

THE PARKING AUTHORITY OF THE
TOWNSHIP OF BLOOMFIELD

REGULAR MEETING MINUTES
OF APRIL 17, 2012

The meeting opened 6:00 pm.

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

Present: Chairman Generazio
Commissioner Chalet
Commissioner McKee
Commissioner Moserowitz
Commissioner Williams
Executive Director Hochman

Others Present: Kevin McManimon, Esq., of McManimon & Scotland
Mayor McCarthy, Bloomfield Township Liaison
Gerry Giosa, Level G Assoc. (by phone)
John Sessa. C.P.A.

Absent: Commissioner Johnston
Mary Murdoch, Bloomfield Center Alliance Liaison

Pledge of Allegiance was recited.

The newly appointed Bloomfield Parking Commissioner Nicole Williams was sworn in by Mayor McCarthy and then introduced to the Board of Commissioners.

The meeting minutes of March 20, 2012, were reviewed for approval. No changes were requested.

Commissioner Moserowitz motioned to approve the March 20, 2012, Regular Meeting Minutes, as presented, under Resolution 2012-4-17-1. Commissioner McKee seconded the motion. The motion was carried forward as follows:

Roll Call Vote: Chairman Generazio	Yes
Commissioner Chalet	Yes
Commissioner Johnston	Absent
Commissioner McKee	Yes
Commissioner Moserowitz	Yes
Commissioner Williams	Abstain

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The Executive Director's Report was presented. A discussion ensued on the Broad St. Meter Expansion Project and whether single meters would be more beneficial than multi-space machines. The approval of the project was mentioned as well as the need for the County of Essex to approve the project being Broad St. is a county road.

The issuance of permits to the Bloomfield High School students was reviewed. It was agreed that the issue would be revisited at the September 18, 2012 meeting.

Counsel McManimon discussed the status of the Heritage Village Project on Washington St. Lot. Currently, the environmental engineers are studying the site to determine if there is any contamination. If contamination is found and the site labeled accordingly, the developer is put into a better position for funding. Mayor McCarthy enhanced the discussion with the site's prior history. Counsel summarized the project history for the new commissioners. Commissioner Chalet asked if any grants were available for developing the site. Mayor McCarthy explained the procedures involved and the tax credits that will be realized.

John Sessa, the accountant, presented the Financial Reports. A question arose concerning the low demand of permits in the Myrtle St. Lot by the Watsessing Train Station. Mayor McCarthy stated he would check the ridership at that station with his contact in New Jersey Transit.

The violation income for January and February 2012 has not yet been received. Once that income is received, a designated amount of funds will be moved to the Provident Money Market Account.

Mr. Laurens Eckelboom, Executive Vice President of Parkmobile, presented his product to the Board for consideration. This product has no cost to the Authority if utilized. Parkmobile is a European based company that is currently expanding their market into the United States. The product is a virtual meter system for which the customer has an account and pays for parking through it. For every transaction, the customer pays \$0.35. All monies paid for parking at a municipal meter are forwarded within seventy two (72) hours to that municipality. This product can work with a regular cell phone or smart phone. Digital permits can be processed on this product as well. The company is partnered with Citibank and Google Wallet.

Commissioner Moserowitz asked if the software allows for any increase or decrease of meter rates, which it does. Mr. Eckelboom explained when a customer meter feeds, or goes beyond the allowable time for parking, a charge of 50% more than the current rate is paid for that extra hour or any thereafter. If the parking time is for two hours and the customer pays for a third or more hours, they will be charged a rate 50% higher than the current. Commissioner McKee asked how a customer will be notified of the different rate for meter feeding. Mr. Eckelboom stated a sticker placed on all meters has that information.

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Mr. Eckelboom described how the enforcement would operate with this product. Each officer would hold a P.D.A. device which would allow access to a list of license plates of all paid parkers to look up any paid parking in the area they were currently in.

For customers, a fifteen minute reminder is sent before the meter expires so they can pay for more time or move their vehicle before a ticket is issued. Commissioner Moserowitz asked how the consumer learns how to use the system. Mr. Eckelboom stated the company reaches out through social medias for that.

It was also explained that the product allows merchants to validate parking for its customers. The company has a proven increase of up to 25% additional income if their product is used. If any dissatisfaction is experienced, the contract can be terminated without cost.

