

OFF-STREET PARKING BOARD
AGENDAS

for

FINANCE COMMITTEE
MEETING

and

MONTHLY BOARD
MEETING

WEDNESDAY, JANUARY 8, 2025

**OFF-STREET PARKING BOARD
FINANCE COMMITTEE MEETING
AGENDA**

WEDNESDAY, JANUARY 8, 2025

8:00 A. M.

A G E N D A
OFF-STREET PARKING BOARD
FINANCE COMMITTEE MEETING
CITY OF MIAMI, FLORIDA

January 8, 2025

8:00 a.m.

40 N.W. 3rd St., Suite 1103

1. October 2024 Financial Statements
 - A. Miami Parking Authority
 - B. Knight Center Garage
2. November 2024 Financial Statements
 - A. Miami Parking Authority
 - B. Knight Center Garage
3. Bank Reconciliations

Any person may be heard by the Off-Street Parking Board of Directors, through the Chair, for not more than two minutes, on any proposition before the Board of Directors unless modified by the Chair. The Chair will advise the public when the public may have the opportunity to address the Board of Directors during the Public Comment Period or at any other designated time.

In accordance with the Americans with Disabilities Act of 1990, as amended, persons needing special accommodations to participate in this proceeding may contact the Miami Parking Authority at (305) 373-6789 ext. 227 or ext. 228 (Voice) no later than six (6) business days prior to the proceeding. TTY users may call via 711 (Florida Relay Service) no later than six (6) business days prior to the proceeding.



TO: Honorable Chairperson and Members of the Off-Street Parking Board

FROM: Alejandra Argudin, Chief Executive Officer, Miami Parking Authority *mc for AA*

SUBJECT: Financial Summaries For the Period Ended October 31, 2024

DATE: January 8, 2025

The attached summaries represent the financial performance for the Miami Parking Authority and the Knight Center Garage for the month ended October 31, 2024.

AA:ss

Attachment

MIAMI PARKING AUTHORITY

Revenue & Expenses Summary

For the Month Ended October 31, 2024

Page 1

Year-To-Date	FY 2025			Variances			
		Adopted	FY 2024	Actual		FY 2025 Actual	
	Actual	Budget	Actual	FY 2025 Versus FY 2024		Versus 2025 Budget	
	\$	\$	\$	\$	%	\$	%
Operating Revenue	4,872,164	5,334,880	5,155,295	(283,131)	(5.49)	(462,716)	(8.67)
Direct Operating Expenses	2,505,281	2,323,057	2,174,934	(330,347)	(15.19)	(182,224)	(7.84)
Operating Results	2,366,883	3,011,823	2,980,361	(613,478)	(20.58)	(644,940)	(21.41)
Non-Operating Revenues (Expenses):							
Depreciation & Amortization	(289,482)	(325,000)	(336,556)	47,074	13.99	35,518	10.93
Interest Income	68,963	13,333	144,755	(75,792)	(52.36)	55,630	417.24
Lower of Cost of Market - Investments	(170,055)	-	(25,201)	(144,854)	574.79	(170,055)	-
Gain (Loss) on Disposal Property	135,759	-	-	135,759	-	135,759	-
Interest Expense Net of Interest Income	(111,568)	(111,567)	(119,776)	8,208	(6.85)	(1)	0.00
Other Gains/(Losses)	-	-	-	-	-	-	-
Transfer to City of Miami	-	-	-	-	-	-	-
Budgeted Reserves	-	-	-	-	-	-	-
Net Revenue In Excess of Expenses	2,000,500	2,588,589	2,643,583	(643,083)	(24.33)	(588,089)	(22.72)

The above summary represents the financial performance of the agency for the (1) month ended October 31, 2024 based on the reporting requirements of Ordinance No. 11719.



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

MIAMI PARKING AUTHORITY

Revenue & Expenses Summary

For the Month Ended October 2024

Page 2

Current Month	FY 2025		FY 2024	Variances			
	Actual	Adopted		Actual		FY 2025 Actual	
		Budget		FY 2025 Versus FY 2024		Versus 2025 Budget	
		\$		\$	%	\$	%
Operating Revenue	4,872,164	5,334,880	5,155,295	(283,131)	(5.49)	(462,716)	(8.67)
Direct Operating Expenses	2,505,281	2,323,057	2,174,934	(330,347)	(15.19)	(182,224)	(7.84)
Operating Results	2,366,883	3,011,823	2,980,361	(613,478)	(20.58)	(644,940)	(21.41)
Non-Operating Revenues (Expenses):							
Depreciation & Amortization	(289,482)	(325,000)	(336,556)	47,074	13.99	35,518	10.93
Interest Income	68,963	13,333	144,755	(75,792)	(52.36)	55,630	417.24
Lower of Cost of Market - Investments	(170,055)	-	(25,201)	(144,854)	574.79	(170,055)	-
Gain (Loss) on Disposal Property	135,759	-	-	135,759	-	135,759	-
Interest Expense Net of Interest Income	(111,568)	(111,567)	(119,776)	8,208	(6.85)	(1)	0.00
Other Gains/(Losses)	-	-	-	-	-	-	-
Transfer to City of Miami	-	-	-	-	-	-	-
Budgeted Reserves	-	-	-	-	-	-	-
Net Revenue In Excess of Expenses	2,000,500	2,588,589	2,643,583	(643,083)	(24.33)	(588,089)	(22.72)

MIAMI PARKING AUTHORITY

Schedule of Revenue and Expenses

For the Month Ended October 31, 2024

Page 3

	FY 2025			Variances				
	Adopted		FY 2024	Actual		FY 2025 Actual		
	Actual	Budget	Actual	FY 2025 Versus FY 2024		Versus 2025 Budget		
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Off-Street Facilities	584,469	662,837	543,876	40,593	7.46	(78,368)	(11.82)	
Parking Lots	857,920	966,758	953,377	(95,457)	(10.01)	(108,838)	(11.26)	
On-Street	3,222,078	3,518,868	3,422,545	(200,467)	(5.86)	(296,790)	(8.43)	
Management Fees	85,332	86,417	92,899	(7,567)	(8.15)	(1,085)	(1.26)	
Other	122,364	100,000	142,597	(20,233)	(14.19)	22,364	22.36	
Total Operating Revenue	4,872,164	5,334,880	5,155,295	(283,131)	(5.49)	(462,716)	(8.67)	
Operating Expenses								
Salaries, Wages & Fringe Benefits	985,460	953,554	842,198	(143,263)	(17.01)	(31,906)	(3.35)	
Repairs, Maintenance, Cleaning & Landscape	304,120	189,639	168,343	(135,776)	(80.65)	(114,481)	(60.37)	
Security	170,668	168,796	157,008	(13,660)	(8.70)	(1,872)	(1.11)	
Utilities	25,386	52,808	53,180	27,794	52.26	27,422	51.93	
Insurance	138,223	111,201	128,101	(10,122)	(7.90)	(27,022)	(24.30)	
Rental - Building/Land/Auto	39,518	41,291	25,785	(13,733)	(53.26)	1,773	4.29	
Assessment Expenses	91,144	80,641	55,615	(35,528)	(63.88)	(10,503)	(13.02)	
Revenue Sharing	207,272	229,373	241,664	34,392	14.23	22,101	9.64	
Parking Meter Parts & Installation	5,629	7,661	47,825	42,196	88.23	2,032	26.52	
Professional - Audit	11,326	14,735	11,326	-	-	3,409	23.14	
Professional - Legal Services	9,802	9,803	9,802	-	-	1	0.01	
Professional - Other	79,903	59,374	28,968	(50,935)	(175.83)	(20,529)	(34.58)	
Professional - Pay and Display Fees	6,194	10,458	4,212	(1,982)	(47.06)	4,264	40.77	
Bank Charges	271,387	266,129	252,656	(18,731)	(7.41)	(5,258)	(1.98)	
Supplies and Miscellaneous	57,303	46,452	49,226	(8,077)	(16.41)	(10,851)	(23.36)	
Other Expenses	42,388	17,434	30,622	(11,766)	(38.42)	(24,954)	(143.13)	
Advertising & Promotion	59,559	63,708	68,403	8,844	12.93	4,149	6.51	
Total Operating Expenses	2,505,281	2,323,057	2,174,934	(330,347)	(15.19)	(182,224)	(7.84)	
Operating Results Before Depr & Amort	2,366,883	3,011,823	2,980,361	(613,478)	(20.58)	(644,940)	(21.41)	
Depreciation & Amortization	(289,482)	(325,000)	(336,556)	47,075	13.99	35,518	10.93	
Operating Results	2,077,401	2,686,823	2,643,805	(566,404)	(21.42)	(609,421)	(22.68)	
Non-Operating Revenues (Expenses):								
Interest Income	68,963	13,333	144,755	(75,792)	(52.36)	55,630	417.24	
Lower of Cost of Market - Investments	(170,055)	-	(25,201)	(144,854)	574.79	(170,055)	-	
Gain (Loss) on Disposal Property	135,759	-	-	135,759	-	135,759	-	
Interest Expenses	(111,568)	(111,567)	(119,776)	8,208	(6.85)	(1)	0.00	
Other Gains/(Losses)	-	-	-	-	-	-	-	
Transfer to City of Miami	-	-	-	-	-	-	-	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Non-Operating	(76,901)	(98,234)	(222)	(76,679)	34,540.09	21,333	(21.72)	
Net Revenue In Excess of Expenses	2,000,500	2,588,589	2,643,583	(643,083)	(24.33)	(588,088)	(22.72)	

MIAMI PARKING AUTHORITY

Schedule of Revenue and Expenses

For the Month Ended October 2024

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	FY 2025		FY 2024	Variances				
		Adopted			Actual	FY 2025 Actual		
	Actual	Budget		Actual	FY 2025 Versus FY 2024	Versus 2025 Budget		
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Off-Street Facilities	584,469	662,837	543,876	40,593	7.46	(78,368)	(11.82)	
Parking Lots	857,920	966,758	953,377	(95,457)	(10.01)	(108,838)	(11.26)	
On-Street	3,222,078	3,518,868	3,422,545	(200,467)	(5.86)	(296,790)	(8.43)	
Management Fees	85,332	86,417	92,899	(7,567)	(8.15)	(1,085)	(1.26)	
Other	122,364	100,000	142,597	(20,233)	(14.19)	22,364	22.36	
Total Operating Revenue	4,872,164	5,334,880	5,155,295	(283,131)	(5.49)	(462,716)	(8.67)	
Operating Expenses								
Salaries, Wages & Fringe Benefits	985,460	953,554	842,198	(143,263)	(17.01)	(31,906)	(3.35)	
Repairs, Maintenance, Cleaning & Landscape	304,120	189,639	168,343	(135,776)	(80.65)	(114,481)	(60.37)	1
Security	170,668	168,796	157,008	(13,660)	(8.70)	(1,872)	(1.11)	
Utilities	25,386	52,808	53,180	27,794	52.26	27,422	51.93	2
Insurance	138,223	111,201	128,101	(10,122)	(7.90)	(27,022)	(24.30)	3
Rental - Building/Land/Auto	39,518	41,291	25,785	(13,733)	(53.26)	1,773	4.29	
Assessment Expenses	91,144	80,641	55,615	(35,528)	(63.88)	(10,503)	(13.02)	
Revenue Sharing	207,272	229,373	241,664	34,392	14.23	22,101	9.64	4
Parking Meter Parts & Installation	5,629	7,661	47,825	42,196	88.23	2,032	26.52	
Professional - Audit	11,326	14,735	11,326	-	-	3,409	23.14	
Professional - Legal Services	9,802	9,803	9,802	-	-	1	0.01	
Professional - Other	79,903	59,374	28,968	(50,935)	(175.83)	(20,529)	(34.58)	5
Professional - Pay and Display Fees	6,194	10,458	4,212	(1,982)	(47.06)	4,264	40.77	
Bank Charges	271,387	266,129	252,656	(18,731)	(7.41)	(5,258)	(1.98)	
Supplies and Miscellaneous	57,303	46,452	49,226	(8,077)	(16.41)	(10,851)	(23.36)	
Other Expenses	42,388	17,434	30,622	(11,766)	(38.42)	(24,954)	(143.13)	6
Advertising & Promotion	59,559	63,708	68,403	8,844	12.93	4,149	6.51	
Total Operating Expenses	2,505,281	2,323,057	2,174,934	(330,347)	(15.19)	(182,224)	(7.84)	
Operating Results Before Depr & Amort	2,366,883	3,011,823	2,980,361	(613,478)	(20.58)	(644,940)	(21.41)	
Depreciation & Amortization	(289,482)	(325,000)	(336,556)	47,074	13.99	35,518	10.93	
Operating Results	2,077,401	2,686,823	2,643,805	(566,404)	(21.42)	(609,422)	(22.68)	
Non-Operating Revenues (Expenses):								
Interest Income	68,963	13,333	144,755	(75,792)	(52.36)	55,630	417.24	
Lower of Cost of Market - Investments	(170,055)	-	(25,201)	(144,854)	574.79	(170,055)	-	
Gain (Loss) on Disposal Property	135,759	-	-	135,759	-	135,759	-	
Interest Expenses	(111,568)	(111,567)	(119,776)	8,208	(6.85)	(1)	0.00	
Other Gains/(Losses)	-	-	-	-	-	-	-	
Transfer to City of Miami	-	-	-	-	-	-	-	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Non-Operating	(76,901)	(98,234)	(222)	(76,679)	34,540.09	21,333	(21.72)	
Net Revenue In Excess of Expenses	2,000,500	2,588,589	2,643,583	(643,083)	(24.33)	(588,089)	(22.72)	

- 1 **Repairs, Maintenance, Cleaning & Landscape** - The negative variance of \$114.5k is attributable to systemwide electrical repair projects and fencing projects from FY 2024.
- 2 **Utilities** - The favorable variance of 27.4k is attributable to a \$33.4k water refund from Miami-Dade County. The refund is the result of incorrect meter assignments at Regatta Harbour Garage dating back to FY 2022.
- 3 **Insurance** - The unfavorable variance of \$27.4k is due to the final premiums were higher than budgeted estimates.
- 4 **Revenue Sharing** - This category is a contractual amount that is either a percentage of revenue or net revenue in excess of expenses. This number has a direct relationship with revenues as revenues increase/decrease for these managed operations there will be a proportional increase/decrease in the expense category.
- 5 **Professional - Other** - The unfavorable variance of \$20.5k is attributable ERP integration charges.
- 6 **Other Expenses** - The negative variance (\$24.5k) is the result of timing recognition for various sponsorships and training.

The above summary represents the major variances from budget for the month of October 2024.



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

JAMES L. KNIGHT CENTER GARAGE

Revenue and Expenses Summary
For the Month Ended October 31, 2024

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Year-To-Date	FY 2025		FY 2024 Actual \$	Variances			
	Actual	Adopted Budget		Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus FY 2025 Budget	
	\$	\$		\$	%	\$	%
Operating Revenue	269,849	256,444	276,748	(6,899)	(2.5)	13,405	5.2
Direct Operating Expenses	109,090	104,689	108,206	(884)	(0.8)	(4,401)	(4.2)
Net Revenue In Excess of Expenses	160,759	151,755	168,542	(7,783)	(4.6)	9,004	5.9

The above summary represents the financial performance of the James L. Knight Center for the (1) month ended October 31, 2024.



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

JAMES L. KNIGHT CENTER GARAGE

Revenue and Expenses Summary
For the Month Ended October 2024

Year-To-Date	FY 2025		FY 2024 Actual \$	Variances			
	Actual \$	Adopted Budget \$		Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus FY 2025 Budget	
				\$	%	\$	%
Operating Revenue	269,849	256,444	276,748	(6,899)	(2.5)	13,405	5.2
Direct Operating Expenses	109,090	104,689	108,206	(884)	(0.8)	(4,401)	(4.2)
Net Revenue In Excess of Expenses	160,759	151,755	168,542	(7,783)	(4.6)	9,004	5.9

JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses
For the Month Ended October 31, 2024

Page 8

	FY 2025		FY 2024 Actual	Variances				Note(s)
	Actual \$	Adopted Budget \$		Actual FY 2025 Versus FY 2024 \$	%	FY 2025 Actual Versus FY 2025 Budget \$	%	
Operating Revenue								
Monthly Revenue	170,017	152,176	157,875	12,142	7.7	17,841	11.7	
Daily Revenue	79,615	73,434	77,039	2,576	3.3	6,181	8.4	
Special Event Revenue	20,187	30,834	41,804	(21,617)	0.0	(10,647)	(34.5)	
Other	30	-	30	-	0.0	30	0.0	
Total Operating Revenue	269,849	256,444	276,748	(6,899)	(2.5)	13,405	5.2	
Operating Expenses								
Salaries, Wages & Fringe Benefits	28,654	27,270	29,838	1,184	4.0	(1,384)	(5.1)	
Repairs, Maintenance, Cleaning & Landscape	14,898	13,873	11,431	(3,468)	(30.3)	(1,025)	(7.4)	
Security & Enforcement	34,514	35,958	32,788	(1,726)	(5.3)	1,444	4.0	
Utilities	7,920	8,149	8,293	372	4.5	229	2.8	
Insurance	5,845	4,845	10,096	4,251	42.1	(1,000)	(20.6)	
Legal & Professional	1,820	1,770	1,819	(1)	(0.05)	(50)	(2.8)	
Supplies & Printing	-	-	-	-	-	-	0.0	
Mgmt Fees & Admin O/H	14,011	12,824	13,837	(174)	(1.26)	(1,187)	(9.3)	
Other Expenses	1,427	-	60	(1,367)	(2,278.75)	(1,427)	0.0	
Advertising & Promotion	-	-	-	-	-	-	0.0	
Taxes & Permits	-	-	45	45	-	-	0.0	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Operating Expenses	109,090	104,689	108,206	(884)	(0.8)	(4,401)	(4.2)	
Net Revenue In Excess of Expenses	160,759	151,755	168,542	(7,783)	(4.6)	9,004	5.9	

JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses
For the Month Ended October 2024

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	FY 2025		FY 2024 Actual	Variances				Note(s)
	Actual \$	Adopted Budget \$		Actual FY 2025 Versus FY 2024 \$	%	FY 2025 Actual Versus FY 2025 Budget \$	%	
Operating Revenue								
Monthly Revenue	170,017	152,176	157,875	12,142	7.7	17,841	11.7	1
Daily Revenue	79,615	73,434	77,039	2,576	3.3	6,181	8.4	
Special Event Revenue	20,187	30,834	41,804	(21,617)	0.0	(10,647)	(34.5)	2
Other	30	-	30	-	0.0	30	-	
Total Operating Revenue	269,849	256,444	276,748	(6,899)	(2.5)	13,405	5.2	
Operating Expenses								
Salaries, Wages & Fringe Benefits	28,654	27,270	29,838	1,184	4.0	(1,384)	(5.1)	
Repairs, Maintenance, Cleaning & Landscape	14,898	13,873	11,431	(3,468)	(30.3)	(1,025)	(7.4)	
Security & Enforcement	34,514	35,958	32,788	(1,726)	(5.3)	1,444	4.0	
Utilities	7,920	8,149	8,293	372	4.5	229	2.8	
Insurance	5,845	4,845	10,096	4,251	42.1	(1,000)	(20.6)	
Legal & Professional	1,820	1,770	1,819	(1)	(0.1)	(50)	(2.8)	
Supplies & Printing	-	-	-	-	0.0	-	0.0	
Mgmt Fees & Admin O/H	14,011	12,824	13,837	(174)	(1.3)	(1,187)	(9.3)	
Other Expenses	1,427	-	60	(1,367)	(2,278.8)	(1,427)	0.0	
Advertising & Promotion	-	-	-	-	0.0	-	0.0	
Taxes & Permits	-	-	45	45	0.0	-	0.0	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Operating Expenses	109,090	104,689	108,206	(884)	(0.8)	(4,401)	(4.2)	
Net Revenue In Excess of Expenses	160,759	151,755	168,542	(7,783)	(4.6)	9,004	5.9	

JAMES L. KNIGHT CENTER GARAGE

Summary of Major Variances

For the Month Ended October 2024

Page 10

1 **Monthly Revenue** - Monthly revenue is better than budget due to the increased the number of monthly permits purchased.

2 **Special Event Revenue** - Special Event revenue is significantly below budget due to the timing of events compared to prior year.

The above summary represents the major variances from budget for the month of October 2024.



