



# City of Waukesha

City Hall,  
201 Delafield Street  
Waukesha, WI 53188

## Meeting Minutes - Final

### ADHOC Downtown Parking Committee

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Monday, November 6, 2017

5:00 PM

City Hall, Room 207

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#### 1. Call To Order

**Present:** 8 - Helgestad, Rodriguez, Jelacic, Andrews, Ripley, Barta, Hockel and Huenink

**Absent:** 3 - E. Payne, Konda and Lesnick

#### 2. Public Comment

*No public comment*

#### 3. Introduction of members and Committee Charter

#### 4. Business Items

##### [ID#17-1536](#) Unify parking restrictions in city lots, street parking, and city parking ramps.

*Reviewed the map of city lots and current restrictions. Discussed desire for uniformity and better signage so customers are not confused. Discussion of employees parking on street instead of in lots. Skip discussed how Fond du Lac manages public parking by creating zones that allow different lengths of parking.*

*Joette Barta said the current state of the parking ramp is an issue. Employers don't want to use it. Skip went over some changes and updates on the ramps including plans for better marketing of Transit Center. Also outlined some of the things they are doing to address problems at garages, including removing transients from the ramps. Working with PD on issuing tickets, cameras installed. Things have gotten exponentially better at South Street Ramp. Jennifer said we should reach out to more businesses to share experiences with the South Street Ramp. Tom Hockel said his employees don't park their either. Female employees, especially ones that work late at bars, don't want to park in the lots.*

##### [ID#17-1537](#) Marketing strategy for municipal ramps.

*Skip and Jennfer talked about plans to better market the ramp to residents and businesses. Skip talked about better signage, Joette said businesses could also better market the ramp to customers.*

*Ald. Helgestad said the committee should consider a survey of users and businesses. Staff said they would work with Ald. Helgestad to develop a survey.*

##### [ID#17-1538](#) Review of permit and parking ramp fees.

*Skip provided an overview of the various permits available to users of the parking lots and outlined the long term contracts (Berg Management) the City has for ramp parking.*

*Jennifer said looking at ramp pricing structure should be looked at by this committee.  
Skip talked about marking the ramp for special events like Fourth of July parade would  
help build awareness.*

[ID#17-1539](#)

Develop a plan to better engage employees, employers, and business  
regarding parking.

*Ald. Helgestad and Skip discussed the concept of subsidized parking for employees.  
Maybe reduced rates available to employers who can purchase bulk permits for exclusive  
use by their employees. Also try to get employees to use 13 and 7, which are low  
demand/low usage for customers so they would be good spots for employee parking.*

## 5. Adjournment

"A majority of the Council members may be in attendance"

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