



**MINUTES**  
**ROUNDTABLE CITY COUNCIL MEETING**  
**WEDNESDAY, FEBRUARY 27, 2019, AT 9:00 A.M.**  
**CITY HALL, 116 FIRST STREET**  
**NEPTUNE BEACH, FLORIDA**

Pursuant to proper notice, a Roundtable City Council Meeting of the City Council of the City of Neptune Beach was held on Wednesday, February 27, 2019, at 9:00 a.m.; in the City Hall Council Chambers, 116 First Street, Neptune Beach, Florida.

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**Attendance**

**IN ATTENDANCE:**

Mayor Elaine Brown  
Vice Mayor Fred Jones  
Councilor Kerry Chin  
Councilor Josh Messinger  
Councilor Scott Wiley

**STAFF:**

City Manager Andrew Hyatt  
Deputy City Manager Amanda Askew  
City Attorney Patrick Krechowski  
Police Chief Richard Pike  
Finance Director Peter Kajokas  
Public Works Director Leon Smith  
City Clerk Catherine Ponson

Mayor Brown administered the Oath of Office to Kerry Chin, City Council Seat 3.

**Call to  
Order/Pledge of  
Allegiance**

Mayor Brown called the roundtable meeting to order at 9:00 a.m.

**OLD BUSINESS**

**Pay for Parking**

Former Councilor Richard Arthur, 554 Bowles Street, Neptune Beach, gave a brief overview of the pay for parking program. He summarized that the parking program was an initiative between the Beaches Town Center (BTC) and the Cities of Atlantic Beach and Neptune Beach. This was developed in order to control parking in order to create a turnover for spaces and since then became the pay for parking program. The City of Neptune Beach passed the mobility management program, and now all of the issues have been identified, such as the rate matrix, residential permits, and space location. He stated that now the City needs to enact on a program to come forth with recommendations.

Mayor Ellen Glasser, City of Atlantic Beach, stated that the City of Atlantic Beach has been in communication with Neptune Beach for well over a year on moving forward with the program. She added that Atlantic Beach had agreed to let Neptune Beach take the lead on the program. She reported that Atlantic Beach would have limited paid parking in the public spaces for the beach accesses.

Atlantic Beach City Manager Joe Gerrity commented that their concern is the two beach accesses on 18<sup>th</sup> and 19<sup>th</sup> Street. He stated that if the City of Neptune Beach does not reach a decision, the City of Atlantic Beach will go ahead with their own system and then hopefully be able to combine with the City of Neptune Beach.

City Manager Andy Hyatt stated that the locations of the paid parking spaces does not include First Street and does not include Second Street beyond Walnut Street. He apologized for any misinformation and the program would be run in-house by Mark Rimmer. He would become a contract employee.

Councilor Chin asked about the upfront costs.

Mr. Hyatt the first three years of expenses have been shown; however, once he and Mr. Rimmer discuss this further, the expenses could change.

Councilor Messinger stated that he had conversations with the BTC Agency president and Mark Rimmer. He commented that the numbers had been updated based on supply, needs and costs. He requested those be distributed. He added that his concern is transparency and also there needs to be a greater degree of partnership with the BTC Agency and merchants. Also, a lot of merchants are citizens. He supports this moving forward, but also supports partnering with the BTC Agency and making sure all parties are kept informed.

Mayor Brown remarked that former councilor Richard Arthur had agreed to be the city's liaison on the BTC Agency. She added that the partnership with the City and the BTC Agency would continue to be strong.

Vice Mayor Jones stated that this issue has been discussed since he was appointed in May, 2017. He added that this is about service and safety, allowing people to decide if they want to drive, walk, or ride their bicycle, and ultimately revenue generation. He pointed out that user information is critical. He remarked it is a mobility management program and not about parking in residential areas. He commented that the previous proposal from Elite Management is not what the City is moving forward with.

Mayor Brown expressed that the Police Department would be more effective in the residential areas so the residential creep does not take place. She also pointed out that what is most important are the residents and making sure the revenues help maintain the City and BTC.

Councilor Wiley questioned if the Elite Management proposal was off the table. Mr. Hyatt confirmed that it was. Mr. Hyatt also stated that this program was only for the city-owned spaces and Mark Rimmer would be a contract employee who would be the mobility manager to start the program.

