

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:07 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: Proposed Parking Changes - Bauer
Attachments: Parking Ramp Changes 02-2014.docx

From: Cathy Bauer [cathy.b@cabincoffee.net]
Sent: Wednesday, February 26, 2014 9:09 AM
To: Lehrke, Teri; Kader, Audrey; cherfj@citypflacrosse.org; Swantz, Richard; danwettstein@wettsteins.com; downtownmainstreet@centurytel.net
Subject: Proposed Parking Changes

Attached please find my letter, respectfully submitted, for your consideration as you work through the process on the parking changes for Downtown. Thank you for taking the time to review this letter prior to your meeting today.

Regards,
Cathy Bauer
Owner
Cabin Coffee Company
401 Jay Street
La Crosse, WI 54601
PH: (608) 519-3055
FAX: (877) 421-6720

Find us on [facebook.com/CabinCoffeeLaCrosse](http://www.facebook.com/CabinCoffeeLaCrosse) <<http://www.facebook.com/CabinCoffeeLaCrosse>> for all the latest from the Cabin!

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:08 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: Letter to the Municipal Parking Utility Board - Leithold-Gerzema

From: Abbie Leithold-Gerzema [abbieleithold@centurytel.net]
Sent: Tuesday, February 25, 2014 10:34 PM
To: Lehrke, Teri; Kader, Audrey; Cherf, James T.; Swantz, Richard; 'Dan Wettstein'; 'Robin Moses'
Subject: Letter to the Municipal Parking Utility Board

February 25, 2014

Dear Municipal Parking Utility Board Members,

My name is Abbie Leithold-Gerzema, and I am speaking as a citizen-resident of La Crosse, property taxpayer and voter. With my brother, Paul, and parents, we are also business owners and downtown property owners with a family history of over 125 years in downtown La Crosse. We have owned the building at 116 4th Street South since 1964, and pay the yearly parking tax assessment. We have never had our own parking spaces for customers or employees, and since the early 1980s, we haven't even had a privately leased parking place in the alley for loading and unloading merchandise. I'm old enough remember street meters and parking in the OLD ramp at 4th and Jay Streets. I currently lease a space in the Market Square ramp, and Leithold Music leases two spaces for company vehicles.

I have been following the changes to downtown parking more closely since January 2012 when 12 hour ramp parking was discontinued, greatly affecting our employees and leasing teachers. We have a strict company policy that our 10 employees and 20 teachers park in the ramps, leaving street parking available to customers, students and handicapped.

As a business owner, I understand budgets and the need to balance revenue with expenses, but customers are the most important. Without them, we don't exist. We can't function. We need to listen to their needs, wants and budgets. How do we meet those goals, and what do we do to keep them coming back? Who are the "customers" of the city of La Crosse? --people who live, work and play (spend) in the city of La Crosse, including visitors, residents, property owners (taxpayers), and employees.

There are many facets to Leithold Music with several profit centers as a full-line music retailer, and not all profit centers are particularly profitable. Our band instrument repair department, for example, has high expenses for its earned revenue, but the top notch service we provide before and after the sale or rental of a flute or trumpet is vitally important, and it ultimately makes other centers profitable. You can't get that kind of service from an internet purchase! I often borrow the quote of "the Boomerang Theory" from Festival Foods—"Will it bring the customer back?"

Since its beginnings in April 2010, this board has struggled to discern its purpose and budgeting process. Although I never attended a Parking Utility Board meeting before last month, I've read and studied the public minutes accessible from the city's website and have eight pages of notes to show for it. I was unaware of your February 17 meeting until the newspaper article appeared in the La Crosse Tribune, or I would have attended that meeting. I was very surprised at the results of that meeting, and I wonder if the board would have considered other options if members of the public, particularly downtown business owners, had been in attendance. Please read and listen to my comments here.

As a public “utility”, this board has \$1 million to subsidize its budget (minutes of 7/18/12). It has been suggested that a long-term goal should be to cover capital improvements like the water utility and airport, but the decisions to build the ramps with bonds and property taxes as capital expenses were made long before this board was created and a budget created. Ramps have been a part of downtown for decades, and it was quite a shock to many that downtown parking didn’t “pay for itself.”

