

OFF-STREET PARKING BOARD  
AGENDAS

for

FINANCE COMMITTEE  
MEETING

and

MONTHLY BOARD  
MEETING

WEDNESDAY, FEBRUARY 5, 2025

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

**WEDNESDAY, FEBRUARY 5, 2025**

**8:00 A. M.**

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

**February 5, 2025**

**8:00 a.m.**

**40 N.W. 3<sup>rd</sup> St., Suite 1103**

1. December 2024 Financial Statements
  - A. Miami Parking Authority
  - B. Knight Center Garage
2. 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.



40 NW 3rd Street  
Suite 1103  
Miami, Florida 33128

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[www.miamiparking.com](http://www.miamiparking.com)

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

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

A handwritten signature in blue ink, appearing to read 'A Argudin', is written over the 'FROM' line.

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

DATE: February 5, 2025

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

AA:ss

Attachment



## MIAMI PARKING AUTHORITY


### Revenue & Expenses Summary

For the Three Months Ended December 31, 2024

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Year-To-Date	FY 2025		FY 2024	Variances				
		Adopted			Actual		FY 2025 Actual	
	Actual	Budget		Actual	FY 2025 Versus FY 2024		Versus 2025 Budget	
	\$	\$		\$	\$	%	\$	%
Operating Revenue	15,907,496	15,829,630	15,016,448	891,048	5.93	77,866	0.49	
Direct Operating Expenses	7,394,812	7,059,850	6,784,006	(610,806)	(9.00)	(334,962)	(4.74)	
Operating Results	8,512,684	8,769,780	8,232,442	280,242	3.40	(257,096)	(2.93)	
Non-Operating Revenues (Expenses):								
Depreciation & Amortization	(833,333)	(975,000)	(1,013,329)	179,996	17.76	141,667	14.53	
Interest Income	371,530	39,999	366,992	4,538	1.24	331,531	828.85	
Lower of Cost of Market - Investments	(174,905)	-	380,176	(555,081)	(146.01)	(174,905)	-	
Gain (Loss) on Disposal Property	135,759	-	111,143	24,616	22.15	135,759	-	
Interest Expense Net of Interest Income	(334,703)	(334,701)	(359,328)	24,625	(6.85)	(2)	0.00	
Other Gains/(Losses)	-	-	-	-	-	-	-	
Transfer to City of Miami	-	-	-	-	-	-	-	
Budgeted Reserves	-	-	-	-	-	-	-	
Net Revenue In Excess of Expenses	7,677,032	7,500,078	7,718,096	(41,064)	(0.53)	176,954	2.36	

The above summary represents the financial performance of the agency for the (3) months ended December 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 December 2024

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Current Month	FY 2025		FY 2024	Variances			
	Actual	Adopted		Actual FY 2025 Versus FY 2024	FY 2025 Actual		
		Budget			Versus 2025 Budget		
		\$			\$	%	\$
Operating Revenue	5,891,299	5,470,859	5,141,934	749,365	14.57	420,440	7.69
Direct Operating Expenses	2,431,734	2,381,843	2,261,855	(169,879)	(7.51)	(49,891)	(2.09)
<b>Operating Results</b>	<b>3,459,565</b>	<b>3,089,016</b>	<b>2,880,079</b>	<b>579,486</b>	<b>20.12</b>	<b>370,549</b>	<b>12.00</b>
<b>Non-Operating Revenues (Expenses):</b>							
Depreciation & Amortization	(268,517)	(325,000)	(337,637)	69,120	20.47	56,483	17.38
Interest Income	145,068	13,333	77,606	67,462	86.93	131,735	988.04
Lower of Cost of Market - Investments	(53,870)	-	197,549	(251,419)	(127.27)	(53,870)	-
Gain (Loss) on Disposal Property	-	-	116,761	(116,761)	(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	-	-	-	-	-	-	-
<b>Net Revenue In Excess of Expenses</b>	<b>3,170,678</b>	<b>2,665,782</b>	<b>2,814,582</b>	<b>356,096</b>	<b>12.65</b>	<b>504,896</b>	<b>18.94</b>

**MIAMI PARKING AUTHORITY**

Schedule of Revenue and Expenses  
For the Three Months Ended December 31, 2024

Page 3

	FY 2025			Variances				
	Actual	Adopted Budget	FY 2024 Actual	Actual FY 2025 Versus FY 2024		FY 2025 Actual Versus 2025 Budget		
	\$	\$	\$	\$	%	\$	%	Note(s)
Operating Revenue								
Off-Street Facilities	1,822,642	2,026,086	1,656,863	165,779	10.01	(203,444)	(10.04)	
Parking Lots	2,927,375	2,886,663	2,838,219	89,156	3.14	40,712	1.41	
On-Street	10,508,066	10,377,798	9,981,917	526,149	5.27	130,268	1.26	
Management Fees	317,938	239,083	258,520	59,418	22.98	78,855	32.98	
Other	331,475	300,000	280,929	50,546	17.99	31,475	10.49	
Total Operating Revenue	15,907,496	15,829,630	15,016,448	891,048	5.93	77,866	0.49	
Operating Expenses								
Salaries, Wages & Fringe Benefits	2,883,720	2,860,662	2,545,839	(337,881)	(13.27)	(23,058)	(0.81)	
Repairs, Maintenance, Cleaning & Landscape	698,569	572,699	557,758	(140,812)	(25.25)	(125,870)	(21.98)	
Security	490,167	488,528	472,213	(17,954)	(3.80)	(1,639)	(0.34)	
Utilities	179,281	170,767	178,924	(357)	(0.20)	(8,514)	(4.99)	
Insurance	424,627	333,603	373,034	(51,593)	(13.83)	(91,024)	(27.29)	
Rental - Building/Land/Auto	118,558	123,877	69,280	(49,278)	(71.13)	5,319	4.29	
Assessment Expenses	273,431	241,923	157,675	(115,756)	(73.41)	(31,508)	(13.02)	
Revenue Sharing	744,663	695,735	680,185	(64,478)	(9.48)	(48,928)	(7.03)	
Parking Meter Parts & Installation	18,866	26,190	205,465	186,599	90.82	7,324	27.96	
Professional - Audit	33,978	44,205	33,978	-	-	10,227	23.14	
Professional - Legal Services	29,406	29,409	29,406	-	-	3	0.01	
Professional - Other	204,988	208,219	204,947	(41)	(0.02)	3,231	1.55	
Professional - Pay and Display Fees	26,462	31,374	15,136	(11,326)	(74.83)	4,912	15.66	
Bank Charges	797,045	831,388	786,619	(10,426)	(1.33)	34,343	4.13	
Supplies and Miscellaneous	195,386	142,968	147,375	(48,011)	(32.58)	(52,418)	(36.66)	
Other Expenses	95,111	61,649	98,815	3,704	3.75	(33,462)	(54.28)	
Advertising & Promotion	180,554	196,654	227,357	46,803	20.59	16,100	8.19	
Total Operating Expenses	7,394,812	7,059,850	6,784,006	(610,806)	(9.00)	(334,962)	(4.74)	
Operating Results Before Depr & Amort	8,512,684	8,769,780	8,232,442	280,242	3.40	(257,096)	(2.93)	
Depreciation & Amortization	(833,333)	(975,000)	(1,013,329)	179,996	17.76	141,667	14.53	
Operating Results	7,679,351	7,794,780	7,219,113	460,238	6.38	(115,429)	(1.48)	
Non-Operating Revenues (Expenses):								
Interest Income	371,530	39,999	366,992	4,538	1.24	331,531	828.85	
Lower of Cost of Market - Investments	(174,905)	-	380,176	(555,081)	(146.01)	(174,905)	-	
Gain (Loss) on Disposal Property	135,759	-	111,143	24,616	22.15	135,759	-	
Interest Expenses	(334,703)	(334,701)	(359,328)	24,625	(6.85)	(2)	0.00	
Other Gains/(Losses)	-	-	-	-	-	-	-	
Transfer to City of Miami	-	-	-	-	-	-	-	
Budgeted Reserves	-	-	-	-	-	-	-	
Total Non-Operating	(2,319)	(294,702)	498,983	(501,302)	(100.46)	292,383	(99.21)	
Net Revenue In Excess of Expenses	7,677,032	7,500,078	7,718,096	(41,064)	(0.53)	176,954	2.36	

# MIAMI PARKING AUTHORITY

Schedule of Revenue and Expenses  
For the Month Ended December 2024

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	FY 2025				Variances			
	Actual	Adopted Budget	FY 2024 Actual	Actual		FY 2025 Actual		
				FY 2025 Versus FY 2024		Versus 2025 Budget		
	\$	\$	\$	\$	%	\$	%	
Operating Revenue							Note(s)	
Off-Street Facilities	633,489	686,891	568,430	65,060	11.45	(53,402)	(7.77)	
Parking Lots	1,086,878	976,414	954,241	132,637	13.90	110,464	11.31	
On-Street	3,933,224	3,633,110	3,472,014	461,211	13.28	300,114	8.26	
Management Fees	137,799	74,444	81,404	56,395	69.28	63,355	85.10	
Other	99,908	100,000	65,845	34,063	51.73	(92)	(0.09)	
Total Operating Revenue	5,891,299	5,470,859	5,141,934	749,366	14.57	420,440	7.69	
Operating Expenses								
Salaries, Wages & Fringe Benefits	906,996	953,554	839,040	(67,957)	(8.10)	46,558	4.88	
Repairs, Maintenance, Cleaning & Landscape	194,983	180,074	201,214	6,231	3.10	(14,909)	(8.28)	
Security	149,693	149,926	155,808	6,116	3.93	233	0.16	
Utilities	62,274	63,761	73,826	11,552	15.65	1,487	2.33	
Insurance	138,227	111,201	122,569	(15,658)	(12.78)	(27,026)	(24.30)	
Rental - Building/Land/Auto	39,518	41,291	17,706	(21,813)	(123.20)	1,773	4.29	
Assessment Expenses	91,144	80,641	51,030	(40,114)	(78.61)	(10,503)	(13.02)	
Revenue Sharing	292,549	245,994	235,105	(57,444)	(24.43)	(46,555)	(18.93)	
Parking Meter Parts & Installation	3,032	8,127	1,229	(1,803)	(146.74)	5,095	62.69	
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	69,481	59,353	65,832	(3,649)	(5.54)	(10,128)	(17.06)	
Professional - Pay and Display Fees	9,643	10,458	6,712	(2,931)	(43.67)	815	7.79	
Bank Charges	288,111	322,668	301,742	13,631	4.52	34,557	10.71	
Supplies and Miscellaneous	74,658	47,628	54,370	(20,287)	(37.31)	(27,030)	(56.75)	
Other Expenses	26,226	20,092	25,032	(1,195)	(4.77)	(6,134)	(30.53)	
Advertising & Promotion	64,071	62,537	89,513	25,442	28.42	(1,534)	(2.45)	
Total Operating Expenses	2,431,734	2,381,843	2,261,855	(169,880)	(7.51)	(49,891)	(2.09)	
Operating Results Before Depr & Amort	3,459,565	3,089,016	2,880,079	579,486	20.12	370,549	12.00	
Depreciation & Amortization	(268,517)	(325,000)	(337,637)	69,120	20.47	56,483	17.38	
Operating Results	3,191,048	2,764,016	2,542,442	648,606	25.51	427,032	15.45	
Non-Operating Revenues (Expenses):								
Interest Income	145,068	13,333	77,606	67,462	86.93	131,735	988.04	
Lower of Cost of Market - Investments	(53,870)	-	197,549	(251,419)	(127.27)	(53,870)	-	
Gain (Loss) on Disposal Property	-	-	116,761	(116,761)	(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	(20,370)	(98,234)	272,140	(292,510)	(107.49)	77,864	(79.26)	
Net Revenue In Excess of Expenses	3,170,678	2,665,782	2,814,582	356,096	12.65	504,896	18.94	

- 1 **Insurance** - The unfavorable variance of \$27.0k is attributable accident claims and the payment of the insurance deductible and the final premiums were higher than budgeted estimates.
  
- 2 **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.
  
- 3 **Bank Charges** - The positive variance of \$34.6k is attributable to system-wide credit card usage being less than anticipated.
  
- 4 **Supplies and Miscellaneous** - The negative variance of \$27.0k is the due to the purchase Survision LPR system.

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



**ALEJANDRA ARGUDIN**  
**CHIEF EXECUTIVE OFFICER**



**SCOTT SIMPSON**  
**CHIEF FINANCIAL OFFICER**

## JAMES L. KNIGHT CENTER GARAGE

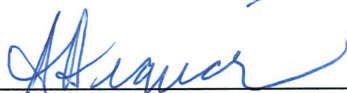
### Revenue and Expenses Summary

For the Three Months Ended December 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	804,345	789,804	849,997	(45,652)	(5.4)	14,541	1.8
Direct Operating Expenses	855,929	329,877	607,896	(248,033)	(40.8)	(526,052)	(159.5)
Net Revenue In Excess of Expenses	(51,584)	459,927	242,101	(293,685)	(121.3)	(511,511)	(111.2)

The above summary represents the financial performance of the James L. Knight Center for the (3) months ended December 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 December 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	270,779	276,211	296,660	(25,881)	(8.7)	(5,432)	(2.0)
Direct Operating Expenses	231,428	108,164	379,125	147,697	39.0	(123,264)	(114.0)
Net Revenue In Excess of Expenses	39,351	168,047	(82,465)	121,816	(147.7)	(128,696)	(76.6)



## JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses

For the Three Months Ended December 31, 2024

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	FY 2025		FY 2024 Actual	Variances				Note(s)
	Actual	Adopted Budget		Actual		FY 2025 Actual		
	\$	\$	\$	FY 2025 Versus FY 2024	%	Versus FY 2025 Budget	%	
				\$		\$		
<b>Operating Revenue</b>								
Monthly Revenue	508,916	456,278	473,365	35,551	7.5	52,638	11.5	
Daily Revenue	239,524	258,876	276,447	(36,923)	(13.4)	(19,352)	(7.5)	
Special Event Revenue	55,815	74,650	101,211	(45,396)	0.0	(18,835)	(25.2)	
Other	90	-	(1,026)	1,116	(108.8)	90	0.0	
<b>Total Operating Revenue</b>	<b>804,345</b>	<b>789,804</b>	<b>849,997</b>	<b>(45,652)</b>	<b>(5.4)</b>	<b>14,541</b>	<b>1.8</b>	
<b>Operating Expenses</b>								
Salaries, Wages & Fringe Benefits	81,397	82,063	96,574	15,176	15.7	666	0.8	
Repairs, Maintenance, Cleaning & Landscape	45,793	42,389	31,946	(13,848)	(43.3)	(3,404)	(8.0)	
Security & Enforcement	108,270	113,298	103,307	(4,962)	(4.8)	5,028	4.4	
Utilities	24,954	25,020	25,086	132	0.5	66	0.3	
Insurance	17,529	14,555	30,680	13,151	42.9	(2,974)	(20.4)	
Legal & Professional	531,102	5,310	264,105	(266,998)	(101.10)	(525,792)	(9,901.9)	
Supplies & Printing	3,645	7,750	7,827	4,182	-	4,105	53.0	
Mgmt Fees & Admin O/H	41,773	39,492	42,556	782	1.84	(2,281)	(5.8)	
Other Expenses	1,465	-	70	(1,395)	(1,993.21)	(1,465)	0.0	
Advertising & Promotion	-	-	-	-	-	-	0.0	
Taxes & Permits	-	-	5,747	5,747	-	-	0.0	
Budgeted Reserves	-	-	-	-	-	-	-	
<b>Total Operating Expenses</b>	<b>855,929</b>	<b>329,877</b>	<b>607,896</b>	<b>(248,032)</b>	<b>(40.8)</b>	<b>(526,052)</b>	<b>(159.5)</b>	
<b>Net Revenue In Excess of Expenses</b>	<b>(51,584)</b>	<b>459,927</b>	<b>242,101</b>	<b>(293,684)</b>	<b>(121.3)</b>	<b>(511,511)</b>	<b>(111.2)</b>	



# JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses  
For the Month Ended December 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		
				\$	%	\$	%	
<b>Operating Revenue</b>								
Monthly Revenue	169,891	152,658	158,375	11,516	7.3	17,233	11.3	
Daily Revenue	84,443	110,522	121,146	(36,703)	(30.3)	(26,079)	(23.6)	
Special Event Revenue	16,416	13,031	17,668	(1,252)	0.0	3,385	26.0	
Other	30	-	(528)	558	(105.7)	30	-	
<b>Total Operating Revenue</b>	<b>270,779</b>	<b>276,211</b>	<b>296,661</b>	<b>(25,882)</b>	<b>(8.7)</b>	<b>(5,432)</b>	<b>(2.0)</b>	
<b>Operating Expenses</b>								
Salaries, Wages & Fringe Benefits	26,380	27,487	32,328	5,948	18.4	1,107	4.0	
Repairs, Maintenance, Cleaning & Landscape	10,842	15,572	14,011	3,169	22.6	4,730	30.4	
Security & Enforcement	36,610	36,543	33,320	(3,290)	(9.9)	(67)	(0.2)	
Utilities	7,695	8,127	8,111	415	5.1	432	5.3	
Insurance	5,815	4,855	10,325	4,510	43.7	(960)	(19.8)	
Legal & Professional	129,984	1,770	260,468	130,484	50.1	(128,214)	(7,243.7)	1
Supplies & Printing	-	-	-	-	0.0	-	0.0	
Mgmt Fees & Admin O/H	14,070	13,810	14,861	791	5.3	(260)	(1.9)	
Other Expenses	30	-	-	(30)	#DIV/0!	(30)	0.0	
Advertising & Promotion	-	-	-	-	0.0	-	0.0	
Taxes & Permits	-	-	5,702	5,702	0.0	-	0.0	
Budgeted Reserves	-	-	-	-	-	-	-	
<b>Total Operating Expenses</b>	<b>231,428</b>	<b>108,164</b>	<b>379,125</b>	<b>147,698</b>	<b>39.0</b>	<b>(123,264)</b>	<b>(114.0)</b>	
<b>Net Revenue In Excess of Expenses</b>	<b>39,351</b>	<b>168,047</b>	<b>(82,464)</b>	<b>121,816</b>	<b>(147.7)</b>	<b>(128,695)</b>	<b>(76.6)</b>	

***JAMES L. KNIGHT CENTER GARAGE***

**Summary of Major Variances**

**For the Month Ended December 2024**

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1 **Legal & Professional** - The negative variance of \$128.2k is for the current draw for Phase 2 Upgrade project. The total for this project is approximately \$7,326,000.

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



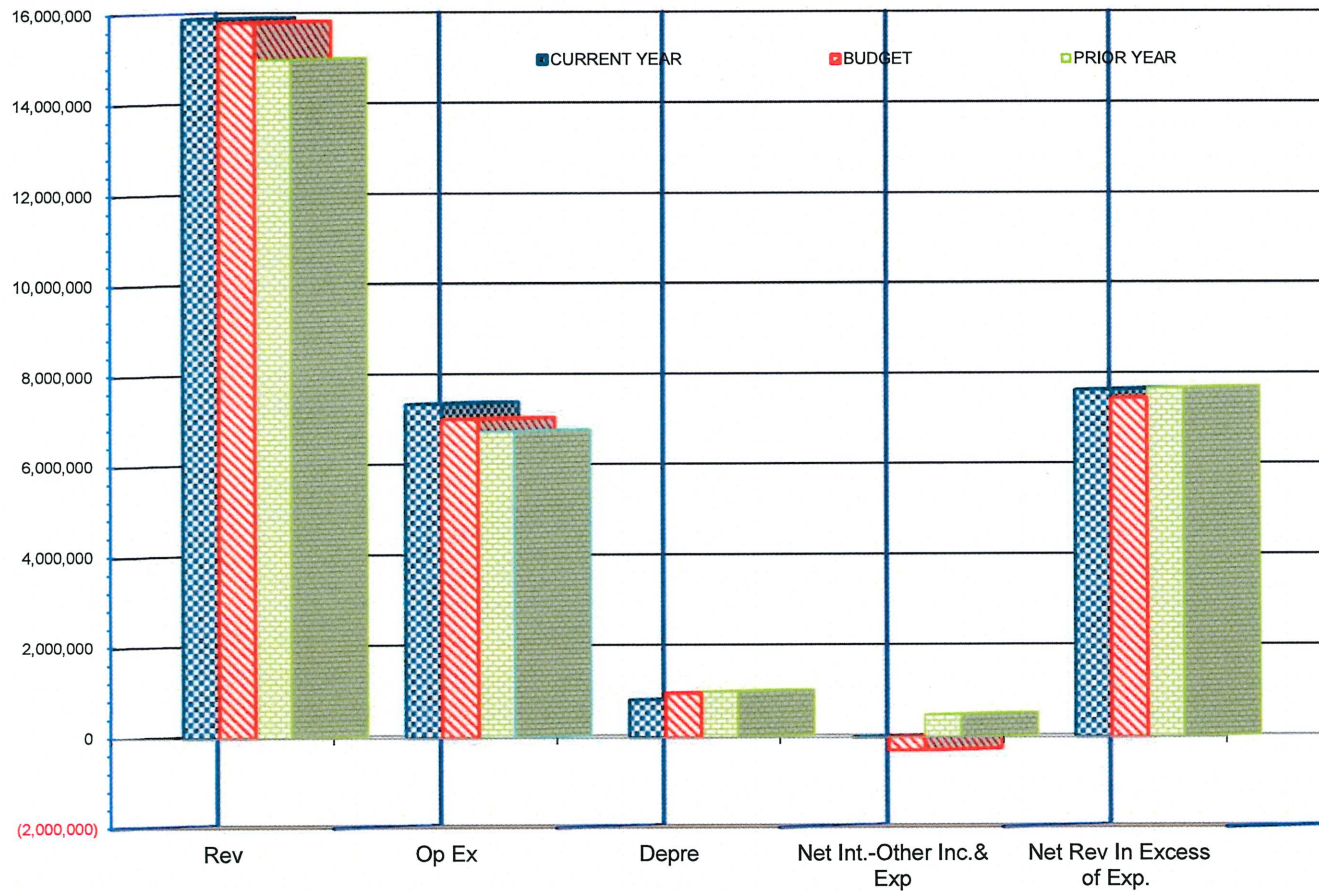
**ALEJANDRA ARGUDIN**  
**CHIEF EXECUTIVE OFFICER**