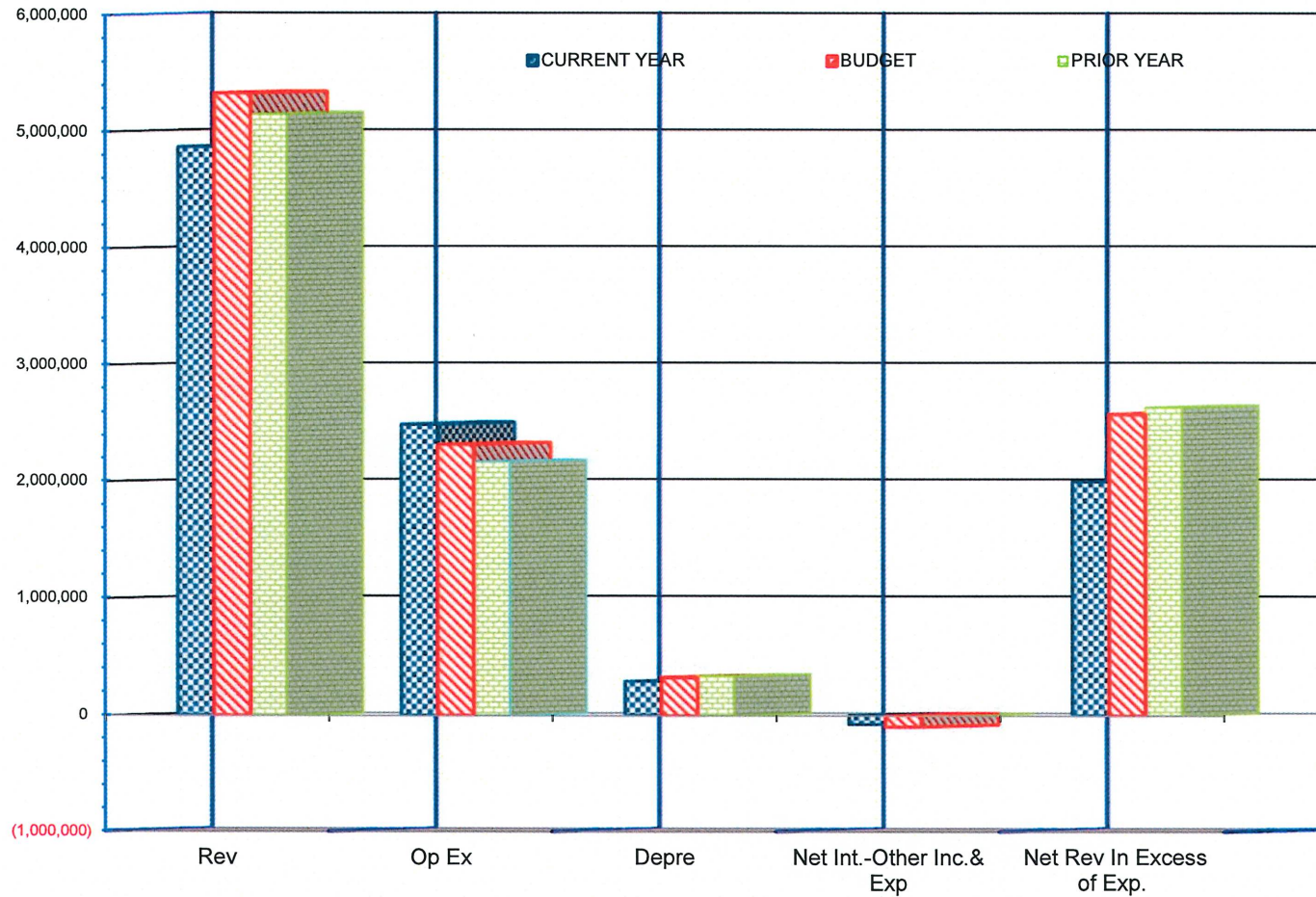
ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

MIAMI PARKING AUTHORITY

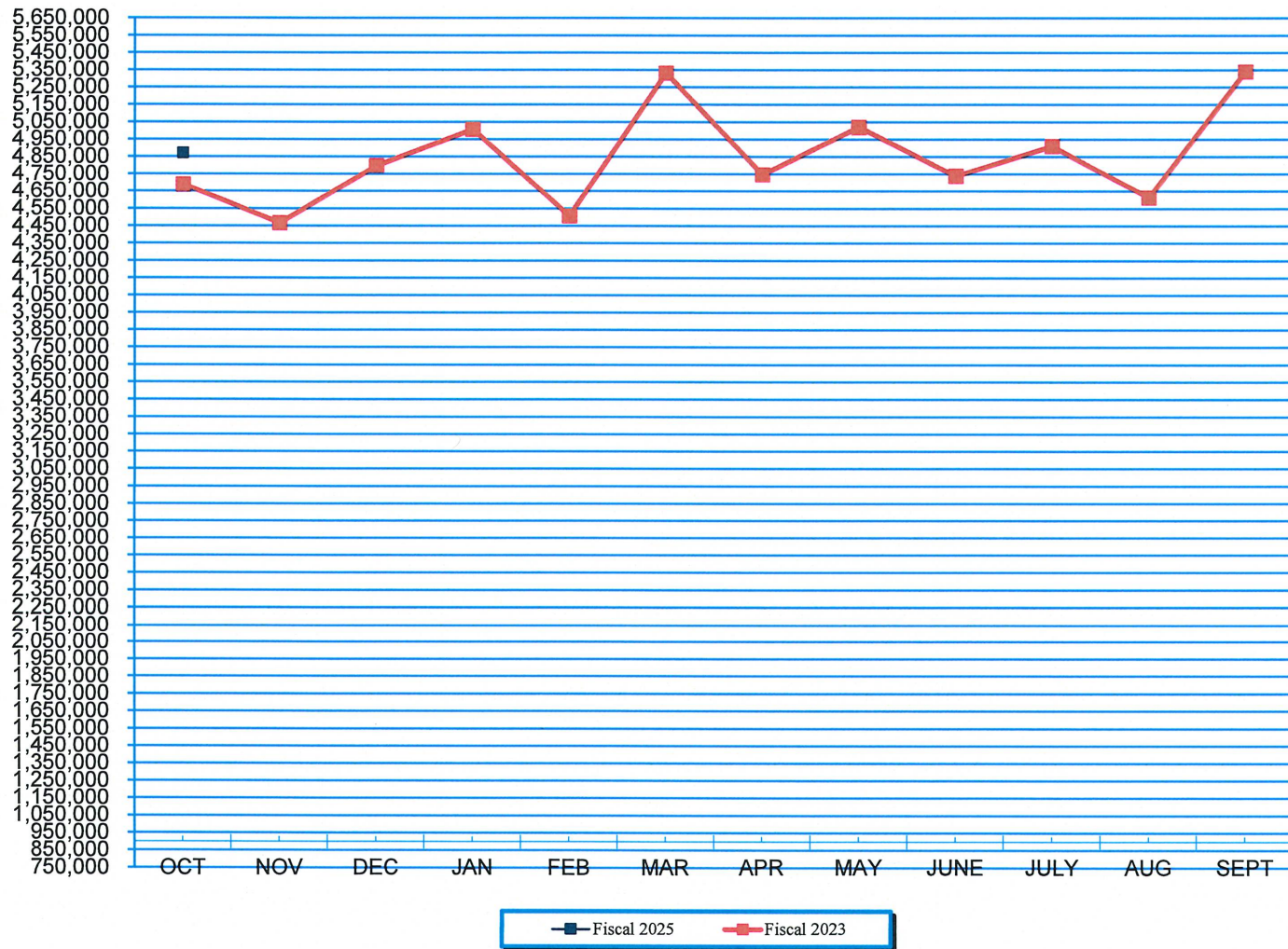
FOR THE YEAR ENDED OCTOBER 31, 2024



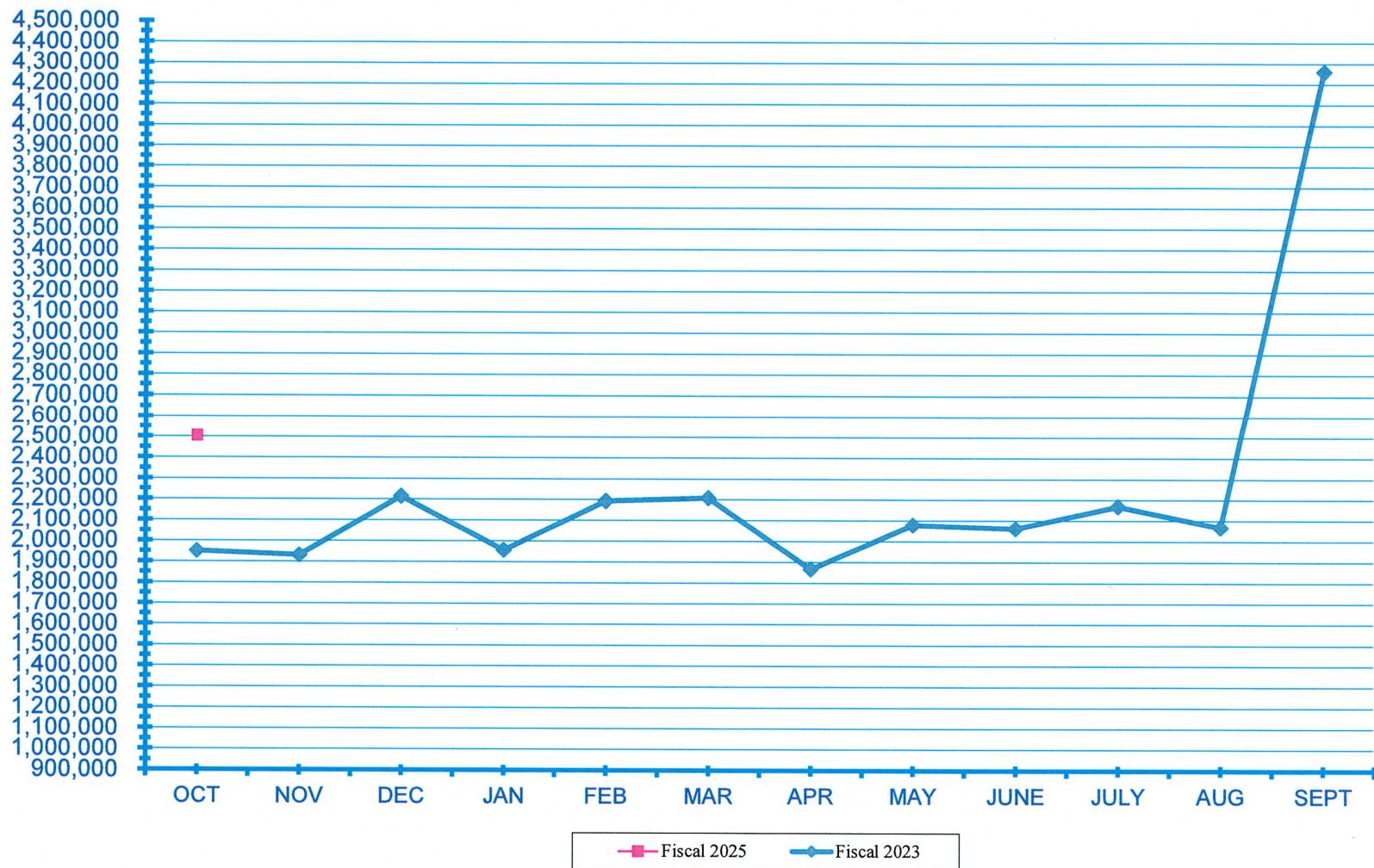
MIAMI PARKING AUTHORITY OPERATING INCOME



MIAMI PARKING AUTHORITY OPERATING REVENUE



MIAMI PARKING AUTHORITY OPERATING EXPENSE





TO: Honorable Chairperson and Members of the Off-Street Parking Board

FROM: Alejandra Argudin, Chief Executive Officer, Miami Parking Authority *mc for AJ*

SUBJECT: Financial Summaries For the Period Ended November 30, 2024

DATE: January 8, 2025

The attached summaries represent the financial performance for the Miami Parking Authority and the Knight Center Garage for the month ended November 30, 2024.

AA:ss

Attachment

MIAMI PARKING AUTHORITY

Revenue & Expenses Summary

For the Two Months Ended November 30, 2024

Page 1

Year-To-Date	FY 2025			Variances			
		Adopted	FY 2024	Actual		FY 2025 Actual	
	Actual	Budget	Actual	FY 2025 Versus FY 2024		Versus 2025 Budget	
	\$	\$	\$	\$	%	\$	%
Operating Revenue	10,015,630	10,358,771	9,874,514	141,116	1.43	(343,141)	(3.31)
Direct Operating Expenses	4,963,078	4,678,007	4,522,151	(440,927)	(9.75)	(285,071)	(6.09)
Operating Results	5,052,552	5,680,764	5,352,363	(299,811)	(5.60)	(628,212)	(11.06)
Non-Operating Revenues (Expenses):							
Depreciation & Amortization	(564,816)	(650,000)	(675,692)	110,876	16.41	85,184	13.11
Interest Income	226,461	26,666	289,385	(62,924)	(21.74)	199,795	749.25
Lower of Cost of Market - Investments	(121,035)	-	182,627	(303,662)	(166.27)	(121,035)	-
Gain (Loss) on Disposal Property	135,759	-	(5,617)	141,376	(2,516.93)	135,759	-
Interest Expense Net of Interest Income	(223,135)	(223,134)	(239,552)	16,417	(6.85)	(1)	0.00
Other Gains/(Losses)	-	-	-	-	-	-	-
Transfer to City of Miami	-	-	-	-	-	-	-
Budgeted Reserves	-	-	-	-	-	-	-
Net Revenue In Excess of Expenses	4,505,786	4,834,296	4,903,514	(397,728)	(8.11)	(328,510)	(6.80)

The above summary represents the financial performance of the agency for the (2) months ended November 30, 2024 based on the reporting requirements of Ordinance No. 11719.



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

MIAMI PARKING AUTHORITY

Revenue & Expenses Summary

For the Month Ended November 2024

Page 2

Current Month	FY 2025		FY 2024	Variances			
	Actual	Adopted		Actual		FY 2025 Actual	
		Budget		FY 2025 Versus FY 2024		Versus 2025 Budget	
				\$	%	\$	%
Operating Revenue	5,143,466	5,023,891	4,719,219	424,247	8.99	119,575	2.38
Direct Operating Expenses	2,457,797	2,354,950	2,347,217	(110,580)	(4.71)	(102,847)	(4.37)
Operating Results	2,685,669	2,668,941	2,372,002	313,667	13.22	16,728	0.63
Non-Operating Revenues (Expenses):							
Depreciation & Amortization	(275,335)	(325,000)	(339,136)	63,801	18.81	49,665	15.28
Interest Income	157,498	13,333	144,631	12,867	8.90	144,165	1,081.26
Lower of Cost of Market - Investments	49,020	-	207,828	(158,808)	(76.41)	49,020	-
Gain (Loss) on Disposal Property	-	-	(5,617)	5,617	(100.00)	-	-
Interest Expense Net of Interest Income	(111,568)	(111,567)	(119,776)	8,208	(6.85)	(1)	0.00
Other Gains/(Losses)	-	-	-	-	-	-	-
Transfer to City of Miami	-	-	-	-	-	-	-
Budgeted Reserves	-	-	-	-	-	-	-
Net Revenue In Excess of Expenses	2,505,284	2,245,707	2,259,932	245,352	10.86	259,577	11.56

MIAMI PARKING AUTHORITY

Schedule of Revenue and Expenses

For the Two Months Ended November 30, 2024

Page 3

	FY 2025			Variances				
	Adopted		FY 2024	Actual		FY 2025 Actual		
	Actual	Budget	Actual	FY 2025 Versus FY 2024		Versus 2025 Budget		
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Off-Street Facilities	1,189,041	1,339,195	1,088,434	100,607	9.24	(150,154)	(11.21)	
Parking Lots	1,840,497	1,910,249	1,883,978	(43,481)	(2.31)	(69,752)	(3.65)	
On-Street	6,574,806	6,744,688	6,509,903	64,903	1.00	(169,882)	(2.52)	
Management Fees	179,719	164,639	177,116	2,603	1.47	15,080	9.16	
Other	231,567	200,000	215,084	16,483	7.66	31,567	15.78	
Total Operating Revenue	10,015,630	10,358,771	9,874,514	141,115	1.43	(343,141)	(3.31)	
Operating Expenses								
Salaries, Wages & Fringe Benefits	1,976,724	1,907,108	1,706,800	(269,924)	(15.81)	(69,616)	(3.65)	
Repairs, Maintenance, Cleaning & Landscape	503,586	392,625	356,544	(147,042)	(41.24)	(110,961)	(28.26)	
Security	340,474	338,602	316,405	(24,069)	(7.61)	(1,872)	(0.55)	
Utilities	117,007	107,006	105,098	(11,909)	(11.33)	(10,001)	(9.35)	
Insurance	286,400	222,402	250,465	(35,935)	(14.35)	(63,998)	(28.78)	
Rental - Building/Land/Auto	79,040	82,586	51,575	(27,466)	(53.25)	3,546	4.29	
Assessment Expenses	182,287	161,282	106,645	(75,642)	(70.93)	(21,005)	(13.02)	
Revenue Sharing	452,114	449,741	445,080	(7,034)	(1.58)	(2,373)	(0.53)	
Parking Meter Parts & Installation	15,834	18,063	204,236	188,402	92.25	2,229	12.34	
Professional - Audit	22,652	29,470	22,652	-	-	6,818	23.14	
Professional - Legal Services	19,604	19,606	19,604	-	-	2	0.01	
Professional - Other	135,507	148,866	139,115	3,608	2.59	13,359	8.97	
Professional - Pay and Display Fees	16,819	20,916	8,424	(8,395)	(99.66)	4,097	19.59	
Bank Charges	508,934	508,720	484,877	(24,057)	(4.96)	(214)	(0.04)	
Supplies and Miscellaneous	120,728	95,340	93,005	(27,723)	(29.81)	(25,388)	(26.63)	
Other Expenses	68,885	41,557	73,783	4,898	6.64	(27,328)	(65.76)	
Advertising & Promotion	116,483	134,117	137,844	21,361	15.50	17,634	13.15	
Total Operating Expenses	4,963,078	4,678,007	4,522,151	(440,927)	(9.75)	(285,071)	(6.09)	
Operating Results Before Depr & Amort	5,052,552	5,680,764	5,352,363	(299,811)	(5.60)	(628,212)	(11.06)	
Depreciation & Amortization	(564,816)	(650,000)	(675,692)	110,876	16.41	85,184	13.11	
Operating Results	4,487,736	5,030,764	4,676,671	(188,935)	(4.04)	(543,028)	(10.79)	
Non-Operating Revenues (Expenses):								
Interest Income	226,461	26,666	289,385	(62,924)	(21.74)	199,795	749.25	
Lower of Cost of Market - Investments	(121,035)	-	182,627	(303,662)	(166.27)	(121,035)	-	
Gain (Loss) on Disposal Property	135,759	-	(5,617)	141,376	(2,516.93)	135,759	-	
Interest Expenses	(223,135)	(223,134)	(239,552)	16,417	(6.85)	(1)	0.00	
Other Gains/(Losses)	-	-	-	-	-	-	-	
Transfer to City of Miami	-	-	-	-	-	-	-	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Non-Operating	18,050	(196,468)	226,843	(208,793)	(92.04)	214,518	(109.19)	
Net Revenue In Excess of Expenses	4,505,786	4,834,296	4,903,514	(397,728)	(8.11)	(328,510)	(6.80)	

MIAMI PARKING AUTHORITY

Schedule of Revenue and Expenses

For the Month Ended November 2024

Page 4

	FY 2025		FY 2024	Variances				
	Actual	Adopted Budget		Actual	Actual		FY 2025 Actual	
					FY 2025 Versus FY 2024		Versus 2025 Budget	
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Off-Street Facilities	604,572	676,358	544,557	60,014	11.02	(71,786)	(10.61)	
Parking Lots	982,577	943,491	930,600	51,976	5.59	39,086	4.14	
On-Street	3,352,728	3,225,820	3,087,358	265,370	8.60	126,908	3.93	
Management Fees	94,387	78,222	84,216	10,170	12.08	16,165	20.67	
Other	109,203	100,000	72,487	36,716	50.65	9,203	9.20	
Total Operating Revenue	5,143,466	5,023,891	4,719,219	424,247	8.99	119,575	2.38	
Operating Expenses								
Salaries, Wages & Fringe Benefits	991,263	953,554	864,602	(126,661)	(14.65)	(37,709)	(3.95)	
Repairs, Maintenance, Cleaning & Landscape	199,466	202,986	188,200	(11,266)	(5.99)	3,520	1.73	
Security	169,806	169,806	159,397	(10,409)	(6.53)	-	-	
Utilities	91,621	54,198	51,918	(39,703)	(76.47)	(37,423)	(69.05)	1
Insurance	148,177	111,201	122,364	(25,813)	(21.10)	(36,976)	(33.25)	2
Rental - Building/Land/Auto	39,522	41,295	25,789	(13,733)	(53.25)	1,773	4.29	
Assessment Expenses	91,144	80,641	51,030	(40,114)	(78.61)	(10,503)	(13.02)	
Revenue Sharing	244,842	220,368	203,416	(41,426)	(20.37)	(24,474)	(11.11)	3
Parking Meter Parts & Installation	10,205	10,402	156,411	146,206	93.48	197	1.90	
Professional - Audit	11,326	14,735	11,326	-	-	3,409	23.14	
Professional - Legal Services	9,802	9,803	9,802	-	-	1	0.01	
Professional - Other	55,604	89,492	110,147	54,542	49.52	33,888	37.87	4
Professional - Pay and Display Fees	10,625	10,458	4,212	(6,413)	(152.26)	(167)	(1.60)	
Bank Charges	237,547	242,591	232,221	(5,326)	(2.29)	5,044	2.08	
Supplies and Miscellaneous	63,425	48,888	43,779	(19,646)	(44.88)	(14,537)	(29.74)	
Other Expenses	26,497	24,123	43,161	16,664	38.61	(2,374)	(9.84)	
Advertising & Promotion	56,924	70,409	69,441	12,516	18.02	13,485	19.15	
Total Operating Expenses	2,457,797	2,354,950	2,347,217	(110,580)	(4.71)	(102,847)	(4.37)	
Operating Results Before Depr & Amort	2,685,669	2,668,941	2,372,002	313,667	13.22	16,728	0.63	
Depreciation & Amortization	(275,335)	(325,000)	(339,136)	63,801	18.81	49,665	15.28	
Operating Results	2,410,334	2,343,941	2,032,866	377,468	18.57	66,393	2.83	
Non-Operating Revenues (Expenses):								
Interest Income	157,498	13,333	144,631	12,867	8.90	144,165	1,081.26	
Lower of Cost of Market - Investments	49,020	-	207,828	(158,808)	(76.41)	49,020	-	
Gain (Loss) on Disposal Property	-	-	(5,617)	5,617	(100.00)	-	-	
Interest Expenses	(111,568)	(111,567)	(119,776)	8,208	(6.85)	(1)	0.00	
Other Gains/(Losses)	-	-	-	-	-	-	-	
Transfer to City of Miami	-	-	-	-	-	-	-	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Non-Operating	94,950	(98,234)	227,066	(132,116)	(58.18)	193,184	(196.66)	
Net Revenue In Excess of Expenses	2,505,284	2,245,707	2,259,932	245,352	10.86	259,577	11.56	

- 1 **Utilities** - The negative variance of \$37.4k is due to the replacement of 50 phones for enforcement officers.
- 2 **Insurance** - The unfavorable variance of \$37.0k is attributable accident claims and the payment of the insurance deductible and the final premiums were higher than budgeted estimates.
- 3 **Revenue Sharing** - This category is a contractual amount that is either a percentage of revenue or net revenue in excess of expenses. This number has a direct relationship with revenues as revenues increase/decrease for these managed operations there will be a proportional increase/decrease in the expense category.
- 4 **Professional Other** - The favorable variance of \$33.9k is attributable the timing of bills incurred and presented for payment.

