



# City of Racine

City Hall  
730 Washington Ave.  
Racine, WI 53403  
www.cityofracine.org

## Meeting Minutes - Final Transit and Parking Commission

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Wednesday, September 10, 2014

4:30 PM

City Hall, Room 303

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### Call To Order

*The meeting was called to order at 4:30 P.M.*

Present: Deborah Ganaway, John Heckenlively, Mark Kowbel, Dustan Balkcom  
Excused: Ray DeHahn

Also Present: Al Stanek, Willie McDonald, Hazel Dickfoss, John Magee, Tom Karkow

### Approval of Minutes for the August 13, 2014 Meeting

*The minutes of the August 13, 2014 meeting were approved as printed. Passed unanimously.*

### Parking System Business

1. [14-10527](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review of correspondence from the Friends of the Library requesting that parking be prepaid in the Library Lot (63 spaces) and the Memorial Hall Lot (17 spaces) Saturday morning, November 8, 2014, from 8:30 A.M. to 11:00 A.M. in return for a \$100 pre-payment.

**Recommendation of the Transit and Parking Commission on 09-10-14:** That the request to prepay parking costs for the Library Lot and Memorial Hall Lot for Saturday, November 8, 2014 from 8:30 A.M. to 11:00 A.M. be approved.

**Fiscal Note:** \$100 of revenue for the Parking Utility.

*Motion made by Heckenlively, seconded by Kowbel to approve. Passed unanimously.*

**Recommended For Approval**

2. [14-10528](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review of correspondence from Cree Inc. requesting a pre-payment option for ramp, lot and street meter spaces on the afternoon of October 25, 2014, for a fee to

be determined and agreed upon in advance.

**Recommendation of the Transit and Parking Commission on**

**09-10-14:** That Cree Inc. pay a total of \$2,000 for use of the metered parking spaces east of Main Street between 7th Street and State Street, and at the Civic Centre Ramp, Lake Avenue Ramp, Lakefront Lot #5, Festival Hall Lot, Library Lot, Memorial Hall Lot and the top two (2) floors of the McMynn Ramp on Saturday, October 25, 2014 between 2:00 P.M. and 7:00 P.M., plus any overtime costs incurred by City staff in opening and/or closing parking gates.

**Fiscal Note:** \$2,000 of revenue for the Parking Utility.

*Motion made by Balkcom, seconded by Heckenlively to approve. Passed unanimously.*

**Recommended For Approval**

### Transit System Business

3. [14-10538](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review and approval of including the Racine Area Pride program as an essential component of the sale of external bus advertising and Bus wraps.

**Recommendation of the Transit and Parking Commission on**

**09-10-14:** Approval of moving forward with a program aimed at area businesses, encouraging them to take advantage of the opportunity to help retain essential public transportation service levels, reduce taxes and market their companies.

**Fiscal Note:** N/A

*Motion made by Heckenlively, seconded by Kowbel to approve. Passed unanimously.*

**Recommended For Approval**

4. [14-10529](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting the review and file of 244 signed petitions, letters and comments regarding proposed BUS service cuts for October 2014.

**Recommendation of the Transit and Parking Commission on**

**09-10-14:** Receive and file.

**Fiscal Note:** N/A

*Motion made by Balkcom, seconded by Heckenlively to receive and file the communication. Passed unanimously.*

**Recommended to be Received and Filed**

5. [14-10530](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting authorization for the Mayor and City Clerk to sign the 2014 contract for BUS services to the Village of Sturtevant.

**Recommendation of the Transit and Parking Commission on 09-10-14:** That the Mayor and City Clerk be authorized and directed to enter into the 2014 BUS cooperative agreement with the Village of Sturtevant.

**Fiscal Note:** The 2014 Sturtevant contract amount will be a \$37,083 contribution and include charges for paratransit trips within their jurisdiction.

*Motion made by Balkcom, seconded by Heckenlively to approve. Passed unanimously.*

**Recommended For Approval**

6. [14-10531](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting authorization of the award of a contract for BUS marketing services in 2015.

**Recommendation of the Transit and Parking Commission on 09-10-14:** Deferred.

*Motion made by Heckenlively, seconded by Balkcom to defer. Passed unanimously.*

**Deferred**

7. [14-10532](#) **Subject:** (Direct Referral) Communication from the Transit and Parking System Manager wishing to discuss the November 4, 2014 statewide "Say Yes to Transportation" referendum.

**Recommendation of the Transit and Parking Commission on 09-10-14:** That the attached resolution in support of the "Say YES to Transportation" campaign be forwarded to the Common Council with a recommendation for adoption.

**Fiscal Note:** N/A

*Motion made by Kowbel, seconded by Heckenlively to recommend that the Common Council adopt a resolution in support of the "Vote YES for Transportation" campaign. Passed unanimously.*

**Recommended For Approval**

8. [14-10533](#) **Subject:** (Direct Referral) Communication from the BUS General Manager requesting the review of the July BUS Operations Report.

**Recommendation of the Transit and Parking Commission on  
09-10-14:** Receive and file.

**Fiscal Note:** N/A

*Motion made by Balkcom, seconded by Kowbel to receive and file the July and August BUS General Manager's reports. Passed unanimously.*

**Recommended to be Received and Filed**

9. [14-10534](#)

**Subject:** (Direct Referral) Communication from the Transit and Parking System Manager requesting authorization to enter into a sponsorship agreement, again this year, for holiday season free rides Saturdays and Sundays starting Thanksgiving weekend and running through the entire month of December to encourage shopping locally.

**Recommendation of the Transit and Parking Commission on  
09-10-14:** Authorization to once again take part in the Racine Area Holiday "Shop Locally" campaign for the holidays.

**Fiscal Note:** Results in \$48,000 of additional revenue for the BUS.

*Motion made by Heckenlively, seconded by Kowbel to approve the 2014 "Shop Locally" promotion. Passed unanimously.*

**Recommended For Approval**

**Next Meeting - October 22, 2014 at 4:30 P.M. in Room 303 at City Hall**

**Adjournment**

*The meeting adjourned at 5:29 P.M.*

**If you are disabled and have accessibility needs or need information interpreted for you, please contact the Department of Public Works, 636-9122, at least 48 hours prior to this meeting.**