downtown. Ideas to market and get permit revenue back up during 2021.

Soukup explained the efforts that goes into letting permit holders know about their permit and letting them know when they expire.

Kay Timm brought up concerns about business parking their car's out in front of their business and paying for parking all day.

The parking permits will be address in further at the next meeting.

B. Discussion on the November and December 2020 financials

Katie Soukup discussed the financials and gave an overview on the year of 2020. Andy Kron asked if the 2021 financials were approved. Mike Johnson explained that it was approved in October and it can be amended. Working on speaking and setting a meeting with the City's financial director. Budgets should be realistic and making sure we are getting the proper data so we can look at setting a budget for 2021.

C. Discussion and possible action on November and December invoices

Katie Soukup went through the invoices for the month of November and December. Sarah Atkins Hoggatt called for an approval of invoice, John Kromer motion to approval, and Andy Kron seconded. All in favor (6) Motion carried.

D. Discussion and possible action for 2021 parking financials

Communication and Items for Future Agenda

Discussion and possible action on the carry out parking spaces, discussion, and possible action on the overall lighting in the downtown area and recommendation, discussion and possible action for marketing and revenue for the parking permits, Discussion, and possible action on the 2021 financials, and discussion and possible action for snow removal on the sidewalks near pay stations.

Adjournment

Motion to adjourn made by Kay Timm and Seconded by John Kromer. All in favor (6). Motion carried.

Downtown Hudson Parking January 2021 Overview

Parking Permits

During the month of January, we issued a total of 224 Senior parking permits, 26 monthly Downtown Employee permits, and 19 annual Downtown Employee permits. The parking permit revenue for the month is a total of \$ 2,660.00.

There was an increase in senior permits, due to them having to renew yearly. Total number of parking permits that were sold were 45, bringing in \$2,660.00 which was \$ 720.00 lower than December.

Working on ideas on how to increase monthly, and yearly parking permits for 2021.

Passport Parking Application

During the month of January, Passport parking's total revenue was \$ 6,983, and the number of transactions is 6,497. Both numbers are up from last month. The daily average payment is \$1.07 which is a .01 higher than last month.

Parking staff keep encouraging everyone to download the Passport Application and education on the convenience of the App.

Flowbird Pay Stations

During the month of January, Flowbird Pay Stations total revenue was \$9,523.83 The number of transactions were 9,509. Both numbers are up from December.

The average payment made through the Pay Station was \$ 1.00, which is 0.02 cents down from last month.

During the Month of January, we had a few machines have coin jamming issues. The jamming issues were not from coins, it was from moisture going into the coin slots during the ice and snowstorms. Coin mechanisms were cleaned out and properly lubed so there would not be any further issues.

Other Parking News

In the month of January parking towed 2 cars one with 6 outstanding citations with a total of \$255.00 owed, and the other had 4 outstanding citations with a total of \$ 175.00.

During the month of January, the parking citation revenue was \$8,297.00.

Parking Utility Bills Summary

City of Hudson Parking Enforcement

To: DPUC Committee

From: Katie Soukup

CC:

Date: January 2021

Re: Summary of the Parking Utility bills for the month of January 2021

Invoice #: 162237

Company: Cale America

Amount: \$ 2,132.00

Summary of Invoice: The invoice from Cale America is the monthly bill for all the pay stations being active and accepting payments.

Invoice Approved by: _____

Date: _____

Invoice # INV-1018478

Company: Passport Labs, Inc

Amount: \$1,470.00

Summary of Invoice: The invoice from Passport is the monthly bill for January's total number of tickets collected, and online ticketing service, letters sent, and a flat fee.

- *The flat fee of \$1,000 is the charge for the Citation Management system subscription fee and is billed based off the following: Real time citation insurance, ops man reporting tools. The \$1,000 is based off the Parkeon contract.*

Invoice Approved by : _____

Date: _____

Invoice



Company: CALE AMERICA INC.
13190 56TH COURT
SUITE 401
CLEARWATER FL 33760
(813) 405-3900

Invoice Number: 162237
Invoice Date: 12/30/2020

Bill To: HUDS000001
CITY OF HUDSON
ATTN: MICHAEL MROZ
505 3RD STREET
HUDSON WI 54016

Ship To: HUDS000001
CITY OF HUDSON
ATTN: MICHAEL MROZ
505 3RD STREET
HUDSON WI 54016

0

Fax:

Tax ID: 99-0371099

SRO	Customer PO	Ship Via	Terms	Due Date
X000010455			NET 30 DAYS	01/29/2021

Line: 1 **Serial Number**
Description
Oper: 10 **Description CWO - # OF METERS**

	Qty Ordered	Qty To Bill	Price	Ext Price
1	41.00	41.00	52.00	2,132.00

Partner ID CWO
Name DEC CWO2-# OF ACTIVE METERS
Work Code CW2 DEC CWO2-# OF ACTIVE METERS

WE APPRECIATE YOUR BUSINESS

Invoice Sale Amount: 2,132.00
Invoice Discount Amount: 0.00
Net Amount: 2,132.00
Misc Charges: 0.00
Freight: 0.00
Sales Tax: 0.00
Prepaid Amount: 0.00
Invoice Total: 2,132.00

Passport Labs, Inc

128 S TRYON ST STE 2200
CHARLOTTE NC 28202-5007
United States



Invoice

Bill To

City of Hudson, WI
City of Hudson, WI
Hudson WI 54016
United States
Billing Department

Invoice # INV-1018478
Date 12/31/2020
Due Date 1/30/2021
Terms Net 30
Customer Reference #
PO #

Description	Quantity	Rate	Amount	Tax Rate
Tickets Collected -In system 10 tickets @ \$590 total	590	0.25	147.50	0.0%
Online Ticketing Service - 92 violations paid online	92	3.00	276.00	0.0%
Letter Sent Fee	30	1.55	46.50	0.0%
Flat Fee	1	1,000.00	1,000.00	0.0%

For questions, please contact billing@passportinc.com.

** If payment is not received within 30 days, a penalty fee of 1.5% may be added per month to overdue invoice.

REMITTANCE INFORMATION

By Check:
Passport Labs, Inc
PO Box 674924
Detroit, MI 48267-4924

By ACH/Wire:

Bank Name: Comerica Bank
A/C Name: Passport Labs, Inc
A/C Number: 1894832110
Routing/ABA Number: 121137522

Please reference invoice number with your payment.

SUBTOTAL 1,470.00
LESS
SHIPPING
TAX 0.00
PAYMENT 0.00
BALANCE DUE **USD 1,470.00**