The above summary represents the major variances from budget for the month of November 2024.



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

JAMES L. KNIGHT CENTER GARAGE

Revenue and Expenses Summary

For the Two Months Ended November 30, 2024

Page 6

Year-To-Date	FY 2025		FY 2024 Actual \$	Variances			
	Actual \$	Adopted Budget \$		Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus FY 2025 Budget	
				\$	%	\$	%
Operating Revenue	533,985	513,593	553,336	(19,351)	(3.5)	20,392	4.0
Direct Operating Expenses	624,501	221,713	228,771	(395,730)	(173.0)	(402,788)	(181.7)
Net Revenue In Excess of Expenses	(90,516)	291,880	324,565	(415,081)	(127.9)	(382,396)	(131.0)

The above summary represents the financial performance of the James L. Knight Center for the (2) months ended November 30, 2024.



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

JAMES L. KNIGHT CENTER GARAGE

Revenue and Expenses Summary
For the Month Ended November 2024

Year-To-Date	FY 2025		FY 2024 Actual \$	Variances			
	Actual \$	Adopted Budget \$		Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus FY 2025 Budget	
				\$	%	\$	%
Operating Revenue	264,136	257,149	276,588	(12,452)	(4.5)	6,987	2.7
Direct Operating Expenses	515,411	117,024	120,565	(394,846)	(327.5)	(398,387)	(340.4)
Net Revenue In Excess of Expenses	(251,275)	140,125	156,023	(407,298)	(261.0)	(391,400)	(279.3)

JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses

For the Two Months Ended November 30, 2024

Page 8

	FY 2025			Variances				
	Actual	Adopted Budget	FY 2024 Actual	Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus FY 2025 Budget		
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Monthly Revenue	339,026	303,620	314,990	24,035	7.6	35,406	11.7	
Daily Revenue	155,081	148,354	155,301	(220)	(0.1)	6,727	4.5	
Special Event Revenue	39,399	61,619	83,543	(44,144)	0.0	(22,220)	(36.1)	
Other	480	-	(498)	978	(196.4)	480	0.0	
Total Operating Revenue	533,986	513,593	553,336	(19,350)	(3.5)	20,393	4.0	
Operating Expenses								
Salaries, Wages & Fringe Benefits	55,017	54,576	64,245	9,228	14.4	(441)	(0.8)	
Repairs, Maintenance, Cleaning & Landscape	34,951	26,817	17,935	(17,016)	(94.9)	(8,134)	(30.3)	
Security & Enforcement	71,660	76,755	69,987	(1,672)	(2.4)	5,095	6.6	
Utilities	17,258	16,893	16,975	(283)	(1.7)	(365)	(2.2)	
Insurance	11,713	9,700	20,355	8,642	42.5	(2,013)	(20.8)	
Legal & Professional	401,118	3,540	3,637	(397,481)	(10,928.83)	(397,578)	(11,231.0)	
Supplies & Printing	3,645	7,750	7,827	4,182	-	4,105	53.0	
Mgmt Fees & Admin O/H	27,703	25,682	27,695	(8)	(0.03)	(2,021)	(7.9)	
Other Expenses	1,435	-	70	(1,365)	(1,950.36)	(1,435)	0.0	
Advertising & Promotion	-	-	-	-	-	-	0.0	
Taxes & Permits	-	-	45	45	-	-	0.0	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Operating Expenses	624,501	221,713	228,771	(395,730)	(173.0)	(402,788)	(181.7)	
Net Revenue In Excess of Expenses	(90,515)	291,880	324,565	(415,080)	(127.9)	(382,395)	(131.0)	

JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses
For the Month Ended November 2024

Page 9

	FY 2025			Variances				
	Actual	Adopted Budget	FY 2024 Actual	Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus FY 2025 Budget		
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Monthly Revenue	169,009	151,444	157,115	11,894	7.6	17,565	11.6	1
Daily Revenue	75,466	74,920	78,261	(2,796)	(3.6)	546	0.7	
Special Event Revenue	19,212	30,785	41,739	(22,527)	0.0	(11,573)	(37.6)	2
Other	450	-	(528)	978	(185.2)	450	-	
Total Operating Revenue	264,137	257,149	276,588	(12,451)	(4.5)	6,988	2.7	
Operating Expenses								
Salaries, Wages & Fringe Benefits	26,363	27,306	34,408	8,045	23.4	943	3.5	
Repairs, Maintenance, Cleaning & Landscape	20,052	12,944	6,504	(13,548)	(208.3)	(7,108)	(54.9)	3
Security & Enforcement	37,145	40,797	37,199	54	0.1	3,652	9.0	
Utilities	9,338	8,744	8,682	(656)	(7.6)	(594)	(6.8)	
Insurance	5,868	4,855	10,259	4,391	42.8	(1,013)	(20.9)	
Legal & Professional	399,298	1,770	1,818	(397,480)	(21,863.6)	(397,528)	(22,459.2)	4
Supplies & Printing	3,645	7,750	7,827	4,182	0.0	4,105	53.0	
Mgmt Fees & Admin O/H	13,692	12,858	13,857	165	1.2	(834)	(6.5)	
Other Expenses	8	-	10	2	20.0	(8)	0.0	
Advertising & Promotion	-	-	-	-	0.0	-	0.0	
Taxes & Permits	-	-	-	-	0.0	-	0.0	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Operating Expenses	515,411	117,024	120,565	(394,846)	(327.5)	(398,387)	(340.4)	
Net Revenue In Excess of Expenses	(251,274)	140,125	156,023	(407,297)	(261.0)	(391,399)	(279.3)	

- 1 **Utilities** - The negative variance of \$37.4k is due to the replacement of 50 phones for enforcement officers.
- 2 **Insurance** - The unfavorable variance of \$37.0k is attributable accident claims and the payment of the insurance deductible and the final premiums were higher than budgeted estimates.
- 3 **Revenue Sharing** - This category is a contractual amount that is either a percentage of revenue or net revenue in excess of expenses. This number has a direct relationship with revenues as revenues increase/decrease for these managed operations there will be a proportional increase/decrease in the expense category.
- 4 **Professional Other** - The favorable variance of \$33.9k is attributable the timing of bills incurred and presented for payment.

The above summary represents the major variances from budget for the month of November 2024.



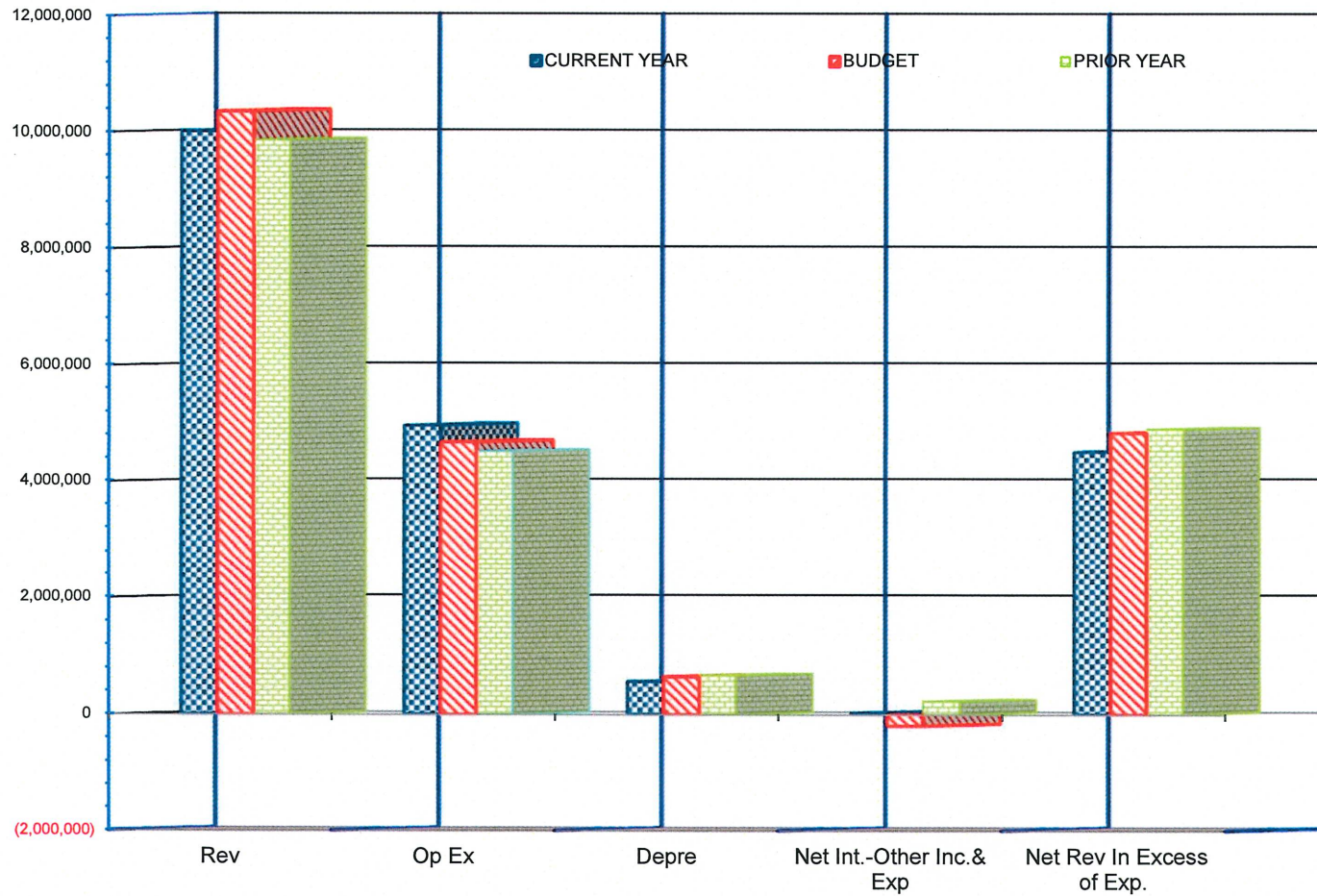
ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



SCOTT SIMPSON
CHIEF FINANCIAL OFFICER

MIAMI PARKING AUTHORITY

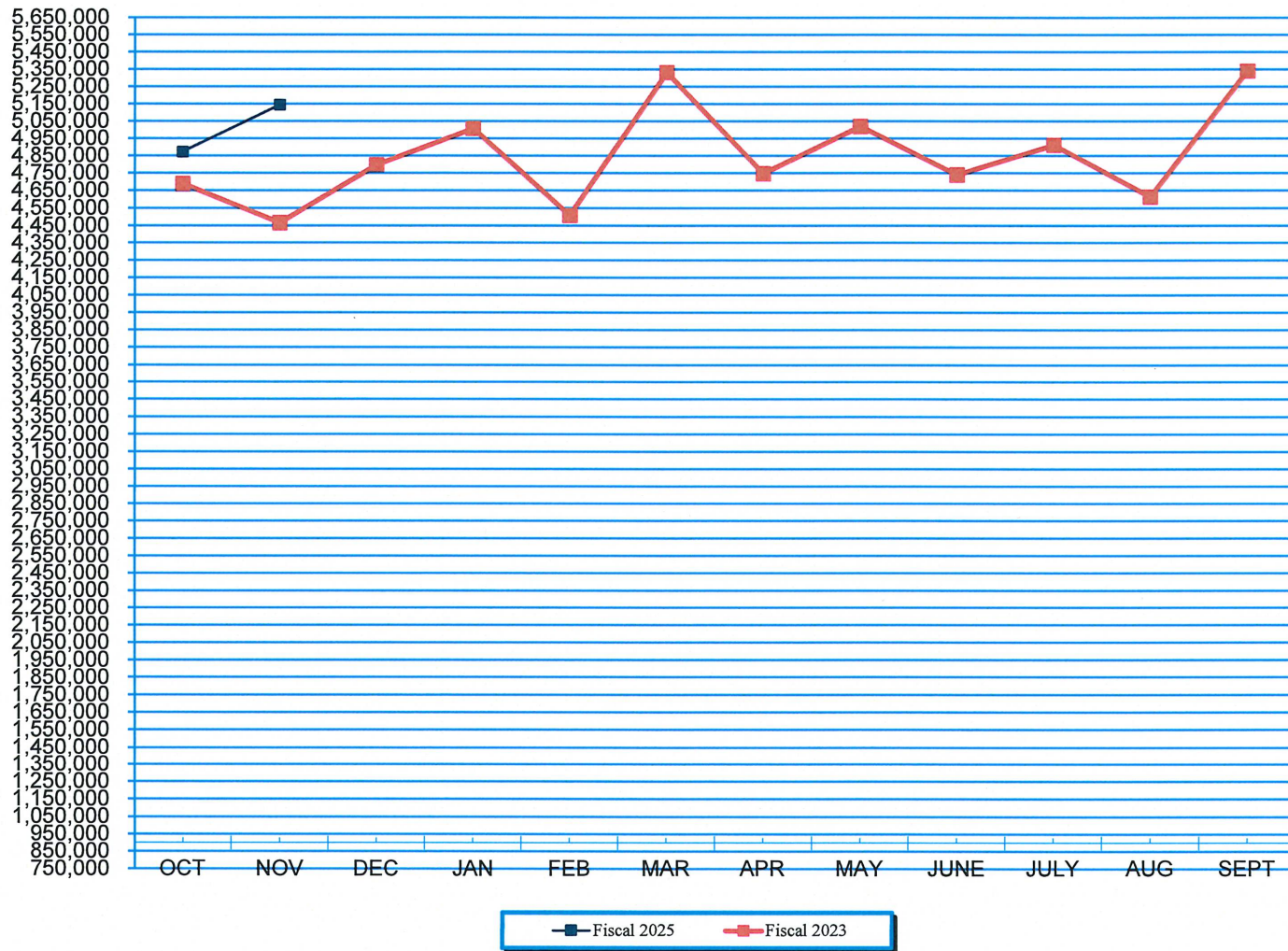
FOR THE YEAR ENDED NOVEMBER 30, 2024



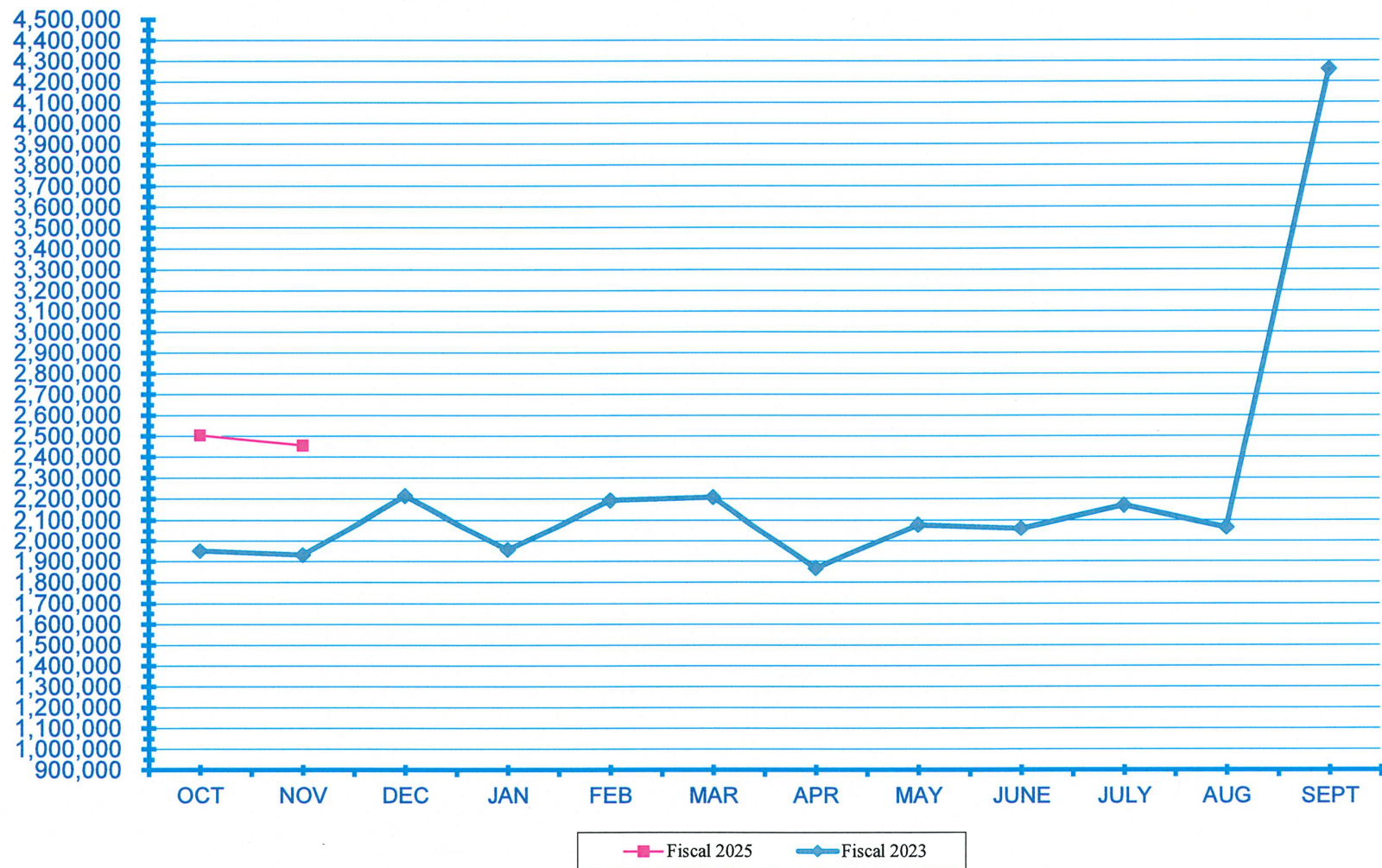
MIAMI PARKING AUTHORITY OPERATING INCOME



MIAMI PARKING AUTHORITY OPERATING REVENUE



MIAMI PARKING AUTHORITY OPERATING EXPENSE





TO: Honorable Chairperson and Members of the Off-Street Parking Board

FROM: Scott Simpson, Chief Financial Officer, Miami Parking Authority

A handwritten signature in blue ink that reads 'Scott' with a stylized flourish underneath.

SUBJECT: Bank Reconciliations Certification

DATE: January 8, 2025

This is to certify that bank reconciliations for the months of October and November 2024 for the Miami Parking Authority and its managed facilities have been reviewed and no material differences have been noted.

SS:ss

**OFF-STREET PARKING BOARD
MONTHLY MEETING
AGENDA**

WEDNESDAY, JANUARY 8, 2025

8:15 A. M.

OFF-STREET PARKING BOARD

Jami Reyes (Chairperson) * Thomas Jelke * James S. Cassel * Deborah Ladron de Guevara * Marvin Wilmoth

AGENDA – January 8, 2025

- I. Public Comments
- II. Employee/Board Recognition/Presentations
 - A. Employee ‘Years of Service’ Award
 - 1. Jose Padilla (20-Year Award)
- III. MRD Consulting Report
- IV. Loud and Live Progress Report Presentation
- V. APPROVAL ITEMS
 - 1. 25-0101 October 2024 Financial Statements
 - A. Miami Parking Authority
 - B. Knight Center Garage
 - 2. 25-0102 November 2024 Financial Statements
 - A. Miami Parking Authority
 - B. Knight Center Garage
 - 3. 25-0103 Regular Board Meeting Minutes
 - A. November 13, 2024 Finance Committee
 - B. November 13, 2024 Off-Street Parking
 - 4. 25-0104 Parking Access and Revenue Control Equipment Purchase and Installation for Public Health Trust – Jackson South

Any person may be heard by the Off-Street Parking Board of Directors, through the Chair, for not more than two minutes, on any proposition before the Board of Directors unless modified by the Chair. The Chair will advise the public when the public may have the opportunity to address the Board of Directors during the Public Comment Period or at any other designated time.

In accordance with the Americans with Disabilities Act of 1990, as amended, persons needing special accommodations to participate in this proceeding may contact the Miami Parking Authority at (305) 373-6789 ext. 227 or ext. 228 (Voice) no later than six (6) business days prior to the proceeding. TTY users may call via 711 (Florida Relay Service) no later than six (6) business days prior to the proceeding.

VI. CHIEF EXECUTIVE OFFICER'S REPORT

- Chapter 35
- ParkMobile/Pay by Phone Applications
- QR Codes
- Coconut Grove Playhouse
- MIMO Project (7500 Biscayne)

VII. STATUS REPORT

- October 2024 Operational Report
- November 2024 Operational Report

Any person may be heard by the Off-Street Parking Board of Directors, through the Chair, for not more than two minutes, on any proposition before the Board of Directors unless modified by the Chair. The Chair will advise the public when the public may have the opportunity to address the Board of Directors during the Public Comment Period or at any other designated time.

