

November 10, 2009

Members Present: Leighton Price, Alan Zanotti, Christine Pratt, Richard Knox & Donna Fernandes

Absent: Charlie Bletzer & Dick Quintal

5:00 pm Call to order and public comment –

There is no public comment at this time.

5:02pm Park Plymouth Information—

Updates for the Board:

Income: Payments are on track for his projected monthly goal, considering it is the first few days of the month.

Veterans Day Parade: Mr. Ruggiero confirmed event-parking logistics for the Veterans Day Parade with Roxanne Whitbeck, Veterans Agent for Plymouth. MEO's are aware of the relaxed enforcement during parade hours.

P&D Tracking Software: Mr. Ruggiero believes Verizon has assigned the correct IP addresses to P&D modems. Staff will test the machines once Paul Shea of Computer Solutions gets the server up and running. Mr. Ruggiero will confirm with Ms. Pratt so she can send the check to Verizon.

Thanksgiving Parade P&D signage: Staff will place signage on the P&D machines saying there is no charge for parking.

2010 Permits: The Board reviews the draft of the 2010 insert for the tax bills. Kim will print them double sided. She also confirmed reservation space for leader board advertising on wickedlocal.com. Terms are \$701.25 per month beginning on December 1, 2009 through March 31, 2010. PAC TV, the OCM Free Bulletin Board and Community Bulletin Board also received press releases.

Ms. Pratt motions to purchase the leader board position ad on wickedlocal.com for \$701.25 per month and Mrs. Fernandes seconds **Passed |5-0-0**

Ms. Pratt and Mr. Knox motion to purchase 30,000 double-sided inserts at a cost not to exceed \$2,000.00 **Passed |5-0-0**

Kim will also order 50 8 ½ x 11 posters. Mr. Ruggiero will sign off on the bill so there is no need for a Board vote to approve this expense.

Mr. Price is preparing the website for the permit sale. Kim Hutchinson is no longer hosting websites and Mr. Price moved Parkplymouth.com to godaddy.com servers.

Ms. Pratt thinks adding costs for a website redesign and developing corporate identity into the 2010 budget it important.

Taxi Stands: Patrick O'Brien is going before the BOS to speak about proposed taxi stand locations. Once he confirms which companies hold licenses with the Town, he will forward the information to Mr. Price so he can upload it to the website.

Ticket holder who insists the Board void her ticket: Mr. Price sent another email saying the Hearing officer for Park Plymouth will schedule a time to hear her appeal and will contact her. The Board of the PGDC is not involved in the appeals process and only considers policy matters and requests relating to policy. The Board reviewed her initial request and as she knows, the Board denied it.

Thanksgiving Parade Banner: In recognition of the \$5,000 contribution PGDC made to America's Hometown Thanksgiving Celebration, Olly DeMacedo is manufacturing a PGDC parade banner. Mr. Price and Ms. Pratt will send information to Sign A Rama tomorrow.

Kim suggests that PGDC should be included in America's Hometown Thanksgiving print collateral, too.

Bike Racks: James Schaeffer, President of Street Scapes, has information on the metal plaque that reads "Donated by PGDC, Your parking dollars at work" for the bike racks. The Board considers whether local businesses could purchase sponsorship advertising on the bike racks, similar to the PGDC plaque. Mr. Zanotti believes the Board should leave themselves open to community sponsorship to help pay for the remaining racks, which cost \$17,000.00, but only after the initial racks are placed in the community.

WATD and Radio interviews: Kim spoke with WATD about gaining their permission to link the MP3 file of the post-BOS Presentation interview with Bobbi Clark on the parkplymouth.com website. The Board is amenable to this; Kim will ask WATD to forward it. Chuck Nilosek also hosts a program on WPLM and is often looking for community members to co-host. She suggests it might be an opportunity to utilize some free airtime to discuss the winter promotions but it does also open up the possibility of negative feedback if people call into the show. The Board decides this is something Mrs. Fernandes could handle once she is more acclimated with the parking program.

5:35pm

Management position applicants –

Park Plymouth staffing needs: The Board will hold off a couple of weeks before determining staffing needs through December.

The Board reviews the Draft Job Description and candidate applications with the understanding their information must remain confidential. Ms. Pratt shares the Town's Human Resources Director, Roberta Kety's, guidelines of what Board members may not ask during the interview process. Mrs. Arrighi approved of Roberta attending next week's meeting to offer input.

The Board discusses how to tier the management structure and job titles.

