

Town of Melbourne Beach
TOWN COMMISSION WORKSHOP
WEDNESDAY, JUNE 3, 2020
COMMUNITY CENTER, 509 OCEAN AVENUE

MINUTES

**The Town Commission conducted a TOWN COMMISSION WORKSHOP on
Wednesday, June 3, 2020 in the COMMUNITY CENTER to address the
items below.**

Commission Members:

Mayor Jim Simmons
Vice Mayor Wyatt Hoover
Commissioner Steve Walters
Commissioner Sherrie Quarrie
Commissioner Corey Runte

Staff Members:

Town Manager Elizabeth Mascaro
Interim Town Clerk Jennifer Torres

I. Call to Order – Led by Mayor Simmons

II. Roll Call

Interim Town Clerk Torres conducted roll call.

Commissioners Present:

Mayor Jim Simmons

Vice Mayor Wyatt Hoover

Commissioner Steve Walters

Commissioner Sherri Quarrie

Commissioner Corey Runte

Staff Present:

Town Manager Elizabeth Mascaro

Interim Town Clerk Jennifer Torres

III. Pledge of Allegiance and Moment of Silence

Mayor Simmons asked for consent to dispense with the Pledge of Allegiance and Moment of Silence because they were conducted at the prior meeting - the Commission unanimously agreed.

IV. Presentation

None

V. Public Comment

None

VI. Old Business

A. Discussion of a Town parking plan

Town Manager Mascaro explained that after going over the options for kiosk vendors, she chose the IPS Group, a company already used in Cocoa and Indialantic that offers the most flexibility. The software is upgradeable, they have a local representative in Merritt Island, and it's a numbered system – which is the best – allowing people to pay by phone through the app with no paper generated from the kiosk.

She explained the kiosks are solar – and while capable of accepting paper money and coins – they will not be set up that way so extra work is not spent on collection.

a. Cost of Ocean Park Parking

Town Manager Mascaro said they can be very creative with pricing. When she asked the kiosk company rep what the average hourly rate is – she was told that in beachside communities it's not uncommon to charge \$3 an hour. Currently Indialantic is charging \$1.25 an hour and want to increase it to \$2 or \$2.25 an hour.

In the last three weeks she said Indialantic generated \$9,000 from parking in Nance Park alone and Indialantic's Town Manager, Mike Casey is very pleased with the system. By comparison, she said Ocean Park has about half as many spaces, so in two months the Town could cover the cost of the kiosk installation.

As for flexibility of pricing – she said the Town can have free parking until 9 a.m. or paid parking on weekends and free weekdays. The Town can charge a premium at peak times and no charge at other times - in other words – pricing can be set up any way the Town wishes and it's always adjustable.

Mayor Simmons asked how we would notify people what they are supposed to pay and Commissioner Runte explained the kiosk tells you how much to pay.

The Town Manager said our peak times seem to be on weekends – so to take advantage of that they can charge more Saturday and Sunday and – have a lower fee weekdays.

Using a program that allows municipalities to estimate prospective revenue by plugging in certain numbers, she said at the hourly rate of \$1.25, based on 70-percent occupancy, for 9 hours a day, seven days a week for 48 spaces, the gross yearly revenue was \$137,502. Money raised can go to playground upkeep, the park bathrooms, whatever we decide.

Mayor Simmons clarified that we would need two kiosks – one for Ocean Avenue Park and one for Ryckman – Town Manager Mascaro said yes.

Mayor Simmons said we will need to formally accept this and approve the purchase of two machines.

Commissioner Walters suggested a rate of \$2 an hour.

Commissioner Runte said people can download the app on their phone and pay by phone or go to the kiosk and it assigns you a numbered spot

where you park – he added that it's a very easy system and people are already familiar with company's kiosks.

Mayor Simmons agreed with Commissioner Walters on the rate of \$2 an hour, saying he wants to be at the same rate as Indialantic so people aren't jockeying back and forth.

Commissioner Walters suggested that residents are given free decals they are allowed to keep as long as they own the car because this will save the staff time.

Town Manager Mascaro asked if they would like the town logo on the decal. Commissioner Walters said yes – and he suggested not using something that will wash off.

As for pricing - Commissioner Quarrie said she would like to do a different rate at peak hours. Commissioner Walters asked what Indialantic does on holidays and Town Manager Mascaro said she would look into that.

The Commission discussed rates and different hours and differential rates on holidays, etc.

Commissioner Runte said there are benefits to having consistence.

Vice Mayor Hoover suggested they start off with some uniform rate on a 24/7 schedule and then the Town can adjust rates later if they want. Commissioner Runte agreed and said the rate should be uniform with Indialantic.

Commissioner Quarrie disagreed and felt the rate should be \$2 and hour and free from 7 a.m. to 9 a.m. for sunrise services.

Mayor Simmons said he would prefer a 24/7 uniform hourly rate to start.

b. Vendor Costs

Town Manager Mascaro presented the Commission with a breakdown of costs and features, saying the cost for one kiosk is \$8,175 and there is a .6-percent credit card transaction fee.

c. Effect on Police Department

1. Cost

Town Manager Mascaro said as far as the effect on the police department there is no additional cost associated.

2. Enforcement

In speaking to the Police Chief about it – Town Manager Mascaro explained it doesn't take much time to write a ticket – but having more of a police presence as the parking is monitored is a good deterrent factor and represents the Town's community policing goals. Town Manager Mascaro said the Police Chief asked if the kiosks were vulnerable to scammers – and she said she would check with the company representative about that. Town Manager Mascaro said you have the option of allowing people to get a notice on their phone that their time is about to expire which allows them to immediately pay from their phone and avoid a ticket.

VII. Town Commission Comments

A. General Comments


Mayor Simmons suggested he Town reach out to a few residents and business owners who regularly use the parking area in question to make them aware of the coming changes.

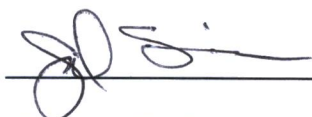
A discussion began about Commissioner Badges. Vice Mayor Hoover, Commissioner Runte and Mayor Simmons requested badges and the Town Manager said Fire Chief Gavin Brown could supply them to those who would like them.

VIII. Adjournment

Commissioner Quarrie motioned to adjourn at 9:32 pm; Vice Mayor Hoover seconded; Motion passed 5-0.

ATTEST:



Jennifer Torres, Town Clerk

James D. Simmons, Mayor