

**MINUTES - SPECIAL MEETING
BOONE TOWN COUNCIL
DECEMBER 1, 2009**

A special meeting of the Boone Town Council was called to order on December 1, 2009 at 5:02 p.m. in the Council Chambers, 1500 Blowing Rock Road. Mayor Loretta Clawson presided. Council members present were Lynne Mason, Rennie Brantz, Jamie Leigh, and Stephen Phillips. Staff members present were Town Manager Greg Young, Deputy Town Clerk Kimberly Brown, Public Works Director Blake Brown, Police Chief Dana Crawford, Police Lieutenant Tom Redmond, Development Coordinator David Graham and Planner Jane Shook. Council Member-elect Andy Ball was also in attendance. Stakeholders including downtown property owners and business owners were also in attendance, as well as representatives from Watauga County, ASU and the local media outlets.

The purpose of the meeting was to conduct a parking charette. Becky Veazey, of the MAPS Group, facilitated the meeting. She began by reviewing the agenda and presenting the ground rules for the meeting.

REVIEW OF DATA (MCLAURIN PARKING)

Steve McLaurin, of McLaurin Parking Company, presented information regarding the number of parking spaces located within the downtown area. He briefly explained the parking ticket validation system.

ID CRITERIA FOR SUCCESSFUL SOLUTIONS (INTERESTS OF ALL STAKEHOLDERS)

Ms. Veazey invited all in attendance to identify criteria that each person feels is necessary for a successful solution to this issue. The following is a list of the information offered by the group:

1. Accommodate more downtown visitors (turnover) and shoppers
2. Have convenient parking – close by
3. Have parking that is affordable to parkers
4. Have parking available on week ends and game days for downtown visitors
5. Accommodate tour buses, RVs, and handicapped visitors
6. Have parkers feel safe to and from their vehicles
7. Have cost/benefit effectiveness in parking
8. Have downtown visitors react at least neutrally and preferably positively to their experience
9. Accommodate downtown residents --- current and future
10. Have clear rules that people understand
11. Have shoppers who do not have to worry about 1 hour limitation and feel free to stay and shop longer
12. Have transparency and accountability regarding revenues and expenditures for parking
13. Have directional signage that helps visitors find what they are looking for
14. Have solutions for areas west of Waters Street
15. Preserve buildings, character and uniqueness of downtown
16. Have affordability for parking providers
17. Have separate parking for students who are not downtown shoppers/visitors that is well-utilized
18. Have a downtown free from traffic congestion
19. Have a clear program/plan for parking that is understood and supported by all stakeholders
20. Have agreements about where business employees will park on weekends and weekdays
21. Have friendly enforcement of parking rules
22. Include DOT's interests in solutions
23. Find ways to reduce vehicular traffic; support alternatives to cars (bikes, motorcycles, transit, etc.)
24. Have clean air downtown
25. Have quiet (not traffic noise)

ID POTENTIAL SOLUTIONS

Ms. Veazey invited the group to offer potential solutions; the following list contains the information submitted by the group and is in the order of priority as decided by the group: (The ratings are tallied as followed: The first number is the number of people who rated the item as a high priority; the second number is the number of people who rated the item as somewhat important and the third number is the number of people who rated the item as not very important.)

- 23-0-0 Dialogue with ASU and ask them to incorporate more parking into their Master Plan (both general and game day parking); get clear agreement with ASU regarding their responsibility for handling their parking
- 23-1-0 Evaluate Game Day parking experiment
- 22-1-1 Look at changing ordinance that allows people to move car a short distance and circumvent the intent of the ordinance
- 20-0-0 Devise a system that is open to all --- does not discriminate against any group (meters, time limits, etc.)
- 19-2-0 Address safety features for all parking areas from King to Queen Street including sidewalks and make stairs between the streets and at Raylee Hall inviting
- 19-1-0 Implement any potential short term solutions ASAP
- 17-6-0 Have a comprehensive plan and then a public relations campaign to educate the relevant groups about the plan
- all
- 18-4-1 Redo the entire signage system for all parking
- 18-2-2 Form a task force of stakeholders --- Town, County, DOT, ASU, DBDA, McLaurin Parking, property owners, etc. to implement short term and examine long term solutions
- 17-3-0 Increase the walkability of downtown
- 17-1-2 Draw on the experience of McLaurin Parking in other college towns and similar situations
- 17-1-2 Better utilize parking behind the Post Office
- 14-8-0 Create an accounting of parking revenues and expenditures that also reflects overhead expenses with separate information for game day parking
- 14-4-3 Enforce parking rules seven days per week (employees and residents) including West of Waters Street
- 11-10-1 Consider transit tax to provide more revenue
- 11-9-3 Better utilize parking from coffee shop to bakery for downtown
- 9-13-2 Have downtown trolley loop; include Horn in the West, Rivers Street, and other routes that allow ASU faculty, staff and students easy access to downtown for dining and shopping
- 10-10-0 Have more bike lanes
- 10-11-9 Have specific parking for RVs and tour buses (possibly at Courthouse); have off-site parking and shuttle buses to downtown with incentives to use the buses; have a trolley that makes a loop that provides quaint air and convenience; promote local transit system by adding more buses and making the system more user friendly to reduce the cars downtown
- 10-10-5 Have a parking deck; look at changing codes/set backs to make a parking deck financially feasible; look at long term lease on parking lot beside Town Hall and build parking deck with commercial on front (have private company build)
- 12-3-5 Increase parking fines
- 11-6-0 Increase parking fines and use the revenue to enhance downtown parking
- 7-12-2 Collaborate with owners of private lots for public use on occasions and have good signage
- 6-17-0 Better utilize court parking
- 6-9-6 Place parking meters in selected areas from the church to the bakery and in high traffic areas for students
- 7-7-6 Create a joint Town/University Parking Authority with statutory authority
- 6-8-7 Have at least one lot that is billed monthly
- 7-3-10 Use Raylee Hall for employee parking
- 4-11-9 Have loading zones to allow for parking up merchandise and for Fedex/UPS
- 3-6-11 Make parking on Queen Street free and move pay for parking to periphery
- 1-5-15 Use Depot Street lot for mini-transit hub and bike parking
- 0-2-21 Have a reduced weekend rate for Queen Street

The group then identified items that they considered 1) easy; 2) quick; and 3) inexpensive. The top ten items, in priority order, are:

1. Better utilize parking behind the Post Office.
2. Dialogue with ASU and ask them to incorporate more parking into their Master Plan (both general and game day parking); get clear agreement with ASU regarding their responsibility for handling their parking.
3. Enforce parking rules seven days per week.
4. Have specific parking for RVs and tour buses (possibly at Courthouse); have off-site parking and shuttle buses to downtown with incentives to use the buses; have a trolley that makes a loop that provides quaint air and convenience; promote local transit system by adding more buses and making the system more user friendly to reduce the cars downtown.
5. Form a task force of stakeholders --- Town, County, DOT, ASU, DBDA, McLaurin Parking, property owners, etc. to implement short term and examine long term solutions.
6. Look at changing ordinance that allows people to move car a short distance and circumvent the intent of the ordinance.
7. Have loading zones to allow for parking up merchandise and for Fedex/UPS.
8. Have a comprehensive plan and then a public relations campaign to educate the all relevant groups about the plan .
9. Draw on the experience of McLaurin Parking in other college towns and similar situations.
10. Redo the entire signage system for all parking.

With no other information submitted, the meeting adjourned at 7:45 p.m.

Deputy Clerk

Mayor