

Joseph Hoffmeier– Chairman
Dino Cantelmi– Vice Chairman
Lynn Cunningham– Treasurer
Diana Morganelli– Secretary
Billy Kounoupis – Member
Bryan Callahan– City Counsel Liaison
Kevin Livingston– Executive Director

Jim Broughal – BPA Solicitor

BETHLEHEM PARKING AUTHORITY BOARD OF DIRECTORS MINUTES

A regular meeting of the Bethlehem Parking Authority Board was held at 4:00 p.m. on March 28th, 2018 at the offices of the Bethlehem Parking Authority, 85 W North Street, Bethlehem PA 18018.

The following were in attendance:

Joseph Hoffmeier-Chairman
Billy Kounoupis-Member
Lynn Cunningham-Treasurer
Diana Morganelli-Secretary
Lisa Pereira-BPA Solicitor
Kevin Livingston-Executive Director

Also in attendance:

Jeremy Alleshouse-Operation Manager
Steve Fernstrom-Operation Manager
Jill Fessler-Finance Manager

Joseph Hoffmeier, the Chairman of the Board called the March 28, 2018 meeting of the Bethlehem Parking Authority to order.

MINUTES

Mr. Hoffmeier asked the Board for a motion to approve the Minutes from the previous meeting. A motion was made by Billy Kounoupis and seconded by Diana Morganelli to approve the minutes from the March meeting. Motion passed unanimously.

Mr. Hoffmeier announced that we have no Courtesy of the Floor.

COURTESY OF THE FLOOR

None

Mr. Hoffmeier announced that we will move to the Director's Report.

DIRECTOR'S REPORT

Mr. Livingston notified the Board that the public meeting for the Parking Study has been rescheduled until April 12th at 6:00 P.M. He explained that the meeting will be held with Desman and myself at Townhall.

Mr. Hoffmeier announced that we will move to the Solicitor's Report.

SOLICITOR'S REPORT

None

Mr. Hoffmeier announced that we will move to the Financial Report.

FINANCIAL REPORT

Jill Fessler reported that as of February 28, 2018, our total operating revenue for the month was \$432,080 our total operating expenses were \$364,913 leaving us with a net income in the amount of \$67,167.

Mr. Hoffmeier announced to let the record show that Lynn Cunningham is now in attendance.

Looking at the cash flow projection for February 2018, we began the month with \$2,449,304 and we ended the month of February 2018 \$2,384,699. Our current assets for the month of February 2018 were \$2,985,800 our restricted assets were \$840,866 our total long-term assets were \$31,973,379 ending the month with total assets of \$35,800,045. Our current liabilities were \$1,700,710 our long-term liabilities are \$24,171,970 our short-term loan \$1,763,472 our total equity is \$8,163,892 our total liabilities and equity equaled \$35,800,045.

Mr. Hoffmeier asked the Board for a motion to approve the Financial Reports. A motion was made by Billy Kounoupis and seconded by Diana Morganeli. Motion passed unanimously.

Mr. Hoffmeier announced that we will move onto Old Business.

OLD BUSINESS

None

Mr. Hoffmeier announced that we will move onto New Business.

NEW BUSINESS

RACP Grant Anticipation Note

Mr. Livingston announced that the first item under new business is the RACP Grant Anticipation Note. The Director announced that in 2017 the Parking Authority was given another \$1,000,000 for the Polk St Garage through the RACP. He explained that this Grant Anticipation Note is for a \$1,000,000 and reminded the Board that we were also given a \$1,000,000 in 2016. Mr. Livingston clarified that this is a reimbursable grant which we will need to spend the \$1,000,000 for the project to get a \$1,000,000 back from the State. He informed the Board that this Resolution is asking the Board to approve the Director to authorize the Grant Anticipation Note for a \$1,000,000. Mr. Livingston announced that the terms of this Grant Anticipation Note are a 2.75% interest rate which is fixed for 3-years. The Director asked the Board to approve the resolution to have the Director or Chairman of the Board execute the loan documents.