On November 5, 2013, board member Dan Wettstein told a group of downtown business owners that the ramps were built by the city to increase the tax base and create a vibrant downtown. A vibrant downtown means employment and wages, property taxes, county sales tax, a high quality of life for residents and a welcoming place for visitors. More and more comments have been made in the media about how great our downtown is—a special near-documentary on WQOW/WXOW:

<http://www.wqow.com/story/24759501/2014/02/18/can-the-success-of-downtown-la> and Tyler Heinz opening a new business because of the strength of our downtown: http://lacrossetribune.com/news/local/student-entrepreneur-tyler-heinz-runs-his-own-course/article_156ea057-5f9b-542d-ad84-e7c5a62cad38.html

But should parking costs be self-sufficient or subsidized? That was never a question when the ramps were built. Is the objective for users or taxpayers to pay for the ramp expenses? These are questions that this board has asked June 2010, May 2011, June 2011, July 2012, even as recently as February 2013. It had been continually suggested that debt service be phased in. The immediate goal has been to generate more revenue by charging for parking with pay stations to help cover maintenance of the ramps—stated in minutes of May 2011, August 2011, October 2013 and others.

The pay station project was awarded September 2012 after a formal bid process (coming in \$80,000 under budget). Money was budgeted for pay stations in 2011 (\$100,000 8/17/11) and 2012 (\$400,000 10/26/11), and pay stations were installed in 2013 although not yet operational. Discussions about pay station rates began in early 2012—4 hours free “grace period” in all ramps at all times, keep nights/weekends free and revisit in future when pay stations are running, consider weekend shoppers in any proposed changes, proposed 8 hours free parking on Saturdays, Sundays and holidays—that from October 2012. Money to purchase pay stations was budgeted and spent. Pay stations would bring in revenue to help pay for maintenance and cleaning. This board decided that downtown employees would be encouraged to lease spaces, and customers would not be inconvenienced with those terms.

Then the direction changed at the March 2013 meeting. A report was distributed that determined projected revenue would not cover debt service on the pay stations, and options were discussed in a 20 minute meeting April and again May 2013. I was not available to access that report on the city’s website, so I couldn’t review the details or the proposed options. At a 25 minute meeting in June 2013, the board approved changes to parking ramp rates reducing the grace period from 4 hours to 3 hours, charging 50-cents an hour, and including nights and weekends, saying that these changes would have no negative effect on downtown businesses—but downtown businesses were never asked. I feel these changes were made hastily at 20 and 25 minutes meetings without consulting the very people it would affect the most. Downtown business owners have been voicing their concerns over these changes to this board for many months, but several have felt lack of communication with affected groups.

At the November 2013 and January 2014 meetings the board moved from raising revenue to clean and help maintain the ramps to paying for debt service and the very gates that were intended to collect the revenue. Continuing on this path, the city enters with risk of losing downtown customers and businesses. Here are three actual scenarios on how the most recent board decisions will affect Leithold Music:

Consider Barb S., one of 45 members of the Da Capo band which rehearses Saturday mornings at Leithold Music. She comes to set up and greet players at 9:30, rehearses 10 to Noon, and then spends another 20 minutes cleaning up. Her friend, Sue R., says “Let’s get some lunch!”, but she has been in the Market Square ramp for 3 hours already. Will she move her car before going to a downtown restaurant? Will she pay more at the gates? Or will they both decide to go to elsewhere out of downtown? Leithold Music is running the risk of hosting these 45 weekly downtown customers if Da Capo moves rehearsals to a location with free parking.

Consider Mary K., a piano teacher at Leithold Music, not on our payroll, but leasing a studio in our building. She is downtown two days a week, 2-8 p.m. If she pays for hourly parking, she would pay \$48 per month. Since she teaches in the evening when students are available after school and after work, she must lease a 24/7 spot for \$35 per month. She doesn't need the spot on the other three weekdays, but now that space is not available for hourly parking.

Consider Kyle C. who works approximately 30 hours per week, M-T-Th-F 10-4, and W 12-9. Because he works one night late, he would have to lease a 24/7 space at cost of \$420 per year. When the weather improves, he plans to ride his bike from West Salem to save on gas, but if he pays hourly until then, he would pay \$39 per week, a huge burden for someone working just above minimum wage, equal to nearly a \$1.50 per hour pay cut!