**SCOTT SIMPSON**  
**CHIEF FINANCIAL OFFICER**

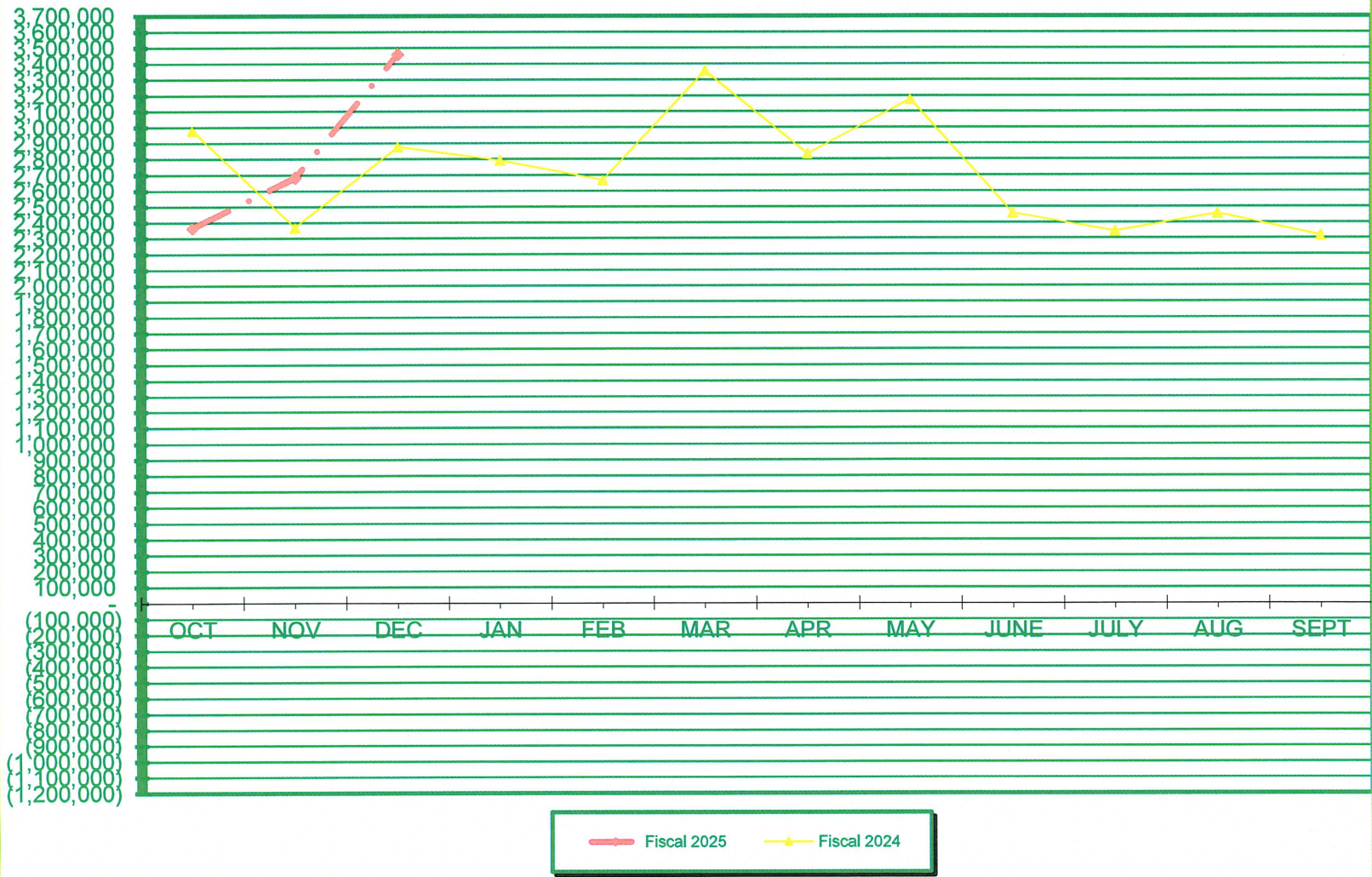
# MIAMI PARKING AUTHORITY

## FOR THE YEAR ENDED DECEMBER 31, 2024

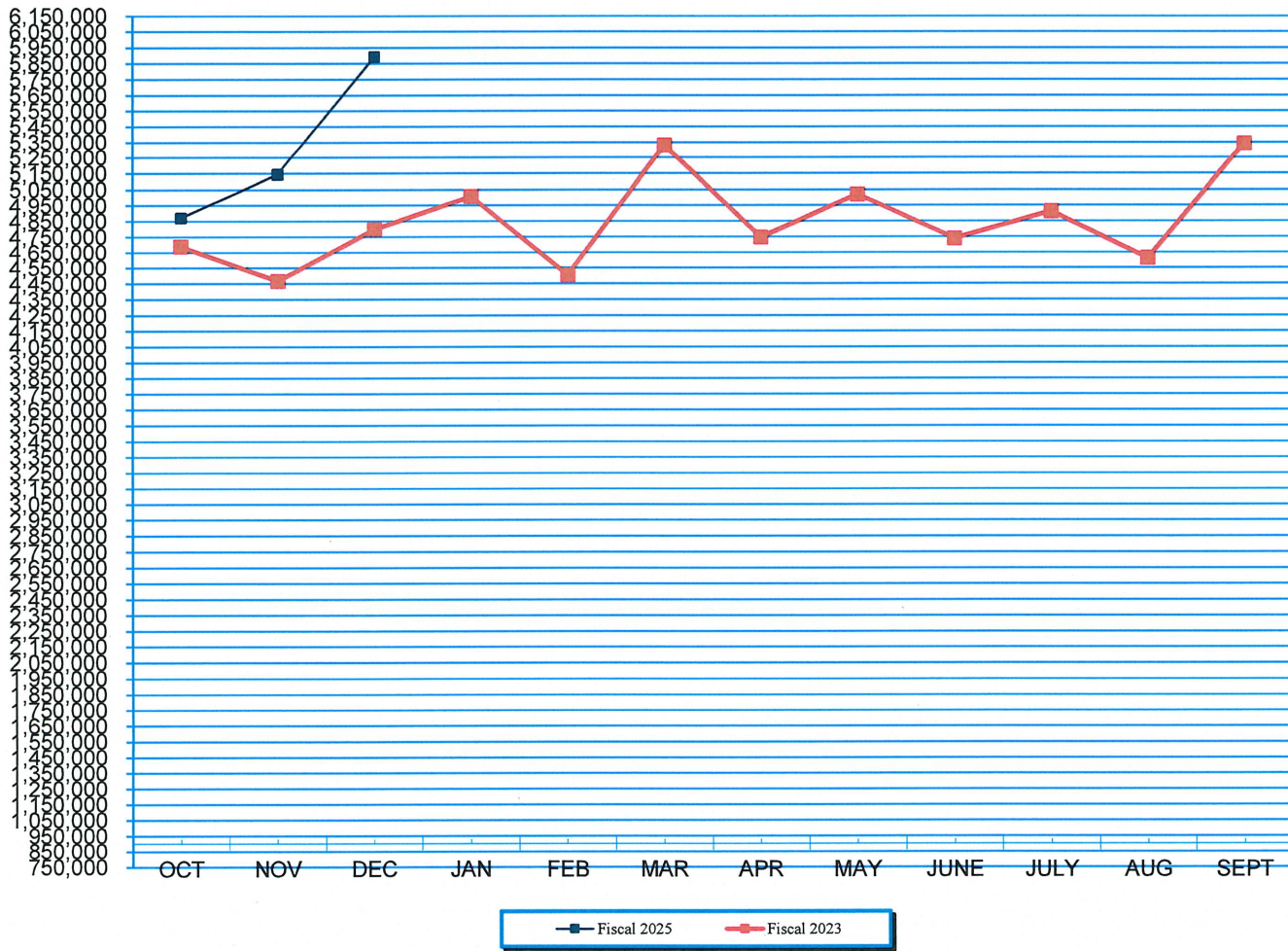




# MIAMI PARKING AUTHORITY OPERATING INCOME

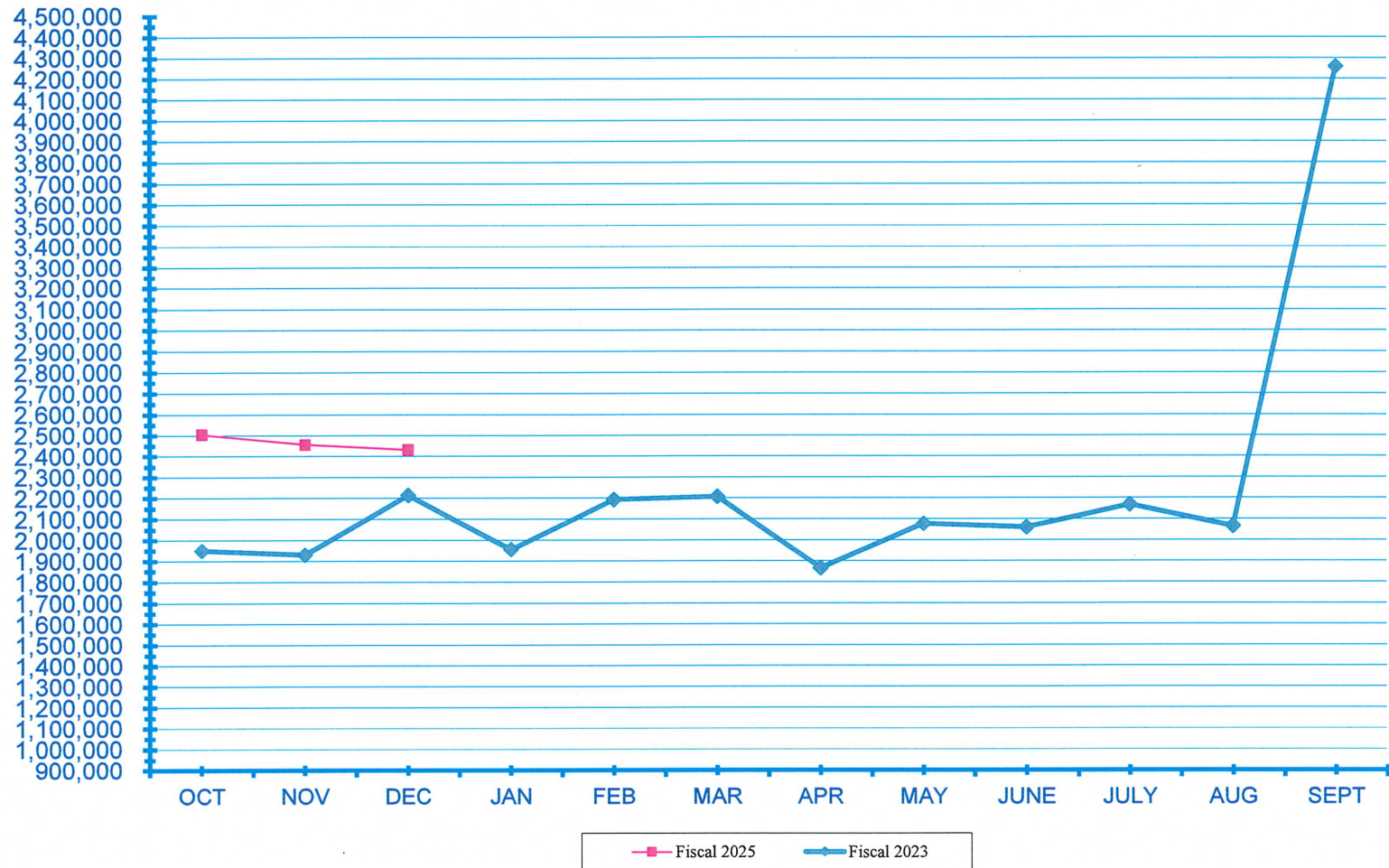


# MIAMI PARKING AUTHORITY OPERATING REVENUE





## MIAMI PARKING AUTHORITY OPERATING EXPENSE





40 NW 3rd Street  
Suite 1103  
Miami, Florida 33128

Phone (305) 373-6789  
Fax (305) 371-9451

[www.miamiparking.com](http://www.miamiparking.com)

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

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

SUBJECT: Bank Reconciliations Certification

DATE: February 5, 2025

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A handwritten signature in blue ink that reads 'Scott'.

This is to certify that bank reconciliations for the month of December 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, FEBRUARY 5, 2025**

**8:15 A. M.**



# OFF-STREET PARKING BOARD

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

## AGENDA – February 5, 2025

- I.** Public Comments
- II.** MRD Consulting Report
- III.** Loud and Live Progress Report Presentation
- IV. APPROVAL ITEMS**
  - 1. 25-0201 December 2024 Financial Statements
    - A. Miami Parking Authority
    - B. Knight Center Garage
  - 2. 25-0202 Regular Board Meeting Minutes
    - A. January 8, 2025 Finance Committee
    - B. January 8, 2025 Off-Street Parking
- V. CHIEF EXECUTIVE OFFICER’S REPORT**
  - P3 Project with Related Urban
- VI. STATUS REPORT**
  - December 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

**January 1 - 31, 2024**

TASK	ACTIVITY
<b>Board Meeting</b>	❖ Attended the Board of Directors meeting on January 8, 2025.
<b>PayByPhone</b>	❖ Developed an ad for Miami Today promoting PayByPhone and the upcoming rollout of ParkMobile in Miami.
<b>Public Relations Tactics</b>	❖ On March 8 <sup>th</sup> , attended a Zoom meeting with the MPA Operations team, Mr. Albert Sanchez, The Market-Focus, and Mr. James Mojonier, graphic designer, to review the first round of proposed logos to test in the upcoming focus groups.  ❖ On March 9 <sup>th</sup> , Mr. Angel Diaz and Margarita Delgado met via Zoom with Mr. Albert Sanchez, The Market-Focus, to refine the details of the focus group sessions.  ❖ On January 10 <sup>th</sup> , attended the bi-weekly meeting between the MPA/Loud and Live team.  ❖ On January 15 <sup>th</sup> , attended a Zoom meeting at MPA with the Operations team, Mr. Albert Sanchez, and Mr. James Mojonier, to review the proposed logos

that were narrowed down at the last meeting.

- ❖ Researched and forwarded samples of the evolution of major brand logos after rebranding to the MPA Operations team over the years.
- ❖ On January 22<sup>nd</sup>, I will participate in a Zoom meeting with the MPA Operations/ParkMobile team to discuss the communication plan for the app's rollout in Miami.
- ❖ On January 24<sup>th</sup>, participate in the bi-weekly Zoom meeting with the MPA/Loud and Live team.
- ❖ On January 29<sup>th</sup>, I will participate in the weekly Zoom meeting with the MPA Operations/ParkMobile team to follow up on tasks leading up to ParkMobile's rollout in Miami.
- ❖ Communicated with the Florida Trend team Executive Editor and production department to provide photos of Ms. Alex Argudin for the February 2025 article bylined by Ms. Amy Keller, Executive Editor.
- ❖ Provided follow-up questions to Ms. Kaitlyn Garcia, Loud and Live, about the full-year social media report.
- ❖ Developed content and provided art direction to the graphic designer for a new ad for Miami Today about the rollout of ParkMobile in Miami.
- ❖ As requested, I provided fake QR code information to Mr. Alex Luzula, a reporter for Miami Today.
- ❖ Revised the ParkMobile communication plan to

include new tactics, a timeline, and a budget.

- ❖ Forwarded the updated community calendar to Ms. Meagan Camp and the Loud and Live team.
- ❖ Revised and edited the annual letter to the city of Miami for FY 2024-225.
- ❖ Presented ideas to MPA for the 70<sup>th</sup> anniversary. The marketing and promotion campaign will most likely be held in April 2025.
- ❖ Requested quote for a corporate headshot session for board members and directors to update the CAFR and for a LinkedIn post featuring the Board of Directors.
- ❖ Responded to Ms. Julianna Larosa about MPA's sponsorship of the Kiwanis of Little Havana's Carnaval Miami 2025-Calle Ocho.
- ❖ Reviewed the focus group respondent screener and sent it to MPA for review and approval.
- ❖ Forwarded a media kit received from Eventos magazine in support of the 25th-anniversary issue of the referenced magazine.
- ❖ Drafted content for a LinkedIn post congratulating Mr. Monty Trainer for the city's naming a portion of Aviation Avenue in Coconut Grove after him.
- ❖ Developed several potential taglines to present to the focus group participants.
- ❖ Began to complete the nomination of Ms. Argudin for the Florida Trend 500 Executives of the Year

	<p>award.</p> <ul style="list-style-type: none"> <li>❖ Contacted Latino Leaders magazine for coverage of MPA and Ms. Argudin.</li> <li>❖ I searched the local media and Parking and Mobility magazine for stories about MPA P3s and forwarded them to Mr. Len Bier and Mr. Sam Steinman regarding grant proposal back-up documentation.</li> </ul>
<p><b>Community Engagement Events</b></p>	<ul style="list-style-type: none"> <li>❖ January 5, 2025 – Mango Strut, Coconut Grove</li> <li>❖ February 2, 2025 – Miami Life Time Marathon</li> <li>❖ February 12 – 16, 2025 – Miami International Boat Show</li> <li>❖ February 15 – 17 – Coconut Grove Arts Festival</li> <li>❖ February 20 – 23 – South Beach Wine and Food Festival – Regatta Harbour Hangar Events</li> <li>❖ March 1 -2 – Savannha Banana, loanDepot Park</li> <li>❖ March 5<sup>th</sup>, Miami 305 Day</li> <li>❖ March 2 – 6, World Baseball Classic at loanDepot Park</li> <li>❖</li> <li>❖ 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.</li> <li>❖ March 9 – Calle Ocho Music Festival</li> </ul>

- ❖ March 28 -30 – Miami Music Week - Ultra Music Festival
- ❖ April 6 – 13 – Miami Tech Week
- ❖ April 1 – 30 – National Distracted Driving Awareness, including parking in lots and garages. (National Safety Council)
- ❖ April 25, Lexus Miami Corporate Run
- ❖ April 29-30 – Co-Motion Miami
- ❖ April 4 – 13 - Miami International Film Festival 2025 –
- ❖ May 6, 2025 – Teacher Appreciation Day
- ❖ July 31 – National Intern Day
- ❖ July 2025 – Back-to-school initiatives.
- ❖ October 2025 – Walk with the Animals, Humane Society of Miami-Dade
- ❖ November 2025 – Miami Book Fair
- ❖ December 1 – 7, 2025 Miami Art Week
- ❖ December – Holiday Courtesy Citation Program
- ❖ December – Miami-Dade County League of Cities Best Practices Conference

**Quarter 1 & 2  
2025**

**February  
to  
April**

Develop media assets, b-roll, video, reels, press releases in English and Spanish, FAQs, backgrounders, and rapid-response statements for the rollout of the ParkMobile app in Miami.

Coordinate with the graphic designer and focus group researcher for the rebranding of the MPA logo.

Design 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.

Create 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 11<sup>th</sup>. 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.

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.
<b>Loud and Live And The Modern Take Progress Reports and Invoices</b>	Processed Loud and Live's invoice and progress report for January 2025.  Processed the Modern Take invoice for January 2025.
	NAME: <u>Margarita R. Delgado</u> (Print)  SIGNATURE: <u>Margarita R. Delgado</u>  DATE: January 21, 2025



# JAN. REPORT

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*Loud <sup>And</sup> Live*

PRESENTED BY LOUD AND LIVE

# Instagram



## Top Content

An Instagram post featuring a basketball court with the Miami Heat and Washington Wizards logos, overlaid with a fire effect. The text reads: "#HeatNation GIVEAWAY Alert! MPA is giving 1 lucky winners 2...".

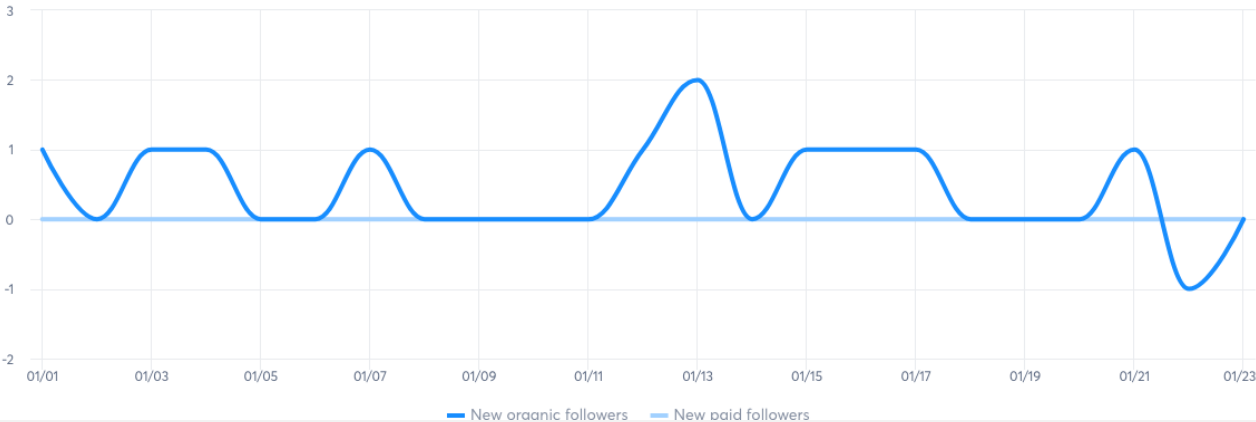
Jan 13, 2025

**#HeatNation GIVEAWAY Alert!** 🔥  
MPA is giving 1 lucky winners 2...

Reach	374
Comments	49
Likes	31
Saves	1
<u>Engagement</u>	99
<u>Engagement rate per reach</u>	26.5%
<u>Engagement rate per impression</u>	21.3%

4,203 Total Followers (+1.4%)