Mr. Hoffmeier asked the Board for a motion to approve the resolution to have the Director or Chairman of the Board execute the loan documents for the Grant Anticipation Note. Lynn Cunningham made a motion to approve the resolution and Diana Morganelli seconded. Motion passed unanimously.

Mr. Hoffmeier asked when these funds will be used. Mr. Livingston explained that these funds will only be used for the Polk Street Project. The Director stated that no interest will accrue until we start the project.

Capital Repairs Line of Credit

Mr. Livingston announced that the second item under new business is the Capital Repairs Line of Credit Resolution. He informed the Board that we are going out for bid for our annual capital repairs. This is the \$600,000 line of credit for 2018 capital repairs which are broken down between the Commons Deck and the Walnut Street Garage. The Director explained that this \$600,000 line of credit has been put out to public bid on March 16, 2018 and we are hoping to open the bids on April 19, 2018. Mr. Livingston informed the Board that he would bring the bids back to the Board to approve the lowest qualified bidder. The Director informed the Board that these funds will be used to complete the capital repairs and that we will either pay back this line of credit with the Bethlehem Parking Authority revenues or it will be combined with our next bond issuance. He also stated that the terms of the line of credit are 2.75 fixed for a 3-year term. Mr. Livingston stated that this resolution authorizes the Director or the Chairman of the Board to execute the loan documents for the \$600,000 Capital Repairs Line of Credit.

Mr. Hoffmeier asked the Board for a motion to approve the Capital Repairs Line of Credit. Billy Kounoupis made a motion to approve the line of credit and Diana Morganelli seconded. Motion passed unanimously.

Mr. Livingston explained that most of the work is in the Commons Deck. He informed the Board that he is exploring a 3-year capital maintenance plan rather than every year. Lastly, Mr. Livingston pointed out that the capital repairs will not affect any events and they should be completed in 120 days.

Tangram Conference Call

Mr. Livingston explained that the last item under new business which he stated that he is turning it over to Jeremy Alleshouse is the Tangram Conference Call. He explained that at our last meeting, we proposed creating a survey for the public to vote on; however, Tangram advised us that it wasn't a good idea to put all four proposals out and that the Board should narrow it down to two choices and put that out to the public. The Director explained that Tangram is going to have a conference call with us to explain to us this reasoning and to help guide us and do our best that we can with the wayfinding. Jeremy Alleshouse set up the conference call with Tangram and made sure that everyone was connected for the call. Mr. Alleshouse made the introductions.

George Lim and Angela Serravo from Tangram took over the meeting with their presentation. Angela explained the concept presentation that they put together so you can get a good understanding of why we did the concept the way we did and hopefully that will help you make your decision. She explained that the project goals were to create a consistent signage system that informs the public of parking facility locations, time restrictions, and parking rates, provide a signage design that connects to the city signage system and that easily identifies and promotes the BPA and to develop a signage system which creates a simple and more functional form of communication and access for the public.

Mr. Lim explained that they visited both northside and southside Bethlehem prior to developing this concept and to complete a site survey. He reported the following findings from their visit. Mr. Lim reported that parking signage does not adequately identify garages, lots, or parking information, some lots do not contain any parking identification at all, inconsistent signage design and use of colors, symbols, typography, and arrows, BPA branding elements are graphically inconsistent, the typography and layout of the parking hours and cost information is condensed and small which makes it hard for vehicular drivers to read.

Tangram presented five concepts designs for the Bethlehem Parking Authority. Ms. Serravo presented Concept 1A which consisted of angled shape mimics angles of Bethlehem star, industrial materials and details reflect Bethlehem Steel history and the City's new wayfinding signage design, color scheme stems from colors used in the City's new wayfinding signage design. Mr. Lim reiterated the use of industrial materials reflecting the Bethlehem Steel and materials in the Bethlehem environment.

Mr. Lim pointed out that upon their review they recognized that the BPA had their own brand started and its own identity. He explained that this is how the other concepts developed. Ms. Serravo presented Concept 1B which is the same signage as just presented but they used a color scheme which stems from colors used in the BPA logo and represents more of the BPA.