Because we are a retailer with extended business hours (Monday-Thursday 9:30-7, but students come until 9, Friday 9:30-6, Saturday 9:30-5, Sunday 12-4), we are penalized unfairly, having to lease 24/7 spaces instead of 6a-6p that suit the Monday-Friday office jobs. We are a long-time locally-owned small business that has weathered the Great Depression and Great Recession and are currently recovering from the last economic dip, and leasing 24/7 spaces for all our employees would be an extreme burden at \$4,200 a year. We already pay the extra tax of the parking assessment. Unfortunately, because we own a large building, we do not have the option of moving our business to another location in La Crosse County in the near future, but many renting retailers are much more mobile and could leave downtown within months of a decision.

No other restaurant or retail area in La Crosse charges for parking. This Parking Utility Board surveyed other Wisconsin cities and Rochester, and ONLY Milwaukee charges for nights and weekends—even Madison and Rochester are free. This board has already acknowledged the effect of pay parking on customers and visitors by making exceptions for the La Crosse Center events, particularly the annual MOSES conference. Why would a customer want to spend a couple of hours in our beautiful downtown if they have to pay (or perceive to pay)? If they park in the ramp, would they limit themselves to two hours? Why would a business chose to locate Downtown La Crosse with the additional financial burden to pay for parking for employees?

So please consider today the Boomerang Theory of one of our most successful area businesses—"Will it bring the customer back?" The Parking Utility may think it is too late to remove the pay station project altogether, but please consider increasing the grace period to 3 hours and eliminating the charge for nights and weekends as a transition. Adjusting to the pay station/gate system will frankly be traumatic to many. Roll-out will need exceptional marketing from the city and continued assurances from downtown businesses that parking is still free for 2 hours (more, please). Additionally, the nights and weekends grace period or "exception" would give the city time to cope with the growing pains of the new pay station system, and consider adjustments after a 6 month trial period. The ramps were built with the intention to improve the health of the city and create a strong downtown, not to pay for themselves. They are part of city expenses like street work, fire protection and beautiful parks that make La Crosse a great place to live, work and spend money.

Listen to what your customers need and want: Will the shoppers, diners and visitors feel welcomed coming to downtown? How about businesses, retailers, restaurants and bars—will this make them want to stay? Will it be inviting to new enterprises downtown? Do the taxpayers want a successful downtown? Your decision may not "balance the books" by raising the requested revenue, but like our instrument repair department, a decision of increased grace period and a nights and weekends exception will do more for downtown than you can quantify in a budget.

Let's keep them coming back to downtown.

Respectfully,

Abbie Leithold-Gerzema
Leithold Music
116 4th St S
La Crosse, WI 54601

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:09 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: Parking Ramp Meters should not be installed in La Crosse. - O'Brien

From: Eddie O'Brien [ej@obrien-and-associates.com]
Sent: Tuesday, February 25, 2014 4:02 PM
To: Kader, Audrey; cherfj@citypflacrosse.org; Swantz, Richard; danwettstein@wettsteins.com; downtownmainstreet@centurytel.net; Lehrke, Teri
Subject: Parking Ramp Meters should not be installed in La Crosse.

Hi,

I am emailing you to voice my opposition to the parking ramp meters. In all cities that have enacted this, Chicago comes to mind, it has made parking a nightmare for residence.

Also, this will deter people from leaving their car in the ramp overnight and drive drunk home.

In this day and age drinking and driving is a serious problem with serious consequences.

A customer of the downtown businesses should be able to leave their car in the ramp overnight without being charged and without being thrown in jail for driving.

Also, the company that is installing these machines do NOT allow cash to be used... forcing everyone to pay the credit fee, which is by the way extortion.

I hope you will decide to get rid of these awful machines.

Thank you,

Ed O'Brien Jr.
Security Director
O'Brien and Associates
608-792-4739 (cell)
EJ@obrien-and-associates.com
www.obrien-and-associates.com

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:10 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: Parking Ramps - Torgerson

From: Ryan Torgerson [ryandrums@hotmail.com]
Sent: Tuesday, February 25, 2014 10:45 AM
To: Kader, Audrey; Cherf, James T.; Swantz, Richard; danwettstein@wettsteins.com;
downtownmainstreet@centurytel.net; Lehrke, Teri
Subject: Parking Ramps

Hello, My name is Ryan Torgerson. I am writing in concern with the new paying parking ramps. First off I think this is a horrible decision, The city is already wasting money on the Parking cops downtown regulating how long people can park. So the parking ramps for one, are already filled with a lot of "reserved" spots making most of us park at the top, now you want us to pay? for what? You do realize most of the businesses downtown are bars. So now you cant leave your car in the ramp overnight without paying for it after a night of drinking.. Gee, lets encourage more people to drive home drunk. I think its already dumb you cant leave your car parked on the street to take a cab home with out getting an overnight ticket!