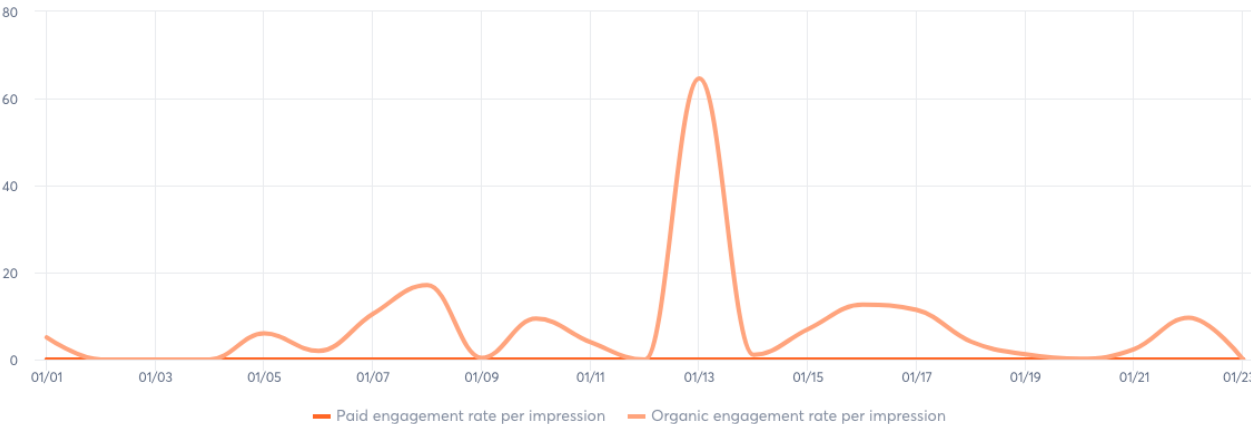
Audience growth variation overview



3.5K Total Impressions (-56.7%)

5.7% Engagement Rate (-43.9%)

Engagement rate per impressions overview




Performance from January 1, 2025 - January 23, 2025  
\*Comparison period December 9, 2024 - December 31, 2024



# Facebook



## Top Content



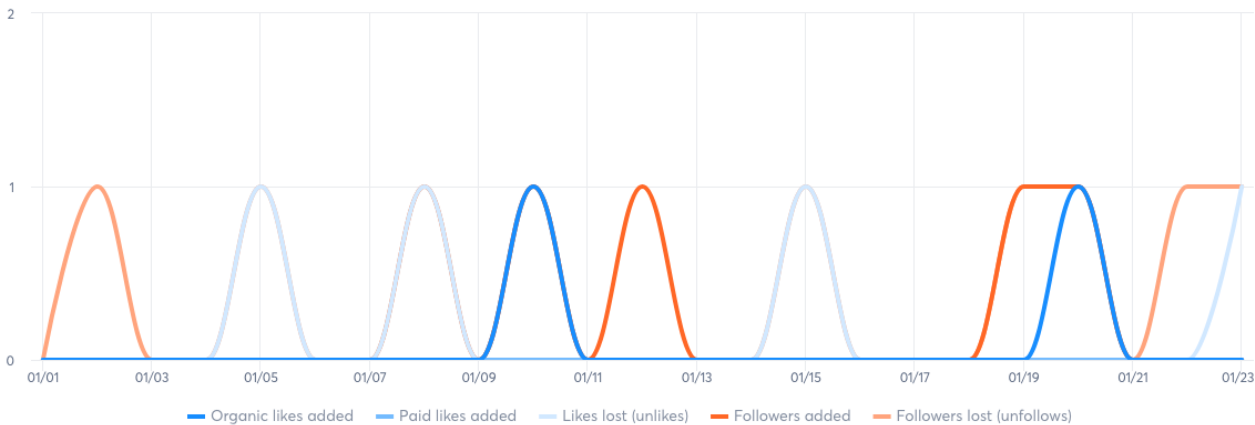
Jan 22, 2025

We have some good news! 🎉 Take the stress out of finding parking an...

Reach	502
Engagement	12
Clicks	1
Other clicks	5
Engagement rate per reach	2.4%
Engagement rate per impression	2.3%

18,902 Total Followers (0%)

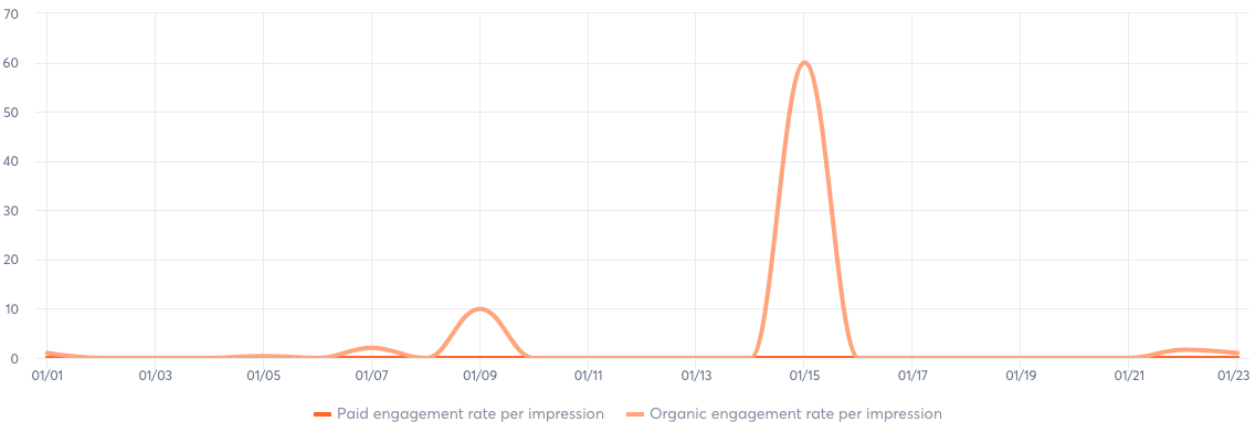
Audience growth variation overview



1.9K Total Impressions (-28.4%)

1.2% Engagement Rate (+18.9%)

Engagement rate per impressions overview



Performance from January 1, 2025 - January 23, 2025  
\*Comparison period December 9, 2024 - December 31, 2024



Top Content



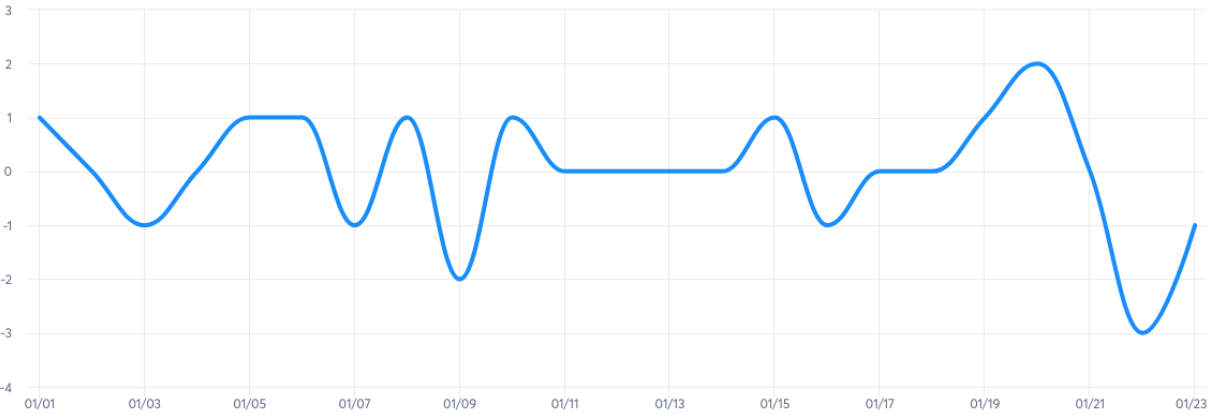
Jan 22, 2025

We have some good news! 🎉 Take the stress out of finding parking an...

Impressions	27
Likes	0
Reposts	0
Quote posts	0
Replies	0
Engagement	1
Engagement rate per impression	3.7%

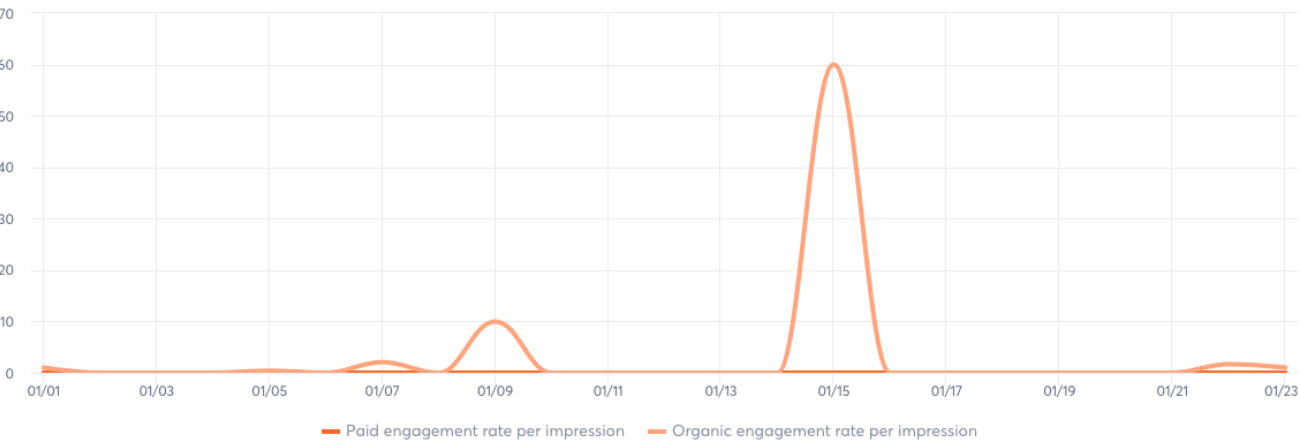
3,619 Total Followers (0%)

Audience growth variation overview



16 Engagements (+700%)

Engagement rate per impressions overview

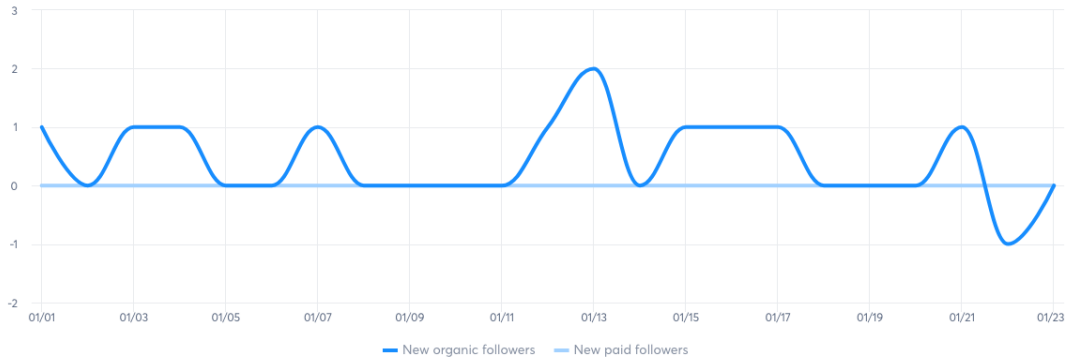


# LinkedIn



1,238 Total Followers (+0.8%)

Audience growth variation overview

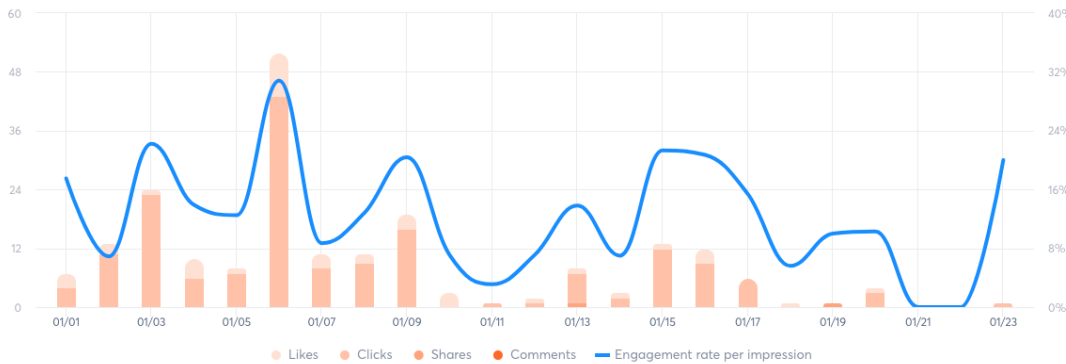


No LinkedIn Content Was  
Posted in the Month of January

1,390 Total Impressions (-64%)

210 Engagements (-67.2%)

Engagement overview



Performance from January 1, 2025 - January 23, 2025  
\*Comparison period December 9, 2024 - December 31, 2024

# Highlights & What's to Come



## Marlins Park PSA

*This month, with the help of Kamila we recorded a video, in both English and Spanish, reminding the residents of the Marlins Park area to renew their special events permit by January 26<sup>th</sup>.*

*We posted this on Instagram, Facebook, and Twitter to make sure that the message got to all the community.*



## CGAF

*President's Day Weekend is the Coconut Grove Arts Festival. MPA Staff members will have a tent promoting MPA and raffling swag to the community.*

*We will create a video promoting parking for the event at the nearby MPA lots and garage.*



## LinkedIn Content

*Loud & Live will work very closely with the MPA staff team to create a quarterly content plan for LinkedIn. Some of the content that will be featured include industry news, events, and staff highlights.*

- Feb 5th Employee Awards given at 2/5 BOD
- Feb 21st Post about IPMI Leadership Summit
- Mar 27th EV Charging Summit & Expo





# SOCIAL GROWTH



**4,203 Total Followers** (+1.4%)

**3.5K Total Impressions** (-56.7%)

**5.7% Engagement Rate** (-43.9%)



**3,619 Total Followers** (0%)

**16 Total Engagement** (+700%)



**18,902 Total Followers** (0%)

**1.9K Total Impressions** (-28.4%)

**1.2% Engagement Rate** (+18.9%)



**1,238 Total Followers** (+0.8%)

**1,390 Total Impressions** (-64%)

**210 Engagements** (-67.2%)



**THANK YOU.**







40 NW 3rd Street  
Suite 1103  
Miami, Florida 33128

Phone (305) 373-6789  
Fax (305) 371-9451

[www.miamiparking.com](http://www.miamiparking.com)

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

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

A handwritten signature in blue ink, appearing to read 'A. Argudin', is written over the 'FROM' line.

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

DATE: February 5, 2025

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The Financial Summaries for the month ended December 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

MIAMI PARKING AUTHORITY  
BOARD MEETING

January 8, 2025

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

ALSO PRESENT: Alejandra Argudin, Chief Executive Officer, MPA  
Scott Simpson, CFO, MPA  
Julia Y. Alfonso, Court Reporter, JYA Reporting  
Jihan Soliman, Assistant City Attorney, City of Miami  
Pablo Velez, Sr. Executive Advisor to the CEO, MPA  
Monica Cuadra, Executive Administrative Assistant, MPA  
Carol Corredor, Executive Administrative Assistant, MPA  
Angel Diaz, Director of Operations, MPA  
Wilfred Soto, Sr. Manager of Operations, MPA  
Henry Espinosa, IT Director, MPA  
Margarita Delgado, President, MRD Consulting  
Kaitlyn Garcia, Manager, Social Media and Influencer Marketing, Loud & Live  
Orlando Canizales, IT Technician, MPA  
Jose Leon, Manager, 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  
Monica Montoya, Senior Staff Accountant, 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  
Jose Padilla, Meter Technician, MPA  
Len Bier, Bier and Associates

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IN RE:

OFF-STREET PARKING BOARD  
FINANCE COMMITTEE MEETING  
8:00 a.m.

