



**MINUTES
SPECIAL CITY COUNCIL MEETING
TUESDAY, AUGUST 28, 2018, AT 9:00 A.M.
CITY HALL, 116 FIRST STREET
NEPTUNE BEACH, FLORIDA**

Pursuant to proper notice a Special City Council Meeting of the City Council of the City of Neptune Beach was held on Tuesday, August 28, 2018, at 9:00 a.m., in the Council Chambers, City Hall, 116 First Street, Neptune Beach, Florida.

Attendance:**IN ATTENDANCE:**

Mayor Elaine Brown
Vice Mayor Scott Wiley
Councilor Richard Arthur
Councilor Rory Diamond
Councilor Fred Jones

STAFF:

City Manager Andrew Hyatt
City Attorney Patrick Krechowski
Deputy City Manager Amanda Askew
Chief of Police Richard Pike
Commander Gary Snyder
Director of Public Works Leon Smith
Deputy Public Works Director Megan George
Interim Finance Director Steve Ramsey
City Clerk Catherine Ponson

Call to Order

Neptune Beach Mayor Elaine Brown called the special meeting to order at 9:00 a.m. and Councilor Jones led the Pledge of Allegiance.

Mayor Brown recognized and welcomed City of Atlantic Beach representatives: Commissioner John Stinson, City Manager Joe Gerrity, and Deputy City Manager Kevin Hogencamp.

Pay for Parking Discussion

Councilor Arthur explained the background of the pay for parking program. He stated that it is a parking management program that deals with the growth in the Central Business District (CBD). He commented that this is an opportunity for consolidation into one system for the benefit of the public to create a seamless parking solution.

City Manager Hyatt reported he had communicated with the City of Atlantic Beach and the other entities involved. He stated that the City of Neptune Beach is prepared to manage the program as soon as the Council approves it. He indicated that the City of Neptune Beach has 228 spaces and the City of Atlantic Beach has 66 spaces, not including the handicapped spaces.

Mr. Hyatt explained that 10 percent of the net revenue generated would stay in the CBD. The remaining revenue would go toward infrastructure and debt retirement should that be chosen. It is not intended as a revenue stream but a management program for the CBD. This is the one step for managing the parking problem. He continued that the equipment has been chosen and it is a tag reader program.

Councilor Jones stated that he supports that it is more of a management program. He expressed his concern for the spillover issue. He questioned if there was a mechanism in place to make the public aware of where they can park and what sort of compensation or incentive would be offered to residents should they be dealing with that spillover.

Councilor Jones suggested that there should be a marketing campaign in order to make the pay for parking is coming and would be valuable to Neptune Beach.

He added he would like to potentially see the percentage increase from the revenues for enhancements in the CBD.

Mr. Hyatt advised there was currently a plan in place on First Street, which includes no parking after 7 p.m. and before 9:00 a.m. This is enforced by the Police Department. The City has looked at how to market the plan using social media and other methods to alert the public. There is an opportunity for Neptune Beach residents to get permits and register their tag based on what plan is put in place for the residents. Also, the parking manager who is hired would be key in organizing those components.

Councilor Jones questioned how the designated percentage of revenues would be used.

Mr. Hyatt stated replacing sidewalks, streetlights, lamps, and signage would be included in the list of improvements. He suggested creating a three or five-year plan possibly in conjunction with the Town Center in order to budget the funds moving forward.

Councilor Arthur gave a quick overview to help answer questions. He recognized Mark Rimmer, RTA Consulting Services, and Jay Handline, Beaches Town Center Agency. He stated that one of the benefits of this program is the hiring of a professional. This would be an asset for all the parking issues. This person would be speaking with the merchants and residents.

Councilor Arthur stressed that all aspects of the program would be considered before it is put in place. He added that the program would put the burden of the costs of the operation of the Town Center to the visitors. He summarized that the name "mobility management program" is preferred over "pay for parking" as it is much more than that. It is addressing all of the issues occurring in the Town Center. He emphasized that the program gives control including bringing in the in-house professional for consolidation. There must be a solution for when the kiosks are installed; there is the capability for the private lot owners and entities to tie into the system.

Councilor Diamond questioned the residential portion of the program and if the number of spots designated for residents is sufficient.

Mr. Hyatt replied that part of the mobility program is being able to make changes as needed. He also stated that the number resident spots would depend on how many register and then those needs would be fitted in.

Councilor Arthur commented that the program must be dynamic and adjustable.