What exactly is this suppose to help with?

Secondly, a lot of people work downtown so now you want to take more money out of they're paychecks for them to pay to park? Brilliant!

Finally, I believe this decision is ultimately going to lead to a decline of business down town as no one wants to pay for a spot in the top of a ramp and possibly face a ticket if they leave their car overnight! Which will cause you to raise the rates to park! why not just get rid of the parking cops if you're trying to save a buck! Just a thought! If any of you have facebook you should read what people think because those are the people that are going to go downtown. But not for long.. I know I will be going down less if I have to pay to park just to run into buzzard Billys to eat. We are not Madison or Milwaukee.. When it becomes areal issue sure, but now's not the time.

Sincerely concerned
Ryan Torgerson

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:10 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: Parking Utility Board - Poellinger

From: Leanne Poellinger [Leanne@funmuseum.org]
Sent: Tuesday, February 25, 2014 9:54 AM
To: Lehrke, Teri; Kader, Audrey; Cherf, James T.; Swantz, Richard; danwettstein@wettsteins.com; Downtown Mainstreet, Inc.
Subject: Parking Utility Board

TO: Parking Utility Board

FROM: Leanne Poellinger & Anne Snow, Children's Museum of La Crosse

RE: Downtown parking ramp changes

DATE: February 25, 2014

We know that trying to come up with a parking ramp plan that meets budget goals and pleases the public and downtown business owners and employees is a monumental challenge.

We were installing an exhibit on the evening of the January 22 meeting, so we were not able to attend. We were under the impression, at that time, that the proposal up for input was a 3-hour grace period followed by \$0.50 per hour and possible \$3 to \$5 increase to monthly lease fee, with a final decision postponed until late February. Since this seemed reasonable to us, we were comfortable not voicing any opposition or opinion. We were shocked to see the Feb. 18 announcement that fees had been finalized at \$1.50 per hour after a 2-hour grace period at a meeting on President's Day, Monday, February 17 (not a Wednesday?!)

We are appreciative of the close proximity of the Market Square Ramp to the Children's Museum, which has been open in downtown La Crosse for 15 years. We tell our guests (70,000 visits per year) to park there, and each of our management staff leases a parking space there as well. Some of our part-time staff park in the ramp, too, and use their break time to move their vehicles if they need more time than the current grace period allows. These employees earn just over minimum wage, so having to pay \$1.50 per hour to park would be a significant expense to them. We hope they will not choose to work out by the mall where they won't have to pay to park.

As a recent television feature on Eau Claire's WQOW <http://www.wqow.com/story/24759501/2014/02/18/can-the-success-of-downtown-la> demonstrated, downtown La Crosse property owner/managers and city officials have worked hard to make downtown La Crosse vibrant and welcoming. What a horrible shame it would be to move backward. I think people will continue to come downtown and pay to park if the fees seem reasonable and the ramps are clean, safe and have enough available spaces.

As parking space lease holders, we are supportive of an increase to our monthly fee of \$3 to \$5 per if it will allow a lower per hour fee for the other spaces. We hope the plan is not to keep the monthly lease fee low to increase the number of leased spaces beyond current numbers, as this would result in not enough spaces available for hourly parkers. We are surprised that we have not received any recent communication about how the new system will work for lease

customers. Will we have a card to swipe? What about businesses that lease space/s for use by more than one employee? Will monitoring be done to assure that lease holders are parking in their assigned spaces? We are also concerned about possible traffic jams in the Market Square ramp, as the entrance and exit are on the same side and the entrance passageway is narrow. A line of vehicles exiting may make it impossible for a vehicle to enter, which will cause back-ups into the street. Also, what will happen when a person reaches the exit arm and has no credit card to pay?

Will there be an opportunity for businesses to purchase tokens or pre-paid cards at a discount to use for employees and/or customers? If so, we would be interested to learn the costs/quantities.