OFF-STREET PARKING BOARD  
MONTHLY BOARD MEETING  
8:15 a.m.

DATE TAKEN:  

January 8, 2025

TIME:  

8:03 a.m. - 9:16 a.m.

PLACE:  

Miami Parking Authority  
40 Northwest 3rd Street  
Penthouse Suite 1103  
Miami, Florida 33128

Proceedings taken before:  

Julia Y. Alfonso, RPR, FPR-C  
Florida Professional Reporter

APPEARANCES

PRESSENT:

Jami Reyes, Chairperson  
James Cassel, Board Member  
Marvin Wilmoth, Board Member  
Deborah Ladron de Guevara, Board Member  
Thomas Jelke, Board Member

ALSO PRESENT:

Alejandra Argudin, Chief Executive Officer, MPA  
Scott Simpson, Chief Financial Officer, MPA  
Angel Diaz, Director of Operations, MPA  
Pablo Velez, Sr. Executive Advisor to the CEO, MPA  
Jihan Soliman, Assistant City Attorney, City of Miami  
Monica Cuadra, Executive Administrative Assistant, MPA  
Carol Corredor, Executive Administrative Assistant, MPA  
Wilfred Soto, Sr. Manager of Operations, MPA  
Henry Espinosa, IT Director, MPA  
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Christian Radicy, Manager of Operations, MPA  
Victor Valderrama, Cybersecurity Analyst, MPA  
Alexander Luzula, Reporter, Miami Today  
Jose Padilla, Meter Technician, MPA  
Len Bier, Bier and Associates

I N D E X

FINANCE COMMITTEE MEETING:

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

PAGE

17  
21  
6

AGENDA:

I. Public Comments

II. Employee/Board Recognition/Presentations

A. Employee "Years of Service' Award"

1. Jose Padilla (20-Year Award)

III. MRD Consulting Reports

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

VI. CHIEF EXECUTIVE OFFICER'S REPORT

o Chapter 35

o ParkMobile/PayByPhone Applications

o QR Codes

o Coconut Grove Playhouse

o MIMO Project (7500 Biscayne)

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<p>1 VII. STATUS REPORTS 5</p> <p>2 o October 2024 Operational Reports</p> <p>3 o November 2024 Operational Reports</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> <p>11</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>	<p>1 P-R-O-C-E-E-D-I-N-G-S 6</p> <p>2 MR. CASSEL: Okay. I'm going to call the</p> <p>3 finance meeting to order. Please.</p> <p>4 MR. SIMPSON: Good morning, everyone. How is</p> <p>5 everybody? Feeling good with this chilly day?</p> <p>6 Before we get into the body of the financials,</p> <p>7 I just have a few housekeeping items that I'd like</p> <p>8 to go over. The first is the bank reconciliation</p> <p>9 for the month is current. There are no material</p> <p>10 items from the preceding month in the current</p> <p>11 month's reconciliation.</p> <p>12 All of the either the audits or the</p> <p>13 agreed-upon procedure engagements for the Knight</p> <p>14 Center pension and the City Marlins operation have</p> <p>15 been forwarded to the respective parties.</p> <p>16 Remember, of those the most important one is the</p> <p>17 Marlins engagement for the fact that if it doesn't</p> <p>18 get remitted to the City by 12/31, we have to pay</p> <p>19 for the audit. We were ahead of that, and there</p> <p>20 were no significant issues in the audit that would</p> <p>21 cause us to have to pay for the audit as well.</p> <p>22 MPA. The auditors are back working on</p> <p>23 fieldwork this week and probably a little bit of</p> <p>24 next week to wrap up the MPA audit. So far they</p> <p>25 have not found anything that would give rise to</p>
<p>1 anything other than a clean opinion. 7</p> <p>2 There are a couple of accounting things that</p> <p>3 we brought to them after the balance sheet date.</p> <p>4 They deemed them immaterial, they're going to pass</p> <p>5 on them, the largest of which is an item related to</p> <p>6 Goodwill Industries.</p> <p>7 We have to go in the go-back machine to like</p> <p>8 2011, 2012, '13. Goodwill was a tenant at that</p> <p>9 point. They were having some cash issues because</p> <p>10 they were trying to expand. They fell a little bit</p> <p>11 behind in the rent. They came to the board and</p> <p>12 asked the board for an abatement of rent in the</p> <p>13 form of paying half of the base for a year and then</p> <p>14 paying it back the following year.</p> <p>15 Well, things didn't really work out for them,</p> <p>16 so they came back and asked for another abatement.</p> <p>17 They asked for two years of no rent and having that</p> <p>18 deferred amount amortized over the balance of the</p> <p>19 lease.</p> <p>20 So at the time this occurred, we had a</p> <p>21 disagreement with the auditors about what we</p> <p>22 recognized, what do we not recognize. And they're</p> <p>23 like, Well, you know, you got to show something.</p> <p>24 You can't just defer it all.</p> <p>25 I was like, Well, what about collectibility,</p>	<p>1 this and that. 8</p> <p>2 So we ultimately, you know, agreed to</p> <p>3 disagree, and we started recognizing an amount less</p> <p>4 than what they were paying. So at some point</p> <p>5 during this transaction, the entry we had written,</p> <p>6 we should have flipped the dollar amounts. We</p> <p>7 didn't. So we were still recognizing that \$19,000</p> <p>8 that had been on the balance sheet forever.</p> <p>9 The problem is now, at the end of the lease,</p> <p>10 we have this huge negative receivable as a</p> <p>11 consequence of over-deferring rent. So it's a</p> <p>12 pickup of approximately \$400,000 of revenue. So</p> <p>13 it's a paper game. The tenant did pay on time.</p> <p>14 They paid everything that was due to us. We just</p> <p>15 failed to recognize the revenue in the appropriate</p> <p>16 period, so we'll have that pick up again. They're</p> <p>17 going to pass on the entry, so there's no need to</p> <p>18 go back and treat it as a prior period adjustment</p> <p>19 or anything like that.</p> <p>20 We have moved the meeting for the presentation</p> <p>21 of the auditors as well as the actuary from the</p> <p>22 February meeting when it's normally to the March</p> <p>23 meeting. And the logic behind that is that my</p> <p>24 replacement has given notice to her employer and is</p> <p>25 finishing up the background checks here. We'll</p>

<p>9</p> <p>1 start on March the 3rd.</p> <p>2 So what I'd like to do is have her here, one,</p> <p>3 to do the introductions. Two, to be here when</p> <p>4 audit and those things are presented. I think it</p> <p>5 just goes a little bit better. And the minority</p> <p>6 firm as well as the primary audit firm are</p> <p>7 available in March as well as the actuary.</p> <p>8 The only thing I'm going to ask at the March</p> <p>9 meeting is to take the actuary out of order. I'll</p> <p>10 ask for a point of privilege. They have another</p> <p>11 meeting. Basically they're going to come back to</p> <p>12 you -- you've seen the preliminary results. The</p> <p>13 market was very, very good to us. The additional</p> <p>14 payment that you guys authorized to go to the</p> <p>15 payment plan put us in a position where we're</p> <p>16 105 percent overfunded on the pension plan. So</p> <p>17 we're good from there.</p> <p>18 Couple of GASB pseudo-related things. OPEB.</p> <p>19 This is the year where we do a full-blown OPEB</p> <p>20 calculation. OPEB is other post-retirement</p> <p>21 benefits. And the gist for non-accountants, OPEB</p> <p>22 basically just says, if you have an employee and</p> <p>23 they elect health insurance when they retire, the</p> <p>24 cost to provide that healthcare to them, the</p> <p>25 subsidy, really should be recognized from the day</p>	<p>10</p> <p>1 they start to the day they leave.</p> <p>2 But that's really what hasn't happened in</p> <p>3 America here. We just bring them on, and we just</p> <p>4 pay for their health insurance. So now the</p> <p>5 actuaries come in and basically do a time value of</p> <p>6 that liability, and we have to put a liability for</p> <p>7 that cost from day one to the day they retire.</p> <p>8 Our issue's always been with the actuary that</p> <p>9 MPA is an anomaly. When they go out and do these</p> <p>10 studies, historically they look at companies,</p> <p>11 anywhere from 25 to 35 percent of the people that</p> <p>12 are eligible for post-retirement benefits usually</p> <p>13 elect it. Well, that's not the case here.</p> <p>14 You know, we're a very small population. Most</p> <p>15 of the people here, when they retire, they retire</p> <p>16 and they leave. They go back to their home</p> <p>17 country, you know, Central America, South America,</p> <p>18 or they go somewhere up in the -- and we just never</p> <p>19 see them again. So, you know, my argument has</p> <p>20 always been, we're not a 30 percent company.</p> <p>21 So, you know, when you go to evaluate us, you</p> <p>22 can't really evaluate us as -- so we've always</p> <p>23 agreed to disagree, and slowly but surely they've</p> <p>24 been pulling that number down. They're never going</p> <p>25 to get to a number where I'm comfortable, but at</p>
<p>11</p> <p>1 least it's coming down to a point where the</p> <p>2 liability is immaterial. I think the last</p> <p>3 calculation was \$200,000, you know.</p> <p>4 So we agreed to disagree. And, again, it's</p> <p>5 not immaterial to the overall presentation of our</p> <p>6 financials. We're not going to do anything unusual</p> <p>7 like set up a self-funding trust or put this huge</p> <p>8 liability forward.</p> <p>9 The other issue is related to -- back to the</p> <p>10 pensions. The board has been very good to plan for</p> <p>11 the fact that you've allowed us to do a lot of</p> <p>12 things that assured liquidity in the out years, you</p> <p>13 know, for whether it was changing assumptions,</p> <p>14 those types of things, mortality tables, inflation</p> <p>15 rates.</p> <p>16 So what happened this past year, FRS, Florida</p> <p>17 Retirement System, adopted a new mortality table.</p> <p>18 Statutorily we have two years to adopt and roll</p> <p>19 that mortality table into our plan. Consistent</p> <p>20 with what we've done in the past, we've always</p> <p>21 early implemented. So we early implemented the</p> <p>22 mortality table.</p> <p>23 The gist of this year's mortality table are</p> <p>24 people are living longer. If they're living</p> <p>25 longer, it means potentially they could collect</p>	<p>12</p> <p>1 more money. And we have a huge liability, so it's</p> <p>2 additional funding. So the impact of that was</p> <p>3 about a \$40,000 additional cost above the initial</p> <p>4 valuation which, again, was all within the budget</p> <p>5 that we had projected, and so we went ahead and did</p> <p>6 that.</p> <p>7 Again, it's consistent with past practices</p> <p>8 that we've done in the past. Again, what you guys</p> <p>9 have done in the past, have never gone in and</p> <p>10 modified the benefits, but you have modified</p> <p>11 funding mechanism to assure liquidity that the</p> <p>12 money will be there when the pension people need to</p> <p>13 get it in the out years.</p> <p>14 MR. CASSEL: And the 105 percent overfunding</p> <p>15 is after taking that into account, this \$40,000?</p> <p>16 MR. SIMPSON: No. The \$40,000 is a blip. So</p> <p>17 it would be 104.8 something, you know what I mean,</p> <p>18 like -- because when we were doing the additional</p> <p>19 calculation, we were waiting, waiting, waiting to</p> <p>20 see what FRS would do. And so -- because we had to</p> <p>21 get the reports, you know, for the GASBs to the</p> <p>22 auditors, that type of thing. So we were at a</p> <p>23 point where FRS did it. We had already issued the</p> <p>24 reports, and we were like, What do we do? Well,</p> <p>25 let's do what we've done and be consistent in the</p>

<p>1 past, you know, so... 13</p> <p>2 MR. CASSEL: Thank you.</p> <p>3 MR. SIMPSON: The arbitrage. The arbitrage</p> <p>4 reports are done. They came back with no rebate to</p> <p>5 the IRS, which was expected. We've spent all the</p> <p>6 bond proceeds upon issuance of the bonds. The</p> <p>7 equity markets -- you know, the rates are such</p> <p>8 that, you know, I wouldn't be concerned about</p> <p>9 having a rebate. Having a rebate is not a bad</p> <p>10 thing.</p> <p>11 You know, everybody gets very upset when you</p> <p>12 say, Oh, I have to rebate back to the IRS. It's</p> <p>13 not a bad thing provided that you haven't spent the</p> <p>14 excess funds. When you have that rebate, it just</p> <p>15 means that I've earned more than I'm allowed, and I</p> <p>16 just have to give them back. Well, that just means</p> <p>17 your investment officer did a good job and</p> <p>18 maximized the returns, but in this case, we don't</p> <p>19 have a rebate.</p> <p>20 Budget. Typically we come to the board in</p> <p>21 July for ratification of our operating budget. Due</p> <p>22 to a few things, we're going to come back to the</p> <p>23 board in June, 30 days earlier than we normally</p> <p>24 have. So the reason I bring this up every year is</p> <p>25 just asking the board to make sure if there's</p>	<p>14</p> <p>1 anything that they think should be appropriated in</p> <p>2 our budget, you know, as another project or, you</p> <p>3 know, there's, you know, strategic planning, those</p> <p>4 types of things, do we have adequate funding for</p> <p>5 these particular things that we want to do.</p> <p>6 And, again, it's always, Hey, did you think</p> <p>7 about this for security, or did you think about</p> <p>8 this for IT? So, you know, we're happy to take the</p> <p>9 suggestions and to make sure that they get included</p> <p>10 in the appropriation budget.</p> <p>11 With that I think that's all my housekeeping</p> <p>12 items.</p> <p>13 No one asked about who my replacement was. Is</p> <p>14 anybody curious? Okay.</p> <p>15 MR. CASSEL: Are you leaving?</p> <p>16 MR. SIMPSON: I'm leaving.</p> <p>17 MR. CASSEL: I haven't heard that yet.</p> <p>18 MR. SIMPSON: Oh, you haven't heard?</p> <p>19 Yes. Alex has asked me to leave. I've worn</p> <p>20 out my welcome.</p> <p>21 No, no. It's been 19 years. And it's sort of</p> <p>22 bittersweet, but it's time. I think the person</p> <p>23 who's coming onboard, you know, I've worked with</p> <p>24 her personally at the City. I've seen her grow as</p> <p>25 she's moved on to other entities. I think she has</p>
<p>15</p> <p>1 the skill set that will take us even further than I</p> <p>2 was able to take you. She is much pleasant --</p> <p>3 she's a much more pleasant person.</p> <p>4 MR. CASSEL: You know, having talked to her, I</p> <p>5 agree with that.</p> <p>6 MR. SIMPSON: Yes.</p> <p>7 MR. CASSEL: We spent some time together.</p> <p>8 MR. SIMPSON: Yes, you spent some time with</p> <p>9 her. She is bilingual. She is a hard worker. Her</p> <p>10 name is Mirtha Dziedzic. When I was with the City,</p> <p>11 she came in to budget, and she rolled up through</p> <p>12 the ranks of the budget and ultimately left there</p> <p>13 as their budget director, and then rolled on to</p> <p>14 Hollywood.</p> <p>15 So she's had a lot of experience, you know,</p> <p>16 with -- whether it's with budget or financial</p> <p>17 reporting or pensions, those types of things. Most</p> <p>18 important thing is she's honest. You go and ask</p> <p>19 anybody that works with her or knows of her, she's</p> <p>20 a hard worker. She'll be there when the doors</p> <p>21 open, she'll be there when the doors are closed.</p> <p>22 She knows the players at the City. So when</p> <p>23 the question is -- when she needs to call the</p> <p>24 Knight Center and say, Hey, where's my half a</p> <p>25 million dollars that you owe me, she knows the</p>	<p>16</p> <p>1 right person to call to get the cogs in the wheels</p> <p>2 moving and so we get paid in a timely manner. I</p> <p>3 think she'll be a great fit.</p> <p>4 And, again, as I committed to all of you when</p> <p>5 I did the individual one-on-one calls, the plan is</p> <p>6 when she comes on in March, we'll sit down, Margie,</p> <p>7 myself, Monica, we'll sit down and we'll sort of</p> <p>8 talk about how do we want to do this? How do we</p> <p>9 want to strategize this? You know, what week do</p> <p>10 you want to spend in customer service or what week</p> <p>11 do you want to do A/P, and we'll complement that.</p> <p>12 And then at the point and time when she says,</p> <p>13 You know what, you're sort of like fish. After</p> <p>14 three days you start to smell. It's time for you</p> <p>15 to go. I'll leave at that point in time. So, you</p> <p>16 know, whenever Alex and Mirtha decide that I've</p> <p>17 outworn my welcome, then I'm happy to leave, but I</p> <p>18 will stay as long as needed to have that smooth</p> <p>19 transition.</p> <p>20 MR. CASSEL: Thank you.</p> <p>21 MR. SIMPSON: All right. No other questions,</p> <p>22 we'll move into the body of the financials. If you</p> <p>23 can advance the deck to page 21.</p> <p>24 So on the agenda, if you look, we have the</p> <p>25 October numbers and the November numbers. If you</p>

