

Allentown Parking Authority – Board of Directors Meeting Summary

Date: June 25, 2025

Attendees:

- **Board Members**
- **APA Leadership**
- **Public Guests**

Call to Order @ 12:02 PM

Approval of Minutes

A motion was made (Elizabeth Martinez) and seconded (Jeff Glazier) to approve the May 2025 meeting minutes. The motion passed unanimously.

Public Engagement – Courtesy of the Floor

Guest: Ms. Paulette Hunter (737 W. Tilghman St.)

Ms. Hunter, a senior community member, raised accessibility concerns regarding kiosk usage, especially for older residents. She requested:

- A **"Senior Day" program** offering special dashboard permits for seniors.
- A **training kiosk** at the APA HQ to help individuals become familiar with payment systems.

The Board expressed appreciation for Ms. Hunter's thoughtful suggestions. The Executive Team will evaluate the feasibility and legality of such accommodations and present options for future consideration.

1. Strategic Program Updates

Payment Plan Rollout – Launch August 4, 2025

APA detailed its upcoming **Ticket Payment Plan**, aimed at helping residents resolve new citations (issued within 10 days) through structured payment agreements.

- **20% down payment required**
- Restrictions apply to those with prior chargebacks or nonpayment
- Public education to occur via website, kiosks, and social media

Board Feedback:

Supportive of the initiative with reminders to monitor for abuse and ensure messaging promotes personal accountability.

Senior Access Equity

In response to Ms. Hunter's comments, APA will explore a "**Senior Permit Day**" and technology training tools to aid elderly patrons.

2. Operations, Enforcement & Technology

May 2025 Metrics

- 1,808 service calls (record high)
- 9 double-parking citations
- Corner violations raised concerns: APA reiterated state law enforcement but acknowledged signage confusion; working with Public Works to align curb paint and ordinances.

LPR Pilot & ExpressPay Launch

APA is participating in a pilot program integrating ParkMobile and Flash ExpressPay (License Plate Recognition).

Key benefits:

- Seamless entry/exit
 - No physical tickets
- Concerns include plate glare, shared plates, and real-time alert gaps.
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3. Downtown Redevelopment & Capital Projects

940 Linden Garage

- THA submitted proposals totaling ~\$58,000 for lighting, elevator feasibility, and stair repairs
- Funding tied to RACP application
- Planning Department coordinating scope approvals

Spiral Deck Mural

- Design phase delayed due to access restrictions
- Final concept pending

Lehigh County Prison Lot Enforcement

- APA requested to begin enforcement pending proper signage installation
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4. Executive Session Actions – Real Estate & Capital Initiatives

Paused @ 1:05 PM

Restarted Public Session @ 1:55 PM

- *No Action coming out of Executive Session*

5. Financial Report – May 2025

Category	May Actuals	Variance vs Budget
Total Revenue	\$1.29M	-4.5%
Enforcement Revenue	\$821K	-1.5%
Off-Street & Permits	\$468K	-8.7%
Personnel Costs	\$523K	-15%
Net Operating Surplus	\$558K	+7%
YTD Operating Position	\$2.14M	-1.2%

Following strategic transfers, the general fund remains within target range and consistent with sustainability planning goals.

Meeting Adjourned @ 2:37 PM