

THE PARKING AUTHORITY OF THE
TOWNSHIP OF BLOOMFIELD

REGULAR MEETING MINUTES
OF MARCH 19, 2013

The meeting opened 6:05 pm.

Certification of advertised public notification of the meeting was given during the reading of the Open Public Records Act.

Present: Chairman Moserowitz
Commissioner Chalet
Commissioner McKee
Commissioner Pomares
Commissioner Sobharam
Commissioner Williams
Executive Director Hochman

Others Present: Kevin McManimon, Esq., McManimon, Scotland & Baumann, L.L.C.
Joseph Baumann, Esq., McManimon, Scotland & Baumann, L.L.C.
Mayor McCarthy, Township Liaison
Gerry Giosa, Level G Associates, L.L.C.
Mary Murdoch, Bloomfield Center Alliance Liaison

Absent: Commissioner DeMarino
John Sessa, C.P.A

Public: Dennis Marco, Business Development, Park Mobile
Michael Sinaki, Vice President of Finance Support – Park Mobile (by phone)
Steve DeMarzo, Bloomfield resident

Pledge of Allegiance was recited.

The minutes of February 19, 2013 were reviewed. On page six, fourth paragraph, last line, a correction was requested. The sentence should state, "Chair Moserowitz offered to attend the council meetings when asked for updates."

Commissioner McKee motioned to approve the February 19, 2013 Meeting Minutes with the change as stated. Commissioner Pomares seconded the motion. The motion carried forth as follows:

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Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Yes
	Commissioner DeMarino	Absent
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

Commissioner McKee motioned to approve the List of Disbursements. Commissioner Williams seconded the motion. The motion carried forth as follows:

Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Yes
	Commissioner DeMarino	Absent
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

The Project note expenses were reviewed. Commissioner McKee asked how the invoice of M.R.E.H. Managements is supported. Commissioner McKee discussed having a list of what monies have been spent and to show if everything is within the budgeted amount. Gerry Giosa stated he will have that document at the next meeting for the board's review.

The meeting opened to Public Comment.

Mr. Steven DeMarzo, of 347 Belleville Avenue in Bloomfield, commented that the Board of Education is trying to find a fair solution for the parking problems of the high school students.

The meeting closed to Public Comment.

Dennis Marco, of Park Mobile, discussed the establishment of his company in the United States. He stated many locations are currently using his company's product and explained how parking authorities are managing their assets with Citibank's Citi for Cities Smart Parking Strategy. Chair Moserowitz discussed his opportunity to use it in Washington, D.C. Commissioner McKee discussed using it in Montclair to park but never went back to complete the registration which is an option.

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Mr. Marco described how Park Mobile will perform the setup and training for the staff. Chair Moserowitz asked if there had ever been any breaches of security which there have not been. Mr. Sinaki stated there had been one outage for 12 minutes but not to the public face. Mr. Marco did confirm that the fee for each transaction was thirty five cents (\$0.35).

The discussion turned to the devices the enforcement staff will have to use to access the Park Mobile site. Iphones were suggested, as well as android phones, but any device that could access the internet would serve the purpose. Chair Moserowitz asked how long training of the enforcement staff will take. Mr. Sinaki stated that the staff for Washington D.C., equaling 300, was trained in three days. He stated a survey had been completed from them which showed 15% thought the extra work was cumbersome and satisfaction eventually reached 95%. Mr. Sinaki stated training our small size staff would take a day.

Dennis Marco discussed the timeframe of the setup which should take about a week. The setup will include the need for a new credit vendor account. Mr. Marco confirmed that Park Mobile will mail invoices monthly for payment by the Authority. The adjustment of zones was discussed and how enforcement works with them. Chair Moserowitz questioned if there was an increase in receivables vs. a reduction in violation income. Mr. Sinaki could not provide that answer at that time.

Mayor McCarthy asked what percentage of parkers use Park Mobile versus using paying with coins. Mr. Sinaki stated the first few months will see a small percentage but an increase of 10% - 15% usage can be expected in the first two years, with a 5% increase every year thereafter. The placement and posting of signage was discussed. The digital permit solutions were then discussed with Mr. Sinaki describing how the applications are made and how enforcement can confirm the permit using license plates.

Commissioner Pomares asked if there are records kept for the customer. Mr. Sinaki stated that account holders have access to their own records which show their experiences in the parking. Commissioner Sobharam asked about active users in Montclair or Newark. Mr. Sinaki stated that the user can do a query to find those records. Director Hochman was requested to inquire with the Newark Parking Authority and the Montclair Township Parking Utility if they experienced increases in revenue and/or decreases in violations once the Park Mobile product was used.

Mr. Marco stated he would mail the Parking Service Agreement to Counsel. A discussion ensued about the possibility of using the product for the garage. Mr. DeMarzo interjected from the audience about integrating services with Newark and Montclair money on this. Commissioner McKee stated the Parking Authority does not have any costs concerning this.

The Mission Statement was reviewed. Commissioner McKee suggested the Director look at other parking authority mission statements for comparison. Such as

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New Brunswick, New York, Jersey City.