<p>17</p> <p>1 guys are okay, let's just go over the November</p> <p>2 numbers today. Normally we do this unless there's</p> <p>3 a material difference between the two months, but</p> <p>4 both of the months are pretty consistent. We had</p> <p>5 positive operating results in both months. Is that</p> <p>6 okay with the board?</p> <p>7 MR. CASSEL: Yes.</p> <p>8 MR. SIMPSON: All right. Perfect.</p> <p>9 If we go to page 21, we had approximately</p> <p>10 5.143 million of operating revenue, or</p> <p>11 approximately \$120,000 better than budget. We had</p> <p>12 direct operating expenses of approximately</p> <p>13 2.458 million, leaving an operating result of</p> <p>14 approximately 2.686 million for the month of</p> <p>15 November. November is the second period of the</p> <p>16 fiscal year.</p> <p>17 Go top page 23.</p> <p>18 Page 23 is the detailed view for the same</p> <p>19 period, and we notated a few things being either</p> <p>20 significantly above or below budget. We notated</p> <p>21 utilities being over by approximately \$37,000. In</p> <p>22 that utility line it consists of water, power, gas,</p> <p>23 and telephone.</p> <p>24 Historically, what we've done with replacement</p> <p>25 of equipment, we've done it in bits and pieces, but</p>	<p>18</p> <p>1 the enforcement team, obviously, you know, their</p> <p>2 stuff is out on the street, it gets pounded and</p> <p>3 beaten up pretty hard. We came across a great deal</p> <p>4 to buy a block of iPhones -- not iPhones but</p> <p>5 Android phones, 50 of them, to replace them. So we</p> <p>6 went ahead and bought 50 at the time even though it</p> <p>7 causes that blip on the financials to do that. The</p> <p>8 phones were a great price, and they did come with</p> <p>9 the warranty, so we're happy with that.</p> <p>10 On insurance. Two drivers for the negative</p> <p>11 variance. The first is we've had a couple of car</p> <p>12 accidents that are now coming to a close where we</p> <p>13 have to pay our \$10,000 deductible as well as the</p> <p>14 premium projected. When we were initially rolling</p> <p>15 out the budget compared to the premium, at the end</p> <p>16 of the fiscal year, when we got the final number,</p> <p>17 it was different. It was a little bit higher.</p> <p>18 So we're going to see a negative number on</p> <p>19 this probably for the balance of the fiscal year,</p> <p>20 but I'm not concerned of the variance for the</p> <p>21 overall operation as it relates to our ability to</p> <p>22 cover bond covenants as well as our obligation to</p> <p>23 the City.</p> <p>24 Revenue Share. I say this all the time, and</p> <p>25 you guys can probably do this one for me. If</p>
<p>19</p> <p>1 there's one item on the financial that you want to</p> <p>2 be negative, this is the item to be negative. It</p> <p>3 just means that for those facilities or locations</p> <p>4 that we operate for a third party, we performed</p> <p>5 better than planned, and that better-than-planned</p> <p>6 performance means we rebate back to them some form</p> <p>7 of either gross sales, gross collections, or net</p> <p>8 income. Obviously, if they're making more money,</p> <p>9 we're going to make more money.</p> <p>10 And then Professional Other. This is solely</p> <p>11 related to timing of invoices. We had some</p> <p>12 invoices that came in in October that normally come</p> <p>13 in November. So if you looked at the October</p> <p>14 financials, it would have been a negative or</p> <p>15 positive year.</p> <p>16 Just to give you sort of a reference point,</p> <p>17 though. Financially reporting we are positive.</p> <p>18 We're performing very well, generating positive</p> <p>19 cash, those types of things. But when you go to</p> <p>20 compare actuals to budget, we're falling a little</p> <p>21 behind compared to budget. Just want to let you</p> <p>22 guys know this. So year to date we're</p> <p>23 approximately about \$343,000 behind our revenue</p> <p>24 budget, and we're about \$285,000 over our</p> <p>25 expenditure budget.</p>	<p>20</p> <p>1 I've done an initial look at the December</p> <p>2 numbers so far that have come in. I think that</p> <p>3 number is going to start to slow down, or the</p> <p>4 decrease or the deficit, rather, will start to chip</p> <p>5 away. March, April are our big months. I think</p> <p>6 we'll be okay, and we'll pick those up by the end</p> <p>7 of the fiscal year.</p> <p>8 On the Expenses, if you remember last year we</p> <p>9 were very aggressive in trying to do anything that</p> <p>10 could promote passive security for us and anything</p> <p>11 that promotes the visual appeal to our garages, our</p> <p>12 lots, those types of things. So whether we were</p> <p>13 doing power systems, whether we were doing fencing,</p> <p>14 painting, those types of things, we did a lot of</p> <p>15 that in '24.</p> <p>16 But, unfortunately, we couldn't finish all the</p> <p>17 ones that we had gated or put in the queue in '24,</p> <p>18 so now some of those are rolling in to '20 -- I'm</p> <p>19 okay. And I think even though with the variances</p> <p>20 that we're seeing in these first couple of months,</p> <p>21 I think by the end of the year we'll be fine. But</p> <p>22 I did want to let you know that we are falling a</p> <p>23 little behind on budget, so --</p> <p>24 MR. CASSEL: I have nothing to say.</p> <p>25 MR. SIMPSON: I was waiting for a reverse</p>

<p>21</p> <p>1 sandbag comment or something.</p> <p>2 MR. CASSEL: No, no. I was just going to say,</p> <p>3 I think that's why your timing for retirement --</p> <p>4 MR. WILMOTH: How convenient. How convenient.</p> <p>5 MR. CASSEL: You just set it up.</p> <p>6 MR. SIMPSON: Well, if that was the case, I</p> <p>7 would have left before I presented this. But,</p> <p>8 again, I think overall, from what we see, I don't</p> <p>9 see any issues that give me inability to sleep well</p> <p>10 at night as far as meeting our obligations, primary</p> <p>11 obligations for our debt covenant as well as making</p> <p>12 our payment to the City.</p> <p>13 With that I'm happy to answer any questions</p> <p>14 about the October report, November report,</p> <p>15 housekeeping, or my pending exit strategy.</p> <p>16 MR. CASSEL: No. Do you --</p> <p>17 MR. JELKE: Thank you, Scott.</p> <p>18 MR. SIMPSON: I'm done.</p> <p>19 MR. CASSEL: Did you want to talk about the</p> <p>20 Knight Center?</p> <p>21 MR. SIMPSON: Oh, I guess I probably should</p> <p>22 talk about the Knight Center.</p> <p>23 All right. If you go to page 26.</p> <p>24 MR. CASSEL: You're not done.</p> <p>25 MR. SIMPSON: I'm not done.</p>	<p>22</p> <p>1 Well, I'm trying.</p> <p>2 So with the Knight Center, the Knight</p> <p>3 Center -- we send the City two sets of financials.</p> <p>4 We send one on a cash basis that is the basis for</p> <p>5 their reimbursement to us, and then we send them a</p> <p>6 fully accrual set of finances. This is the accrual</p> <p>7 set of statements. And for the month they had</p> <p>8 approximately \$264,000 of operating revenue, or</p> <p>9 about \$7,000 better than budget. They had direct</p> <p>10 operating expenses of approximately \$515,000,</p> <p>11 leaving an operating surplus of approximately</p> <p>12 \$251,000.</p> <p>13 Go to page 28.</p> <p>14 28 is the detailed view for the same period</p> <p>15 which, again, was November. We notated a few</p> <p>16 things being above or below budget.</p> <p>17 On the revenue side, the variances that we've</p> <p>18 seen are consistent with what we've seen in the</p> <p>19 last four or five months. Monthlies are starting</p> <p>20 to continue. Special events lagging a little</p> <p>21 behind. They've had some issues with cancellations</p> <p>22 and retransfer. Some of the things that they had</p> <p>23 booked for the first quarter had been pushed out to</p> <p>24 the third quarter. So the revenue that we</p> <p>25 potentially missed here we should pick up by the</p>
<p>23</p> <p>1 end of the year.</p> <p>2 On the expense side, Repairs Maintenance,</p> <p>3 clean. Some of the other things that we did buy,</p> <p>4 we did buy a -- I can't remember the exact number,</p> <p>5 but we did buy new handhelds for our operators. So</p> <p>6 basically the handhelds that we had before were</p> <p>7 clumsy, slow, and was causing a queuing issue</p> <p>8 trying to get people out. So we bought new</p> <p>9 handhelds that seem to be working very, very well.</p> <p>10 Mr. Diaz can talk about that if you need the</p> <p>11 details, but it was definitely needed. And, again,</p> <p>12 we bought them and treated this as a period</p> <p>13 expense.</p> <p>14 Legal and Professional. We've talked about</p> <p>15 this many, many times last year. This is an</p> <p>16 operating budget, and we're not allowed, with the</p> <p>17 City, to present to them a capital budget. We have</p> <p>18 to go to them as an as-needed basis. So basically</p> <p>19 anything that's a capital-related item flows</p> <p>20 through our operating statement and makes the</p> <p>21 financial statements look horrible.</p> <p>22 This is part of the modernization project for</p> <p>23 the Knight Center. It was that \$7.3 million</p> <p>24 project. Again, they're still having continuous</p> <p>25 draws until they finish the project. The \$397,000</p>	<p>24</p> <p>1 variance is solely related to that payment to that</p> <p>2 vendor. This is fully refundable, or reimbursable,</p> <p>3 rather, even though we're over budget. If you had</p> <p>4 taken that line item out, or that one particular</p> <p>5 instance out, instead of being negative 251-, they</p> <p>6 would have been favorable by \$146,000.</p> <p>7 MR. CASSEL: How much longer is that project</p> <p>8 going to go for?</p> <p>9 MR. SIMPSON: They're about halfway done.</p> <p>10 MR. CASSEL: Should it be completed this</p> <p>11 fiscal year?</p> <p>12 MR. SIMPSON: Should be.</p> <p>13 MR. WILMOTH: So we'll see a corresponding</p> <p>14 boost in revenues whenever this --</p> <p>15 MR. SIMPSON: Well, the garage is still</p> <p>16 operating while they're doing construction.</p> <p>17 MR. WILMOTH: You said these were reimbursable</p> <p>18 expenses?</p> <p>19 MR. SIMPSON: These are reimbursed, yeah.</p> <p>20 MR. CASSEL: They're really capital expenses.</p> <p>21 MR. SIMPSON: It's really capital, but the way</p> <p>22 the City funds us, and the way we have to present</p> <p>23 it, I don't have the flexibility of having a</p> <p>24 capital project fund. So I had to flow everything</p> <p>25 through the special revenue governmental fund.</p>



