

**Town of Beaufort
Parking Committee
Friday, March 6, 2009
Train Depot
8:30am**

The Parking Committee held their regular meeting on Friday, March 6, 2009 at 8:30 a.m. in the Train Depot at 614 Broad Street, Beaufort, North Carolina. Chairperson Susan Sanders presided and those in attendance were as follow:

Susan Sanders - Chairperson	Jeff Adams
Jay Bumpus	Charles McDonald-Commissioner
Doreen Werner	Steve Lewis- Chief of Police
Capt. Steve Guthrie	Marvin Knox
Melissa Oden	Cynthia Barber
Moe Wells	

Chairperson Sander told the board she welcomed any last minutes comments, she will be finalizing her report over the weekend so she can make the Parking Committee Recommendation to the board on Monday night. Everyone was please with her report, and then she turns the meeting over to Chief Lewis to introduce our special guest Catherine Reeves.

Chief Lewis thanked Catherine Reeves for coming down to share expertise and her ideals with the parking committee. She said it has been about one year ago that she was asked to come here to make observation and recommendations and that the board has taken it a step further by prioritizing make sense of the thought process. She went on to point out several things the board need to also focus on-

- Parking is a service.
-You have to recognize what your customer needs are when coming to enjoy Beaufort
- Enforcement is very critical to manage in parking.
- Make sure your officers understand the rules and regulations, but not just what they are and why they are.
- Visitors –when they come to your town and walk away with a parking ticket that leaves a negative impression. Don’t apologize for the policy, if you have to apologize let it be for the situation. Make sure you have all of your back office pieces in place for example a system appeal, enforcement in place etc.
- Discussion of the different types of electronic ticketing systems that can be used

Ms. Reeves had 2 questions and they were

1. Have you seen any difference in the parking from last summer? Ms. Sanders stated enforcement was much better
 2. What worked and what didn’t work- enforcement worked, and erasing the marked tires didn’t work, important to get the information out and educate the people and signage is important
- Chief Lewis said one of the key tools for big events is to let the people know that there is other parking available other than on Front Street.

- Signage and painting of the roads we hope to have completed by Easter
- Brochure will help with events

Susan said we need to give the police department the help they need as far as electronic ticketing

Catherine stressed things we need to look for with electric ticketing process

- handheld computers
 - visitors want to deal with right then, so real time is very important
 - address tickets-appeals or paid
 - appeals need to be made available by way of hard copies or online forms
 - electronic chalking
 - guidelines established for the collections of the tickets, whether it's 10, 30, 60 or 90 days
 - back office process
 - document the appeal process
- Chief Lewis asked Ms. Reeve's for several company that she would recommend to our department, since this is what she has been doing.
 - Aims is a good company to deal with, they are less expensive than T2 and Duncan
 - Mr. Adams asked Ms. Reeves if she or vendors know what the system will generate via paying for itself, that would being a selling tool to the commissioners
 - Ms. Reeve asked where do the revenue funds from parking tickets go, Chief Lewis stated the funds go to the town's general fund.
 - Pay Stations are becoming very popular, which accepts credit cards or debit cards
 - Things to look for – annual cost for future: cost updates
Visit Greenville PD and ECU to look at their process from start to finish

There are several different models of handheld that Catherine will leave copies of with the committee

Commission Charles McDonald asked how many merchants' employees park in the down town area. It was stated several hundred. Commissioner McDonald said he thought we need to recruit designated parking are for employees in the down town area. Commission McDonald said we also need to sell the whole town so the people would visit the other shopping area if the parking areas are full in the down town area.

- Jay Bumpus stated that when painting the parking spaces on the west end of Beaufort, the spaces needed to be standard size spaces.
- Look at the one-way signage on the Craven St. side of Middle Lane.

The next meeting will be Wednesday, April 1, 2009 at 8:30am.

Respectfully submitted,
Melissa Oden