In accordance with the Americans with Disabilities Act of 1990, as amended, persons needing special accommodations to participate in this proceeding may contact the Miami Parking Authority at (305) 373-6789 ext. 227 or ext. 228 (Voice) no later than six (6) business days prior to the proceeding. TTY users may call via 711 (Florida Relay Service) no later than six (6) business days prior to the proceeding.



Progress Report for Miami Parking Authority

Public Relations Services

December 1 - 31, 2024

TASK	ACTIVITY
Board Meeting	❖ The Board of Directors did not meet in December.
PayByPhone	❖ The use of PBP was promoted through the consumer protection campaign concerning fake QR codes on parking signs in Miami.
Public Relations Tactics	<ul style="list-style-type: none">❖ Responded to a Miami New Times reporter requesting an update on the MiMo development.❖ Worked with the graphic designer to develop several designs for Ms. Alex Argudin's 2024 holiday e-card.❖ On November 22nd, participated in a Zoom meeting with the MPA and Loud and Live team.❖ On November 25th, I created the agenda. I led the Zoom meeting with the MPA/Loud and Live/The Market Focus/Illuminate Graphic Design to discuss the development of a series of logo proofs to test in focus groups.❖ Scheduled a focus group to discuss a new brand

identity and test other subjects on February 11th.

- ❖ Distributed the Miami Today coverage about the MiMo development and Multi-app.
- ❖ Developed still graphics and content to promote parking in downtown MPA facilities. Use the Freebee to attend Miami Art Week events like Art Miami and Wynwood for the Greater Miami Convention and Visitor Bureau. The graphic and content was e-blasted to 5,000 partner organizations.
- ❖ Distributed the "MPA Partner of the Week" promotion that the GMCVB e-blasted to its database of 5,000 organizations promoting MPA parking and free for Miami Art Week.
- ❖ Drafted Holiday Courtesy Citation program media advisories in English- and Spanish-language and distributed them to the media.
- ❖ Distributed NBC6 coverage of the Holiday Courtesy Citation program.
- ❖ Selected placement for the Miami Today 2025 editorial calendar.
- ❖ Edited copy for the Coconut Grove Spotlight.
- ❖ Drafted a timeline for the ParkMobile launched in Miami in 2025 and forwarded it to the team for review and comments.
- ❖ Scheduled a call between Ms. Argudin and Ms. Amy Keller, Florida Trend magazine Executive Editor, on December 3rd and prepared a media

presentation for Ms. Argudin's conversation with Ms. Keller.

- ❖ Updated Ms. Argudin's biographical sketch.
- ❖ Drafted speaking points for the fake QR code on PBP parking signage.
- ❖ Staged, attended, and participated in the filming of a fake QR code on PBP parking signage for b-roll, sound on tape, and social media video. Developed media pitch and discussed the value of the coverage with CBS4, NBC6, 7, 10, and Telemundo 51.
- ❖ MPA received wall-to-wall coverage of the fake QR code consumer protection campaign with airings and social media posts on CBS4, NBC6, 7, 10, and 51.
- ❖ Drafted content and worked with videographer on directions for editing video for the fake QR code social media campaign.
- ❖ Edited social media content to post the MPA holiday community events.
- ❖ Reviewed and made minor edits to the copy of the social media growth report developed by Loud and Live.
- ❖ Revised the logo development timeline proposed by Illuminate Graphic Design Services.
- ❖ On December 16th, attended the Miami-Dade County League of Cities Best Practices conference.

- ❖ On December 18th, participated in a follow-up meeting with the MPA/ParkMobile/Loud and Live team.
- ❖ On December 20th, participated in the MPA/Loud and Live bi-weekly meeting.
- ❖ Developed an op-ed piece about the fake QR codes on PBP parking signs.
- ❖ Developed a scope of services and cost estimate for the pre-launch and rollout of ParkMobile.
- ❖ Edited the annual transmittal letter to the City of Miami.
- ❖ Forwarded images and content to Loud and Live and the Modern Take for posting concerning the Miami-Dade League of Cities Best Practices conference.
- ❖ Selected the 2025 editorial calendar placement for the Miami Today ads.
- ❖ Reviewed the Automotus press release and provided feedback.
- ❖ Drafted caption for Mango Strut event post.
- ❖ Provided material to Florida Trend for February 2025 coverage.
- ❖ Updated the ParkMobile communication plan.
- ❖ Edited the Annual Letter FY 2023-2024.

**Community
Engagement
Events**

- ❖ December 6 – 8 – Miami Art Basel
- ❖ On December 9th, Staff will sort out toys to support the Ronald McDonald House Children's Holiday Party.
- ❖ December 16th – Miami-Dade League of Cities' Best Practices Conference
- ❖ January 5, 2025 – Mango Strut, Coconut Grove
- ❖ February 2, 2025 – Miami Life Time Marathon
- ❖ February 15 – 17 – Coconut Grove Arts Festival
- ❖ February 20 – 23 – South Beach Wine and Food Festival – Regatta Harbour Hangar Events
- ❖ March 2 to 8, 2025, the Bacardi Invitational Regatta will promote parking in downtown Miami close to Biscayne Bay, Coconut Grove Biscayne Bay Yacht Club, Shake a Leg Miami, and Coconut Grove Sailing Club, where the after-parties take place.
- ❖
- ❖ April 1 – 30 – National Distracted Driving Awareness, including parking in lots and garages. (National Safety Council)
- ❖ February 12 – 16, 2025 – Miami International Boat Show
- ❖ March 9 – Calle Ocho Music Festival
- ❖ March 28 -30 – Ultra Music Festival

	<ul style="list-style-type: none">❖ April 29-30 – Co-Motion Miami❖ April 4 – 13 - Miami International Film Festival 2025 –❖ May 6, 2025 – Teacher Appreciation Day❖ July 2025 – Back-to-school initiatives.
Quarter 1 2025 January to March	<ul style="list-style-type: none">❖ Develop a strategy, backgrounder, speaking points, and FAQs to discuss the impact of the passage of the Chapter 35 amendment on mobility and the deployment of smart-city digital technology.❖ Roll out the ParkMobile app in Miami, including a teaser campaign leading to the official launch. Develop a strategy and budget for the teaser and launch campaign.❖ Develop material and strategic approach for the city of North Miami Beach and North Miami parking management program rollout.❖ Highlight Ms. Argudin’s panel discussions and speaking opportunities on LinkedIn and other platforms.❖ Prepare for focus group sessions on February 11th. Coordinate with the graphic designer to produce the brand identity and the focus group researcher.❖ Follow up on the Florida Trend conversation between Ms. Argudin and Ms. Amy Keller, Executive Editor.

	<ul style="list-style-type: none">❖ Develop speaking points to communicate the smart-city digital technology pilot programs for curb management.❖ Continue identifying and recommending not-for-profit events aligned with MPA's mission for quarter 1. 2025.❖ Continue to create pitches for feature stories highlighting the initiatives MPA is implementing to stimulate parking and give back to the community.❖ Update marketing and public relations roadmap for 2025 community initiatives for MPA to engage with the public.
Loud and Live And The Modern Take Progress Reports and Invoices	<ul style="list-style-type: none">❖ Processed Loud and Live's invoice and progress report for December 2024.❖ Processed the Modern Take invoice for December 2024.
	NAME: <u>Margarita R. Delgado</u> (Print) SIGNATURE: <u>Margarita R. Delgado</u> DATE: <u>December 17, 2024 (Updated 12/27/2024)</u>



Progress Report for Miami Parking Authority

Public Relations Services

November 1 - 30, 2024

TASK	ACTIVITY
Board Meeting	❖ The Board of Directors met on November 13, 2024.
PayByPhone	❖ There were no PayByPhone communication activities in October.
Public Relations Tactics	<ul style="list-style-type: none">❖ On November 1, 2024, participated in a Zoom meeting with the MPA/Loud and Live teams.❖ On November 4th, participated in a Zoom meeting with the MPA/Automotus teams.❖ On November 7th, I attended a Zoom meeting with the ParkMobile and MPA teams.❖ On November 7th, I participated in a Zoom meeting with Mr. James Mojonnier, Illuminate Your Date graphic design studio, to discuss brand identity options for presenting to focus groups in late January or early February 2025.❖ On November 12th, I participated in a conference call with Ms. Andreea Redis-Coste, Florida Trend, to discuss a meeting with Ms. Alex Argudin and

the magazine's publisher and executive editor. They invited Ms. Argudin to meet with them and discuss her vision, future initiatives relative to MPA, and her role as chairperson of the International Parking and Mobility Institute (IPMI). The Zoom meeting will take place on December 3rd at 3:00 pm.

- ❖ On November 14th, the MRD/Loud and Live/ParkMobile teams held a Zoom meeting to get to know each other and plan for tactical implementation before, during, and after the launch.
- ❖ On November 22nd, a meeting with the MPA/Loud and Live teams was scheduled.
- ❖ On November 26th, I will participate in the biweekly meeting between the MPA and Automotus teams.
- ❖ Submitted content for IPMI's Best of 2024 Parking and Mobility magazine.
- ❖ Drafted a caption for LinkedIn to post the Miami Today article about MPA's redevelopment projects.
- ❖ Reviewed the Calle Ocho interview draft about SpotHero and provided feedback.
- ❖ Coordinated MPA staff engagement with the Ronald McDonald House staff to support the upcoming Holiday Children's event. The MPA staff will volunteer on December 9th to sort out toys and pitch in to help the RMH staff.
- ❖ Drafted news release, and social media caption for

the Holiday Courtesy Citation program that will run this year from November 29th – January 1st.

- ❖ Work on promoting events around Art Basel in the Design District and Art Miami/Context, aiming to advise the local community and visitors how to park and hop on a transportation modality to reach lots 52-55 and downtown garages and lots.
- ❖ Contacted the Greater Miami Convention and Visitor Bureau, Freebee, and the Greater Miami and the Beaches Hotel Association to promote downtown and Design District parking facilities for locals and visitors attending Art Basel-related events.
- ❖ Worked with the graphic designer and MPA staff to create the CEO's 2024 holiday e-card. Drafted the message for the e-card.
- ❖ Coordinated a meeting on November 22nd with Mr. James Mojonier, graphic designer, Mr. Albert Sanches, The Market Focus, MPA, and MRD to discuss the creative direction for developing logos to test them in focus groups.
- ❖ Drafted speaking points and coordinated interviews with Miami Today reporter Alex Luzula and Mr. Angel Diaz to discuss the upcoming launch of the ParkMobile app in Miami.
- ❖ Distributed video clips of the Fort Lauderdale fraudulent QR codes appearing on PBP signs. The stories ran on CBS4, NBC6, WPLG, and Spanish-language stations.
- ❖ Drafted response for Miami New Times for

	<p>approval concerning a reporter's request for information about the MIMO development. Responded to the reporter, stating that his request had been forwarded to MPA for reply.</p> <ul style="list-style-type: none"> ❖ Refined the proposed MPA/ParkMobile communication plan for comments by the referenced company and Loud and Live's feedback. ❖ Worked on a teaser campaign to launch before the official launch of ParkMobile in Miami. ❖ Responded to a recap from Loud and Live concerning a social media growth report requested from Mr. Marvin Wilmoth, Art Basel parking promotion.
<p>Community Engagement Events</p>	<ul style="list-style-type: none"> ❖ December 6 – 8 – Miami Art Basel ❖ On December 9th, Staff will sort out toys to support the Ronald McDonald House Children's Holiday Party. ❖ December 16th – Miami-Dade League of Cities' Best Practices Conference ❖ November 29, 2024 – January 1, 2025 – Holiday Courtesy Citation Program ❖ February 2, 2025 – Miami Life Time Marathon ❖ February 15 – 17 – Coconut Grove Arts Festival ❖ February 20 – 23 – South Beach Wine and Food Festival – Regatta Harbour Hangar Events

	<ul style="list-style-type: none"> ❖ March 2 to 8, 2025, the Bacardi Invitational Regatta will promote parking in downtown Miami close to Biscayne Bay, Coconut Grove Biscayne Bay Yacht Club, Shake a Leg Miami, and Coconut Grove Sailing Club, where the after-parties take place. ❖ ❖ April 1 – 30 – National Distracted Driving Awareness, including parking in lots and garages. (National Safety Council) ❖ February 12 – 16, 2025 – Miami International Boat Show ❖ March 9 – Calle Ocho Music Festival ❖ March 28 -30 – Ultra Music Festival ❖ April 29-30 – Co-Motion Miami ❖ April 4 – 13 - Miami International Film Festival 2025 – ❖ May 6, 2025 – Teacher Appreciation Day ❖ July 2025 – Back-to-school initiatives.
Quarter 4 2024 Quarter 1 2025 December To February	<ul style="list-style-type: none"> ❖ Roll out the ParkMobile app in Miami, including a teaser campaign leading to the official launch. ❖ Work on QR consumer alert. ❖ Work on promoting lots and garages to locals and

visitors attending Art Miami/Context and private events in the Design District.

- ❖ Develop material and strategic approach for the city of North Miami Beach and North Miami parking management program rollout.
- ❖ Highlight Ms. Argudin's panel discussions and speaking opportunities on LinkedIn and other platforms.
- ❖ Plan focus group research for late January or early February 2025. Coordinate with the graphic designer, producing the brand identity and focus group researcher.
- ❖ Pitch media coverage of Ms. Argudin's chairmanship of the IPMI board.
- ❖ Develop speaking points to communicate the smart-city digital technology pilot programs for curb management.
- ❖ Plan communication for the annual Holiday Courtesy Citation program in December.
- ❖ Continue identifying and recommending not-for-profit events aligned with MPA's mission for quarter 4.
- ❖ Continue to create pitches for feature stories highlighting the initiatives MPA is implementing to stimulate parking and give back to the community.
- ❖ Update marketing and public relations roadmap for 2024 community initiatives for MPA to engage with the public.

Loud and Live And The Modern Take Progress Reports and Invoices	<ul style="list-style-type: none">❖ Processed Loud and Live's invoice and progress report for November 2024.❖ Processed the Modern Take invoice for November 2024.
	NAME: <u>Margarita R. Delgado</u> (Print) SIGNATURE: <u>Margarita R. Delgado</u> DATE: <u>November 18, 2024</u>

NOV. & DEC. REPORT

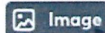
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Loud & Live

PRESENTED BY LOUD AND LIVE

November Top Content



Veterans Day

Nov 11, 2024

This Veterans Day, we honor & salute the brave men & women who have...

Reach	967
<u>Engagement</u>	62
<u>Clicks</u>	10
<u>Other clicks</u>	7
<u>Engagement rate per reach</u>	6.4%
<u>Engagement rate per impression</u>	6.4%



Nov 21, 2024

Heading to the Miami Book Fair? 📖
🚗 Here's the ultimate guide to...

Reach	12,420
Comments	16
Likes	935
Saves	118
<u>Engagement</u>	1,327
<u>Engagement rate per reach</u>	10.7%
<u>Engagement rate per impression</u>	10.3%



Nov 10, 2024

Going to the Seafood Fetsival in Wynwood Marketplace! There are...

Impressions	1,264
Likes	1
Reposts	3
Quote posts	0
Replies	1
<u>Engagement</u>	8
<u>Engagement rate per impression</u>	0.6%



December Top Content



Dec 27, 2024

Headed to the Bayfront New Years Eve Party? Ring in the new year str...

Reach	542
<u>Engagement</u>	6
<u>Clicks</u>	1
<u>Other clicks</u>	3
<u>Engagement rate per reach</u>	1.1%
<u>Engagement rate per impression</u>	1.1%



Dec 5, 2024

🚗🎨 Visiting Miami for Art Week? Here's how to make your trip smoot...

Reach	10,955
Comments	3
Likes	457
Saves	105
<u>Engagement</u>	757
<u>Engagement rate per reach</u>	6.9%
<u>Engagement rate per impression</u>	7%



Dec 27, 2024

Headed to the Bayfront New Years Eve Party? Ring in the new year str...

Impressions	75
Likes	1
Reposts	0
Quote posts	0
Replies	0
<u>Engagement</u>	5
<u>Engagement rate per impression</u>	6.7%



Highlights & What's to Come



Reel Collabs

Through out the months of November and December, we posted multiple reels where we were able to collab with other municipalities. Those specific posts where we collaborate performed astronomically well with our total reach being 31k which is 538% greater than last review period.

In 2025, our goal is to continue to collaborate with local partners whenever possible.



QR Code Awareness

In December we posted 2 videos that were created with the purposes of informing the community and bring awareness to the QR code scam that is currently going on in the community.

Content like this is very beneficial for the community as it is easy to digest but still very informative.



Park Mobile

In 2025 MPA will officially launch their partnership with Park Mobile, On social media we will focus on educating our community and bring awareness to this new offering to our audience.

We will work with the Park Mobile team to ensure that the communication is clear and consistent to what both MPA and Park Mobile are wanting to communicate.





SOCIAL GROWTH



4,147 Total Followers (+1.5%)

Total Engagement 3.2K (+829.8%)

Total Impressions 38K (+413.2%)



3,600 Total Followers (-1.1%)

Total Engagement 20 (-64.3%)



19,000 Total Followers (0%)

Total Impressions 8.8K (+28.8%)

Total Engagement 127 (+115.3%)



1,200 Total Followers (+4.1%)

Total Impressions 7.9K (+21.8%)

Total Engagement 1,300 (+3.1%)

Performance from November 1, 2024 – December 31, 2024
*Comparison period September 1, 2024 – October 31, 2024



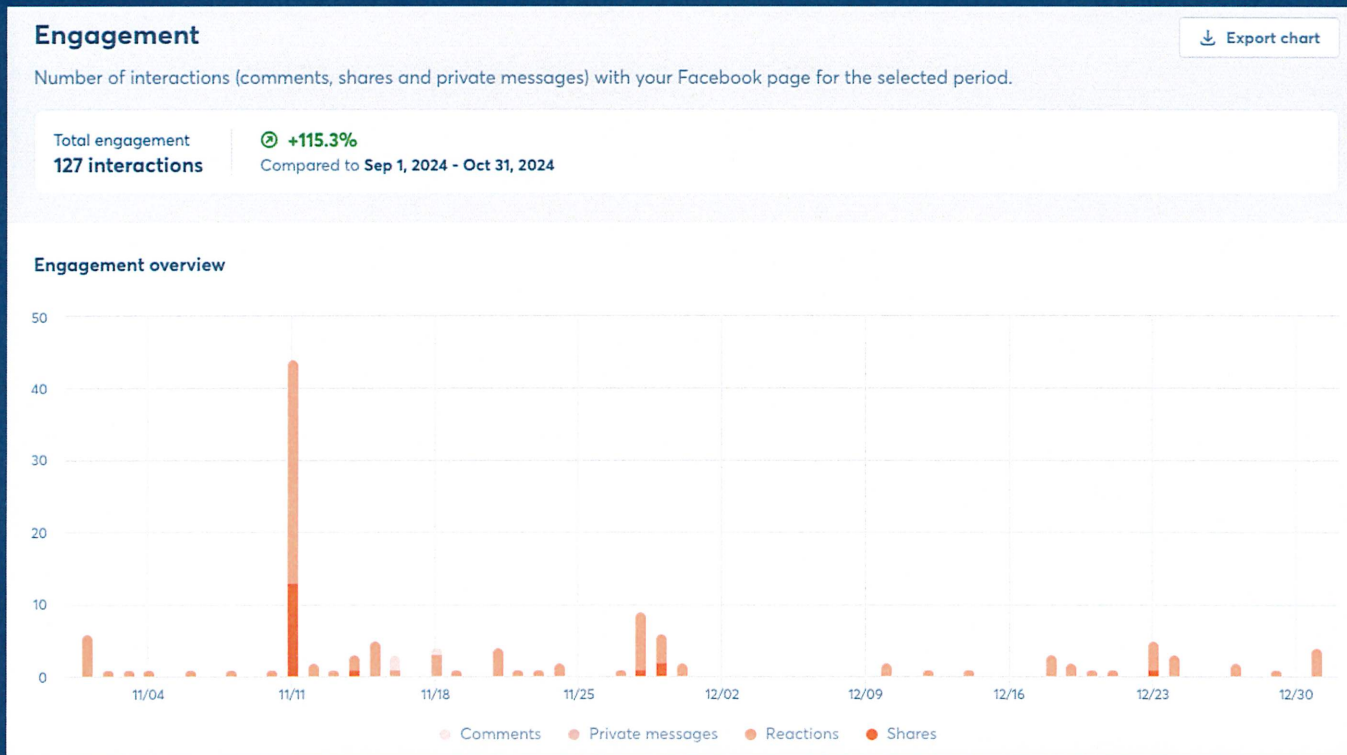
Instagram Engagement Overview



Performance from November 1, 2024 - December 31, 2024
*Comparison period September 1, 2024 - October 31, 2024



Facebook Engagement Overview



Performance from November 1, 2024 - December 31, 2024
*Comparison period September 1, 2024 - October 31, 2024

THANK YOU.





TO: Honorable Chairperson and Members of the Off-Street Parking Board

FROM: Alejandra Argudin, Chief Executive Officer, Miami Parking Authority *mc for AA*

SUBJECT: Financial Summaries For the Period Ended October 31, 2024

DATE: January 8, 2025

The Financial Summaries for the month ended October 31, 2024 for the Miami Parking Authority and the Knight Center Garage, are included in the Finance Committee package as agenda Item No.#1.