Mr. Lim pointed out that they didn't want to stop there so they looked at the brand even more which led to the development of Concept 2. He explained that we developed this concept based on color and shape and form change. Ms. Serravo explained that Concept 2 is more of a modern approach consisting of the blue and yellow colors which create a visual connection to the BPA logo, the silver backer and break-form panel are combined to create a contemporary form, rounded corners of the break-form panel compliment the parking "P" circle shape, the strong diagonal graphic resembles the angles found in the Bethlehem star.

Mr. Lim reiterated that this concept was a little more modern with more modern materials. Lynn Cunningham asked about the raised lettering on the signs. Tangram explained that this is a design and

we just wanted you to see that we can design the signs flat or dimensional.

Mr. Lim explained that we took the BPA branding even further in the next concept. In Concept 3, we tried to accentuate the star that shows up in the BPA Logo and connects the BPA to the lots and the building structures. Mr. Lim explained that Concept 3 consists of the shape of the Bethlehem star which is used to create a visual connection to the BPA logo, rounded corners of the panel contrast to the edges of the star and compliment the circle of the parking “P”, the yellow angle represents the angles of the Bethlehem star, italicized type is similar to the italicized type that is used in the BPA brand.

Mr. Lim explained that they had a lot of fun with the last concept. Concept 4 which consists of the large Bethlehem star shape as a beacon to guide visitors to the parking entrance. The circle panels represent the circle that is used in the BPA logo. Star is given dimension with 3-dimensional graphics. The typography used is similar in form to the parking “P” used in the city wayfinding signage. He explained that it is similar to concept 3 and easily noticed.

Mr. Livingston asked if there is a significant cost between Concepts 1 and 4? Do you have an idea of the cost? Tangram explained that they could not give us the costs today but they could get this for us. They did say that Concept 4 would cost more due to the design. The more detail would mean the more cost.

Mr. Alleshouse asked Mr. Lim if he could give us his professional opinion on which direction we should go? Mr. Hoffmeier asked if other city’s state that attraction are one color and parking is another? Mr. Hoffmeier asked if we should differentiate from the City’s attractions to make our own unique brand? Ms. Serravo explained that it is important to stick out a bit and not be the same color and to not blend in with all the City signage. She explained that the first thing that you are looking for is parking not necessarily the attraction. Ms. Serravo stated that she thinks it is important to stand out in the environment. Also, she explained that the City sign program should function on its own as the destination. Mr. Lim explained that when we started this project we thought that it was a good move by the BPA to do something since the signs out there now are ineffective for many reasons. Mr. Lim went on to explain that the more we got involved and noticed that the BPA brand was already the culture, it was already separated. Mr. Lim felt that it is a stronger approach to visually say that this is “BPA” instead of connecting 100% to the wayfinding system. Mr. Lim stated that he liked the strength of Concept 3. Ms. Serravo explained that she thinks it is okay for the BPA to be different since our signage serves another purpose from the wayfinding signage in the City. Mr. Lim stated that we should go with our strengths and what the community already knows us as.

Diana Morganelli asks if the yellow versus the red tends to lend more visibility for people? What is your experience with that in other cities in terms of actual color and grabbing people’s attention? Mr. Lim stated that it is per environment. He explained as for Bethlehem’s environment, it will really stick out. Mr. Livingston explained that he fears that the yellow stands out too much.

Mr. Livingston stated that Concept 3 is like what we have now; however, we have concerns over the star being vandalized in the surface lots. Mr. Lim explained that vandalism is always a concern. The items that you are concerned with will be out of reach. Mr. Alleshouse asked if someone does vandalize the signs, are they modular or will the entire sign need to be replaced? Mr. Lim stated that the signs are modular and there will be replacement pieces. Mr. Livingston asked what is the best way for the Board to get public feedback. Tangram recommended committee meetings or online

surveys. Mr. Lim suggested that the Board should narrow the options down to two.

Adjournment

Mr. Hoffmeier asked the Board for a motion to adjourn. Lynn Cunningham made a motion to adjourn the meeting and Billy Kounoupis seconded. Motion passed unanimously.

THE NEXT BOARD MEETING WILL BE HELD ON APRIL 25th, 2018.