We urge you to reconsider the fee structure adopted on February 17. It seems to me that charging \$1 per hour (on weekdays and nights, but not weekends) after a 1- or 2-hour grace period and increasing the lease fees by \$3 to \$5 per month would generate close to the same amount of income. Please consider this, without changing the street parking grace period (wouldn't changing all the signs be very costly?)

Thank you for your service to the City of La Crosse.

Leanne Poellinger & Anne Snow

Children's Museum of La Crosse

207 5th Ave. S.

La Crosse, WI 54601

(608) 784-2652

FAX (608) 784-6988

Leanne@funmuseum.org<mailto:Leanne@funmuseum.org>

anne@funmuseum.org<mailto:anne@funmuseum.org>

funmuseum.org<<http://www.funmuseum.org/>>

facebook.com/funmuseum<<http://www.facebook.com/funmuseum>>

twitter.com/funmuseum<<http://www.twitter.com/funmuseum>>

The mission of the Children's Museum of La Crosse is to offer opportunities for the young and the young at heart to learn, connect and grow through interactive play.

You are invited to help the Museum celebrate our 15th "birthday" in 2014! Don't miss: March 1 birthday party; "Blue Man Group--Making Waves" exhibit here until mid-June; September 13 color run<<http://thecolorrun.com/la-crosse/2014-09-13/>>, September 21 Tri-Quest<<http://www.tri-quest.org/>> Run Bike Golf, October 4 Big Muddy Run<<http://www.bigmuddyrun.org/>>, plus more learning and fun...rolled into one!

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:11 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: parking - Lindys

From: Lindy's Subs [lindyssubs@centurytel.net]
Sent: Tuesday, February 25, 2014 8:32 AM
To: Lehrke, Teri
Subject: parking

Dear Public Utility Board,

I have one concern that affects everybody using the parking ramps. I can't say that this happens in other ramps because I don't directly see what happens in other ramps like I do in the Main Street ramp. The problem is people who have purchased a reserved parking spot in the upper levels of the ramp will park in the hourly parking on the lower level because they are too lazy to park upstairs and walk down the stairs to get to their place of employment. Every morning I see dozens of people who I know have a spot upstairs, park in the lower level. At anytime during the day you can go up to the reserved spots and see dozens of empty parking spots that cannot be used by anyone, while the hourly area is completely full by about 10am every morning. This obviously leaves no room for prospective customers of all downtown businesses to park. There is no parking patrol in the hourly level anymore and people know this and park there all day long. I would assume there will not be parking patrol when the gates go up so I see this as an ongoing issue. There has to be some disincentive for this practice. Maybe have people with reserved spots put a sticker in their window and anyone with a sticker in the window parking in the hourly area would get a ticket. You could color code the stickers as to the ramp you own a spot in so you wouldn't be ticketed for parking in the hourly area of other ramps where you don't own a spot? But then you have to start patrolling again and like everything that costs money.

I have not attended any previous meetings so I apologize if this topic has already been addressed.

Thank you for your time.

Regards,

Mike Wolf
Owner/Manager
Lindy's Subs
221 Main St.

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:12 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: City Clerk - Teri Lehrke - Downtown Parking - Heath

From: hotmail_d7b789498138b511@live.com [hotmail_d7b789498138b511@live.com] on behalf of Anna Heath [clover4@centurytel.net]
Sent: Monday, February 24, 2014 11:01 PM
To: Lehrke, Teri
Subject: City Clerk - Teri Lehrke - Downtown Parking

To Parking Utility Board:

I am writing this letter in response to the recent news that downtown street parking may be changed to 1.5 hours. I am very concerned about the effect this will have on customers and business owners of downtown. Over one year ago I started a small business in massage therapy downtown. I am happy to say that the business is growing and it is going well so far. One of the reasons I chose the downtown location is the fact there was 2 hour parking on the street. Many of my clients come for 1.5 hours of therapy or more. If they have a 1.5 hour appointment they need enough time to fill out forms upon arrival and set up their next appointment before they leave. Also, it takes time for them to go to their car especially in the winter. Many of my clients are elderly and even a 1 hour appointment can take them 1.5 hours. It is too hard and unsafe for my elderly clients to walk through snow and ice to and from the parking ramp so most of them rely on street parking.

Furthermore, there are many other businesses that rely on 2 hour parking such as: hair salons, gyms, yoga studios, and other health related businesses. I believe shortening street parking will be detrimental to downtown businesses and the overall economy of La Crosse.