Councilor Wiley stated his concerns are the agreement with Atlantic Beach, residential creep, and enforcement. He supports that the City is more involved with the planning but there are still real issues to be reviewed. He wants to see a more step by step presentation of what is expected before moving forward.

Mr. Hyatt explained that this was the program the City was moving forward with and bring back some of the answers to Council. The next step would be a discussion at the Transportation and Public Safety Committee.

Councilor Messinger commented that he does not want to get bogged down again and wants to move forward with a path. He added that a decision needs to be made.

Mayor Brown commented that Mr. Rimmer has been a part of the process the entire time and has great credentials in parking management.

Mr. Hyatt explained that the City had been unsuccessful in advertising for the position of mobility manager and now this is a continuation of that process.

Councilor Chin stated that he was interested in the "pilot" program to reassure everyone that at the end of that period, the program can be evaluated. He added that as the details are worked out, some of the questions could be answered.

Mr. Rimmer explained that he would have the full program outlined for the Transportation and Public Safety Committee. He stated that implementation, including equipment running and in place, would take about six to eight weeks. He indicated that some details, such as residential, could be done simultaneously. The program would constantly be evaluated by looking at trends and comparing how the parking flows. The most important thing is to have the flexibility to make modifications if the response is not what is anticipated.

Mr. Rimmer confirmed Councilor Messinger's inquiry that the equipment that would be used, including the operating hardware and software, had been previously vetted by staff and would be the same throughout the Beaches Town Center and Atlantic Beach.

Councilor Messinger stated that there were concerns regarding employee parking and parking located on Cherry Street. He added that flexibility would be important to address those concerns.

Councilor Wiley questioned how the turnover issue would be addressed by using the "app" through the system.

Mr. Rimmer responded that there is dynamic pricing that would increase the rate after a certain amount of time or there could be time limits placed.

Councilor Wiley expressed that the parking plan is going one block too far and a buffer of some type should be in place.

Mr. Rimmer stated that the residential program would be the biggest piece of the parking. There are effective ways to manage that through the license plate recognition system and enforcement software.

Vice Mayor Jones mentioned that providing transparency and a marketing program would be essential and suggested looking at similar places where pay for parking is being implemented for the first time.

Mayor Brown summarized that Mr. Rimmer would have the parking program outlined in two weeks for the Transportation and Public Safety Committee meeting on Wednesday, March 13, 2019, at 9:00 a.m. In six to eight weeks, the equipment would be ready, and the rate structure would be decided on at the same time.

Councilor Messinger requested City staff bring forward a plan to address the Cherry Street issue, including parking spaces, shading, and plants that need to be put in place.

Councilor Wiley commented that he would like to see more meetings take place before equipment is purchased.

Public Comment

The following spoke regarding the pay for parking program:

Mary Frosio, 1830 Nightfall Drive, Neptune Beach  
Lauren McPhaul, 123 Cedar Street, Neptune Beach  
Diana Kelly, 207 Walnut Street, Neptune Beach  
Harriet Pruette, 217 Magnolia Street, Neptune Beach  
Joe LaBadia, 240 Cedar Street, Neptune Beach  
Renè Angers, 219 Cherry Street, Neptune Beach  
Jeru Roche, 217 Myrtle Street, Neptune Beach  
Mike Disch, 118 Magnolia Street, Neptune Beach  
Lea Underwood, 110B Magnolia Street, Neptune Beach  
Rick Sauls, 126 Cedar Street, Neptune Beach  
Matt Duffy, 220 Pine Street, Neptune Beach  
James Benoit, 914 2<sup>nd</sup> Street, Neptune Beach  
Kathy Lahr-David, 2035 Cherokee Drive, Neptune Beach  
Katherine Davidson, 124 Oak Street, Neptune Beach  
Lynda Padrta, 1113 1<sup>st</sup> Street, Neptune Beach  
Shellie Thole, 217 Oleander Street, Neptune Beach  
Olga Goldman, 1046 Owen Avenue, Jacksonville Beach  
David Baker, 1102 1<sup>st</sup> Street, Neptune Beach  
Richard Arthur, 554 Bowles Street, Neptune Beach  
Bob Walker, 1339 Trailwood Drive, Neptune Beach  
Taylor Anderson, 220 Oak Street, Neptune Beach

Adjournment

There being no further business, the roundtable meeting adjourned at 10:53 a.m.

  
Elaine Brown, Mayor

ATTEST:

  
Catherine Ponson, City Clerk

Approved: 4/1/19