Mr. Zanotti motions and Mrs. Fernandes seconds for the new Management Title "Director of Operations"

Passed | 5-0-0

Mr. Price will hand deliver to Mr. Quintal and Mr. Bletzer the Management Position applications so they can prepare for next week.

Mr. Knox motions to accept the Management Job Description as presented and Mr. Zanotti seconds

Passed | 5-0-0

5:59 pm Review of 2009 Permit Audit

Ms. Pratt reviews the results of the 2009 permit count with the Board. It is clear that better record keeping practices is necessary during this year's promotion.

6:08pm Mr. Zanotti is excused from the meeting.

6:15pm Financial Information –

Bills:

Godaddy.com

Economy web hosting
ParkPlymouth.com

\$56.88

Lisa Santos

Invoice # 694
Accounting Services Rendered
Workingman Comp & permit audit

\$837.50

Kim Hutchinson

Invoice # 1474
Web Hosting for April –Nov 09

\$ 119.60

Brice Pac Inc.

Advertising Mgmt position
November Issue Parking Today

\$150.00

Joyfly Buzz PR | Marketing

Audit of 3 2009 Resident Permit
Log Books

\$527.00

Joyfly's Buzz PR | Marketing

Park Plymouth Nov – 2 through Nov 6

\$400.00

Mr. Knox motions and Mrs. Fernandes seconds to pay the bills

Passed | 4-0-0

Ms. Pratt shares that last week's motion to pay recurring bills is a good idea but it causes a conflict with the rules in the Community Reinvestment Policy. She is willing to modify the policy but there are not enough recurring bills to warrant a revision; she would rather not.

Mr. Knox states he was under the impression that operational expenses do not classify as Community Reinvestments and that perhaps the term Community Reinvestment is not clear in the policy.

Mr. Knox motions to revisit the vote from last week to pay recurring bills and Mrs. Fernandes seconds for discussion

Ms. Pratt will revise the policy; however, she just received a letter from the BOS endorsing the Community Reinvestment Policy and she prefers not to change the effective date by submitting another request so soon. She suggests revisiting this topic after the Board reviews the 2010 budget and determines which recurring expenses warrant their addition to that list.

Ms. Pratt motions to revise the Community Reinvestment Policy after the Board reviews the 2010 budget and classifies recurring expenses

Passed | 4-0-0

Special Events Form –

Ms. Pratt would like to release the Draft Special Events Policy in time for the audit. She will attach the draft addendum that holds people responsible for blocking spaces without prior PGDC approval. Kim will work on drafting an educational information sheet that Economic Development agreed to hand out to event planners when they pick up their Special Events application.

Kim relays a scenario where someone who blocked two spaces on the waterfront and received a \$15.00 ticket came in to appeal the ticket. She informed the customer of the Blocked Spaces Permit and associated \$125.00 fee. She suggests modifying citations to include a new fine title and the associated \$125.00 fee for Blocking Spaces without permission because receiving a \$15.00 ticket is much cheaper than applying for a permit.

Mr. Knox motions to approve the Draft Policy of Blocked Spaces and Recurring Events and Ms. Pratt seconds

Passed | 4-0-0

Ms. Pratt will ask the auditor for a quote to handle the 2009 audit. Kim will help organize all office files in advance. Ms. Pratt will also prepare a budget and risk assessment policy.

6:37pm Plymouth Parking & Traffic Task Force –

Mr. Price met with the Parking & Traffic Task Force last week. Patrick O'Brien is drafting a proposal on the Committees responsibilities. He will present the information to Mr. Price in the near future so PGDC can appoint a representative to attend meetings.

6:45 pm Contribution of \$5,000.00 to the Town of Plymouth –

The Board needs to vote on giving the Town a check for \$5,000.00 to cover costs for the America's Hometown Thanksgiving Celebration. The Town will not be invoicing PGDC for Town related services.

Mr. Knox motions to give the Town \$5,000.00 for America's Hometown Thanksgiving Celebration and Mrs. Fernandes seconds

Passed | 4-0-0

6:48pm Parking Study

Mr. Knox states and the Board agrees it is logical to wait for the new Director of Operations to work directly with the Board on this matter instead of rushing to make decisions in advance.

Mr. Price asked Laura Shaefer of Plymouth Redevelopment Authority to look into feasibility of PGDC purchasing the property at Revere Copper and Brass location.

Respectfully submitted by PGDC Secretary Mr. Alan P. Zanotti –

Signed: _____ Date: _____
Alan P. Zanotti, Secretary