

## TORONTO PARKING AUTHORITY

A meeting of the Board of Directors of the Toronto Parking Authority was held at Toronto City Hall, 100 Queen Street West, 2<sup>nd</sup> Floor, Meeting Room B at 4:00 p.m. on Tuesday, November 7, 2006.

Present: George K. Soulis, Chair  
John W. Maletich, Vice Chair  
Deputy Mayor Michael Feldman  
Stan Kumorek, Director  
Bob Brent, Director  
Myron Pestaluky, Director

Maurice J. Anderson, President  
Teresa Toigo, Board Secretary

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06-146 The Board confirmed the minutes of the October 3, 2006 meeting.

### **FINANCE & ADMINISTRATION**

06-147 The Board received, for information only, a list of cheques issued and shown as Annex A to the November 7, 2006 Agenda (vouchers 33993 - 34438).

06-148 The Board approved a staff memorandum dated November 3, 2006 regarding the 2007 Operating Budget with a budgeted net income for 2007 of \$44,429,403.00. The budget was reviewed by the Finance and Budget Committee of the Board in detail at its meeting of November 2, 2006.

06-149 The Board approved a staff memorandum dated October 26, 2006 recommending an expenditure of \$7,000.00 for the purchase of an Orion (bulk) coding station for the purpose of encoding Zeag system specialty cards/passes that are used to accommodate special events and other special parking arrangements.

06-150 The Board received, for information only, a staff memorandum dated November 2, 2006 regarding the on and off-street revenue results for September 2006 and year to date.

### **PARKING OPERATIONS**

06-151 The Board received, for information only, a staff memorandum dated November 1, 2006 entitled "Security Report – Off-Street Facilities".

## **DEVELOPMENT & MARKETING**

- 06-152 The Board received, for information only, a staff memorandum dated November 1, 2006 regarding the activity on the Toronto Parking Authority's Green P website. In response to marketing initiatives the Board requested that:
- a) Staff investigate if the location of Toronto Parking Authority carparks are accessible under the Global Positioning System (GPS) to enable customers to locate a carpark from their vehicles;
  - b) Staff ensure that the [www.greenp.com](http://www.greenp.com) website address is clearly visible on all pay and display equipment; and,
  - c) The Marketing Committee of the Board look into the possibility of the Toronto Parking Authority participating with the City of Toronto in its citywide Winterlicious and Summerlicious programs.

- 06-153 The Board approved a staff memorandum dated November 2, 2006 recommending:
- 1) the implementation of the Strategic Plan for the TPA's outdoor advertising portfolio as outlined in staff's report (Stage 1); and,
  - 2) that All Vision be directed to prepare and distribute an Offering Memorandum in conjunction with TPA staff (Stage 2).

The Board met in-camera to discuss the financial details pertaining to the outdoor advertising management services (refer to minute #06-157).

## **IN-CAMERA**

- 06-154 The Board received, for information only, a staff memorandum dated October 31, 2006 regarding an invoice received.
- 06-155 The Board approved a staff memorandum dated November 2, 2006 regarding amendments to an equipment Maintenance Agreement.
- 06-156 The Board approved a staff memorandum dated November 3, 2006 regarding a security pilot project.
- 06-157 The Board approved a staff memorandum dated November 2, 2006 regarding management services for outdoor advertising.
- 06-158 The Board approved a staff memorandum dated November 2, 2006 regarding a Lease Renewal Agreement.
- 06-159 The Board deferred a staff memorandum dated November 7, 2006 regarding a Right of Way request.

## **OTHER BUSINESS**

06-160 The Board received, for information only, copies of the following articles recently appearing in local newspapers:

- 1) "Is it time for gas guzzlers to pay up?", Globe and Mail, November 4, 2006;
- 2) "Mayor mulls parking tax near TTC stops", National Post, November 3, 2006;
- 3) "Mayor cool to new levies", Toronto Sun, November 3, 2006;
- 4) "Refreshing to see new candidates", Toronto Star, Oct 31, 2006;
- 5) "The commuter blues", Globe and Mail, October 28, 2006;
- 6) "St. Clair W. to be torn up again to bury hydro wires", National Post, October 26, 2006;
- 7) "Parking and Paying Get EZier", The New York Times, Oct 25, 2006;
- 8) "Parking woes? He's got just the ticket", Globe & Mail, Oct 23, 2006;
- 9) "Inflation rate drops thanks to lower gasoline prices", Globe and Mail, October 21, 2006;
- 10) "For whom the road tolls", National Post, October 18, 2006;
- 11) "Candidates seek or shun mayor's nod", Globe & Mail, Oct 17, 2006;
- 12) "There's a better way to run the TTC", National Post, Oct 16, 2006;
- 13) "The anatomy of a traffic jam", National Post, October 14, 2006;
- 14) "Growing pains", Globe and Mail, October 14, 2006;
- 15) "Rae backs new taxes on drivers", Toronto Star, October 13, 2006;
- 16) "TTC parking lots closed during day", Toronto Star, October 11, 2006;
- 17) "The way we were", Toronto Sun, October 10, 2006;
- 18) "Parking plans drives lively debate", Toronto Star, October 10, 2006;
- 19) "Parking", Globe and Mail, October 7, 2006;
- 20) "Courage to reinvent Nathan Phillips", Toronto Star, October 7, 2006;
- 21) "Heart of Toronto needs a transfusion", Toronto Star, Oct 5, 2006;
- 22) "St. Clair streetcar issue rumbles through race", Toronto Star, October 4, 2006;

06-161        The Board requested that staff conduct a study at the Municipal Carpark 52 (University Avenue Garage) Front Street exit during evening hours. As a result of increased vehicular and pedestrian traffic on Front Street during event nights, vehicles trying to exit the garage via the Front Street exit are slowed thereby creating a backup into the garage. Staff's findings and resolutions to be reported at the Board's next meeting.

06-162        The President updated staff regarding the status of the TTC Operations Agreement.

Meeting adjourned at 5:30 p.m.

George K. Soulis  
Chair