



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final Municipal Parking Utility Board

Wednesday, May 28, 2014

4:00 PM

3rd Floor Conference Room

Call to Order, Roll Call

Called to order at 4:04 p.m., Audrey Kader, presiding.

Present: 6 - Audrey Kader, Richard Swantz, James Cherf, Robin Moses, Leah Mudler, James Warsinske

Excused: 4 - Joe Ledvina, Michael C. Pieper, Bill Sacia, Dan Wettstein

Absent: 1 - Andrew Gavrilos

Others Present:

News Channel 19, Art Fahey, Bob Haines, Dale Hexom, Sondra Craig.

Approval of Minutes

Cherf/Warsinske moved to approve the minutes of April 23, 2014. Carried.

Agenda Items:

[14-0473](#) Parking Utility Report - Police (March 2014)

A motion was made by Cherf, seconded by Swantz, that this Report be RECEIVED AND FILED . The motion carried unanimously by voice vote.

[14-0600](#) Parking Utility Report - Police (April 2014).

A motion was made by Cherf, seconded by Swantz, that this Report be RECEIVED AND FILED . The motion carried unanimously by voice vote.

[14-0601](#) Parking Utility Report - Public Works (May 2014).

The Board discussed the current format of the Parking Utility Reports and that they would like them to be improved - possibly having the Police and Public Works reports merged together. The Board will discuss ideas for new formatting next month.

A motion was made by Cherf, seconded by Swantz, that this Report be RECEIVED AND FILED . The motion carried unanimously by voice vote.

[14-0603](#) Neighborhood Parking Work Group Report.

The Board discussed the initial public opinion and the useful feedback that was

received. Public suggestions and comments were tabulated, but with two public hearings on May 29, it is hoped that more input and suggestions will be added. All of the input will be compiled and taken into consideration in order to formulate a more refined proposal. The Board stressed that the message they would like to get out about the proposal is that it is a 'work in progress.'

No action.

[14-0476](#)

Recommendation for paystation procedures in connection with special event parking in ramps.

Kader read the recommendation to the Board. The Board discussed the access cards, how vehicles are tracked, and how Holiday Inn guests register or validate their access card. Art Fahey, La Crosse Center Director, stated that staffing may be the biggest challenge, but the procedures for special events won't be in use until September. The exit coupons for the special events will provide an exit for those attending the events. The Board also discussed possibly making changes or improvements to the procedures after the La Crosse Center has had a couple of special events.

A motion was made by Cherf, seconded by Swantz, that the paystation procedures be APPROVED with the condition that the Director of the La Crosse Center and the Assistant Director of Public Works take initiative to report back to the Board with any solutions to problems that may arise.

Swantz/Cherf motioned to amend the original motion by adding that La Crosse Center management provide a list of recommended events to the MPU Board. The motion carried unanimously by voice vote.

[14-0485](#)

La Crosse Center staff parking.

Art Fahey discussed the request and possible concerns or issues that may be associated with having 24/7, nonreserved spaces. The Board discussed the possibility of these being reserved spaces instead of nonreserved spaces and where they might be located if designated as reserved parking spaces.

A motion was made by Warsinske, seconded by Cherf, that 14 passes without reserved signage be APPROVED . The motion carried unanimously by voice vote.

[14-0598](#)

Parking ramp customer service levels as it pertains to emergency call-outs.

Bob Haines, Assistant Director of Public Works, presented a document to the Board showing the policy that will be used to respond to emergency call-outs. In the first thirteen days, Haines had to go down to the ramps nine times, with most call-outs due to user error and some due to vandalism. The document that was presented will be the script for the answering service that will be hired. The answering service will use the script to filter customer calls and determine which ones need to be forwarded on to City staff.

A motion was made by Warsinske, seconded by Swantz, that the Item be APPROVED . The motion carried by the following vote:

Yes: 5 - Kader, Swantz, Moses, Mudler, Warsinske

Excused: 4 - Ledvina, Pieper, Sacia, Wettstein

Absent: 1 - Gavrilos

Abstain: 1 - Cherf

[14-0597](#)

Parking Utility staff work days and hours.

Bob Haines, Assistant Director of Public Works, talked about the staff needed to respond to call-outs and the financial impact for the on-call workers. CSEs will make initial response, assess the situation, and then call out to the on-call staff if it is necessary to go down to the ramp. Pay for the on-call workers will be allotted through overtime that has already been budgeted from the Parking Utility departments. The Employee Handbook will be modified to include this provision.

A motion was made by Swantz, seconded by Cherf, that this Item be APPROVED . The motion carried unanimously by voice vote.

[14-0599](#)

Discussion of service charge or parking citation for alleged indigent customers.

The current policy for indigent customers is to encourage them to try and get the fee from a friend or a family member. If they cannot get the fee, CSEs respond, take the customer's information and send them a bill. It is proposed that a \$10 service fee be added.

Cherf/Warsinske moved to refer for 30 days. Carried.

[14-0630](#)

Billing and collection procedures for surface parking.

Board would like to see documents for these procedures at the next meeting.

Board consensus to refer for 30 days.

[14-0631](#)

Billing and collection procedures for parking ramp passes.

Board would like to see documents for these procedures at the next meeting.

Board consensus to refer for 30 days.

Adjournment

Warsinske/Cherf moved to adjourn at 5:07 p.m. Carried.