Commissioner McKee motioned to move the meeting to Executive Session to discuss Matters Relating to Litigation, Negotiations and the Attorney-Client Privilege, under Resolution 2013-03-19-1. Commissioner Sobharam seconded the motion. The motion carried forth as follows:

Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Yes
	Commissioner DeMarino	Absent
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

The meeting opened to Public Session.

The approval of an auditing service contract was tabled till the next meeting.

Commissioner McKee motioned to award the Contract for General Counsel and Bond Counsel Services to McManimon, Scotland and Baumann, L.L.C., under Resolution 2013-03-19-2. Commissioner Chalet seconded the motion. The motion carried forth as follows:

Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Yes
	Commissioner DeMarino	Absent
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

Gerry Giosa, of Level G Associates, arrived at 7:58 p.m.

The Project Note Expenses were discussed further. Mr. Giosa distributed a schedule of values for the M.R.E.H. invoice. Mr. Giosa discussed the work still needed to be done for the garage and the percentage that has already been finished. Both Commissioner McKee and Chair Moserowitz inquired if the garage could open without the elevator in place. Chair Moserowitz also inquired if Park Mobile would be compatible with the gated system for the garage. Mr. Giosa stated Data Park will be the vendor but pay by cell phone products are easy to integrate.

Chair Moserowitz inquired if the expenses were within the budget. Mr. Giosa

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confirmed that the project was under budget. Commissioner McKee requested a table that Mr. Giosa had previously distributed at a past meeting.

The schedule of values was reviewed. Mr. Giosa explained the questioned line #24, 'site improvement,' and the required codes that must be followed. Mr. Giosa discussed the vaults which will be installed in front of the garage exit to be used while the temporary parking is in effect. Mr. Giosa stated that BCUR is being spoken with concerning this.

Commissioner McKee asked if the garage construction was 20 days behind schedule which was confirmed by Mr. Giosa. Discussions ensued about the stored materials on the site, having viewing portals for the public to see the progress, and the problems with the construction going on around the area.

Counsel discussed the changes to Schedule A of the Project Note Expense Table. E.W.M.A. will only have one invoice paid instead of the listed two. A discussion of vapor intrusion ensued and the work necessary. Commissioner McKee asked what the status of the environmental work is. Counsel stated the findings are still being analyzed.

Counsel also discussed the change to the Brockerhoff payment due to one invoice pulled from approval. The revised schedule is the one to be approved.

Commissioner Pomares motioned to authorize the Payment of Certain Project Note Costs, as revised, under Resolution 2013-03-19-3. Commissioner Sobharam seconded the motion. The motion was carried forth as follows:

Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Yes
	Commissioner DeMarino	Absent
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

The issues involving the Broad St. Meter Installation were discussed. Commissioner Williams discussed the possibility of long meters that residents in the area can park at. Mr. Giosa discussed parking for the high school students, for which long term parking was recommended. There was further discussions on the concerns about commuters parking at the long term meters and if the high school students would be willing to pay for parking. Commissioner Williams emphasized the need to provide parking for all three of the concerned parties; business people, students and residents and that it should satisfy all three. The locations of the designated meters for these groups was discussed further. Mr. Giosa was requested to make an overall diagram showing all locations suggested for the board's review at the next meeting.

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The correspondence from the Bloomfield Center Alliance recommending three possible candidates for the board liaison was reviewed. The selected liaison was Mary Murdoch.

Counsel Baumann discussed the sequestration issues that will affect the Authority. Counsel explained that the Authority will become responsible for an additional \$33,000 in debt to pay. This will not come to pass until the next year.

Mr. Giosa discussed the issue involving the Authority Metric multi-space machines. It was explained that the internet provider, AT&T, was removing its' 2G network which will render the current machines without internet capability. Metric was not offering any upgrade options for the machines except to run them without internet or to purchase new machines at full pricing. A discussion of possible solutions ensued.

Director Hochman discussed the observation of ticketing by one officer with the highest number of tickets monthly. It could only be determined at the time that the officer walks his route very quickly allowing him to circle more times than other officers and come upon more violations.

Commissioner Williams discussed statements made to her concerning this officer seen waiting at the State St. Lot for people to enter the library so he could ticket the individuals' vehicle once they were inside. The director was requested to review the ticketing reports to see if an unusual amount of tickets was written in that lot by this officer consistently.

Chair Moserowitz requested the director to confirm that the accountant will report on the finances for the January to Mach 2013 period which was not done due to unavoidable circumstances.

Commissioner Pomares motioned to approve the selection of Mary Murdoch as the Bloomfield Center Alliance Liaison, under Resolution 2013-03-19-4. Chair Moserowitz seconded the motion. The motion carried forth as follows:

Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Absent
	Commissioner DeMarino	Yes
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

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Commissioner Pomares motioned to adjourn the meeting. Commissioner McKee seconded the motion. The motion carried forth as follows:

Roll Call Vote:	Chairman Moserowitz	Yes
	Commissioner Chalet	Absent
	Commissioner DeMarino	Yes
	Commissioner McKee	Yes
	Commissioner Pomares	Yes
	Commissioner Sobharam	Yes
	Commissioner Williams	Yes

The meeting adjourned at 9:30 p.m.