

**TOWN OF OLD ORCHARD BEACH
TOWN COUNCIL WORKSHOP
Tuesday, January 21, 2014
TOWN HALL CHAMBERS
7:00 p.m.**

A Town Council Workshop of the Old Orchard Beach Town Council was held on Tuesday, January 21, 2014 following the Town Council Meeting. Chair O'Neill opened the meeting at 7:45 p.m.

The following were in attendance:

**Chair Shawn O'Neill
Vice Chair Bob Quinn
Councilor Jay Kelley
Councilor Malorie Pastor
Councilor Joseph Thornton
Councilor Kenneth Blow
Councilor Michael Tousignant
Town Manager Larry Mead
Assistant Town Manager V. Louise Reid
Chief Dana Kelley
Deputy Chief Keith Babin
Parking Enforcement Officer Joseph Levasseur
Town Clerk Kim McLaughlin**

The Chair indicated that the subjects to be discussed this evening will be matters relative to parking issues presented by the Police Chief and the Town Clerk. Over the past few years there has been a request from the Police Chief, Dana Kelley, and his staff, to look at more opportunities for funding by the assessment of possible locations in Ocean Park and additional areas of Old Orchard Beach where paid parking by meter might be a possibility. While the locations identified for the installation of metered parking are feasible, there are many factors that should be considered before a decision to move forward is made.

The Chief gave some options such as approximately twenty metered spaces on First Street between Heath Street and Atlantic Avenue. The Public Works Director has advised that Public Works is planning to install a new sidewalk in that location. Meters cannot be installed until there is a sidewalk.

Previous Councils have indicated a desire to change the parking on Old Orchard Street back from parallel to diagonal which would double the number of spaces there currently; going from approximately forty to about eighty spaces. We would lose two of the four traffic lanes we now have which may also result in making it difficult for vehicles that currently park on the centerline to make deliveries. There are some issues with the legality of backing out from a parking space into a roadway that needs to be researched. It was recommended that only one side of the street be changed and the majority of Council gave some support to this suggestion.

On East Grand Avenue it is estimated that we could add about twenty-six (26) new spaces from Harrisburg Street to Walnut Street. Parking is already allowed on East Grand Avenue between Boisvert Street and Cleaves Street and has not been a problem. In looking at York Street it is possible to add nine (9) metered spaces and on Walnut Street from East Grand Avenue to the beach there is a possibility of adding four

additional spaces. Adding parking any further North on East Grand Avenue would be difficult because of the Eastern Trail bike path. It is recommended that nothing be considered to be added to Walnut Street. If the Council decides to move forward with any of these proposals, some ordinance changes would be necessary and in order to get the changes made in time for the upcoming season, decisions would need to be reached soon.

Discussions continued on parking issues in the back parking lot behind the town hall and the difficulty with people illegally parking and issues relevant to issuing parking permits for a cost and it complicating the use of the parking lot for Town Council business such as Town Council meetings, Planning Board, Zoning Board, and other smaller boards and committees.

It was noted that with the changes that would be made there would be a need for signage and the cost would be in the area of \$2,000 to \$3,500 dollars. The cost to the modem fee would be approximately \$55 per month for monitoring. It was noted that the use of Credit Cards would be readily accepted by tourists particularly since many people do not carry coins in their pocket and the business owners in the downtown have never been happy to have to make change for tourists in the midst of a busy season. It was noted that the average of 60% of users prefer credit card rather than using cash. The addition of \$2,000 for additional parking machines was also noted and this item will move forward to the next Council. The Police Chief was to meet with Code Enforcement and prepare the changes that will be required to address ordinance issues and move this forward to the next agenda.

Comments were made also about the lack of coverage at the Milliken Street and Memorial Park Parking lots during times like the 4th of July and the lack of income. It was noted that this would be addressed in the coming season.

