

**Billings Parking Board  
Meeting Minutes  
February 8, 2017**

**Board Members Present:** David Fishbaugh, Chairperson; Kelly Donovan; Leticia Hadley; Joni Harman; Mark Kary; Sean Lynch; Kallie Parsons; Andy Zoeller

**Board Members Absent:**

**City Staff Present:** Tracy Scott; Megan Hodson

**Guests:** Lisa Harmon; Janine Mix

**Call to Order:**

Chairperson Fishbaugh called the meeting to order at 2:00 p.m.

**Introduction of Board Members:**

Sean Lynch is the newest Billings Parking Board member. Mr. Lynch is the owner of the Pub Station and 1111 Presents, and is currently a BID board member. Mr. Lynch was previously a member of the Yellowstone Public Radio - Friends of Public Radio board. Mr. Lynch has owned multiple downtown businesses since 2001 and has a vested interest in the development and progress of downtown Billings.

**Minutes:**

The December 14, 2016 minutes were approved as presented.

**Reports:**

- Monthly Report

Ms. Scott advised both December and January are on target with prior years. The weather has made it difficult to tell whether or not there has been an impact with the on-street rate increase. The cash sales, park & shops, and leased spaces increased for the month of January. The Library lot, hotel validations, and tokens had a decrease between the two months.

- Park One Cameras

Ms. Scott spoke with JoLynn Yerger, the city's Risk & Safety Officer, regarding the city's liability with the cameras being installed in the garages, and because of the wording on the signage there is not a concern.

- RFP Credit Card/Smart Single Space Parking Meters Update

Ms. Scott stated the Request for Proposal (RFP) advertisement will run two times in the next two weeks. There will be seven or eight committee members to review the submitted proposals and then will make a recommendation to City Council. If the committee is split between two companies, they have the option to open the price matrix to help determine who to choose. Ms. Scott does not know how many companies will respond because of what was requested in the proposal.

#### **Downtown Alliance Report:**

- Retail Retention & Recruitment Strategic Plan – Janine Mix

Mrs. Harmon introduced Mrs. Mix, the Downtown Retail Retention & Recruitment Consultant, to the Board. Mrs. Mix explained the need for having a retail retention & recruitment strategic plan and bringing more retail downtown. The strategic plan identifies key stakeholders/partners and the Parking Division is one of them. Parking is the first and last experience when downtown, and is valuable for both the business and customer experience.

#### **Public Comment:**

No public comment.

#### **Strategic Plan Review:**

- Primary Action #3: Leverage Parking as a Community and Economic Development Strategy and Develop a Comprehensive parking Planning Function.

Downtown has always looked at the Parking Division to help with economic development. The Board discussed options on how to emphasize the value of having paid parking along with changing the perception of downtown parking. The new credit card meters will help demonstrate how easy the parking experience can be downtown from start to finish.

The Board also discussed the Parking Division being bolder in marketing. The DBA offered an invitation to help develop a marketing plan for the Parking Division. Ms. Scott will follow up with her boss regarding the marketing offer.

- Primary Action #4: Develop a Proactive Facility Maintenance Program.

This item was tabled until the next Board meeting.

**Discussion Items:**

- **Parking Brochure**

The Board received and reviewed a brochure created for the Parking Division. The brochure was developed to help market downtown parking and parking programs. New and current businesses could use these brochures for either their staff or for public use.

- **BikeNet Meeting**

Ms. Scott attended a BikeNet meeting, which the organization has asked for a donation to purchase bike staples throughout the downtown area. Ms. Scott was advised Parking will have to go through a process before donating any funds.

- **Parking Concerns**

This item was tabled until the next Board meeting.

**Agenda/Action Items:**

- **No Agenda/Action Items.**

**Adjournment:** 3:22 p.m.