Thank you for your time concerning this matter.

Sincerely,

Anna Heath
Anna's Therapeutic Massage Studio
115 5th Street Suite B103
La Crosse, WI. 54601

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:13 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: MPU meeting today - Boschka

From: matt boshcka [mattboshcka@yahoo.com]
Sent: Monday, February 24, 2014 8:51 PM
To: Lehrke, Teri; Kader, Audrey; cherfj@citypflacrosse.org; Swantz, Richard; danwettstein@wettsteins.com; downtownmainstreet@centurytel.net; Kabat Tim
Cc: t_doering@charter.net; Lindy's - La Crosse
Subject:

Dear Public Utilities Board,

I am writing you this e-mail on behalf of dozens of downtown merchants, hundreds of downtown employees, and thousands of downtown customers that I've spoken with in the past week since the decision was made for the 2 hour grace period, \$1.50/hour all-day/night fee, and no cash payments to the machines. We are asking that you seriously consider this decision before making it final and consider a lower hourly fee, and a time cap at night. We all understand that something has to be done but we are asking that you consider even \$0.75/hour and see where that leads us a year from now. We are asking that you consider opening the meeting on Wednesday at 4 PM at City Hall to the general public. Thank you for your consideration and for taking the time to listen to what all of the stakeholders of downtown have to say. Have a great day.

Regards,

Matt A. Boshcka
Owner
Dublin Square Irish Pub & Eatery

Elsen, Nikki

From: Lehrke, Teri
Sent: Wednesday, February 26, 2014 12:50 PM
To: Elsen, Nikki; Hexom, Dale
Subject: FW: Parking ramp fees - Shively

From: Kim Shively [kshives43@gmail.com]
Sent: Wednesday, February 26, 2014 12:46 PM
To: Chérif, James T.; Lehrke, Teri
Subject: Parking ramp fees

Parking Utility Board members,

Hello, my name is Kim Shively and I am writing with concerns about fees being added in some of the downtown ramps. I teach private music lessons two days a week at Leithold Music. I am disappointed to be looking at paying a \$30 - \$40 parking fee each month for a part-time job which brings me downtown for about 12 hours a week.

Because I, and likely all the Leithold studio teachers, teach after 6:00, we are not eligible for the less expensive 6a - 6p pass. This means we will have to pay for the 24/7 parking pass. (We can't consider not getting the pass as paying hourly will be even spendier). It seems like this could actually lose money for the city. The city will receive my, let's say \$30 a month, for a parking space that I will use for a maximum of 15 hours out of 168 hours each week. That leaves 153 hours where no one else can use the spot, right? It's mine 24/7 for \$30 a month. Even if I am able to share the space with another teacher and we use the space for 30 hours a week, that still leaves 138 hours each week that the space cannot be used. You are the business people but 138 hours x \$1.50 per hour = \$207 loss - each week! Even if that spot could be filled only half of those unused hours that's still over \$400 lost each month to my one empty space.

If there must be a parking fee, *please* consider:

- Lowering the hourly rate
- Increasing the number of "free" hours
- Talking to downtown businesses to understand the unique parking needs/hours of their employees and finding other (shorter length, lower charge) models besides the 6 to 6 or 24/7 ones.

Additional thoughts:

- \$40 is the same amount I pay Leithold's for a spacious studio space that includes electricity, heating/air conditioning, and access to a wonderful recital hall.
- Having paid the high LaX property taxes for 15 years, I feel like asking for this fee is double dipping.
- I think the fee makes the d.t. a little less family and consumer friendly. Parking is free at the mall.

Thank you for your time reading my thoughts on this matter.

Sincerely,
Kim Shively
kshives43@gmail.com<<mailto:kshives43@gmail.com>>
608.787.0015

Elsen, Nikki

From: Angie Cavaiuolo, Handmade Natural Beauty <angie@naturalbeautysoaps.net>
Sent: Wednesday, February 26, 2014 4:21 PM
To: Lehrke, Teri; Kader, Audrey; Cherf, James T.; Swantz, Richard;
danwettstein@wettsteins.com; 'Robin Moses'
Subject: Downtown Parking