AA:ss



TO: Honorable Chairperson and Members of the Off-Street Parking Board

FROM: Alejandra Argudin, Chief Executive Officer, Miami Parking Authority

mc Loi AA

SUBJECT: Financial Summaries For the Period Ended November 30, 2024

DATE: January 8, 2025

The Financial Summaries for the month ended November 30, 2024 for the Miami Parking Authority and the Knight Center Garage, are included in the Finance Committee package as agenda Item No.#2.

AA:ss

MIAMI PARKING AUTHORITY
BOARD MEETING

November 13, 2024

PRESENT: Jami Reyes (Board Chair)
James Cassel
Marvin Wilmoth
Deborah Ladron de Guevara
Thomas Jelke

ALSO PRESENT: Alejandra Argudin, Chief Executive Officer, MPA
Julia Y. Alfonso, Court Reporter, JYA Reporting
Jihan Soliman, Assistant City Attorney, City of Miami
Margie Carmenates, Controller, MPA
Monica Cuadra, Executive Administrative Assistant, MPA
Angela Hernandez, HR Director, MPA
Angel Diaz, Director of Operations, MPA
Henry Espinosa, IT Director, MPA
Margarita Delgado, President, MRD Consulting
Valeria Gutierrez, Client Services Coordinator, Loud & Live
Orlando Canizales, IT Technician, MPA
Jose Leon, Manager, MPA
Victor Rosario, Sr. Manager of Operations, MPA
Humberto Escandon, Sr. Manager of Operations, MPA
George McLean, Sr. Business Analyst, MPA
Javier Armenteros, Manager of Operations, MPA
Jennifer Garcia, Senior Project & Property Manager
Gabriel Maytin, System Administrator, Miami Parking Authority
John Lopez, Sr. Manager of Operations, PHT
Chantal Gonzalez, Paralegal, MPA
Wilfred Soto, Sr. Manager of Operations, MPA
Pablo Velez, Sr. Executive Advisor to the CEO, MPA
Daylin Hernandez, Assistant Manager, MPA
Jeffrey Medina, Sr. Manager of Operations, MPA
Christian Radicy, Manager of Operations, MPA
Victor Valderrama, Cybersecurity Analyst, MPA
Alexander Luzula, Reporter, Miami Today
Blake Myton, Senior Client Strategist, Sterling Capital Management
Michel Debolt, Partner, Berger Singerman
Booke Krieger, Partner, ParkMobile
Ashlee Barton, Partner, ParkMobile
Diego Lazcano, City of Miami, District 5

<p>1</p> <p>2</p> <p>3 IN RE:</p> <p>4 OFF-STREET PARKING BOARD</p> <p>5 FINANCE COMMITTEE MEETING</p> <p>6 8:00 a.m.</p> <p>7 OFF-STREET PARKING BOARD</p> <p>8 MONTHLY BOARD MEETING</p> <p>9 8:15 a.m.</p> <p>10</p> <p>11</p> <p>12 DATE TAKEN: November 13, 2024</p> <p>13 TIME: 8:01 a.m. - 8:52 a.m.</p> <p>14 PLACE: Miami Parking Authority</p> <p>15 40 Northwest 3rd Street</p> <p>16 Penthouse Suite 1103</p> <p>17 Miami, Florida 33128</p> <p>18</p> <p>19 Proceedings taken before:</p> <p>20 Julia Y. Alfonso, RPR, FPR-C</p> <p>21 Florida Professional Reporter</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>	<p>1 APPEARANCES</p> <p>2</p> <p>3 Present:</p> <p>4 Jami Reyes, Chairperson</p> <p>5 Thomas Jelke, Board Member</p> <p>6 James Cassel, Board Member</p> <p>7 Deborah Ladrón de Guevara, Board Member</p> <p>8 Marvin Wilmoth, Board Member</p> <p>9</p> <p>10 Also Present:</p> <p>11 Alejandra Argudin, Chief Executive Officer, MPA</p> <p>12 Angel Diaz, Director of Operations, MPA</p> <p>13 Pablo Velez, Sr. Executive Advisor to the CEO, MPA</p> <p>14 Jihan Soliman, Assistant City Attorney, City of Miami</p> <p>15 Julia Y. Alfonso, Court Reporter, JYA Reporting</p> <p>16 Margie Carmentes, Controller, MPA</p> <p>17 Monica Cuadra, Executive Administrative Assistant, MPA</p> <p>18 Angela Hernandez, HR Director, MPA</p> <p>19 Margarita Delgado, President, MRD Consulting</p> <p>20 Valeria Gutierrez, Client Services Coordinator, Loud & Live</p> <p>21 Henry Espinosa, IT Director, MPA</p> <p>22 Orlando Canizales, IT Technician, MPA</p> <p>23 Jose Leon, Manager, MPA</p> <p>24 Victor Rosario, Sr. Manager of Operations, MPA</p> <p>25 Humberto Escandon, Sr. Manager of Operations, MPA</p> <p>George McLean, Sr. Business Analyst, MPA</p> <p>Javier Armenteros, Manager of Operations, MPA</p> <p>Jennifer Garcia, Senior Project & Property Manager</p> <p>Gabriel Maytin, System Administrator, MPA</p> <p>John Lopez, Sr. Manager of Operations, PHT</p> <p>Chantal Gonzalez, Paralegal, MPA</p> <p>Wilfred Soto, Sr. Manager of Operations, MPA</p> <p>Daylin Hernandez, Assistant Manager, MPA</p> <p>Jeffrey Medina, Sr. Manager of Operations, MPA</p> <p>Christian Radicy, Manager of Operations, MPA</p> <p>Victor Valderrama, Cybersecurity Analyst, MPA</p> <p>Alexander Luzula, Reporter, Miami Today</p> <p>Blake Myton, Senior Client Strategist, Sterling Capital Management</p> <p>Michel Debolt, Partner, Berger Singerman</p> <p>Brooke Krieger, Partner, ParkMobile</p> <p>Ashlee Barton, Partner, ParkMobile</p> <p>Diego Lazzano, City of Miami, District 5</p>
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<p>1 P-R-O-C-E-E-D-I-N-G-S 5</p> <p>2 MR. CASSEL: Good morning. Should we call the</p> <p>3 finance meeting to order?</p> <p>4 Please. Good morning.</p> <p>5 MS. CARMENATES: Good morning, everyone. So</p> <p>6 apparently the finance department is busy closing</p> <p>7 the books for the fiscal year. The fiscal year</p> <p>8 runs from October through September. All revenues</p> <p>9 have been recorded. Revenues are easy. You know,</p> <p>10 we invoice them. Our revenues are done. Expenses</p> <p>11 take a little bit longer. Vendors are slow to send</p> <p>12 in all their invoices, so that -- you know, we</p> <p>13 leave the books a little bit -- open a little bit</p> <p>14 later just to capture all that information.</p> <p>15 High level, what I can tell you is that bank</p> <p>16 reconciliations are completed for the month of</p> <p>17 September, and there are no material reconciling</p> <p>18 items.</p> <p>19 Revenues came in strong and better than</p> <p>20 budget. Expenses, I anticipate they're going to be</p> <p>21 slightly higher than budget; however, our healthy</p> <p>22 bottom line won't be affected, and we'll be able to</p> <p>23 meet our coverage ratio to the bondholders as well</p> <p>24 as meet our expectations as far as making our</p> <p>25 excess contribution to the City of Miami.</p>	<p>1 Audits. We have four audits currently going 6</p> <p>2 on right now. The MPA audit -- we've completed the</p> <p>3 interim audit. There's no unusual items that came</p> <p>4 up as far as that. The auditors will then come</p> <p>5 back during Thanksgiving, and they typically finish</p> <p>6 up by the end of December or maybe a few days in</p> <p>7 January.</p> <p>8 And then in January we concentrate on getting</p> <p>9 the CAFR done for the year, and then present to the</p> <p>10 board in the month of February. I don't anticipate</p> <p>11 any issues with that as there are no new GASBs,</p> <p>12 so -- thankfully. So I think it will be -- I</p> <p>13 anticipate it being a smooth audit.</p> <p>14 The Knight Center Garage and pension audits</p> <p>15 are done by Brunson, PA, and the auditing team is</p> <p>16 currently here working on that and starting on</p> <p>17 these audits.</p> <p>18 Lastly, there's the Marlins audit. Prior to</p> <p>19 meeting with the audit, we need to -- with the</p> <p>20 City, we need to complete that audit by</p> <p>21 December 31st or we have to pay for the audit. So</p> <p>22 we typically concentrate on getting that one first.</p> <p>23 And we're working on that, and we don't anticipate</p> <p>24 any issues doing so.</p> <p>25 With that, if you have any questions?</p>
<p>1 MR. CASSEL: Any questions? 7</p> <p>2 MS. CARMENATES: Okay. Great.</p> <p>3 So I'd now like to introduce Blake Myton who's</p> <p>4 our financial officer from Sterling Capital. He's</p> <p>5 going to review with us our pension portfolio.</p> <p>6 MR. MYTON: Good morning, everybody. I hope</p> <p>7 everybody had a good summer. The pension plan sure</p> <p>8 did. We really do have a very good period to go</p> <p>9 over. To put it in perspective, the plan was up</p> <p>10 more than 21 percent, or a little more than five</p> <p>11 and a half million dollars for the year. And,</p> <p>12 candidly, we left a little bit of meat on the bone,</p> <p>13 so to speak, where we underperformed the benchmark</p> <p>14 ever so slightly because we didn't just take as</p> <p>15 much risk as the market in this environment.</p> <p>16 So we're very comfortable with that, you guys</p> <p>17 know that. That's sort of our style. We'll give</p> <p>18 up a little bit of the frothy returns that we've</p> <p>19 seen in really great periods like we saw the last</p> <p>20 year to kind of protect on the downside.</p> <p>21 But with that, let me just update you to give</p> <p>22 you some perspective. If we go over -- in my</p> <p>23 material over to page eight, which should be the</p> <p>24 first page of the second tab. I know the slide</p> <p>25 numbers are a little bit different than the page</p>	<p>1 numbers, and the pages are in the bottom right-hand 8</p> <p>2 corner.</p> <p>3 Skip over that first frothy section.</p> <p>4 Yeah. Right there.</p> <p>5 Just to give you an idea of just how good it</p> <p>6 was, that first grouping there, we have all the</p> <p>7 equity. In this table we have all the equity</p> <p>8 returns at the top and the fixed income at the</p> <p>9 bottom. The Russell 3000, or the US broad market</p> <p>10 benchmark, very strong quarter, very strong</p> <p>11 year-to-date number, up over 20 and a half percent,</p> <p>12 or 20.63.</p> <p>13 And then for our fiscal year it was up -- the</p> <p>14 one-year number was up a little more than</p> <p>15 35 percent. So really strong returns over the last</p> <p>16 year. A lot of that -- again, we talked about this</p> <p>17 in March and really have talked about it all year</p> <p>18 with all of our clients -- is really how</p> <p>19 concentrated that return was, especially for the</p> <p>20 first half of the year.</p> <p>21 It really was sort of focused on those</p> <p>22 magnificent seven, or those seven</p> <p>23 artificial-intelligence-related stocks were the</p> <p>24 ones that were getting all of attention. What</p> <p>25 we've seen as the years progressed is kind of a</p>

<p>9</p> <p>1 broadening of that. So we like to joke, it's not 2 just the S&P seven, it's S&P 500. So the other 493 3 stocks should benefit from AI as well, and we're 4 starting to see that a little bit.</p> <p>5 It didn't show up so much in their stock 6 prices in the first half of the year. That can 7 probably best be visualized if we look at the 8 Russell top 200 growth and value there in rows 9 three and four. You know, value up over 27 percent 10 for the last year, and 17 percent for the year to 11 date, but growth really far exceeded that. Up 26 12 for the year and over 44 percent over the last 13 trailing 12 months.</p> <p>14 So it really was a period where those seven 15 names were the only thing going. But then 16 somewhere over the summer, we started to see the 17 market realize, oh, yeah, there's some other really 18 strong companies with really good earnings, and 19 that's really what led to the big finish.</p> <p>20 Likewise, international did very well. 21 Really, if you look at this table, it's been a 22 really incredible period for any kind of stocks, 23 whether it was large -- large cap growth did very, 24 very well. They were the best.</p> <p>25 But international, small cap, mid cap, growth,</p>	<p>10</p> <p>1 value, didn't really matter, stock market did 2 extremely well over the last year, and really has 3 rebounded and rallied since this September 30th 4 period, because, remember, all of these numbers are 5 as of September 30th. That doesn't include the 6 little post-election rally that we've seen so far 7 here in November.</p> <p>8 But, likewise, it was a good period for bonds 9 down at the bottom as they anticipated that the Fed 10 would start to cut rates for the first time in 11 several years. We did get that in the fourth 12 quarter in the terms of 50 basis points. It was a 13 bit of a surprise. It was a little more than I 14 think the market was anticipating. So that led to 15 some really strong returns out of the bond piece of 16 the portfolio.</p> <p>17 If we look down there at the bottom, you'll 18 see the Bloomberg aggregate up over 5 percent just 19 for the quarter we left, kind of dug us out of a 20 whole year to date. So we were up about four and a 21 half percent for the first nine months of the year, 22 and then for the trailing 12 months over 11 and a 23 half percent. So really strong returns from both 24 sides of this.</p> <p>25 It really wasn't that long ago. I think it</p>
<p>11</p> <p>1 was 2022 when the Fed was raising rates, and bonds 2 were off 10 or 11 percent, and stocks were 3 adjusting and off 20, 25 percent, where we had an 4 extremely poor return because both stocks and bonds 5 were very negative. Well, we got the absolute 6 reverse of that this year. So, again, markets tend 7 to swing too far in one way, too far the other way, 8 but we certainly will take this way over the 2022 9 for sure.</p> <p>10 So as we look into our crystal ball and we 11 finish out this year and look into 2025, we think 12 it's more of the same where we're going to stay 13 focused on the Fed and how fast are they going to 14 cut rates. We got another 25 basis points when 15 they met last week. We anticipate another 25 when 16 they meet again in December.</p> <p>17 And then if we look at the futures markets -- 18 and our expectations are pretty much in line with 19 that -- we're probably looking at maybe another 20 half a percent, three-quarters to a percent in 2025 21 spread out over the year, depending on economic 22 data as we get it.</p> <p>23 So, conversely, what we did for the first time 24 in several years coming into the summer, we 25 actually underweighted stocks for the first time.</p>	<p>12</p> <p>1 So that sort of contributed to some of the slight 2 underperformance you'll see as well. But, again, 3 leading up to the elections, leading up to, you 4 know, the really strong rally that we saw for the 5 start of the year, it's always very prudent just to 6 take some of that risk off the table.</p> <p>7 In October we actually switched it back. So, 8 again, some of the numbers here will reflect a 9 slight underweight to our equity targets which was 10 in place from July through the end of our fiscal 11 year. But then in the first week of October, we 12 actually switched back to more of a neutral stance. 13 So that's really kind of where we're at.</p> <p>14 There's no definitive signs in our world to 15 say, hey, let's overweight stocks, overweight 16 bonds. We really don't like this asset class, 17 really love this asset class. So even the small 18 overweights we have in some of the subsectors are 19 really pretty small at this point.</p> <p>20 Probably the biggest bet, we're trying to be a 21 little more defensive on the bond side. You'll see 22 we have an allocation to TIPS, or 23 inflation-protected securities, as well as a 24 shorter duration treasury holding. It really is 25 all meant to be a little bit more defensive, and</p>

<p>13</p> <p>1 that's kind of where we've been for most of the</p> <p>2 year.</p> <p>3 So as always, guys, there's a lot more in this</p> <p>4 first section that goes into, you know, all of the</p> <p>5 nuances and all of the various subsectors of the</p> <p>6 market. Suffice it to say, we're pretty</p> <p>7 constructive. We think the economy is in pretty</p> <p>8 good shape. We'll watch the transition from our</p> <p>9 leadership in Washington with an eye on really</p> <p>10 letting the individual portfolio managers to try to</p> <p>11 take advantage of any opportunities they see in</p> <p>12 their respective categories and their industries,</p> <p>13 and really try to be a little bit more conservative</p> <p>14 coming off of really some very, very strong numbers</p> <p>15 at this point.</p> <p>16 So before I turn the pages and switch gears to</p> <p>17 performance in a little more detail, any questions</p> <p>18 or comments on sort of the bigger picture?</p> <p>19 Yeah. It's been one of those quarters.</p> <p>20 Nobody wants to -- everybody, oh, yeah, it's great.</p> <p>21 Everything's good.</p> <p>22 All right. Let's skip ahead over to page 22,</p> <p>23 starting on tab three. Really briefly. We just</p> <p>24 started off with the portfolio summary of the cash</p> <p>25 flows. Down on the bottom you'll see, you know, we</p>	<p>14</p> <p>1 started the year a little more than 25 and 3/4</p> <p>2 million, or 25.766. We had net distributions of a</p> <p>3 little over 1.1 million. And those are just normal</p> <p>4 pension payment plus the bills of the plan.</p> <p>5 Income of 785,000. Add that -- the capital</p> <p>6 appreciation, 4.8 minus a couple of fees, and we</p> <p>7 were up over 30.1 million, or 30,155,000. And I do</p> <p>8 believe that's the high watermark. At least in the</p> <p>9 20-something years that I've been working with your</p> <p>10 plan, it's certainly very good to see the growth in</p> <p>11 dollar terms.</p> <p>12 Over on the next page, on page 23, we can put</p> <p>13 some percentages to those dollars, and we got the</p> <p>14 graph on the top. But in the middle you'll see the</p> <p>15 performance relative to our blended benchmark</p> <p>16 there. And you can see for the month we were 1.7</p> <p>17 versus 1.9. So slightly behind. Same for the</p> <p>18 quarter in the fiscal year.</p> <p>19 I don't think anybody's going to be upset with</p> <p>20 a 21.75 return over the last year, but when the</p> <p>21 benchmark was up closer to 23 1/2, that sort of</p> <p>22 dragged down our inception or our Sterling</p> <p>23 inception date. But as you'll see here in a</p> <p>24 moment, back in the appendix we have all the longer</p> <p>25 term numbers there, and you'll see the five, seven,</p>
<p>15</p> <p>1 ten, and even the number going all the way back to</p> <p>2 the inception is still right in line with those</p> <p>3 benchmarks, if not ahead.</p> <p>4 So it really was -- looking down at the very</p> <p>5 bottom of the asset class trailing returns, it</p> <p>6 really was the stocks that didn't keep up. And</p> <p>7 didn't keep up, they were still up over 29 percent.</p> <p>8 But, again, when the benchmark was up closer to 32,</p> <p>9 slightly underperformed there, and then</p> <p>10 outperformed on the bond side. Being a little more</p> <p>11 defensive there certainly helped us a little bit up</p> <p>12 over 11.9 percent, almost 12 percent for the fiscal</p> <p>13 year. So good, strong performance from that piece</p> <p>14 of the portfolio.</p> <p>15 Skipping ahead, the next page is some of the</p> <p>16 geeky financial stats. I won't go into those. All</p> <p>17 it says is we're taking a little less risk to get a</p> <p>18 little less return than our benchmarks.</p> <p>19 Let me just finish up over on page 25, the</p> <p>20 asset allocation. I did touch on our reallocation</p> <p>21 back in early July as being slightly underweight</p> <p>22 our targets and equities. You kind of see that</p> <p>23 reflected a little bit in the allocation as it</p> <p>24 stood at 9/30 where the current allocation down at</p> <p>25 the bottom was slightly less than our target there</p>	<p>16</p> <p>1 at 59.3 versus 60. It probably was closer to</p> <p>2 58 1/2 when we rebalanced back in July, but then</p> <p>3 when stocks performed -- outperformed bonds during</p> <p>4 the quarter, it got back up to 59.</p> <p>5 As we sit here today, that number is probably</p> <p>6 closer to 60, 61, because, again, we rebalanced in</p> <p>7 the first week of October back to that 60. And</p> <p>8 then it's obviously appreciated since then. So,</p> <p>9 again, just to give you an idea, those are, you</p> <p>10 know, the small adjustments that we're going to</p> <p>11 make to the plan based on, you know, our modeling</p> <p>12 and what we see coming.</p> <p>13 But, again, at this point in the cycle, very</p> <p>14 small, very minor, nothing significant. So a lot</p> <p>15 more detail on all of the funds and the individual</p> <p>16 asset classes and how they performed relative.</p> <p>17 But, you know, in a nutshell, you know, the slight</p> <p>18 underperformance was really cause for two things:</p> <p>19 One, the equities didn't perform quite as well as</p> <p>20 we thought in a very, very robust market, and then</p> <p>21 secondly, we had a little less in equities than our</p> <p>22 target.</p> <p>23 So I'll finish up over on the appendix on</p> <p>24 page 30. I alluded to this earlier. This is a</p> <p>25 number that can -- excuse me. SunTrust, Truist, as</p>