<p>25</p> <p>1 Yeah. It makes this look really, really ugly.</p> <p>2 And then when the auditors come in, this is</p> <p>3 the first thing they go in. Oh, this is a problem.</p> <p>4 What's going on? What's going on? And then we</p> <p>5 have to remind them. No, it's related to this</p> <p>6 project. Here are the reimbursables, and we show</p> <p>7 them the agreement that we have with the City.</p> <p>8 Again, any time we enter anything with this,</p> <p>9 we always have a sign-off on the City. Typically</p> <p>10 what happens is we identify a need. The City</p> <p>11 doesn't have the appropriate funding for it, so</p> <p>12 they give us like an allowance. And so they put</p> <p>13 money in our allowance. Once that allowance has</p> <p>14 grown up to a sizable amount that makes sense to go</p> <p>15 ahead and engage the contractor, we'll engage it.</p> <p>16 It's the same thing we've done at the Marlins.</p> <p>17 We identified certain needs at the Marlins,</p> <p>18 probably three, three and a half years to get</p> <p>19 enough money for them set aside in whatever holding</p> <p>20 pot they have for us to engage the contractor and</p> <p>21 get the projects right. Because what we don't want</p> <p>22 is to have a little bit of money, have them come</p> <p>23 out, mobilize, finish that, come back ten months</p> <p>24 later, have to remobilize, because there's a cost</p> <p>25 if they have come out to remobilize.</p>	<p>26</p> <p>1 MR. CASSEL: So we should expect this</p> <p>2 throughout this year another few million dollars --</p> <p>3 MR. SIMPSON: Absolutely. This will be a</p> <p>4 recurring, yeah.</p> <p>5 MR. CASSEL: So it will show losses throughout</p> <p>6 the year which is because of this line?</p> <p>7 MR. SIMPSON: Yes. But then I'll always go</p> <p>8 back and say, you know, from an operational</p> <p>9 standpoint, they're still generating positive cash</p> <p>10 from an operational standpoint.</p> <p>11 MR. CASSEL: Thank you.</p> <p>12 MR. SIMPSON: Now, are there any questions?</p> <p>13 MR. CASSEL: Any questions?</p> <p>14 MR. JELKE: Thank you, Scott.</p> <p>15 MR. CASSEL: All right. Thank you very much.</p> <p>16 CHAIRPERSON REYES: Okay. Good morning,</p> <p>17 everyone. Happy New Year.</p> <p>18 We're going to open it up to public comments.</p> <p>19 Hearing none, seeing none, we'll go into our</p> <p>20 employee recognition.</p> <p>21 MR. RADICY: Hello, everybody. I'm Christian</p> <p>22 Radicy from the meter shop. This is Jose Padilla.</p> <p>23 I'd like to present him with a 20-year award. He's</p> <p>24 been with us since 2023 [sic]. He's been in the</p> <p>25 meter shop his whole work time here at MPA. Great</p>
<p>27</p> <p>1 employee. Always here on time, always here. He's</p> <p>2 been a really, really good -- really good asset</p> <p>3 here, and I'm glad to have him as one of my guys.</p> <p>4 Would you like to say anything?</p> <p>5 MR. PADILLA: Oh, thank you to the Miami</p> <p>6 Parking staff, all you guys, all these years --</p> <p>7 what can I say? I begin as a part-time, and now</p> <p>8 growing in knowledge, knowing all the stuff and --</p> <p>9 well.</p> <p>10 One of the most important things I have felt</p> <p>11 during all these years is the -- how can I say, my</p> <p>12 time with the customers. That's what I felt. I</p> <p>13 feel good doing -- try to do my best. And, well,</p> <p>14 me being part of the Miami Parking, like I'm part</p> <p>15 of you guys, and -- well, I'm happy.</p> <p>16 CHAIRPERSON REYES: So another 20 years?</p> <p>17 MR. PADILLA: I try. I try.</p> <p>18 Thank you.</p> <p>19 MR. SOTO: Wilfred Soto for the record. I</p> <p>20 would like to say a couple of words. I don't know</p> <p>21 if you mentioned that he started here in 2003. So</p> <p>22 he's been through every phase that we've had, from</p> <p>23 mechanical meter to electronic meter to the</p> <p>24 machines. So every phase, he's been through it.</p> <p>25 Great employee. Great employee. Super quiet, hard</p>	<p>28</p> <p>1 worker. And, again, 20 -- it's actually 23 years.</p> <p>2 He was three years as a part-time and 20 years as a</p> <p>3 full-time. And, again, we wish him 10, 20 more.</p> <p>4 CHAIRPERSON REYES: That's great.</p> <p>5 Margarita.</p> <p>6 MS. DELGADO: Happy New Year. Good morning,</p> <p>7 Madam Chair, members of the board, Madam CEO,</p> <p>8 everyone. Happy New Year on this beautiful frozen</p> <p>9 iguana weather in Miami.</p> <p>10 November and December were very busy. The</p> <p>11 highlight of the two months was the consumer</p> <p>12 protection campaign about the fake QR codes on the</p> <p>13 PayByPhone signage which was covered wall to wall</p> <p>14 by all the channels, 2, 4, 6, 7, 10, 23, 51, and</p> <p>15 the blogs. It doesn't get any better than that.</p> <p>16 I think the only downfall to that is that some</p> <p>17 of the complaints that we get through the Ask The</p> <p>18 CEO, they come from people upset about parking in</p> <p>19 Miami Beach, South Miami, Coral Gables. MPA is so</p> <p>20 visible in the community that everybody thinks it's</p> <p>21 MPA, which I guess is a good thing to -- a good</p> <p>22 problem to have.</p> <p>23 At the request of the board, MPA became the</p> <p>24 partner of the week during Art Miami -- during the</p> <p>25 Miami Art Week through the Greater Miami Convention</p>

<p>29</p> <p>1 and Visitor Bureau. It was basically to inform the</p> <p>2 tourists, the visitors about where to park.</p> <p>3 Encourage the tourists to park in MPA facilities,</p> <p>4 and then hop on the Freebee to go to Art Miami and</p> <p>5 Wynwood. If you attended, you know that it was</p> <p>6 impossible to navigate the streets. It's crazy.</p> <p>7 And so hopefully it helped the consumers to find a</p> <p>8 way to connect to these events.</p> <p>9 The next big event is going to be the</p> <p>10 ParkMobile launch in Miami, and that's going to be</p> <p>11 another very important campaign so that people</p> <p>12 understand that now we will have two different ways</p> <p>13 to pay for parking in Miami. And we've had</p> <p>14 conversations with their communication team, and I</p> <p>15 think we're -- it's going to be a very successful</p> <p>16 rollout, a good partnership.</p> <p>17 CHAIRPERSON REYES: When do you start that</p> <p>18 rollout?</p> <p>19 MS. DELGADO: Probably -- we don't have a set</p> <p>20 date, but the MPA team wants to make sure that we</p> <p>21 go to the public first, that people understand,</p> <p>22 that we condition public opinion, and then roll it</p> <p>23 out. So it's going to be probably, what do you</p> <p>24 think, March?</p> <p>25 MR. DIAZ: February, March, yeah. We wanted</p>	<p>30</p> <p>1 the campaign first before we put the first sign up</p> <p>2 is the idea. Get awareness, everybody knows what's</p> <p>3 going on. And then as the signs -- again,</p> <p>4 everybody -- not everybody. A lot of people</p> <p>5 already have the other app, and you can still use</p> <p>6 the PayByPhone app. So it's not going to change,</p> <p>7 but at least -- by the time they see the signs, we</p> <p>8 would have done our fair share of --</p> <p>9 CHAIRPERSON REYES: So when do you start?</p> <p>10 MS. DELGADO: I think probably --</p> <p>11 MS. ARGUDIN: Now. She's starting already.</p> <p>12 MS. DELGADO: -- towards the end of January.</p> <p>13 CHAIRPERSON REYES: The reason I'm asking is</p> <p>14 because it's a lot to take in as a consumer with</p> <p>15 the QR code. The City of Miami posted again on the</p> <p>16 QR code on their social. So it's a lot to take in</p> <p>17 as a consumer to be like, okay, I can't use the QR</p> <p>18 code. Okay. Now I have two applications in the</p> <p>19 City of Miami, and do we have the same discount on</p> <p>20 the --</p> <p>21 MR. DIAZ: Yes.</p> <p>22 MS. DELGADO: Good question.</p> <p>23 CHAIRPERSON REYES: We do? Okay.</p> <p>24 MR. DIAZ: We do.</p> <p>25 CHAIRPERSON REYES: For the City residents and</p>
<p>31</p> <p>1 the City of Doral.</p> <p>2 So let me tell you what I'm getting now, like</p> <p>3 me getting calls. Why are you giving the City of</p> <p>4 Doral residents a discount? Why are you not</p> <p>5 allowing the rest of Miami-Dade County to do that</p> <p>6 when we come visit the City of Miami? Why don't we</p> <p>7 get a discount? We're Miami-Dade residents. Why?</p> <p>8 And, of course, I say, Well, it's a City of</p> <p>9 Miami resident perk, right. But there's going to</p> <p>10 be, I think, more -- I think there's just a lot,</p> <p>11 and we've been in the news a lot. So I ask you</p> <p>12 guys to be cautious in how you roll out this</p> <p>13 campaign.</p> <p>14 MS. DELGADO: Yes. And that's a good point.</p> <p>15 And the CEO wants to make sure that we do this in</p> <p>16 small doses.</p> <p>17 CHAIRPERSON REYES: Yeah.</p> <p>18 MS. ARGUDIN: That was one of the things that</p> <p>19 we spoke about, because there's -- you know, one of</p> <p>20 the things that I'm -- you know, I'll just mention</p> <p>21 now that Chapter 35, you know, the code changes got</p> <p>22 made and that allows us to do our operations -- run</p> <p>23 a little differently. That's a whole slew of</p> <p>24 changes as well, and we can't just do everything at</p> <p>25 the same time.</p>	<p>32</p> <p>1 So strategically we want to sit down, go</p> <p>2 through, okay, the timeline of when these things</p> <p>3 roll out so that we can educate the public first,</p> <p>4 which we've always been very good at educating the</p> <p>5 public, putting it out first, and then rolling</p> <p>6 things out, right. So that's one of the things</p> <p>7 that I spoke to both of them about. Okay.</p> <p>8 ParkMobile is coming, but let's time that so</p> <p>9 that there's not too much confusion.</p> <p>10 CHAIRPERSON REYES: And, again, the confusion</p> <p>11 on the discount that ParkMobile is in other</p> <p>12 municipalities. So, you know, there's a lot of</p> <p>13 stuff that as a consumer you need to take in. And</p> <p>14 I just want to make sure that -- because you're</p> <p>15 going to be bombarded with those Ask The CEO why</p> <p>16 this, why that.</p> <p>17 MS. DELGADO: Yes.</p> <p>18 MS. ARGUDIN: So the residents discount I</p> <p>19 think is -- again, we did a lot of promotion on the</p> <p>20 residents discount back when we rolled this out.</p> <p>21 So I think it's a refresh of, hey, residents, you</p> <p>22 have a discount again. So that's a good -- you</p> <p>23 know, it's good for the community to let them know</p> <p>24 that we have this, what they have to do to sign up</p> <p>25 for it.</p>

<p>33</p> <p>1 It's also the beginning of the year, so</p> <p>2 everybody's getting their permits now. So it's a</p> <p>3 lot going on in our website. You know, and I tell</p> <p>4 George all the time, like, George, some people are</p> <p>5 like, Hey, I want to do this quicker and -- you</p> <p>6 know, there's just so many bodies that could verify</p> <p>7 you live here, if you're a resident, so all that is</p> <p>8 a process.</p> <p>9 So I don't want to put all the process on</p> <p>10 January, because it's not fair to staff and it's</p> <p>11 not fair to the public to not provide the best</p> <p>12 service, right. So all that is being taken into</p> <p>13 consideration. So it's not only about the app, but</p> <p>14 it's what the app has for the residents that</p> <p>15 benefits them.</p> <p>16 CHAIRPERSON REYES: Right. Exactly.</p> <p>17 MS. DELGADO: It's always a benefit to the</p> <p>18 public. That's it. That's the mission.</p> <p>19 MR. CASSEL: Did I understand --</p> <p>20 CHAIRPERSON REYES: It's kind of like taking</p> <p>21 the QR code down, putting a new sign up. It's just</p> <p>22 like, what are they doing? What are they up to?</p> <p>23 MS. DELGADO: Right.</p> <p>24 MS. ARGUDIN: No, I get it.</p> <p>25 CHAIRPERSON REYES: What's going on here?</p>	<p>34</p> <p>1 MR. CASSEL: Did I hear that Doral residents</p> <p>2 get a discount in the City of Miami or am I -- did</p> <p>3 I hear that correctly?</p> <p>4 MR. DIAZ: No, no.</p> <p>5 CHAIRPERSON REYES: No. They get their</p> <p>6 discount.</p> <p>7 MR. DIAZ: Doral gets their discount. Miami</p> <p>8 Beach residents, they also get their own discount</p> <p>9 as well with ParkMobile.</p> <p>10 MR. CASSEL: With ParkMobile. Just City of</p> <p>11 Miami residents get with -- will get with both</p> <p>12 apps.</p> <p>13 CHAIRPERSON REYES: Right. But because the</p> <p>14 City of Doral has the MPA, then people think that</p> <p>15 it's overlapping. And I explained to someone the</p> <p>16 other day, no, it's a City perk. Where you live is</p> <p>17 where you get that perk. It doesn't overlap. It</p> <p>18 just happens to be that if you come to the City of</p> <p>19 Miami and City of Doral, then -- so there's -- it</p> <p>20 was like, I think that -- are you giving the City</p> <p>21 of Doral this?</p> <p>22 And I'm like, well, no. They're getting their</p> <p>23 own perk as a City of Doral resident.</p> <p>24 But, you know, people like to -- people want</p> <p>25 their freebies, right, so they're wondering why</p>
<p>35</p> <p>1 Miami-Dade County doesn't participate in that. I'm</p> <p>2 like, we don't manage Miami-Dade County parking, we</p> <p>3 manage City of Miami.</p> <p>4 MR. CASSEL: One other thing in connection</p> <p>5 with some of the promotions. I know the fraud got</p> <p>6 a lot of publicity. I think it's also important</p> <p>7 early in the year to highlight the fact that both</p> <p>8 ParkMobile and park by phone are used in private</p> <p>9 lots, not to be confused with our lots, and that</p> <p>10 people need to distinguish that --</p> <p>11 CHAIRPERSON REYES: That's a whole other mess.</p> <p>12 MR. CASSEL: -- and understand they need to</p> <p>13 deal with -- because it's a big -- I mean, that's</p> <p>14 the biggest problem --</p> <p>15 MS. DELGADO: It is.</p> <p>16 MR. CASSEL: -- that I hear, is people getting</p> <p>17 ticketed and then trying to deal with it, because</p> <p>18 it's not clear in getting -- even with the new law.</p> <p>19 I know we went through the change, but I think</p> <p>20 that's something that should be on our website.</p> <p>21 And in an appropriate time frame, again, just bring</p> <p>22 it up again. And I would put that on a rolling</p> <p>23 basis because, you know, that's where I think</p> <p>24 there's a lot of --</p> <p>25 MS. DELGADO: It's a very good point --</p>	<p>36</p> <p>1 CHAIRPERSON REYES: Yeah.</p> <p>2 MS. DELGADO: -- because it's a recurring</p> <p>3 issue.</p> <p>4 (Simultaneous discussion.)</p> <p>5 MS. ARGUDIN: It was quiet for a little bit,</p> <p>6 and then now I'm getting it from all directions,</p> <p>7 from the different districts everybody's --</p> <p>8 everybody in every district is having this because,</p> <p>9 you know, the private lots have figured out, you</p> <p>10 know, we can charge \$55, \$90. That's a moneymaker.</p> <p>11 I actually spoke yesterday to the person at</p> <p>12 the City who takes care of legislative items in</p> <p>13 Tallahassee, and I said, Look, if this is a thing</p> <p>14 and the commissioner is calling me, I think we need</p> <p>15 to talk about making it a legislative priority for</p> <p>16 us to maybe take something back to Tallahassee and</p> <p>17 maybe further amend that.</p> <p>18 Once you work on a legislation, and you're</p> <p>19 working on it and you see it, and you see it and</p> <p>20 you're like, this is pretty good. But then, you</p> <p>21 know, when it's all said and done, and you revisit</p> <p>22 a couple of months later, and you see the --</p> <p>23 MR. CASSEL: It's a process.</p> <p>24 MS. ARGUDIN: Maybe we should have added this,</p> <p>25 maybe you should have said this. Oh, this has</p>