Mr. Giosa, of Level G and Associates, was asked his opinion of the product who stated he believed it to be a good one. It was explained that merchant account setup are charged \$0.08 for every dollar processed, which the increased charge for excess hour parking should cover. Multiple license plates can be added to any account and the application is user friendly. Commissioner McKee confirmed that no refunds of any time paid is not given.

Enforcement was further elaborated upon. Once the car is paid for at a meter, the application utilizes a G.P.S. locator to find the vehicle's location in real time. Each zone is one block so an officer must enter a new zone to find the list of paid parkers for each block. All plates show up in alphabetical order on the list. A garage can be enforced the same way for on-street multi-space machines.

Chairman Generazio stated that to consider the company, all references must be checked, a discussion of the Board must be held and then the company will be notified. The company financials were requested to prove their solvency.

After the presentation, a discussion among the Board ensued about the possibilities of the product.

Commissioner Moserowitz motioned to approve the List of Disbursements, as presented, under Resolution 2012-4-17-2. Commissioner McKee seconded the motion. The motion was carried forward as follows:

Roll Call Vote:	Chairman Generazio	Yes
	Commissioner Chalet	Yes
	Commissioner Johnston	Absent
	Commissioner McKee	Yes
	Commissioner Moserowitz	Yes
	Commissioner Williams	Abstain

The Project Note Expenses were reviewed. Commissioner Moserowitz asked about the expenses the Authority shared with the developer. Counsel discussed the work performed and costs involved presently and possibly in the future.

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Commissioner Moserowitz motioned to approve the Payment of Certain Project Expenses in the amount of \$44,754.50, as presented, under Resolution 2012-4-17-3. Commissioner McKee seconded the motion. The motion was carried forward as follows:

Roll Call Vote:	Chairman Generazio	Yes
	Commissioner Chalet	Abstain
	Commissioner Johnston	Absent
	Commissioner McKee	Yes
	Commissioner Moserowitz	Yes
	Commissioner Williams	Abstain

The Pitt St. Lot Improvements were discussed. Chairman Generazio explained that due to economic factors the Township could not assist with the cost of the improvements so all will have to be done separately instead of all at once. Counsel explained that quotes were retrieved for consideration. Commissioner Moserowitz requested if he could see the quotes and if there was a guarantee on the longevity of the repair. Commissioner McKee expressed that he was in favor of moving forward with this project.

In response to Commissioner Moserowitz, Commissioner Chalet explained that work done correctly is by more experienced contractors. A guarantee won't be given if the work is not done correctly. A brief discussion ensued whether it was worth doing the work if a resurfacing of the entire lot could not be done. Shortcomings were discussed as well the benefits of doing even temporary repairs.

Chairman Generazio asked what will be involved with the proposal of the lot. Mr. Giosa detailed the work that will be included in the proposal. Commissioner Chalet expressed concern for cost overruns in asphalt, patching and sealcoat. Mr. Giosa stated the budget would be adhered to by repairing only the worst cracks and holes. Commissioner Moserowitz was also concerned that seal coating would be wasted on those cracks and holes if not properly prepared. Commissioner Chalet warned that some contractor take advantage due to the nature of the work.

Chairman Generazio asked how long will the repair last upon which Mr. Giosa responded about four to five years. Mr. Giosa stated the guarantee will be for two years and it will like a finished job. He also recommended that installation of multi space machines be done after the property surveys so that the property boundaries will be clearly defined.

A discussion ensued about the possibility of the contractor going over the contract price without approval. Counsel stated only the authority can increase the contract amount.

Commissioner McKee motioned to authorize the Execution of a Contract for Repairs, under Resolution 2012-4-17-4. Commissioner Williams seconded the motion.

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The motion was carried forward as follows:

Roll Call Vote:	Chairman Generazio	Yes
	Commissioner Chalet	Abstain
	Commissioner Johnston	Absent
	Commissioner McKee	Yes
	Commissioner Moserowitz	Yes
	Commissioner Williams	Yes

The Standard Parking Contract was discussed and the impending renewal in July of this year.

Commissioner Williams motioned to adjourn the meeting. The motion was unanimously seconded. The motion was approved by all present.

The meeting adjourned at 8:45 p.m.