



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes - Final

Municipal Parking Utility Board

Wednesday, July 27, 2016

4:00 PM

3rd Floor Conference Room

Call to Order, Roll Call

Richard Swantz called the meeting to order at 4:00 p.m.

Present: 7 - Richard Swantz, James Cherf, Robin Moses, Dan Wettstein, Martin Gaul, Jim Rosenberg, Angie Manke

Absent: 4 - Joe Ledvina, Jay McHenry, Elaine Yager, Troy Nedegaard

Approval of Minutes

A motion was made by Gaul, seconded by Rosenberg, to approve the minutes of June 22, 2016. The motion carried.

Agenda Items:

[16-0726](#)

Parking Utility Monthly Report (June 2016).

Coordinator Flottmeyer indicated the total for June Enforcement under Maintenance Activities should be \$2,323 because Clancy totals had not come out; he will correct and resubmit the report.

A motion was made by Gaul, seconded by Wettstein, that the Report be RECEIVED AND FILED (with corrections stated by Flottmeyer). The motion carried by the following vote:

Yes: 7 - Swantz, Cherf, Moses, Wettstein, Gaul, Rosenberg, Manke

Absent: 4 - Ledvina, McHenry, Yager, Nedegaard

[16-0727](#)

Coordinator recommendation regarding removal of the reserve signs in the parking ramps.

Coordinator Flottmeyer stated the gates went back up Monday July 25th. Before removing reserve signs, he needs data to know how to declare when a ramp is full. He needs time to run and test data before operating the counters. Using counters is the only way of keeping track of who is going in and coming out of the ramps. The counters have never been used; they had been unplugged.

Cherf expressed concern about the delay.

Flottmeyer wants to be sure there is no overselling with transient parkers; he does not want to leaseholders to be without available spots. There is not software operating the counters; numbers need to be set manually. He feels it can be ready early October.

Gaul agreed there is frustration; however, if the coordinator needs a delay to obtain data, it is worth taking the time to get that data. It needs to be done as quickly as possible and done correctly the first time.

Manke asked who will be resetting the numbers. Flottmeyer indicated an early morning janitor will read the numbers and reset the counters; counters will start on Monday, August 1st.

Following the vote to refer, Chairman Swantz opened discussion to the people in attendance which included business owners, property manager and several people who work downtown all of whom are currently monthly permit holders and a neighborhood association representative. A summary of the comments and concerns were:

- * Availability of spots and overselling permits.*
- * Hourly parking has best spots; why dont people who pay for permits get the covered spots.*
- * Homeless in ramps (particularly Market Square ramp) and safety; no enforcement.*
- * Availability of spaces for permit holders - being charged for a spot and having to drive around looking or having to scrape car. May choose not to get a permit and instead utilize covered three hour parking.*
- * Need to find a balance and maximize parking for all - employers, employees, restaurants, tenants.*
- * Ensure proposed changes are being done for right reason – increase in revenue or parking utilization. Need to allow a way for companies to grow.*
- * Dynamic market pricing of parking spaces ... price high or low enough to meet demand while maximizing the City's budget rather than the City subsidizing parking. Consider transit passes rather than parking spaces.*
- * User fees for businesses that only work 5 days a week; why not bars and restuarants?*
- * Discounting the value of an employee working in downtown La Crosse who*

spends a lot of money in downtown because of working downtown. Value of removing signs? Downtown employees are just as important as person who shops downtown.

** Permit holders will not pay to look around for an available parking spots; they pay for a spot because that is where they go and can come and go as they please.*

** Everyone should pay all the time; why is any parking free.*

Board members thanked those in attendance and offered the following comments:

** Parking ramps are built to save tax revenue/tax base; downtown would be one big parking lot if lots were spread out. Ramps are not just for businesses but also for residents.*

** Be aware of needs; consider all who use ramps and put yourself in the place of someone else and how they use the ramps. Need to find balance and utilization of spaces. Cannot continue to build ramps, must try to find out how to utilize each space.*

** Parking is a struggle; particularly here in La Crosse because the open land area is small. A challenge for the board is how to generate adequate revenue to maintain to a standard that everyone wants ramps maintained.*

** Only the first floor of ramps will be reserved for hourly parking. After that point, permit holders will take first available spot for "reserved". There will always be a spot, just not the same spot.*

In closing Chairman Swantz thanked all for participating and stated that balance is important but is in the eye of the beholder; the decisions of the Board will not please everybody.

A motion was made by Gaul, seconded by Rosenberg, that the issue be REFERRED 30 days to the meeting on 8/24/2016. The motion carried by the following vote:

Yes: 6 - Swantz, Moses, Wettstein, Gaul, Rosenberg, Manke

No: 1 - Cherf

Absent: 4 - Ledvina, McHenry, Yager, Nedegaard

Parking meter sale update

Cherf reported that conversations have begun; however, no communications lately so nothing to report. This topic will again be on the August 24th agenda.

Next Meeting Date/Agenda Items

Wednesday, August 24, 2016

Adjournment

A motion by Cherf, seconded by Gaul, to adjourn at 4:54 p.m. The motion carried unanimously.