The Town Clerk discussed the item on Parking Permits for Memorial Park and Milliken Street Parking Lots as she will need to order the permits for sale in April. She had prepared a booklet for the Council with statistics and history of the parking policy in Old Orchard Beach. Historically she reported that in August of 1997, the Town Council adopted a Parking Permit Policy authorizing Memorial Park municipal parking permits be sold only to Town residents, \$10.00 per permit, no more than two permits issued per household. Seasonal permits could be sold to businesses on a first come, first served basis, at \$270 per permit, allowing for no more than two permits per business, and no more than five businesses to be issued permits; however, at the time Milliken Street was just a dirt parking lot, so businesses could purchase an unlimited amount of permits for that parking lot at \$100 each. The history on parking permits begins in 2001, the year the Town Clerk's Office started selling the permits. In the spreadsheet, you will see the amount of permits sold from 2001 to 2004 at that cost, and the amount of revenue received. No one purchased the business permits during that time. In May, 2005, the Town Council amended the policy, authorizing the sale of permits for the Milliken Street municipal parking lot at \$25 per permit, or a resident could purchase a combination Milliken Street/Memorial Park municipal parking permit for \$50. A resident could not purchase the Memorial Park permit separately. As you will see on the spreadsheet in 2005 and 2006, the larger number is for the \$25 permit. In February of 2007, the Town Council rescinded the policy, and created a new one. Residents could now purchase the combo permit only, including both Milliken Street and Memorial Park municipal parking lots, at a cost of \$50 per permit, limit of two per household. A non-resident permit was created for \$300, and anyone could purchase those permits, and they were unlimited. You will notice in the spreadsheet, that from 2007 to 2011, that no one purchased the non-resident parking permits. On January 24th, 2012, the Town

Council held a workshop to discuss reducing the cost of the non-resident permit from the current \$300, noticing that at that cost, the Town did not sell any non-resident permits. The discussion also included how many permits will be issued per season and any restrictions. At the February 7th, 2012 Town Council meeting, the Town Council voted to reduce the cost of the non-resident permit from \$300 to \$150, with the following restrictions: There will be a maximum of 100 non-resident parking permits, and they will be available at a first-come, first served basis. These permits will authorize parking in the Milliken Street municipal parking lot only, and are not valid for July 3rd, July 4th, or July 5th.

During the 2012 season, we sold three non-resident parking permits and during the 2013 season we sold five.

PARKING
PERMITS

MONTH	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
JANUARY	0	20	70	50	0	0	0	0	0	0	0	0	0
FEBRUARY	90	70	90	220	0	0	0	100	0	0	0	0	0
MARCH	160	210	270	230	0	300	500	200	0	200	50	750	300
APRIL	630	880	860	910	0	500	800	550	1250	1150	850	1750	1350
MAY	2270	2780	3090	2540	2250	3375	4450	4950	4650	4,050	5300	5200	6750
JUNE	2840	2590	3830	3940	4775	3675	3500	2700	2200	4200	3900	4150	3750
JULY	1220	1750	1710	1650	1400	1275	1350	950	950	1150	1650	1550	2,300
AUGUST	300	130	140	160	150	50	0	50	0	150	50	0	100
SEPTEMBER	70	120	70	0	0	0	0	0	0	0	0	0	0
OCTOBER	60	50	70	0	0	0	0	0	0	0	0	0	0
NOVEMBER	10	70	10	0	0	0	0	0	0	0	0	0	0
DECEMBER	30	10	40	0	0	0	0	0	0	0	0	0	0
TOTAL:	7680	8680	10,250	9700	8575	9175	10,600	9500	9050	10,900	11,800	13,400	14,550
SOLD RESIDENTS					229	205	212	190	181	218	236	259	276
SOLD NON-RES.	768	868	1025	970	57	81	0	0	0	0	0	3	5

TOWN OF OLD ORCHARD BEACH
Town Council Policy 07-01
Parking Permits

The Town Council has established the following policy for the issuance of and charges for Municipal Parking permits.

Resident Parking Permits: Permits for parking in Municipal Parking lots may be issued only to Town residents. The cost for a Municipal Parking Permit for the Milliken Street and Memorial Park Municipal Lots, inclusive, will cost \$50.00 per permit. There will be a limit of two (2) Municipal Parking Permits per Household. Permits for individual lots may not be purchased separately.

Resident Eligibility: Only the following shall be considered residents who are eligible for Municipal Parking permits:

- (1) Individuals who register their car in Old Orchard Beach, who presently live in Town.
- (2) Individuals who register their car in Old Orchard Beach and who pay real estate taxes.
- (3) Individuals who pay real estate taxes, and who live in their homes for the summer season.

Non-Resident Parking Permits: All individuals who do not qualify for a municipal resident parking permit may purchase a non-resident parking permit for \$150. There will be a maximum of 100 Non-Resident Parking Permits, and they will be available at a first-come, first-served basis. These permits will authorize parking in the Milliken Street Municipal Parking Lot only, and are not valid for July 3rd, July 4th or July 5th [amended this section 2/7/12].

Employee and Staff Permits: Staff permits may be issued, at no cost, to Town employees, Staff and Town Councilors for parking in the Employees parking area and Veterans Square area.

