



Board Meeting Minutes

Date: 12/05/2023

Time: 4:00PM

Location: Bethlehem Parking Authority Offices

- I. **Call Meeting to Order** at The Bethlehem Parking Authority Office on Tuesday, December 5, 2023, at 4:00 p.m.
- II. **Roll Call**
 - A. **Present:** Ms. Lynn Cunningham, Chairperson; Mr. Eugene Gonzalez, Secretary; Mr. Mark Jobes, Treasurer; Ms. Karen Widrick, Board Member; Mr. Jim Broughal, Solicitor; Mr. John Harrison, Solicitor; Mr. Steve Fernstrom, Executive Director; Ms. Tiffany Wells, Deputy Director and BPA Staff
- III. **Executive Session**
 - A. Ms. Lynn Cunningham asked for an Executive Session to discuss contract negotiations.
 - B. Mr. Jim Broughal stated the Executive Session lasted for thirty five minutes to discuss litigation matters and contract negotiations.
- IV. **Approval of Minutes**
 - A. Ms. Lynn Cunningham asked for a motion to approve the Minutes from October 25, 2023. Ms. Karen Widrick made a motion to approve the Minutes, and Mr. Mark Jobes seconded the motion. A motion was passed unanimously.
- V. **Courtesy of the floor**
 - A. None
- VI. **Reports**
 - A. Director's Report
 - i. Walnut Street Garage – Mr. Steve Fernstrom stated the Walnut Street Garage is permanently closing at midnight on January 3, 2024.



Erosion settlement control will begin on January 10, 2024. Brick facade removal, phase one of the demo will begin on January 12, 2024. We're making arrangements with the Condo Association with the terms of their agreement. The BPA Staff have been working hard with relocating the permits from Walnut Street Garage. Everyone has been allocated to the correct facility. We're firming up shuttle transportation for the relocated Spring Street Lot parkers. We're looking into partnering up with LANta. We're on the HARB agenda for tomorrow to showcase our designs and to show what a great job our engineers and architects have done.

A. Solicitor's Report

- i. Mr. Jim Broughal mentioned that approximately \$800,000.00 is generated a year from the Walnut Street Garage. We're attempting to find homes for all the parkers from the WSG. Many of them will go to the North Street Garage and other various locations. Moravian College is leasing one hundred spaces in the Spring Street Lot. Mr. Steve Fernstrom worked out a deal with Moravian College that we will take the one hundred spaces and place them in the Lehigh Street Lot and in turn they will assign us their one hundred spaces in the Spring Street Lot. Mr. Jim Broughal asked for a motion to approve the parking space agreement between the Bethlehem Parking Authority and Moravian University for one hundred spaces at the Lehigh Street Lot. Mr. Eugene Gonzalez made a motion to approve the parking space agreement and Mr. Mark Jobes seconded the motion. A motion was passed unanimously.

B. Financial Report

- i. Mr. Chris Betley reported via phone for the month of October 2023 we had \$819,724.95 in our checking account. A total of \$8,931,726.52 in investments. Restricted cash we have negative \$6,564,754.54. We have \$3,272,724.18 unrestricted cash. Total revenue year to date is \$6,990,482.69. Net income for the month of October was negative \$1,082,830.99 due to debt service payments. Year to date net income as of October 31, 2023 is \$797,765.50. Ms. Lynn Cunningham asked for a motion to approve the Financials for October 2023. Mr. Mark Jobes made a motion and Ms. Karen Widrick seconded the motion. A motion was passed unanimously.

VII. Old Business

- A. None

VIII. New Business



A. Year in Review

- i. Accredited Parking Organization
- ii. PA Governor Award of Environmental Excellence
- iii. Technology
 - a. 213 single spaced meters replaced with 35 kiosks
 - b. Data shows more compliance and fewer tickets
 - c. Reduced maintenance costs
- iv. North Street Garage LPR
 - a. Much faster entrance and exit experience
 - b. Continued credential redundancy
 - c. Reduces operating expenses through less wear and tear on the kiosk equipment
- v. Mobile App Only Zones
 - a. Over 100 single space meters have been replaced with Mobile Only Zones in areas that had met a threshold of mobile-only payment
- vi. Polk Street Garage
 - a. 731 parking spaces
 - b. Multiple convenience features
 - i. LPR
 - ii. Text to pay
 - iii. Digital Wayfinding Kiosks
 - c. Sustainability focused
 - i. 20 plus bike racks
 - ii. EV stations
 - iii. LED integrated occupancy and dimming features
 - d. On budget
 - e. On time
- vii. On Street Payment Methods
 - a. A strategic goal of 45% mobile payment has been surpassed
 - b. Beating industry norms
 - c. Customers are choosing convenience
 - d. Keeps operating costs low
- viii. 2023 Mobile App Success
 - a. 12% increase
- ix. Community Outreach Team
 - a. Hispanic Center Food Drive
 - b. Southside Clean-up
 - c. Southside Live Event
 - d. Northside Farmer's Market
 - e. Lincoln and Donegal Elementary Kiosk Designs
 - f. Cooking for the Victory House
 - g. Volunteering at Muskiest
 - h. Spring Garden Elementary-Sustainability Program
 - i. Building Fairview Park



- j. Halloween Parade
- k. Live Advent
- x. Logo Rebranding and Social Media
 - a. Rebranded the BPA log-not only a cosmetic upgrade but also symbolizes the BPA's commitment to a smoother and more efficient approach to parking. More modern, user-friendly image. Incorporated Bethlehem's history with the iconic star
 - b. Redeveloped the BPA's Website-more efficiently laid out, increased content, more options for online purchasing, dual language, incorporation of web-based chat.
 - c. Increased Social Media Presence-multiple posts per week through several different social media channels, real time engagement, responsive customer service, raising awareness of parking options.
- xi. Implemented Best Practices and Policies
 - a. Developed and implemented investment policies
 - b. Continued customer service and management training courses for management and hourly team members.
 - c. Held first annual management retreat.
- xii. Walnut Street Garage Construction
- xiii. 2024 Goals
 - a. Continue multi-space meter installation
 - b. Add more Mobile Only Zones
 - c. Create a Sustainability Procurement Program
 - d. Implement a robust training program
 - e. Implement strategies for team member retention
 - f. Increase mobile use to 55% of all on-street transactions
 - g. Implement rate strategies to balance out our parking system

IX. Adjournment

- A. Ms. Lynn Cunningham asked for a motion to adjourn the meeting. Mr. Eugene Gonzalez made a motion to adjourn the meeting and Mr. Mark Jobes seconded the motion. A motion was passed unanimously.