<p>17</p> <p>1 well as the Sterling numbers, since we only have a</p> <p>2 history with Sterling for the last couple of years,</p> <p>3 but as you'll see, you know, that one-year number</p> <p>4 is dragged down to three, ever so slightly to five,</p> <p>5 seven, ten, are all in line.</p> <p>6 And then, fortunately, that 1991 inception, I</p> <p>7 can't take credit for all of that since I didn't</p> <p>8 start until 1998. But, again, very strong</p> <p>9 performance going all the way back to a long time</p> <p>10 ago.</p> <p>11 So with that, guys, I hope you're as pleased</p> <p>12 with these numbers as I am. Again, we never like</p> <p>13 to see slight underperformance of any kind, but</p> <p>14 I'll certainly take a 21, 22 percent return when</p> <p>15 the market's up 23. It was a good solid year from</p> <p>16 that perspective.</p> <p>17 So with that, let me stop talking at you and</p> <p>18 see if there's any questions, comments, thoughts.</p> <p>19 MR. CASSEL: Any comments or questions?</p> <p>20 MR. MYTON: As always --</p> <p>21 MR. CASSEL: Thank you very much.</p> <p>22 MR. MYTON: Thank you.</p> <p>23 CHAIRPERSON REYES: Good morning, everyone.</p> <p>24 So we're going to start our regular meeting. I'm</p> <p>25 going to open it up to public comments.</p>	<p>18</p> <p>1 Hearing none, seeing none, we'll go to our</p> <p>2 agenda.</p> <p>3 Do we have recognitions?</p> <p>4 MR. DIAZ: Yes.</p> <p>5 MR. ARMENTEROS: All right. So we're here to</p> <p>6 honor Jorley Herrera. Unfortunately, he couldn't</p> <p>7 make it. He had prior commitments, so -- it's a</p> <p>8 very busy morning on his day to day, but great</p> <p>9 worker. He's worked multiple departments. A lot</p> <p>10 of you know his face, so you've probably seen him.</p> <p>11 He's very boots-on-the-ground kind of guy. One of</p> <p>12 those that you give him a task, he'll get it done.</p> <p>13 And, you know, it's a pleasure to work with him and</p> <p>14 to have.</p> <p>15 CHAIRPERSON REYES: Thank you.</p> <p>16 MS. DELGADO: Margarita Delgado, MRD</p> <p>17 Consulting. Good morning, Madam Chair, members of</p> <p>18 the board, Madam CEO, all the guests, staff.</p> <p>19 Well, it's that time of the year. So we have</p> <p>20 plenty of stuff going on on top of IPMI which is</p> <p>21 keeping us very busy. So on that note, we</p> <p>22 submitted for another award of excellence, this</p> <p>23 time in innovation category for the Doral parking</p> <p>24 management program.</p> <p>25 I believe we assembled pretty good facts and</p>
<p>19</p> <p>1 figures, and a lot of background statistics. I</p> <p>2 think we have a fighting chance because, to the</p> <p>3 best of my knowledge, no other parking organization</p> <p>4 has crossed jurisdictional boundaries to be able to</p> <p>5 do this. So fingers crossed.</p> <p>6 And the CEO did a very good interview with</p> <p>7 Miami Today. The reporter is here.</p> <p>8 Thank you. It was very, very factual, very</p> <p>9 straightforward, very good. I'm glad you're</p> <p>10 covering MPA again. Thank you.</p> <p>11 And submitted a few articles to -- again to</p> <p>12 IPMI, different topics, leadership, innovation,</p> <p>13 et cetera.</p> <p>14 Staff is pitching in to help the Ronald</p> <p>15 McDonald House one more time this year for the</p> <p>16 children's holiday party which is coming up in</p> <p>17 December. So staff will volunteer on the 9th to</p> <p>18 sort out the toys and help the House with any other</p> <p>19 stuff they need to get them ready for the holiday</p> <p>20 party. There are other events happening as well</p> <p>21 which staff is pitching in to help.</p> <p>22 So had meetings with the Automotus team and</p> <p>23 another team that we'll talk about it after the</p> <p>24 meeting. And so that's basically it. And looking</p> <p>25 forward to December. Looking forward to the first</p>	<p>20</p> <p>1 quarter which will be very busy with a lot of</p> <p>2 stuff, rollouts and a lot of stuff going on.</p> <p>3 Any questions?</p> <p>4 CHAIRPERSON REYES: Thank you.</p> <p>5 MS. DELGADO: You're welcome.</p> <p>6 Valeria.</p> <p>7 MS. GUTIERREZ: Good morning, everyone.</p> <p>8 Do you mind going to the Loud And Live</p> <p>9 presentation?</p> <p>10 I can talk about it. You don't need to see</p> <p>11 it.</p> <p>12 So today we're here to talk about our October</p> <p>13 month. As Margarita mentioned, things are getting</p> <p>14 busy, and we're helping Margarita with all these</p> <p>15 efforts and making sure that people know about it,</p> <p>16 making sure that it's on our LinkedIn.</p> <p>17 A lot going on, but just to highlight a few of</p> <p>18 the things that happened in October. In October we</p> <p>19 really did focus on the Miami Heat season coming</p> <p>20 back. So we put together a quick little reel, and</p> <p>21 that was our top performing content on Instagram.</p> <p>22 It had really good engagement rate.</p> <p>23 Then on Facebook, surprisingly, but also</p> <p>24 great, because it shows that we are supporting a</p> <p>25 great cause. Just changing the logo to the pink</p>

<p style="text-align: right;">21</p> <p>1 logo supporting breast cancer awareness month was</p> <p>2 our top performing post with a super great</p> <p>3 engagement rate.</p> <p>4 CHAIRPERSON REYES: That was on Facebook?</p> <p>5 MS. GUTIERREZ: On Facebook, yeah. Because on</p> <p>6 Facebook when you change the logo it does it as a</p> <p>7 post. So that was our top performing there.</p> <p>8 And then Twitter, our top performing was the</p> <p>9 Savannah Banana event at Marlins Park which was a</p> <p>10 great event. And I'm glad that people went to</p> <p>11 Twitter to find information about parking there.</p> <p>12 Sorry, X, not Twitter anymore.</p> <p>13 Moving on to the next slide. Just to</p> <p>14 highlight a few of the things that happened this</p> <p>15 past month and also what we're looking forward to.</p> <p>16 We did -- well, the employees' awards -- posting</p> <p>17 the employees' awards on LinkedIn is crazy how well</p> <p>18 they performed. We have a 42 percent engagement</p> <p>19 rate.</p> <p>20 So I am really glad to see the community and</p> <p>21 the other staff members really congratulating and</p> <p>22 honoring employees in these awards. So we'll keep</p> <p>23 up those posts. Sad the one today wasn't here, but</p> <p>24 we'll make sure we'll get him featured.</p> <p>25 And then with the help of George and the other</p>	<p style="text-align: right;">22</p> <p>1 customer service team members, we did a customer</p> <p>2 service week video that also performed really well.</p> <p>3 As a little summary, I think seeing our staff</p> <p>4 members on social platforms just really -- is</p> <p>5 content that performs really well.</p> <p>6 And then looking forward to -- right around</p> <p>7 the corner we have the Miami Book Fair. We're</p> <p>8 working hand in hand with the Miami Book Fair team.</p> <p>9 We're doing some giveaways, promoting parking and</p> <p>10 transportation for the Miami Book Fair itself. So</p> <p>11 you'll see that a lot on our socials this next</p> <p>12 week.</p> <p>13 And then yesterday I had the opportunity to</p> <p>14 join the staff members at the Lotus House. So</p> <p>15 you'll see a little recap video and some beautiful</p> <p>16 pictures for that in socials this week.</p> <p>17 And just on the last slide -- if you can move</p> <p>18 forward. We just have a few numbers of how the</p> <p>19 social platforms are performing overall. And if I</p> <p>20 can highlight something really great is LinkedIn is</p> <p>21 just performing extremely well, and I think that</p> <p>22 employee awards post really, really pushed us off</p> <p>23 this past month. And that's pretty much it on my</p> <p>24 part.</p> <p>25 Any questions?</p>
<p style="text-align: right;">23</p> <p>1 MR. WILMOTH: We talked about a graph showing</p> <p>2 the performance over the year.</p> <p>3 MS. GUTIERREZ: Yes.</p> <p>4 MR. WILMOTH: Where are you guys with that?</p> <p>5 MS. GUTIERREZ: From what I believe, Margarita</p> <p>6 was going to get to you to just make sure that we</p> <p>7 have the right KPIs that you want us to show.</p> <p>8 MR. WILMOTH: I don't need anything new. I</p> <p>9 simply just want to see the things that you have in</p> <p>10 here on a graph so we can see --</p> <p>11 MS. GUTIERREZ: On a graph?</p> <p>12 MR. WILMOTH: -- the engagement --</p> <p>13 MS. GUTIERREZ: Okay. Just the same,</p> <p>14 engagement, repost, impression numbers. Okay.</p> <p>15 MR. WILMOTH: Sure.</p> <p>16 MS. GUTIERREZ: Yeah. Not a problem.</p> <p>17 MR. CASSEL: Are we going to do anything</p> <p>18 around Basel?</p> <p>19 MS. GUTIERREZ: We do have that in mind, but</p> <p>20 just to point out, where a lot of the Art Basel</p> <p>21 locations are, our parking is not really there, but</p> <p>22 we're working with that.</p> <p>23 MS. DELGADO: Mr. Cassel, we've done that in</p> <p>24 the past, but we have to be very strategic because,</p> <p>25 as you know, a lot of events are happening either</p>	<p style="text-align: right;">24</p> <p>1 on the beach or where Art Miami is -- where the</p> <p>2 Miami Herald used to be. We don't have hardly --</p> <p>3 we have hardly zero facilities in that area, just a</p> <p>4 few on-street parking spaces. We could promote</p> <p>5 Freebee, taking people back and forth from the Lot</p> <p>6 19 or even G3.</p> <p>7 CHAIRPERSON REYES: I mean, I think you can</p> <p>8 promote people coming into town, either taking the</p> <p>9 train or parking here, taking Freebee and how to</p> <p>10 mobilize yourself --</p> <p>11 MS. DELGADO: That's the thing, the</p> <p>12 connectivity. That's the angle. And also the</p> <p>13 Design District, we have those lots 52 through 55.</p> <p>14 CHAIRPERSON REYES: I mean, they may not</p> <p>15 necessarily be Art Basel events, but there's a lot</p> <p>16 of activity going on.</p> <p>17 MS. DELGADO: Yes, absolutely, going on.</p> <p>18 CHAIRPERSON REYES: So I think we should do</p> <p>19 that.</p> <p>20 MS. DELGADO: It's a week long, almost.</p> <p>21 CHAIRPERSON REYES: Did you guys stop using</p> <p>22 that -- you were doing an influencer campaign at</p> <p>23 some point, the person who was coming --</p> <p>24 MS. GUTIERREZ: We did have a conversation</p> <p>25 with SpotHero to do an influencer campaign, but</p>

<p>25</p> <p>1 that kind of came to a pause.</p> <p>2 CHAIRPERSON REYES: Why?</p> <p>3 MS. GUTIERREZ: Just budget-wise.</p> <p>4 MS. DELGADO: Madam Chair, we have plans going</p> <p>5 forward. If an item passes today, we're going to</p> <p>6 do a lot of stuff with influencer relations.</p> <p>7 CHAIRPERSON REYES: No. I was thinking on</p> <p>8 what Mr. Cassel is saying on Art Basel. There's</p> <p>9 people coming into town for restaurants and things</p> <p>10 like that. So I think that we should, you know,</p> <p>11 kind of what you did before. It doesn't have to be</p> <p>12 the influencer, it could be any of you guys. The</p> <p>13 people coming into town, these, you know, the</p> <p>14 restaurant's here, parking's here.</p> <p>15 MS. DELGADO: Yes. Absolutely.</p> <p>16 CHAIRPERSON REYES: And promote that. I'm</p> <p>17 sure Downtown Miami is going to have things, you</p> <p>18 know, so everybody jumps onto the Art Basel train.</p> <p>19 MS. DELGADO: No, no, no. I already got the</p> <p>20 invitation from Art Miami and CONTEXT. So it's</p> <p>21 crazy.</p> <p>22 CHAIRPERSON REYES: Yeah. Okay.</p> <p>23 MR. WILMOTH: And as we try to grow followers,</p> <p>24 they could -- I mean, be attaching ourselves on</p> <p>25 that.</p>	<p>26</p> <p>1 MS. GUTIERREZ: Yeah. No. Influencer post</p> <p>2 collaborations are always great for friction for</p> <p>3 our platforms, and we did do something with Art</p> <p>4 Week last year with influencers and performed</p> <p>5 really, really well.</p> <p>6 MS. DELGADO: So we'll do it again.</p> <p>7 MS. GUTIERREZ: Yeah. No problem.</p> <p>8 Any other questions, comments?</p> <p>9 CHAIRPERSON REYES: No.</p> <p>10 MS. GUTIERREZ: Thank you.</p> <p>11 MR. CASSEL: Do we do anything promotionally</p> <p>12 around the upcoming Christmas season, you know,</p> <p>13 parking and things like that? I know we've given</p> <p>14 leeway in the past if --</p> <p>15 MS. ARGUDIN: We have an hour -- so right</p> <p>16 after Thanksgiving and through the beginning of the</p> <p>17 year, we have what we call -- we have an hour-free</p> <p>18 parking throughout the city to give people an</p> <p>19 opportunity to park and have an hour free and shop.</p> <p>20 So we've had that for a while. And it's been a</p> <p>21 very successful program and something that -- for</p> <p>22 example, Coconut Grove is going to help us also</p> <p>23 repost because it's good for their retailers. So</p> <p>24 we're hoping that we get more of that</p> <p>25 collaboration.</p>
<p>27</p> <p>1 MR. CASSEL: So that's something that we do</p> <p>2 in -- coming in November that will start?</p> <p>3 MS. ARGUDIN: Yes.</p> <p>4 CHAIRPERSON REYES: Okay. All right.</p> <p>5 We'll move over to the approval items. Can I</p> <p>6 get a motion for the board minutes of October?</p> <p>7 MR. JELKE: So moved.</p> <p>8 MS. LADRON DE GUEVARA: Second.</p> <p>9 CHAIRPERSON REYES: All those in favor say</p> <p>10 "aye."</p> <p>11 MR. CASSEL: Aye.</p> <p>12 MS. LADRON DE GUEVARA: Aye.</p> <p>13 MR. JELKE: Aye.</p> <p>14 CHAIRPERSON REYES: Aye.</p> <p>15 Hearing no opposition, motion passes.</p> <p>16 We go to multiple vendors for mobile parking.</p> <p>17 MR. DIAZ: Good morning, everybody. So the</p> <p>18 next item is --</p> <p>19 CHAIRPERSON REYES: Your name.</p> <p>20 MR. DIAZ: I'm sorry. Angel Diaz.</p> <p>21 So this is a multi-vendor procurement they</p> <p>22 wanted to do here in the City of Miami. The reason</p> <p>23 is we have one mobile provider today which is</p> <p>24 PayByPhone and they are responsible for 98 percent</p> <p>25 of our on-street revenue. So we just felt that we</p>	<p>28</p> <p>1 should have a second vendor just in case there was</p> <p>2 ever an issue with PayByPhone or anything ever</p> <p>3 happened, you know, we have a second app that the</p> <p>4 public can use and it will never interfere with our</p> <p>5 level of service that we provide to the public. So</p> <p>6 that's the main reason why we're doing this.</p> <p>7 Also, with the new vendor we can also add the</p> <p>8 text-to-pay feature which we don't currently have.</p> <p>9 So our signage would show a text-to-pay opportunity</p> <p>10 so the public can -- they don't want to download an</p> <p>11 app, they can text to pay, which is also pretty</p> <p>12 widely used throughout the nation.</p> <p>13 In Florida alone there's 30 cities that have</p> <p>14 ParkMobile. Out of those 30, nine of them are</p> <p>15 multi app. So, for example, Tampa, Miami Beach are</p> <p>16 two of the cities that have multi vendors as well.</p> <p>17 So it's something that's trending nationwide, and</p> <p>18 so we're asking for the permission to move forward</p> <p>19 with piggybacking off the Miami Beach contract.</p> <p>20 There's a big marketing campaign that they've</p> <p>21 been working on. I'm sorry. Brook and Ashley are</p> <p>22 here from ParkMobile. And then we've been working</p> <p>23 with them and Margarita and Loud And Live for,</p> <p>24 like, the past month or so to start strategizing on</p> <p>25 the marketing campaign.</p>

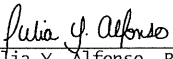
<p>29</p> <p>1 MR. CASSEL: The economics on the contract, 2 are they the same as we have with the other vendor 3 or what's the differential?</p> <p>4 MR. DIAZ: Yes. So the contract would be the 5 same for both vendors. The residents, the Miami 6 residents, do not pay any transaction fee, so they 7 both honor that. Actually, they will absorb that 8 fee, so we no longer have to pay that to the vendor 9 which we do today. So that's saving the revenue as 10 well for us.</p> <p>11 MR. WILMOTH: And the signage and everything, 12 is that being covered by the vendor as well?</p> <p>13 MR. DIAZ: Correct. So ParkMobile will cover 14 the cost of this new signage which is citywide in 15 our lots as well. It will have the both apps, our 16 logo and the texts to pay as well on there. So 17 they are covering it. We do have some drafts to 18 get approval on, and then we can move forward with 19 the purchasing of the signs.</p> <p>20 Our plan is to roll it out probably January or 21 February. So we get the marketing campaign, pass 22 the holidays and all that, and then we'll move 23 forward in the new year.</p> <p>24 CHAIRPERSON REYES: Does PayByPhone have pay 25 by text?</p>	<p>30</p> <p>1 MR. DIAZ: I believe they do not.</p> <p>2 CHAIRPERSON REYES: Okay. Is this also going 3 to work in -- are you doing this throughout -- 4 wherever we have PayByPhone?</p> <p>5 MR. DIAZ: So we're doing it in the Miami 6 Parking Authority. And I already reached out to 7 Doral, Parks and to see if they want to entertain 8 it and whatnot. So we're in conversations with 9 them to see if they want to keep it the way it is 10 or add ParkMobile as well.</p> <p>11 CHAIRPERSON REYES: So my only -- do you have 12 something?</p> <p>13 MR. JELKE: I'll move it.</p> <p>14 CHAIRPERSON REYES: No. I just wanted to say, 15 I just want to make sure that we -- the campaign 16 that you do is really, like, clear, because I think 17 it can be confusing to people. Not so much -- I 18 think if you live in South Florida, you kind of 19 know both, but if you're visiting, it's confusing.</p> <p>20 And then also I spoke to Alex on the story 21 that came out about the QR codes and all of that 22 crazy stuff that was happening. So I just want to 23 ensure that we take all the precautions against QR 24 codes being messed and -- so Alex told me that you 25 guys were --</p>
<p>31</p> <p>1 MR. DIAZ: Yeah. We're already changing all 2 those. We're going away from QR codes on the 3 street, but it's just the spike -- I think social 4 media has kind of like blown that up. So we've 5 seen a spike in -- especially in Wynwood. So it's 6 just -- it's a lot of -- the enforcement officers, 7 the technicians are constantly scanning the app to 8 see if it's the right app. So it's a lot of work 9 for us to kind of constantly be peeling the sticker 10 off and all that. So we're going to move away from 11 that.</p> <p>12 CHAIRPERSON REYES: You guys saw that story?</p> <p>13 MR. CASSEL: No. What is this?</p> <p>14 MR. WILMOTH: No. What's -- yeah. What's 15 going on?</p> <p>16 MS. DELGADO: It was a while back. A few 17 months back.</p> <p>18 MR. DIAZ: So there's a story on social media 19 where -- it's everywhere, obviously, our signs and 20 on the street as well, but people are putting fake 21 QR codes over businesses, or our businesses as 22 well, and other businesses throughout the -- 23 basically nationwide. And it directs you to 24 another location, another web browser that's not 25 the actual PayByPhone or whatever they want to</p>	<p>32</p> <p>1 cover -- whatever they're covering out there. So 2 it's been a -- it's starting to get an uptick here 3 in South Florida.</p> <p>4 MS. DELGADO: Madam Chair, may I?</p> <p>5 CHAIRPERSON REYES: Sure.</p> <p>6 MS. DELGADO: This is a good opportunity for 7 us to reinforce. We have those crisis management 8 points in place since that article came out, but I 9 think this is a great opportunity. The new signage 10 is going up, and then we're rolling out a new app 11 to reinforce that message.</p> <p>12 CHAIRPERSON REYES: I think it's -- I'm sorry.</p> <p>13 MR. WILMOTH: No.</p> <p>14 CHAIRPERSON REYES: Again, I think if you are 15 in South Florida, you know these apps and you know 16 to use them. But when you are visiting, it's tough 17 to figure that out. And, you know, the text thing, 18 I think, works also because most people don't want 19 to use -- I cannot have another app on my phone, 20 you know. Like everything is an app now. So I 21 think the texting is a good idea, and just make 22 sure that the campaign is also rolled out in 23 Spanish.</p> <p>24 MS. DELGADO: Yes, of course. Yes, yes.</p> <p>25 CHAIRPERSON REYES: Go ahead.</p>