Parking Utility Board,

I am writing to address the parking issue facing downtown La Crosse and I would like to offer my point of view being a downtown business owner. I would've liked to have attended the past meetings and the one today, however, they are held during my open business hours. I own and am the sole operator of Handmade Natural Beauty Boutique, a small shop within the Powell Place building behind Painted Porch. I am a La Crosse native and my business began in 2002 as a home-based business. I tested the waters in retail by renting a very tiny retail space on 5th Ave. three years ago. You may have seen the article in the Tribune that ran Feb. 13, 2012. http://lacrossetribune.com/news/local/fifth-avenue-la-crosse-once-great-retail-center-struggles-as/article_358243fe-5532-11e1-abcb-0019bb2963f4.html

Following this article, I did move and this April will be my 2nd anniversary in my Powell Place location. When making the decision to stay downtown or move to a strip mall location, I decided that my handcrafted products lend more towards the boutique feel provided by a historic downtown setting sought out by tourists. And summer tourist traffic has proven to be much better than my 5th Ave. location.

However, in order to experience sustainable year-round success, support of local patrons is necessary. With the rising "shop local" movement and "Small Business Saturday", I have found that it is finally starting to catch on. Community members seem to experience a sense of pride when they shop and support local. This is key in the continued rebuilding of downtown. Downtown Mainstreet has also been instrumental in building awareness of downtown by holding downtown shopping events and promotions. While downtown has experienced great strides over the past few years, I don't think we're there yet. Many storefronts are still vacant and many businesses are struggling to keep the doors open, especially in lean winter months after the holidays.

From experience, I have found that the biggest obstacle in obtaining a local client base has been parking. Being that parking is already a deterrent, I'm very concerned that whatever changes are made, be ones that won't discourage shoppers to come downtown and force small businesses into strip malls in other parts of the city or Onalaska. Unfortunately, there is no question in my mind installing parking meters on the streets and not allowing at least 2 hour free parking on the street or in the ramps, will be that discouragement that will lead to the demise of downtown businesses.

On a personal note, I have one more year on my lease. I am engaged and my fiancé lives in Iowa. Our plan is for him to move here in 2016 when we marry. I'm hoping that business will increase from now until then and not decline. Should it decline, I would have to reevaluate moving to a strip mall or perhaps move out of the area altogether to a more small-business friendly community where parking is not an issue.

I understand that something has to be done to finance or partially finance the upkeep of the parking ramps. I propose that two hour parking remain on the streets and the ticket prices raise for those that abuse this. I propose two hour free parking in the ramp and \$1.50/hr. after that every day of the week if necessary. If marketed properly, this may even be seen as a good thing for downtown patrons to not have to worry about moving their car from the street or the ramp after two hours. Do away with the all-day free parking that is on the top level of the ramps, thereby encouraging paid lease spaces for those that require all-day parking. Regarding leased spaces, I would have no problem paying the \$5

more that was suggested to make my week day leased space a 24 hr. one. I don't know if these changes are enough to finance the entire problem at hand but I think they would be the least detrimental.

Thank you for your consideration and allowing me to share my concerns and suggestions.

Respectfully yours,

Angie Cavaiuolo, owner
Handmade Natural Beauty
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Elsen, Nikki

From: matt boshcka <mattboshcka@yahoo.com>
Sent: Wednesday, February 26, 2014 5:25 PM
To: Lehrke, Teri; Kader, Audrey; Kabat Tim; Downtown Inc.; Swantz, Richard;
danwettstein@wettsteins.com
Cc: t_doering@charter.net; Lindy's - La Crosse; tjlers111@yahoo.com; Matt Birnie;
garrett.stolt@gmail.com
Subject: Today's Public Utilities Board Meeting

To everyone receiving this e-mail,

On behalf of most (if not all) of the downtown merchants, customers, and employees, THANK YOU for your willingness to compromise your previous decision on the downtown parking conundrum. I completely understand that your jobs are not easy. In fact, they may seem impossible many days. I certainly don't envy the many tough decisions that are bestowed upon you on a daily/weekly basis. What the Mayor proposed, and the board accepted, is a very fair compromise. One that I have total confidence the vast majority of the general public (and stakeholders of downtown) will accept. Your willingness to open the meeting to the public and let them hear what you have been discussing was a good thing that many people appreciated and have already been praising you on. In closing, thank you again for hearing our voices and compromising. We appreciate it from the bottom of our hearts. Have a great day.

Regards,

Matt A. Boshcka