Councilor Diamond pointed out that procedurally what the Council would be voting on is giving the City Manager the authority to start the program with as much research and ultimately be responsive if there are problems regarding residential parking and will adjust. He suggested a required check-in on how the program is progressing in order for the public to have a chance to communicate their concerns.

He questioned if full-on residential permit parking east of Third Street had been considered.

City Attorney Krechowski stated that the concern for east of Third Street is the rental population and how to manage that issue.

Councilor Diamond remarked that he hoped that there would be a permitted residential parking option. He then questioned how the figure of 10 percent of revenues being used for improvements in the CBD was determined. He added that the City of Neptune Beach would be losing the Better Jax funds as well as the second homestead property tax exemption.

Councilor Diamond suggested a trip in the system whereas the lost revenues of the City are made up first. He also proposed having an actuarial analysis as to where the City budget curves are headed over the next 10 to 20 years. It is incumbent upon this Council to make sure the City is in good financial shape.

Vice Mayor Wiley questioned the number of private valet services in the Town Center that are in operation. He added hopefully those services would come on board with the parking system.

Councilor Arthur explained that the goal with the kiosks in the private lots is to offer an attractive system for those services to tie into. The kiosks would be located in the right-of-way.

Mr. Hyatt confirmed Vice Mayor Wiley's inquiry that the residential parking limited to spaces on Second Street would be first come first serve.

Vice Mayor Wiley continued that he had concerns regarding the potential residential creep. He asked if the City had considered placing the kiosks in the CBD first and then move forward with other areas. He also questioned where Town Center employees were parking.

Mr. Hyatt remarked that the City anticipated the program to be fluid while being able to raise or lower rates.

Jay Handline, President of the Beaches Town Center Agency, stated there were designated satellite parking for employees located in and around the CBD. He remarked that they do park closest to their place of business, which is primarily the City right-of-way. After the implementation of the program, then they would more than likely use the designated satellite parking. An employee can park in a metered spot should they choose to pay.

Vice Mayor Wiley agreed that there should be designated funds. He would like to see more of a breakdown of what those funds would be used for. He also questioned if the church would be able to contact the City when there is an event at the church which would affect the parking around that facility.

Mr. Hyatt stated that the mobility manager would be in contact with all contracts daily to communicate when there that kind of issue. This is the reason that position is so important and a professional who has that kind of experience.

Vice Mayor Wiley summarized that the projected revenues are something the City needs. However, he does not want to lose sight of the fact that the purpose is turnover as well as the concern of spillover into the residential areas.

Mayor Brown commented that the program is a way to ensure the residents that they are not paying for the infrastructure and maintenance of the Town Center.

Atlantic Beach Commissioner John Stinson stated that the Atlantic Beach Parking and Pedestrian Safety Advisory Committee (PPSARC) has supported the parking solution in the Town Center. He added that the City of Atlantic Beach is ready to move forward with or without the City of Neptune Beach. Atlantic Beach is also experiencing parking problems. Their needs to be reciprocity by both cities. He also suggested that the pay for parking program may help alleviate crime.

City Attorney Krechowski advised that the Council can give the administration direction to continue and move forward. There does not need to be a formal vote today.

Mayor Brown remarked that Council is in favor of giving the City Manager direction to move forward and have something presented that the Council can act on.

Mark Rimmer, consultant for the Beaches Town Center Agency, stated the key to the program is going to be the point person. That point person is going to have to have the breadth of dealing with the private sector, hotels, and restaurants. The right person in place would ensure a smooth process.

Councilor Arthur explained that for the parking mobility management program in the CBD what would come before the Council is an outline of the program, including rates and hours. The Council would give the authority to City staff to implement the program. He commented that the zoning districts should be reviewed.

Mr. Hyatt reported that the mobility management program could be added to the Special Meeting scheduled for Monday, September 17, 2018.

Councilor Jones stressed the importance of the need for experimentation. He added that there would be an opportunity for broader policy changes overall in terms of the requirement for off-street parking and sharing.

Public Comment Tom Patton, 1827 Leeward Lane, Neptune Beach, thanked the Council for the hard work on this issue. He added he hopes there would be a program implemented that will take care of problems, such as turnover and making sure there are places to park.

Mary Frosio, 1830 Nightfall Drive, Neptune Beach, spoke regarding free parking for citizens and satellite parking for employees in the future.

Adjournment There being no further business, the special meeting adjourned at 10:13 a.m.


Elaine Brown, Mayor

Attest:


Catherine Ponson, City Clerk

Approved:

10/1/18