<p>33</p> <p>1 MS. DELGADO: So we may have to take our time.</p> <p>2 Instead of doing it right around the middle of</p> <p>3 January, maybe the beginning of February so -- over</p> <p>4 the holidays that message will be diluted. There's</p> <p>5 too much going on.</p> <p>6 CHAIRPERSON REYES: I agree. But also in</p> <p>7 February we have a lot of events in town, right?</p> <p>8 So that's when we get an influx of tourists.</p> <p>9 MS. DELGADO: But we're not going to wait</p> <p>10 until February. We'll start the second week in</p> <p>11 January getting all the message out.</p> <p>12 CHAIRPERSON REYES: Okay.</p> <p>13 MS. DELGADO: And I think it will be covered</p> <p>14 also in Miami Today.</p> <p>15 CHAIRPERSON REYES: Okay. Good.</p> <p>16 MR. WILMOTH: From a user experience</p> <p>17 perspective, it's literally just going to be places</p> <p>18 where you could park. There will also be</p> <p>19 ParkMobile, and there will be PayByPhone, and you</p> <p>20 can choose which one you want to pay with?</p> <p>21 MR. DIAZ: Correct. Our logo will be on the</p> <p>22 bottom, and then you have the both apps on top and</p> <p>23 you can pick the one you want.</p> <p>24 MS. LADRON DE GUEVARA: When you text, does it</p> <p>25 tell you when your time is almost up?</p>	<p>34</p> <p>1 CHAIRPERSON REYES: I'm sorry. Say that</p> <p>2 again.</p> <p>3 MS. LADRON DE GUEVARA: When you do the</p> <p>4 texting, like pay by text, does it also notify you</p> <p>5 when your time is about to expire?</p> <p>6 CHAIRPERSON REYES: Yeah. It sends you a</p> <p>7 text, if you allow it to. I think it asks you to</p> <p>8 receive texts.</p> <p>9 Okay. Go ahead, Tom. You want to move this</p> <p>10 item?</p> <p>11 MR. JELKE: Yes. I'd like to move this item.</p> <p>12 MS. LADRON DE GUEVARA: Second.</p> <p>13 CHAIRPERSON REYES: All those in favor say</p> <p>14 "aye."</p> <p>15 MR. CASSEL: Aye.</p> <p>16 MR. JELKE: Aye.</p> <p>17 MR. WILMOTH: Aye.</p> <p>18 MS. LADRON DE GUEVARA: Aye.</p> <p>19 CHAIRPERSON REYES: Aye.</p> <p>20 Hearing no opposition, the motion passes.</p> <p>21 Welcome to the Miami Parking family.</p> <p>22 Okay. Berger Singerman.</p> <p>23 MS. ARGUDIN: Good morning, everyone. The</p> <p>24 following item is the approval of the engagement of</p> <p>25 Berger Singerman for advising counsel on</p>
<p>35</p> <p>1 development construction projects. This is</p> <p>2 something that we had spoken about for quite some</p> <p>3 time. And in all the years I've been here, I don't</p> <p>4 think we've had as many construction projects as we</p> <p>5 have right now on the table specifically for --</p> <p>6 that we are working on right now.</p> <p>7 And it is important that we have the expertise</p> <p>8 to get these documents through and not only for</p> <p>9 today but in the future for us to be able to look</p> <p>10 back and look at these documents and know that we</p> <p>11 did the best that -- you know, we made the best</p> <p>12 transaction for MPA and we negotiated the best for</p> <p>13 us.</p> <p>14 I sought advice of firms that actually do this</p> <p>15 kind of work, and specifically on P3s with a</p> <p>16 government entity like us, and Berger Singerman</p> <p>17 came recommended -- highly recommended by two</p> <p>18 people, one being Mr. Cassel and the other being a</p> <p>19 former City attorney that I worked with many, many</p> <p>20 years ago.</p> <p>21 And the other issue that we have with law</p> <p>22 firms in general is that they can have conflicts</p> <p>23 also with the developers that we're working with.</p> <p>24 So we had a meeting with the Berger Singerman and</p> <p>25 it was the -- the team that they put together to</p>	<p>36</p> <p>1 make that presentation to us was outstanding. Not</p> <p>2 only do they understand P3s and have done P3s with</p> <p>3 public entities, but they also had someone that was</p> <p>4 an expert in parking who's dealt with parking</p> <p>5 structures and specifically with Florida laws</p> <p>6 related to how we can do these deals. That was</p> <p>7 very important to us.</p> <p>8 And we are asking for your approval to have</p> <p>9 them on board. We did provide them with the</p> <p>10 projects that we have, so it won't only be for one</p> <p>11 project which I'm happy with. I think getting a</p> <p>12 good document together that then we'll be able to</p> <p>13 replicate.</p> <p>14 As it relates to costs, that's on us and</p> <p>15 something that I've spoken to Pablo about and also</p> <p>16 Lenny, our consultant, to make sure that we are</p> <p>17 very tight on what we are producing and giving to</p> <p>18 them to work on so that they -- you know, we don't</p> <p>19 have all the back and forth and costs going high,</p> <p>20 but it is important for us to get this right.</p> <p>21 Again, these are the four projects that we</p> <p>22 have on board right now, but this approval will</p> <p>23 allow a way for any other projects that we have</p> <p>24 related to transactions that they'll be able to</p> <p>25 service us if we can agree.</p>

<p>37</p> <p>1 And I wanted you to know that we have also</p> <p>2 spoken to the City attorney's office about this.</p> <p>3 They have worked with them before as well, and they</p> <p>4 will be involved as it relates to looking at the</p> <p>5 invoicing. As the invoicing comes in, they will</p> <p>6 have approval, they will read through it. They</p> <p>7 also have a signature line on our engagement, and</p> <p>8 they will be our second stamp of approval before we</p> <p>9 process payment.</p> <p>10 So I'm asking for the approval of this item.</p> <p>11 CHAIRPERSON REYES: Questions?</p> <p>12 MR. WILMOTH: I agree that we should be doing</p> <p>13 this. The hourly fees are pretty steep, and I know</p> <p>14 these P3 back and forths can get pretty pricey. Is</p> <p>15 the document being created standard template that</p> <p>16 we will use for all of our deals and then negotiate</p> <p>17 the terms from that --</p> <p>18 MS. ARGUDIN: Yes.</p> <p>19 MR. WILMOTH: -- as opposed to, like,</p> <p>20 negotiate four separate P3s?</p> <p>21 MS. ARGUDIN: So we will be creating a</p> <p>22 standard right now based on the language that we</p> <p>23 need, you know, that is required by the City and</p> <p>24 creating a good template that we can work off of.</p> <p>25 You know, we have a -- the next deal is probably G3</p>	<p>38</p> <p>1 which is going to be probably the most complicated</p> <p>2 one. And so I think that if we could get that</p> <p>3 right, then we can just replicate that.</p> <p>4 Mr. Debolt is here. Hi. Michael Debolt. He</p> <p>5 is a partner with Berger Singerman who will be</p> <p>6 representing us.</p> <p>7 MR. WILMOTH: And will we be using -- I know</p> <p>8 the City has done P3s before. Will we be using</p> <p>9 that as our starting template? Because I'm just</p> <p>10 trying to make sure that we get as far as down --</p> <p>11 MS. SOLIMAN: So currently MPA already has a</p> <p>12 really good, you know, P3 construction build</p> <p>13 contract that I think we would be continuing to</p> <p>14 use. What really happens is the intricacies of</p> <p>15 whether usually the area may need a CBD or tax</p> <p>16 credits or however, that's usually what will</p> <p>17 deviate and change and create, I guess, a lot of</p> <p>18 the billing that may happen.</p> <p>19 But I do hope and intend that we, you know, in</p> <p>20 house, will still do a lot of the actual drafting.</p> <p>21 They will be more of a reviewer, overseer, you</p> <p>22 know, and advisor. It is advice versus, you know,</p> <p>23 them totally leading the deal.</p> <p>24 MR. WILMOTH: And are we going to put this</p> <p>25 cost back to the developers that we're working</p>
<p>39</p> <p>1 with, our partners, to cover this cost?</p> <p>2 MS. ARGUDIN: Well, this cost is our cost</p> <p>3 because it's our portion of the contract. You</p> <p>4 know, as a P3 they have their -- what they want to</p> <p>5 do, you know, and they have -- our negotiation</p> <p>6 would be -- we have to be protected from our</p> <p>7 property what we own, and we don't own all the</p> <p>8 properties that we're working on. So we have to</p> <p>9 protect our interests. So we are absorbing those</p> <p>10 costs. They have their own attorneys that they're</p> <p>11 working with.</p> <p>12 MS. SOLIMAN: Yeah. Having a third-party</p> <p>13 payer would create some conflicts of interest.</p> <p>14 MR. WILMOTH: Yeah. I just know that there</p> <p>15 have been times where you can say, you know, as</p> <p>16 part of our underwriting fee we know it's going to</p> <p>17 cost us 30,000, 40,000 to negotiate each of those</p> <p>18 contracts for the most part. And that's just a</p> <p>19 legal diligence fee that's paid along the side with</p> <p>20 the signing of our P3 partnership, so -- but that</p> <p>21 helps -- I think that helps us in two ways.</p> <p>22 One, it keeps our lovely attorneys over here</p> <p>23 very honest. And then, two, it tries to reduce</p> <p>24 some of the back and forth. If our development</p> <p>25 partners know that we're sort of locked into a</p>	<p>40</p> <p>1 cost, then there's likely to be a lot less back and</p> <p>2 forth if they know that they're going to be footing</p> <p>3 the bill for that.</p> <p>4 CHAIRPERSON REYES: I think we can look at</p> <p>5 that into the future. Right now you have already</p> <p>6 started on these projects, so -- but, yeah. I</p> <p>7 think -- I mean, those soft costs usually go</p> <p>8 back -- and you're right. It prevents all that</p> <p>9 back and forth.</p> <p>10 Tom, you have a question?</p> <p>11 MR. JELKE: Yeah. My question was more about</p> <p>12 the budget. So is this already baked into the</p> <p>13 current budget that we're working on or are we</p> <p>14 adjusting the budget that we're working on?</p> <p>15 MS. ARGUDIN: We'll have to adjust the budget.</p> <p>16 MR. JELKE: Okay. So when that's presented,</p> <p>17 can you guys --</p> <p>18 MS. ARGUDIN: Absolutely.</p> <p>19 MR. JELKE: -- show us that?</p> <p>20 CHAIRPERSON REYES: Yeah.</p> <p>21 MS. ARGUDIN: No problem.</p> <p>22 MR. WILMOTH: What are you typically seeing</p> <p>23 from a cost perspective to negotiate these deals?</p> <p>24 I know indeed it's dependent on individual</p> <p>25 transactions, but typically it's \$75,000 to</p>

<p style="text-align: right;">41</p> <p>1 negotiate these deals, 40,000?</p> <p>2 MR. DEBOLT: It really varies --</p> <p>3 CHAIRPERSON REYES: Can you please state your</p> <p>4 name for the record.</p> <p>5 MR. DEBOLT: I'm sorry. Michael Debolt,</p> <p>6 partner with Berger Singerman.</p> <p>7 Yeah. It's very hard to sort of -- and I</p> <p>8 hesitate to put a number out there because then</p> <p>9 that becomes the anchor, and it really varies. It</p> <p>10 depends on the complexities. It really depends on</p> <p>11 even sometimes counsel on the other side, right,</p> <p>12 and how much they dig into the details, right? If</p> <p>13 you've got two commercial actors on each side,</p> <p>14 let's just get this done, the time is short. It</p> <p>15 will be much quicker and much more efficient.</p> <p>16 CHAIRPERSON REYES: From my end, I feel</p> <p>17 like -- I just want to reiterate to you, Alex, and</p> <p>18 Angel, and the rest of the team, and Lenny who's --</p> <p>19 everybody who's working on this, our priority is</p> <p>20 obviously to do what's in our best interest, but we</p> <p>21 also have attorneys here.</p> <p>22 So we need to make sure that we're using our</p> <p>23 in-house people as much as we can before we, you</p> <p>24 know, make a phone call because phone calls are</p> <p>25 expensive. He's nodding. I know -- I mean, it's</p>	<p style="text-align: right;">42</p> <p>1 true, right? So we don't want to call and say --</p> <p>2 it's something that you could answer or that you</p> <p>3 could review, Pablo. So I just -- you know, let's</p> <p>4 make sure that this doesn't go out of hand,</p> <p>5 especially to Tom's points that this is not a</p> <p>6 budgeted item.</p> <p>7 MR. JELKE: Just call the paralegals, please.</p> <p>8 MR. CASSEL: On the economics, I've looked at</p> <p>9 the last two agreements we've done here. I mean,</p> <p>10 they were okay, but I got to tell you, in my</p> <p>11 opinion -- I don't practice law anymore. I quit 30</p> <p>12 years ago -- they're not great. I gave a lot of</p> <p>13 comments, I know some of it was cleaned up.</p> <p>14 These are agreements that are going to live</p> <p>15 long past the people sitting on this side of the</p> <p>16 table. There are some young people over there that</p> <p>17 probably might see these, but these are 50-year</p> <p>18 agreements, 100-year agreements.</p> <p>19 MR. WILMOTH: Whoa.</p> <p>20 MR. CASSEL: I was talking about the</p> <p>21 20-somethings, not the 30-somethings.</p> <p>22 MR. WILMOTH: Oh. Thank you.</p> <p>23 MR. CASSEL: But I think the investment of</p> <p>24 time -- and we've got to be careful. I mean, I pay</p> <p>25 a lot of money in legal fees to a lot of law firms.</p>
<p style="text-align: right;">43</p> <p>1 And you can control it, you can budget it, but what</p> <p>2 you can't do -- and it's a mistake many times to</p> <p>3 cap things because then you -- people try to cut</p> <p>4 corners or they start rushing.</p> <p>5 If we manage it properly, like funnel comments</p> <p>6 to one person, put it in writing, put a good memo</p> <p>7 together to begin with so they know what they're</p> <p>8 starting with, you can control some of it. But</p> <p>9 what we can't do -- and, I mean, now we're getting</p> <p>10 ready to modify one of the agreements because</p> <p>11 they've asked for a change.</p> <p>12 So it's a chance to go back, is there anything</p> <p>13 else that we need to do to tighten that up to make</p> <p>14 it work as you go through from a business</p> <p>15 standpoint. But I think it's crucial that</p> <p>16 internally, you know, Pablo and the City Attorney's</p> <p>17 Office, our staff here, work very closely. And you</p> <p>18 can, with one person, not having five people, call</p> <p>19 and funnel it. There are ways to control it.</p> <p>20 And obviously we need the budget for it,</p> <p>21 obviously a loan agreement. Sometimes you see --</p> <p>22 you know, the borrower at the bank, has the</p> <p>23 borrower paid fees? But, I mean, we're dealing</p> <p>24 with Jackson here. We're dealing with other</p> <p>25 agencies.</p>	<p style="text-align: right;">44</p> <p>1 We've got to make sure it's done right so that</p> <p>2 we don't open up the Miami Herald five years from</p> <p>3 now, assuming the Miami Herald's around five years</p> <p>4 from now, and you see an article -- well, we can't</p> <p>5 open it up. It will be on my iPad because it won't</p> <p>6 be on the paper anymore on Saturdays. But, you</p> <p>7 know, to make sure that we don't see, oh, my God,</p> <p>8 we have a problem on our hands.</p> <p>9 And we've seen that historically in Miami, and</p> <p>10 we're not going to get 100 percent of it right. I</p> <p>11 can guarantee -- I mean, someone's going to read it</p> <p>12 in 10 years and something's going to come up and</p> <p>13 change, but we've got to really do this right</p> <p>14 because these are big projects, they're important</p> <p>15 projects for us. And it's a team effort, you know,</p> <p>16 for the City Attorney's Office and --</p> <p>17 MS. SOLIMAN: And that's why we will be</p> <p>18 reviewing it. I will obviously be taking the lead</p> <p>19 in reviewing these bills because I'll be the one</p> <p>20 working in-house on the project.</p> <p>21 MR. CASSEL: I'm not worried about the bills</p> <p>22 as the agreements. The bills you guys will take --</p> <p>23 MS. SOLIMAN: No, no, no.</p> <p>24 MR. CASSEL: I want the agreements right.</p> <p>25 MS. SOLIMAN: And that's where I want to --</p>

<p>45</p> <p>1 you know, so my background is, I actually oversaw</p> <p>2 and, you know, conducted these kind of deals when I</p> <p>3 was at CD, community development, when you're</p> <p>4 loaning on multiple lending agreements and</p> <p>5 construction. So I have the, you know,</p> <p>6 familiarity.</p> <p>7 Truth be told, I don't -- you are right about</p> <p>8 some of the past deals I was not around, but I will</p> <p>9 say our documents do stand up in court. You know,</p> <p>10 we did win against Downtown 56 where that was a</p> <p>11 developer trying to challenge and attack, you know,</p> <p>12 some of the terms. So I think we have the</p> <p>13 wherewithal in-house, but what we need is the extra</p> <p>14 eyes and the bandwidth. That's the truth.</p> <p>15 So this is going to be, again, where they're</p> <p>16 not leading the deal, they're assisting in it. You</p> <p>17 know, of course, we will do the heavy lifting</p> <p>18 in-house hopefully, but they are supposed to be</p> <p>19 bringing in their expertise for certain, you</p> <p>20 know -- so I don't want to -- again, I want to say</p> <p>21 that they will not be controlling the deal, leading</p> <p>22 it. That would be for Pablo and I to do.</p> <p>23 I want to speak to Pablo about that, but</p> <p>24 that's usually -- this kind of structure is they</p> <p>25 are -- they're advice. They are not being</p>	<p>46</p> <p>1 supplanted as outside counsel, meaning they aren't</p> <p>2 controlling the deal. So I just want to put that</p> <p>3 on the record.</p> <p>4 CHAIRPERSON REYES: Anything else? Are we</p> <p>5 good with it?</p> <p>6 MR. WILMOTH: Yeah.</p> <p>7 MR. JELKE: I'll move the item.</p> <p>8 MS. LADRON DE GUEVARA: Second.</p> <p>9 CHAIRPERSON REYES: All those in favor say</p> <p>10 "aye."</p> <p>11 MR. WILMOTH: Aye.</p> <p>12 MR. CASSEL: Aye.</p> <p>13 CHAIRPERSON REYES: Aye.</p> <p>14 Hearing no opposition, motion passes.</p> <p>15 Welcome to the MPA.</p> <p>16 MS. ARGUDIN: Thank you.</p> <p>17 I wanted to report that the MiMo project still</p> <p>18 has a pulse. We were able to pass on second</p> <p>19 reading for the height, to increase the height</p> <p>20 restriction that was in place there in the MiMo</p> <p>21 district. So that would allow us to actually go</p> <p>22 ahead and do this project. The next steps would be</p> <p>23 to -- and it was a unanimous vote yes.</p> <p>24 And the next step will be for us to present</p> <p>25 the project, and then start going through all the,</p>
<p>47</p> <p>1 you know, all the departments that have to go for</p> <p>2 that approval. So that's going to be the next step</p> <p>3 for the Biscayne Boulevard project which is also --</p> <p>4 CHAIRPERSON REYES: What are you looking at as</p> <p>5 far as that timing?</p> <p>6 MS. ARGUDIN: I have to speak to the</p> <p>7 developer. She's very far in advance as it relates</p> <p>8 to the design. So we have to take it to HEP. We</p> <p>9 have to go to zoning. We have to still go through</p> <p>10 the process. So I'm assuming it's going to be for</p> <p>11 the beginning of the year --</p> <p>12 CHAIRPERSON REYES: But has her design gone in</p> <p>13 front --</p> <p>14 MS. SOLIMAN: No.</p> <p>15 CHAIRPERSON REYES: So she still has to go</p> <p>16 through UDRB and all --</p> <p>17 MS. SOLIMAN: HEP, not UDRB.</p> <p>18 MS. ARGUDIN: HEP.</p> <p>19 CHAIRPERSON REYES: Oh, it's HEP.</p> <p>20 MS. SOLIMAN: HEP.</p> <p>21 CHAIRPERSON REYES: Okay.</p> <p>22 MS. SOLIMAN: Because it is in the historic</p> <p>23 district, so HEP controls not UDRB.</p> <p>24 CHAIRPERSON REYES: Oh, that's right.</p> <p>25 MS. SOLIMAN: UDRB is only advisory. HEP is</p>	<p>48</p> <p>1 quasi-judicial.</p> <p>2 CHAIRPERSON REYES: Right. So if they say no,</p> <p>3 then it could be --</p> <p>4 MS. SOLIMAN: We go to city commission.</p> <p>5 MS. ARGUDIN: We go to city commission.</p> <p>6 CHAIRPERSON REYES: She's --</p> <p>7 MS. ARGUDIN: They said no for --</p> <p>8 CHAIRPERSON REYES: I can't imagine she hasn't</p> <p>9 given up on this yet. I mean, she's a trooper.</p> <p>10 MS. ARGUDIN: She's walking that fine line.</p> <p>11 CHAIRPERSON REYES: I ran into her --</p> <p>12 MS. ARGUDIN: We keep her --</p> <p>13 CHAIRPERSON REYES: I know. I ran into her.</p> <p>14 She's -- wow. Okay.</p> <p>15 MS. ARGUDIN: She's committed to a good</p> <p>16 project in the neighborhood, and I commend her for</p> <p>17 it.</p> <p>18 CHAIRPERSON REYES: No. I agree with you.</p> <p>19 And it's crazy how this takes so long for something</p> <p>20 that's actually good.</p> <p>21 Okay. Anything else? Anything else?</p> <p>22 MR. JELKE: When you do the report on here,</p> <p>23 are you guys going to split -- can you split</p> <p>24 PayByPhone and ParkMobile --</p> <p>25 MS. ARGUDIN: Oh, yeah. Yeah.</p>