Visitor Parking: No permit will be required for parking in the upper Town Hall Parking lot. Temporary permits for parking in Veterans Square may be issued by the Town Manager's office.

Permits: Permits shall be in the form of hang tags to be affixed to the rear view mirror. All stickers for which a fee is charged shall be issued by the Town Clerk's Office. The Municipal Parking Permits and Non-Resident Parking Permits are valid through Labor Day of each year. Colors of the stickers are to be determined by the Town Clerk. Stickers shall be numbered consecutively. Staff parking stickers shall be issued by the Town Manager's office and shall be valid only while the individual is employed.

Permits Not Transferable: Permits issued under this policy are personal and not transferable. If the Town Clerk determines that a permit has been sold or otherwise transferred, the Clerk shall immediately void the permit and the permit fee shall be forfeited to the Town. This provision does not prevent the temporary use of a permit by a member of the permit holder's household or a guest of the permit holder [with the written permission of the permit holder]. (Amended by adding this section 9/18/07).

General Information: Stickers/permits do not allow overnight parking in any location.

Adopted: February 6, 2007

Amended: September 18, 2007

Amended: February 7, 2012

There was a request by Council that the Clerk order the permits as usual with the option that there might be another permit ordered in the future when there is more opportunity of discussions with the council on further means of raising funds. The question was also raised about residents who buy parking permits for Memorial Park and Milliken Street Parking lot being able to park at meters free of charge but the general consensus was that this would be a loss of revenues to the Town.

The Chair indicated that there would be further discussion with the Council on these parking issues recognizing the need for it to be done quickly so ordinance changes can be made. There will be an agenda item on the next Town Council agenda setting public hearing date for those ordinance changes.

Another item to be discussed with the Council this evening was the subject of the needed upgrade for Channel 3. Over the past several months equipment has become inoperable and the Town Manager requested that the Town Clerk, who administers the operation of Channel Three, bring together some information relative to the cost of upgrading the system. Some of the equipment cannot be repaired and would need to be replaced by new equipment. The Town Clerk explained in detail what needs to be considered to bring the system to complete operational efficiency.

The clerk presented two suggested costs from Access AV and Headlight Audio Visual Video and indicating the response from Access AV has been quick and super customer-friendly and she is recommending that their bid be considered and presented to the Council at the February meeting. She reported that Access A/V is the only vendor in New England who offers a loaner program for their installs and free 24/7 technical support. We have over \$250,000 worth of demo equipment and use that pool to loan customer's equipment if they have a piece that fails. It's a value added that we offer to customers who use our installation service. Non-authorized dealers probably don't have demo gear at their disposal. We are an authorized service center for many of the manufacturer's we represent and recently turnaround time on warranty repairs is averaging over a month. We currently have three Sony PTZ cameras out on loan because Sony is taking over two months for repairs. We are not concerned about reliability though because two of the cameras we believe were damaged by an electrical hit and not a fault of the camera. Sending a warranty repair to the manufacturer can be expensive too. Shipping a warranty repair is the responsibility of the customer and if you had to ship a video switcher back to California for instance it would cost over \$100. Switcher replacements are taking about a month. Because of our loaner program we can send you a replacement piece of equipment right away. Installing systems in meeting rooms and studios is what we specialize in, performing over 120 installations in the last 5 years or so. The camera upgrade including the

controllers and the switches would be \$17,980. Further discussion on going further and upgrading the electronics would be \$13,937. In a conversation with the owner he noted that Leightronix is the largest dealer in the northeast and one of just three Premier Dealers in the country. We have a factory-trained technician on staff to answer any questions you may have. The consensus appeared to be to move forward with both and to take the funds necessary out of the Contingency account unless funding could be found elsewhere. The consensus of the Council was that the opportunity presented to the citizens to view programming of importance to them is vital and should move forward with this upgrade. It was also suggested that perhaps the payment could be in two parts; one during this budget cycle; and one during the 2015.

The bid from Headlight AV was received after the meeting but came in at \$14,553.48 for the cameras but no quote for the electronics.

The Chair thanked the Clerk for her work on obtaining this information and presenting it to the Council.

ADJOURNMENT:

Respectfully Submitted,

V. Louise Reid
Town Council Secretary

I, V. Louise Reid, Secretary to the Town Council of Old Orchard Beach, Maine, do hereby certify that the foregoing document consisting of six (6) pages is a copy of the original Minutes of the Town Council Workshop of January 21, 2014.

V. Louise Reid