

**CITY OF ROSEBURG
DOWNTOWN PARKING COMMITTEE MINUTES
May 8, 2025**

CALL TO ORDER – Chair Zack Weiss called the meeting of the Downtown Parking Committee to order at 5:30 p.m. in the Umpqua Room of the Public Safety Center

ROLL CALL – Zack Weiss, Erica Mills, Justin Deedon, Jamie Maneha, Rachel Pokrandt (UCC), Jonathan Perez, Aubree Haggans, Josh Frasier and Robbyn Repp (via Zoom)

Absent: none

Others Present: Community Development Director Stuart Cowie, Department Technician Kristin Martin

Others in the audience – Tom Michalek, Pat Moore (The News Review), Mark Benson and Kyle Smith (ACE Parking)

INTRODUCTIONS – Committee members were given an opportunity to introduce themselves and state which sector of the downtown area they represented. Director Cowie thanked members of the committee for their willingness to serve on the Downtown Parking Committee.

OBJECTIVE OF THE COMMITTEE – Chair Weiss opened discussion to clarify what objective the Downtown Parking Committee was tasked with by City Council. He stated that in the past the parking situation has been contentious and frustrating for customers and felt that the focus of this committee should be to compile a list of goals for the future of the parking program, find ways to lessen the financial deficit the City is currently experiencing with the parking program, work with ACE Parking utilizing ways they are currently demonstrating success and eventually make a recommendation to City Council.

Director Cowie agreed with Chair Weiss regarding to the objective of the Downtown Parking Committee and went on to say that a good goal of the Committee would be to come with ideas to help balance the Off Street Parking Fund while at the same time ensure the parking program could continue by finding a system that works and that will eventually become an asset to all areas represented. Discussion ensued.

Consensus of the Committee and they agreed with the Committee objective presented.

Director Cowie asked any individual who wished to make statements or provide input for Committee consideration to reach out to him in the Community Development Department or to committee members directly so that the request could be investigated and a response provided at the next meeting. Cowie then presented an email from Bob Cotterell a former member of City Council, which offered a list several ways he felt the parking program could be improved.

WHY DO WE HAVE ENFORCEMENT – Chair Weiss asked Committee members for their thoughts on the need for parking enforcement and their opinions about the current program. Director Cowie stated that the current goal of the parking program was to provide areas to park for residents, patrons and visitors in order to enhance local businesses and prevent abuse of this service by business owners and employees. A suggestion was also made that perhaps at some point, additional discussion was needed to revisit and redefine the parking needs of downtown so that the program becomes a true asset to all affected by it. Discussion ensued.

Consensus of the Committee was that there was indeed a need for parking enforcement, but the current program was not effective in meeting the needs of downtown, at times was adversarial and there needed to be some way to lessen the financial deficit.

BRIEF HISTORY OF PARKING DOWNTOWN – A Chronology of Downtown Parking was presented to Committee members. This chronology listed events beginning in the 1970's and ending with the current task assigned to this Downtown Parking Committee by the City Council. Director Cowie elaborated on various bullet points listed in the document which included past formation of advisory committees, use of various revenue sources, the construction of the parking garage and the transition from a city enforcement model to the hiring of third-party agencies for parking enforcement. He also stated that in 2020, the City had secured a contract with a third-party consultant for the development of the Downtown Parking Assessment and Plan that was completed in 2021 and accepted by the City Council.

Director Cowie added that in 2022, the Council was advised that the parking enforcement program was not generating enough revenue for sustainment and additional advisory committees were formed to discuss possible funding solutions to sustain the parking program. Discussion ensued in which Cowie provided information about the development of the current Downtown Parking Committee.

Justin Deedon provided additional information for clarity and context about the turnover of ParkSmart, operated by the Downtown Roseburg Association.

2021 DOWNTOWN PARKING ASSESSMENT & PLAN – Director Cowie presented a copy of the Downtown Parking Assessment and Plan that was accepted by City Council in 2021. He reminded Committee members of the amount of time that was devoted to developing this assessment plan and that it serves to provide a menu of options with regards to the Downtown Parking Program and ways the program can operate efficiently. He directed Committee members to the funding section of the document and asked them to focus on the financial differences between employing individuals versus contracting with a third-party to provide parking enforcement services.

Discussion about the various sources of funding ensued, including permit fees, taxes, grants, money from metered parking and revenue from parking citations and fines. Consensus of the Committee was that they felt that the last category – parking citations and fines should be the last source of revenue to depend on, as it is more adversarial.

Aubree Haggans asked about the length of the ACE Parking contract. Director Cowie said that it is a 3-year contract that was recently renewed in October of 2024 for an additional three years.

Jamie Maneha stated that she did not support a parking fee based on square footage of a business and cited personal reasons for her opinion.

Rachel Pokrandt asked if UCC was the largest permit holder for parking. Director Cowie directed the question to Kyle Smith (ACE Parking) who was in the audience. He stated that Adapt was the largest permit holder and that he was available to answer further questions about parking permit options.

Erica Mills stated that she felt it is important to have a simple as possible plan and eliminate complex requirements that can be frustrating and discouraging for customers. Committee members agreed.

REVIEW OF CURRENT FINANCIAL STATEMENTS (REVENUE/EXPENSES) – Director Cowie presented an expenditure report of the Off Street Parking Fund and also recent financial statements provided by ACE Parking. Discussion ensued about the maintenance and overhead costs expected and why they were part of the Off Street Parking Fund. Cowie also elaborated on the sources of revenue listed and explained the reasons for the program expenses.

Jamie Maneha asked why overhead costs appeared to be not related to the ACE Parking program and why they were not part of the City's Public Works budget. Director Cowie explained that they were part of the Off Street Parking Budget and would need to be paid yearly regardless. Maneha stated that she did not feel that the overhead costs should be part of the Off Street Parking Fund.

Further discussion of the ACE Parking financial statements ensued, and Committee members asked questions of clarification of various budget line items.

Justin Deedon asked approximately how many parking stalls were available and the rate charged. Kyle Smith (ACE Parking) said he did not know right off hand but could have that information available at the next meeting. Discussion ensued.

Chair Weiss requested that because of the limited number of meetings in which to discuss the parking program before making a recommendation to Council and in order to make better use of discussion time, Committee members submit their questions to him and that he would compile a summary of questions to be discussed at the next meeting.

Justin Deedon asked if Committee members could discuss various details of the parking program amongst themselves and before the next meeting. Director Cowie said yes, they could. He also stated that if this information changed, he would contact members of the committee to inform them of such.

ADJOURNMENT – The meeting adjourned at 7:05 p.m. The next Downtown Parking Committee Meeting is scheduled for May 22, 2025, at 5:30 p.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Kristin Martin". The script is cursive and fluid.

Kristin Martin
Department Technician