<p>49</p> <p>1 MR. JELKE: -- on the report just so we can</p> <p>2 see the --</p> <p>3 MS. ARGUDIN: Sure.</p> <p>4 MR. DIAZ: For sure.</p> <p>5 MR. JELKE: That's it.</p> <p>6 CHAIRPERSON REYES: Yeah. We definitely need</p> <p>7 to see that.</p> <p>8 Okay. So when is our next meeting?</p> <p>9 MS. ARGUDIN: January.</p> <p>10 MS. CUADRO: January 8th.</p> <p>11 MS. ARGUDIN: January 8th.</p> <p>12 CHAIRPERSON REYES: Okay. When is the holiday</p> <p>13 lunch? I'm just putting things on my calendar. So</p> <p>14 we're all here, so we all need to know.</p> <p>15 MS. CUADRO: 19th.</p> <p>16 CHAIRPERSON REYES: The 16th.</p> <p>17 MR. DIAZ: No, not the 16th.</p> <p>18 MS. HERNANDEZ: No, no, no. The 19th.</p> <p>19 CHAIRPERSON REYES: Okay.</p> <p>20 MS. ARGUDIN: So November 19th is the holiday</p> <p>21 lunch for Thanksgiving.</p> <p>22 MS. HERNANDEZ: Oh, no. 19 is the December</p> <p>23 one.</p> <p>24 MS. ARGUDIN: Oh, the 19th of December.</p> <p>25 MS. HERNANDEZ: The 26 is the holiday lunch,</p>	<p>50</p> <p>1 Tuesday --</p> <p>2 CHAIRPERSON REYES: Okay.</p> <p>3 MR. JELKE: November.</p> <p>4 MS. HERNANDEZ: -- for Thanksgiving.</p> <p>5 CHAIRPERSON REYES: November 26 Thanksgiving,</p> <p>6 December 19 is --</p> <p>7 MS. HERNANDEZ: The Christmas holiday party.</p> <p>8 CHAIRPERSON REYES: Okay. Mark your</p> <p>9 calendars.</p> <p>10 MS. ARGUDIN: We'll send you an invite.</p> <p>11 MR. WILMOTH: Thank you.</p> <p>12 MR. JELKE: I move to adjourn.</p> <p>13 MS. LADRON DE GUEVARA: Second.</p> <p>14 CHAIRPERSON REYES: All those in favor to</p> <p>15 adjourn say "aye."</p> <p>16 MR. JELKE: Aye.</p> <p>17 MR. CASSEL: Aye.</p> <p>18 MS. LADRON DE GUEVARA: Aye.</p> <p>19 MR. WILMOTH: Aye.</p> <p>20 CHAIRPERSON REYES: Thank you, everyone. See</p> <p>21 you in January.</p> <p>22 (Thereupon, the meeting was adjourned at</p> <p>23 8:52 a.m.)</p> <p>24</p> <p>25</p>
<p>51</p> <p>1 C E R T I F I C A T E</p> <p>2</p> <p>3 THE STATE OF FLORIDA</p> <p>4 COUNTY OF MIAMI-DADE</p> <p>5 I, Julia Y. Alfonso, RPR, FPR-C, do hereby</p> <p>6 certify that I was authorized to and did</p> <p>7 stenographically report the foregoing proceedings</p> <p>8 and that the transcript is a true and complete</p> <p>9 record of my stenographic notes.</p> <p>10 I further certify that I am not a relative,</p> <p>11 employee, attorney or counsel of any of the</p> <p>12 parties, nor relative or employee of such attorney</p> <p>13 or counsel, nor financially interested in the</p> <p>14 foregoing action.</p> <p>15 Dated this 27th day of November, 2024,</p> <p>16 Miami-Dade County, Florida.</p> <p>17</p> <p>18 </p> <p>19 _____</p> <p>20 Julia Y. Alfonso, RPR, FPR-C</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>	



TO: Honorable Chairperson and Members of the Board of the Department of Off-Street Parking a/k/a the Miami Parking Authority

FROM: Alejandra Argudin, Chief Executive Officer, Miami Parking Authority *m c for AA*

SUBJECT: Jackson South Project – Consolidated Parking Equipment Proposal

DATE: January 8, 2025

The Department of Off-Street Parking of the City of Miami, Florida a/k/a the Miami Parking Authority (“MPA”) seeks approval from the MPA Board of Directors (“Board”) to engage LCN, Inc. d/b/a Consolidated Parking Equipment (“Consolidated”) for the provision of all labor, supervision, materials, and expertise necessary for the installation of SKIDATA revenue control equipment, vehicle parking barrier gates, a concrete island, bollards, signage, and the necessary software, licensing and permits (“Services”) at the Jackson South Medical Center (“Jackson South”) Parking Facilities of the Public Health Trust (“PHT”) located at 9333 S.W. 152 Street, Miami, Florida, as described in the attached Proposal No. 3732 dated December 31, 2024, in the amount of Two Hundred Four Thousand Two Hundred Twenty Nine Dollars and Eighty Eight Cents (\$204,229.88), for the Jackson South Project (“Project”). The installation of the referenced SKIDATA revenue control equipment would be consistent and in keeping with the same such equipment currently used in all MPA and PHT parking facilities.

On June 7, 2023, the Board unanimously authorized the MPA to enter into a Parking Access and Revenue Management Solution Professional Services Agreement with Consolidated, which was executed on July 26, 2023 (“Consolidated Agreement”), for the provision of these Services. The Consolidated Agreement, which is available for review, was for the rendering of these Services at the MPA’s Courthouse Center Parking Facility (“G1”), and also states that the Agreement may be amended from time to time to add additional facilities. The Board further authorized the MPA’s Chief Executive Officer (“CEO”), or her designee, to do all things necessary to effectuate the provision of these Services, including the right to negotiate and execute all other documents, related agreements, amendments, renewals, extensions, and modifications, subject to all allocations, appropriations, and prior budgetary approvals, without the need for subsequent Board approval.

Pursuant to the First Amendment to the Management Agreement between the MPA and the PHT, entered into on December 30, 2024 and also available for review, the Jackson South Parking Facilities were added as additional facilities for the MPA to manage and operate. Concerning all

such PHT facilities, the MPA periodically submits recommendations regarding maintenance and repair items that may require capital expenditures, such as the resurfacing of lots, structural repairs, major painting projects and/or major equipment replacement beyond the routine operating budget. For capital equipment acquired by the MPA for the PHT, at the PHT's expense, the MPA shall obtain the written concurrence of the PHT.

The Jackson South Parking Facilities are experiencing significant growth, leading to an increase in parking demand. To address this, it is essential to implement gated solutions to effectively manage these assets. This Project will enable MPA staff to better address current staff parking challenges, promote turnover of spaces, and create additional transient parking opportunities for hospital guests. Therefore, the MPA staff, in collaboration with the PHT administration, has requested proposals from the MPA's existing vendor, Consolidated, for the design and installation of the most comprehensive, cost-effective methods for the necessary scope of services, including the construction, installation, software and licensing, to complete the Project, as depicted on the attached Project Engineered Drawings. Accordingly, the attached Proposal No. 3732 has been signed by Lourdes Marrero Camps, Chief Operating Officer of Jackson South, in concurrence with the recommendations provided.

As previously approved, the MPA will amend the Consolidated Agreement to include the Jackson South Parking Facilities and respectfully requests the Board's authorization to expend, on a reimbursement basis, the funds as outlined in Proposal No. 3732, dated December 31, 2024, in the amount of \$204,229.88 for the Project, as described herein.

Furthermore, the MPA staff seeks concurrent authority to allow the CEO, or her designee, to do all things necessary to effectuate the provision of these Services, including the right to negotiate and execute any and all other documents, related agreements, amendments, renewals, extensions, and modifications, subject to all allocations, appropriations, and prior budgetary approvals, without the need for subsequent Board approval. Any such document shall be subject to legal review prior to execution by the parties.

Consolidated Parking Equipment

6991 NW 82nd Ave Bay # 8

Miami, FL 33166 US

877-901-3304

billing@consolidatedparking.com

Proposal**ADDRESS**

John Freddy Lopez
 Miami Parking Authority
 Jackson South
 Attn: Accounts Payable
 40 NW 3rd Street, Suite 1103
 Miami, Florida 33128
 United States

SHIP TO

John Freddy Lopez
 Jackson South Location
 C/O Miami Parking Authority
 9333 SW 152nd St, Miami, FL 33157

ESTIMATE #	DATE
3732	12/31/2024

ITEM	DESCRIPTION	QTY	COST	TOTAL
ENTRY LANE REVENUE	Entry Lane	2	12,500.00	25,000.00
ELKA P3500WHAU	P3500 - ELKA Vehicle Parking Barrier Gate with White Top with AUTO OPEN	2	4,125.00	8,250.00
ENTRY LANE REVENUE	Exit Lane	2	13,500.00	27,000.00
ELKA P3500WHAU	P3500 - ELKA Vehicle Parking Barrier Gate with White Top with AUTO OPEN on power fail	2	4,125.00	8,250.00
Wireless Bridge	Point To Point Wireless Bridge	2	759.00	1,518.00
	Boring			
Directional Boring	Directional Boring	1	0.00	0.00
Sales	Directional Boring includes 2 X 2" conduits	1	18,675.00	18,675.00
	Concrete Work			
Concrete Island 3'X14'X6"	Concrete Island 3' wide by 14 foot long and 6" Tall	2	7,200.00	14,400.00
Concrete Pads		4	550.00	2,200.00
	Loops			
LOOPS	Loop 3' X 6'	8	500.00	4,000.00
	Software			
945805216	Parking.Logic V14 add. car park (from 3rd)	1	3,000.00	3,000.00
945805000	Operating License Entrance,Exit,Transfer, BLL, Spare Column / Software operating license for one column device	4	2,825.26	11,301.04
	Bollards			
H-6291R	Heavy Duty Safety Bollard - 5.5 x 48", Removable	45	280.00	12,600.00
INSTALLATION	Install of bollards	35	30.00	1,050.00

This estimate is valid for 30 days. Cost/Fees are subject to change if any work is completed outside of this estimate.

ITEM	DESCRIPTION	QTY	COST	TOTAL
NQuire-350	Kiosks Sweb.Validate kiosk - Nquire350 - NQuire 350	2	950.00	1,900.00
TCL1026GRR-202/12-24VDC	Signage OPEN CLOSED FULL (12-24VDC)	2	948.00	1,896.00
Concrete Work	Additional Concrete Removal of 2 8' X 20' Island Section and refill to create drive lane	1	14,200.00	14,200.00
H-2309GR	Parking Blocks Parking Stops - 6', Plastic, Gray	5	140.00	700.00
INSTALLATION	INSTALLATION Optional Addition Of concrete	5	100.00	500.00
NON INV	Entry and Exit Signs Freestanding Sidewalk Sign Stand - Silver - 27.3" x 37.0" x 24.3" & 1 Rate Sign	5	690.00	3,450.00
Striping	Chose 1 of 2 options listed below 16 - Single directional arrows painted in white Thermal Plastic Paint	1	3,680.00	3,680.00
Concrete Addon	Removal of the 5 other sections to create spaces, remove tress and then repave that spot.	5	4,000.00	20,000.00
Parking Space Paint	Parking Space Paint For 5 Spaces.	1	1,400.00	1,400.00
Drawing	Engineered Drawing	1	4,000.00	4,000.00
Permit Services	Permit Service	1	15,259.84	15,259.84

The payment terms for the entire quote would be 50% deposit, 40% at substantial completion and 10% retainage

Carefully review the attached estimate. Please ensure all details of your estimate are correct.

Your order will be processed once written approval is received via email or the signed estimate is returned to CPE.

SUBTOTAL	204,229.88
TAX	0.00
TOTAL	\$204,229.88

Accepted By

Accepted Date

This estimate is valid for 30 days. Cost/Fees are subject to change if any work is completed outside of this estimate.

Consolidated Parking Equipment

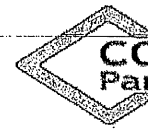
6991 NW 82nd Ave Bay # 8

Miami, FL 33166 US

877-901-3304

billing@consolidatedparking.com

Proposal



**CONSOLIDATED
Parking Equipment**

ADDRESS

John Freddy Lopez
Miami Parking Authority
Jackson South
Attn: Accounts Payable
40 NW 3rd Street, Suite 1103
Miami, Florida 33128
United States

SHIP TO

John Freddy Lopez
Jackson South Location
C/O Miami Parking Authority
9333 SW 152nd St, Miami, FL 33157

ESTIMATE #

3732

DATE

12/31/2024

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	Signage			
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	Additional Concrete			
Concrete Work	Removal of 2 8' X 20' Island Section and refill to create drive lane	1	14,200.00	14,200.00
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	Optional Addition Of concrete			
	Entry and Exit Signs			
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TAX 0.00
TOTAL **\$204,229.88**

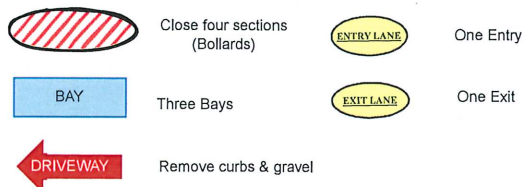
Handwritten signature: J. Anderson

Handwritten date: 1/2/25

Accepted By

Accepted Date

This estimate is valid for 30 days. Cost/Fees are subject to change if any work is completed outside of this estimate.

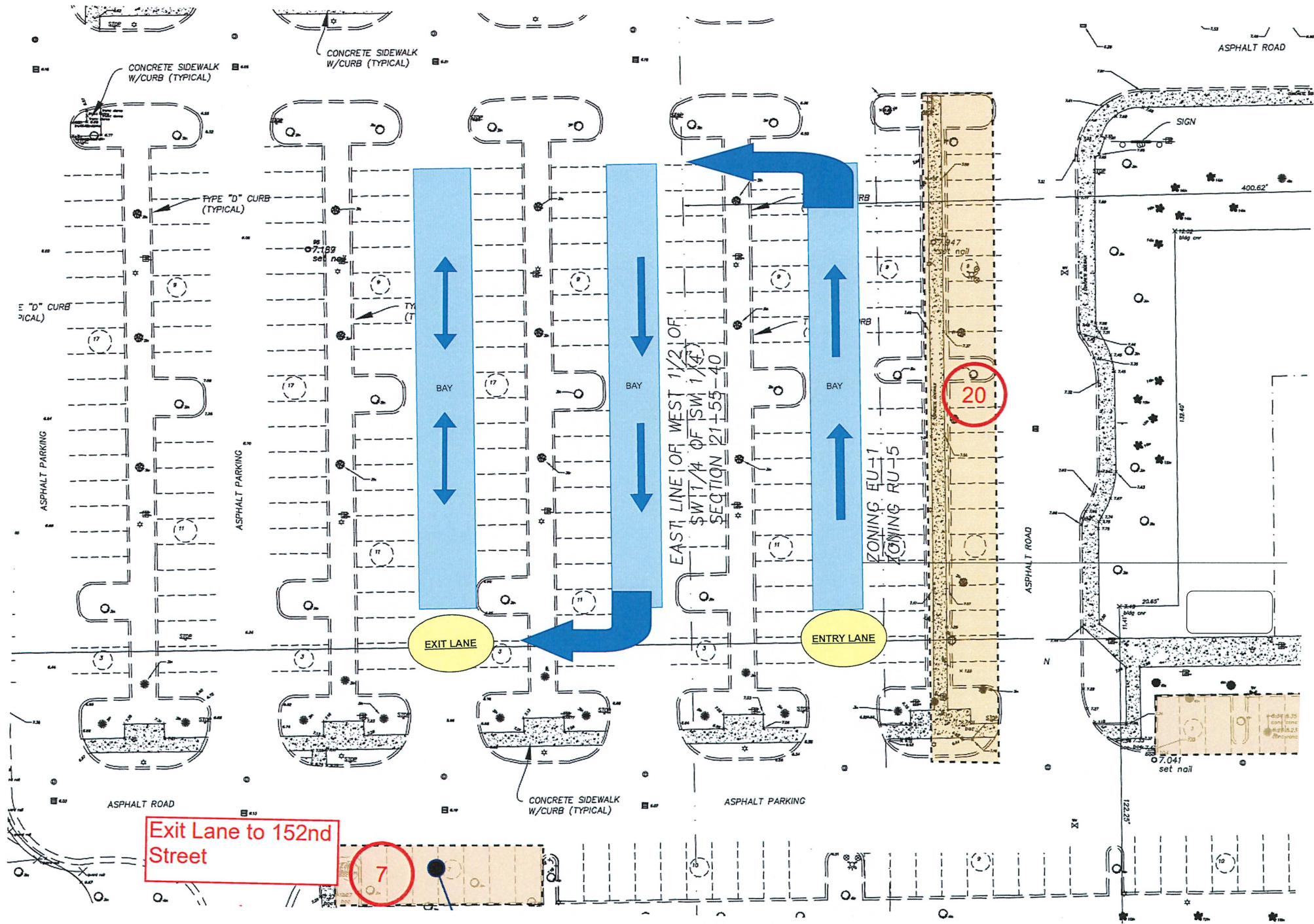


One Entry

Three Bays

One Exit

Remove curbs & gravel



Exit Lane to 152nd Street

7

20

COURTYARD

JACKSON SOUTH
COMMUNITY HOSPITAL

JACKSON SOUTH
COMMUNITY HOSPITAL

2 STORY BUILDING
50,584 SF

1 STORY BUILDING
FINISHED FLOOR=13.5'

SIGNAGE AREA

- * "Parking Rates" sign
- * "Lot Full" sign
- * One Way Only Traffic Flow" sign

ENTRY LANE

10

EXIT LANE

ASPHALT ROAD

93rd AVE

(CORAL REEF DRIVE)

S280°14'26"W 667.63'

L=29.5'
R=25.30'
Δ=290.33°34'

Operations Report

October, 2024

ON-STREET

	(Actuals)	(Budget)
On-Street Revenue	\$3,222,078	\$3,518,868
Total Number of PAD's:	102	
Total Number of On-Street Spaces Citywide:	12,871	

PAY BY PHONE

Revenue

\$3,283,628
% of Revenue from PBP: 98%

Transactions

754,026

ENFORCEMENT

Total number of citations issued: 23,080
Revenue generated for the City of Miami: \$470,533
Revenue generated for Miami-Dade County: \$237,948

OFF-STREET

	(Actuals)	(Budget)
Parking Garages	\$854,318	\$919,281
Parking Lots	\$857,920	\$966,758

Facilities

Monthly Customers

Transient Customers

Garage 1	999	16,821
Garage 3	1,451	13,407
Garage 4	1,327	7,712
Garage 5	376	11,034
Lots	1,907	

PERMANENT METER REMOVAL

	FY 24-25 (# of Spaces)
Private	0
City of Miami	
FDOT/County	
Upcoming Removals (Estimate)	
<u>TOTAL</u>	0

Number of Garages managed/owned by MPA: 4
Number of Lots managed/owned by MPA: 52
Numbers do not reflect garages or lots at Marlins Park, JHS or PARKS

Operations Report

November, 2024

ON-STREET

	(Actuals)	(Budget)
On-Street Revenue	\$3,352,728	\$3,222,820
Total Number of PAD's:	102	
Total Number of On-Street Spaces Citywide:	12,944	

PAY BY PHONE

<u>Revenue</u>	<u>Transactions</u>
\$3,484,244	795,143
% of Revenue from PBP: 98%	

ENFORCEMENT

Total number of citations issued: 20,040
Revenue generated for the City of Miami: \$437,682
Revenue generated for Miami-Dade County: \$234,987

OFF-STREET

	(Actuals)	(Budget)
Parking Garages	\$868,708	\$933,507
Parking Lots	\$982,577	\$943,491

Facilities

Monthly Customers

Transient Customers

Garage 1	1,011	16,422
Garage 3	1,445	15,161
Garage 4	1,348	8,504
Garage 5	248	11,164
Lots	1,911	

PERMANENT METER REMOVAL

FY 24-25 (# of Spaces)

Private	0
City of Miami	
FDOT/County	
Upcoming Removals (Estimate)	
<u>TOTAL</u>	0

Number of Garages managed/owned by MPA: 4
Number of Lots managed/owned by MPA: 52
Numbers do not reflect garages or lots at Marlins Park, JHS or PARKS

CITY OF DORAL

KEY PERFORMANCE INDICATORS

Operations

Revenues

FY 23-24	Operating Revenue	FY 24-25	Operating Revenue	YoY Percent Change
Oct-23	\$83,128	Oct-24	\$79,423	-4%
Nov-23	\$74,478	Nov-24	\$85,215	14%
Dec-23	\$87,661	Dec-24		
Jan-24	\$82,629	Jan-25		
Feb-24	\$84,574	Feb-25		
Mar-24	\$96,494	Mar-25		
Apr-24	\$90,986	Apr-25		
May-24	\$92,247	May-25		
Jun-24	\$80,429	Jun-25		
Jul-24	\$87,856	Jul-25		
Aug-24	\$89,002	Aug-25		
Sep-24	\$78,570	Sep-25		
Total	\$1,028,054	YTD Total	\$164,638	

Citations

FY 23-24	Citations Issued	FY 24-25	Citations Issued	YoY Percent Change
Oct-23	1,743	Oct-24	1,937	11%
Nov-23	1,418	Nov-24	1,919	35%
Dec-23	1,369	Dec-24		
Jan-24	1,887	Jan-25		
Feb-24	1,587	Feb-25		
Mar-24	1,678	Mar-25		
Apr-24	1,468	Apr-25		
May-24	1,879	May-25		
Jun-24	1,808	Jun-25		
Jul-24	2,263	Jul-25		
Aug-24	2,180	Aug-25		
Sep-24	2,365	Sep-25		
Total	21,645	YTD Total	3,856	

MIAMI-DADE COUNTY PARKS

KEY PERFORMANCE INDICATORS

Improving revenue year over year for Miami Dade County Parks (MDCP) is an important KPI. The parks bounced back after the initial impact of COVID-19. Weather conditions and dedicated enforcement are indeed significant factors that can affect park revenue.

Improve Efficiency

Goal: Reduce hardware

Actual: Reduced pay station inventory from 53 to 2. Two remain in Homestead Bayfront Park because of connectivity issues with certain cell phone providers.

Revenue

Goal: Improve revenue

Actual: Revenue has increased year over year post covid (2021-2023)

- Revenue recovered after initial impact of COVID 19
- Weather conditions affect revenue in a negative manner.
- Enforcement keeps compliance via the issuance of citations.
- Revenue and Citation data for 2024 is through September of the calendar year.

Year	2018	2019	2020	2021	2022	2023	2024
MDCP Rev	\$5,253,942	\$4,603,638	\$2,863,362	\$4,896,947	\$6,123,274	\$7,191,874	\$ 7,066,158.00
MDCP Citations	18,454	6,356	3,259	11,145	36,957	24,108	30,538