<p>37</p> <p>1 "may," this says "shall," you know. And so, you</p> <p>2 know, there may have to be some cleanup to that,</p> <p>3 but the City has to help me with that.</p> <p>4 So that's -- I just spoke to somebody about</p> <p>5 that yesterday, because I am getting a lot of that.</p> <p>6 They want stricter signage that says you're not a</p> <p>7 municipal -- because they say public parking. They</p> <p>8 can say -- the public can park there, but it's not</p> <p>9 public parking like we think, you know. Miami</p> <p>10 Parking Authority is providing the, you know,</p> <p>11 public parking with our public rates.</p> <p>12 CHAIRPERSON REYES: Right, municipal.</p> <p>13 MS. ARGUDIN: Yeah. Rates have become a big</p> <p>14 deal as well. It's a big conversation about what</p> <p>15 they're getting charged. So I don't think people</p> <p>16 care if it's, you know, us versus the private, but</p> <p>17 the charges are -- you know, and then they fall</p> <p>18 into the --</p> <p>19 CHAIRPERSON REYES: And it's easier to call</p> <p>20 here to complain than it is to call whomever it is</p> <p>21 that's going to --</p> <p>22 MR. CASSEL: You can't reach those people.</p> <p>23 CHAIRPERSON REYES: You can't get in touch</p> <p>24 with anybody.</p> <p>25 (Simultaneous discussion.)</p>	<p>38</p> <p>1 MR. CASSEL: You can't reach them, or they're</p> <p>2 nonresponsive, or they're dismissive when there's a</p> <p>3 legitimate issue.</p> <p>4 CHAIRPERSON REYES: Yes.</p> <p>5 MS. ARGUDIN: And I'm going to tell you too.</p> <p>6 So, you know, I mean, for what it's worth, I don't</p> <p>7 think any of the complaints that have come through</p> <p>8 here have been, You guys charged me this. It's</p> <p>9 always, Can you help me figure out --</p> <p>10 MS. DELGADO: Yes.</p> <p>11 MS. ARGUDIN: -- this company. So they</p> <p>12 know -- they distinguish that it's not us which</p> <p>13 is -- that's great. I was always worried that they</p> <p>14 were going to think it was, and we would have to</p> <p>15 start really, you know, breaking ourselves apart</p> <p>16 from that. So they know it's not us, they just</p> <p>17 don't know how to get help.</p> <p>18 We've actually gone out of our way. So all</p> <p>19 these companies that -- there's some companies that</p> <p>20 we know. Like there's two companies that we know</p> <p>21 who they are, but there are companies that are</p> <p>22 popping out, we don't know who they are. So when</p> <p>23 we get the paper and we're like, I've never seen</p> <p>24 this company before. So we reach out to them, Hey,</p> <p>25 this is the law. This is what you have to put in</p>
<p>39</p> <p>1 place. So we try to educate even the companies to</p> <p>2 be better on that.</p> <p>3 MR. CASSEL: One place we do have the ability</p> <p>4 to, I would say, push or influence is with the two</p> <p>5 big parking apps that we are using who are also in</p> <p>6 those lots, and sitting down with them and talking</p> <p>7 about what they're doing for their customers, and</p> <p>8 how we're not happy with it potentially.</p> <p>9 There is some influence to be put on, because</p> <p>10 it's both ParkMobile and PayByPhone in those</p> <p>11 private lots. So they may say, Oh, we're just a</p> <p>12 vendor, but that doesn't work for me anymore. It's</p> <p>13 not they're just a vendor. They should have some</p> <p>14 responsibility and obligation, if we're going to</p> <p>15 work with them, to make sure that their clients are</p> <p>16 not doing things that are frankly detrimental to</p> <p>17 us.</p> <p>18 MS. ARGUDIN: Good conversation.</p> <p>19 CHAIRPERSON REYES: Yeah.</p> <p>20 MS. ARGUDIN: Thank you.</p> <p>21 MS. DELGADO: There's so much to communicate.</p> <p>22 And, by the way, we're doing focus groups again,</p> <p>23 it's time, at the very beginning of February. So</p> <p>24 we're going to get --</p> <p>25 CHAIRPERSON REYES: You're doing what?</p>	<p>40</p> <p>1 MS. DELGADO: Focus groups.</p> <p>2 CHAIRPERSON REYES: Oh, good.</p> <p>3 MS. DELGADO: Yes. Because MPA is doing so</p> <p>4 many multidisciplinary things that it's good to</p> <p>5 know what the people think of the MPA brand. It's</p> <p>6 no longer Miami -- Miami logo, Miami brand. So</p> <p>7 we'll see the kind of feedback we get.</p> <p>8 And the last thing with December, we had the</p> <p>9 Holiday Courtesy Citation Program, which is always</p> <p>10 so much welcomed by the public, and a lot of other</p> <p>11 stuff in between.</p> <p>12 Oh, I almost forgot. For the first time, to</p> <p>13 the best of my recollection, we're going to have a</p> <p>14 story in Florida Trend Magazine which is statewide.</p> <p>15 Actually, the CEO had a very good interview with</p> <p>16 the executive editor, and she called me and she</p> <p>17 said it was such a terrific and refreshing</p> <p>18 knowledge about what MPA is doing, I'm writing my</p> <p>19 column about MPA in February.</p> <p>20 CHAIRPERSON REYES: Nice.</p> <p>21 MS. DELGADO: So this is statewide. It's</p> <p>22 important. So one more opportunity for MPA to be</p> <p>23 visible. We'll get more Ask The CEO feedback.</p> <p>24 Any questions?</p> <p>25 Thank you.</p>

<p>41</p> <p>1 MS. ARGUDIN: Welcome back.</p> <p>2 MS. GARCIA: Thank you. I'm excited to be</p> <p>3 back. Kaitlyn Garcia for the record.</p> <p>4 So I'm going to go and do the social report on</p> <p>5 both November and December, so if you go to the</p> <p>6 next slide.</p> <p>7 For November our top pieces of content per</p> <p>8 platform for Facebook was the Veteran's Day post.</p> <p>9 That was a post that we were just honoring our</p> <p>10 veterans, and it performed actually very, very</p> <p>11 well. You'll see later on I have some graphs. And</p> <p>12 that specific post outperformed any of the other</p> <p>13 posts for this time period, which is November and</p> <p>14 December.</p> <p>15 I don't understand why other than the fact</p> <p>16 that I think maybe the consumer on that platform</p> <p>17 appreciates when we post something or have content</p> <p>18 that kind of honors the community or people who are</p> <p>19 doing things for the community. So you'll see</p> <p>20 there it performed really, really well compared to</p> <p>21 other posts.</p> <p>22 On Instagram, you'll see that there's some --</p> <p>23 consistently throughout the two months that our</p> <p>24 Reel posts that we have collaboration posts with</p> <p>25 other municipalities or other entities are the ones</p>	<p>42</p> <p>1 that perform astronomically better than any of the</p> <p>2 other posts. I mean, it makes sense, because when</p> <p>3 we do a collaboration post, we're getting the</p> <p>4 engagement and the audience and the reach of that</p> <p>5 other page that we're collaborating with. So it</p> <p>6 really does help us with that reach and that</p> <p>7 engagement.</p> <p>8 And then on Twitter, just something that we've</p> <p>9 seen across the board on this platform</p> <p>10 specifically, is any posts that talks about a</p> <p>11 specific local event, or brings awareness to an</p> <p>12 event that's going on, it's a post that gets the</p> <p>13 most engagement.</p> <p>14 To be quite frank, this platform, in and of</p> <p>15 itself, we're seeing kind of a decline. I think</p> <p>16 that there's just less people on that platform,</p> <p>17 even it's not called Twitter anymore, it's X. We</p> <p>18 have to update that logo. But just in and of</p> <p>19 itself we're seeing that this platform is kind of</p> <p>20 on the down when it comes to performance,</p> <p>21 following, everything.</p> <p>22 CHAIRPERSON REYES: You're not getting any</p> <p>23 questions or anything on X?</p> <p>24 MS. GARCIA: No, nothing. No sort of</p> <p>25 engagement. We get maybe a few likes. I think</p>
<p>43</p> <p>1 it's really just people see it, they get informed,</p> <p>2 maybe like it, or repost it, or share it maybe.</p> <p>3 But even then it's not -- it's nowhere near the</p> <p>4 numbers that we saw when we first started.</p> <p>5 CHAIRPERSON REYES: Are you using the same</p> <p>6 content on all the platforms?</p> <p>7 MS. GARCIA: Yes, for the most part. For the</p> <p>8 most part. We do shift a little bit on Instagram</p> <p>9 because that's where we really just see the</p> <p>10 majority of the audience. But for the other two,</p> <p>11 it's the same content.</p> <p>12 And the next slide for December --</p> <p>13 CHAIRPERSON REYES: I'm sorry. I don't see</p> <p>14 any LinkedIn data here.</p> <p>15 MS. GARCIA: So LinkedIn, I have it in the</p> <p>16 overall. It's not per content base, but I can</p> <p>17 include content base per month if you guys want me</p> <p>18 to start including LinkedIn. We are seeing</p> <p>19 actually growth in LinkedIn and in the slide where</p> <p>20 we kind of compare month over month, but there is</p> <p>21 growth. So it's something that we're starting to</p> <p>22 prioritize more and more. So I can start --</p> <p>23 MR. WILMOTH: Sorry.</p> <p>24 MS. GARCIA: No, you're fine. I can just</p> <p>25 start including more information on these board</p>	<p>44</p> <p>1 reports for LinkedIn specifically.</p> <p>2 MR. WILMOTH: You also have more engagement on</p> <p>3 LinkedIn than you do on the other platforms, so the</p> <p>4 question becomes -- I'll wait till you get to the</p> <p>5 numbers. We'll talk then.</p> <p>6 Thank you for putting the slide together.</p> <p>7 MS. GARCIA: Of course.</p> <p>8 So in December on Facebook, it was just</p> <p>9 highlighting events. On Instagram, like I've</p> <p>10 mentioned, this was a collaboration with Wynwood.</p> <p>11 So the goal is that we're going to try to continue</p> <p>12 to collaborate with these different municipalities</p> <p>13 or entities to help increase our reach. And on</p> <p>14 Twitter, the same thing. It's an event that was</p> <p>15 happening, that was the one that got the most</p> <p>16 engagement.</p> <p>17 And the next slide. These are just some</p> <p>18 highlights, learnings, and things to come. So like</p> <p>19 I've mentioned a few times already, the Reel</p> <p>20 collaborations are really beneficial for us. It</p> <p>21 really helps us in increasing the reach versus just</p> <p>22 speaking to the people who follow us or a specific</p> <p>23 audience. It allows us to really reach the</p> <p>24 community at a wider scale. So the goal is to</p> <p>25 continue to do that whenever possible.</p>

<p>45</p> <p>1 The QR code awareness, we've done a few posts</p> <p>2 that bring awareness to what's going on. Just like</p> <p>3 Margarita was doing within the media, we're doing</p> <p>4 within our social pages. Like Jami mentioned, the</p> <p>5 City of Miami actually recently posted one of our</p> <p>6 videos, and they tagged us in a collab, so we</p> <p>7 accepted it. And we see very different sort of</p> <p>8 performance from the post that we did that it was</p> <p>9 just us versus the post that we did in</p> <p>10 collaboration with them. Much more reach, much</p> <p>11 more comments. So pros and cons.</p> <p>12 And then we will be working very, very closely</p> <p>13 with Margarita and the Miami Parking Authority team</p> <p>14 with ParkMobile and that rollout and educating our</p> <p>15 audience and the community.</p> <p>16 Next slide here. So here it has a little more</p> <p>17 information on engagement and growth month over</p> <p>18 month. So what you'll see here, the numbers here</p> <p>19 is November and December combined, and we're</p> <p>20 comparing it to the prior two months, so September</p> <p>21 and October.</p> <p>22 So on Instagram our followers went up by</p> <p>23 almost 2 percent. This one is the one that's --</p> <p>24 did very well is the total engagement. So that</p> <p>25 month over month is 829 percent higher than the</p>	<p>46</p> <p>1 last two months. And, again, that is because --</p> <p>2 100 percent because of the collaborations that</p> <p>3 we're doing. Same with impressions, it's over</p> <p>4 413 percent month over month for those two, kind of</p> <p>5 the comparison period.</p> <p>6 Like I mentioned, Twitter is just slowly on</p> <p>7 the decline, and I think it's just because there's</p> <p>8 not as many people using that platform as there</p> <p>9 used to be, and every day I feel like it's just</p> <p>10 less and less.</p> <p>11 On Facebook the followers stayed the same.</p> <p>12 And one thing, I feel that we're not really growing</p> <p>13 on Facebook, but I do think it's also because the</p> <p>14 user experience, you don't really see as many</p> <p>15 people following or liking pages on that platform</p> <p>16 as they used to.</p> <p>17 If you're following or following a new page,</p> <p>18 engaging with a new page, it's really on the</p> <p>19 Instagram platform, or a platform that we don't</p> <p>20 have anything right now, TikTok. But those are the</p> <p>21 two big platforms where you'll see growth, and new</p> <p>22 following, and looking up, versus Facebook, it's</p> <p>23 really people who have already followed you are the</p> <p>24 ones who are engaging. You're not seeing a lot of</p> <p>25 new growth there on that platform specifically.</p>
<p>47</p> <p>1 However, one thing to note is that our</p> <p>2 engagement and impressions still went up</p> <p>3 significantly without any sort of collaboration</p> <p>4 post. This is our page in and of itself doing its</p> <p>5 work on its own, which is -- you know, says a lot.</p> <p>6 It's something that's very interesting to look at</p> <p>7 because, again, it's not with the support of</p> <p>8 another page, it's us on our own.</p> <p>9 And then LinkedIn, like you mentioned, it is</p> <p>10 constantly -- we're seeing a constant growth in</p> <p>11 impressions, engagement, and following. It's not</p> <p>12 as astronomical as the Instagram one, but it is</p> <p>13 something that's steady but consistently month over</p> <p>14 month performing at a higher rate.</p> <p>15 MR. WILMOTH: Just as a point of information.</p> <p>16 You're defining impressions as the number of times,</p> <p>17 whenever we post, it's on someone's screen, right?</p> <p>18 MS. GARCIA: Correct.</p> <p>19 MR. WILMOTH: I get -- an impression is I look</p> <p>20 at it on my phone, I look at it on my iPad, I get</p> <p>21 it on my computer. So that's just total</p> <p>22 impressions is how you're tracking impressions?</p> <p>23 MS. GARCIA: Correct. Yes. However -- sorry.</p> <p>24 One thing to note when it comes to</p> <p>25 impressions, is the way that these platforms work,</p>	<p>48</p> <p>1 is that the more someone engages with the post, the</p> <p>2 more it is served across the board. So, for</p> <p>3 example, on Instagram, if they're seeing -- the</p> <p>4 platform itself is seeing that this post is having</p> <p>5 an average watch rate of more than three seconds,</p> <p>6 or there's people engaging with it, then it kind of</p> <p>7 prioritizes that and it starts to serve it out</p> <p>8 more.</p> <p>9 But, yes, an impression is if it was -- you</p> <p>10 scroll through your phone and it pops on your page,</p> <p>11 that is impression.</p> <p>12 MR. WILMOTH: Okay. And then are you -- is</p> <p>13 this tracking just hard numbers for engagement?</p> <p>14 Like this is how many people clicked the link, or</p> <p>15 commented on a page, or liked it, or whatever,</p> <p>16 versus an engagement rate which is the rate in</p> <p>17 which the number of people that we have on the</p> <p>18 platform are -- which one of the two are you doing</p> <p>19 here?</p> <p>20 MS. GARCIA: Engagements.</p> <p>21 MR. WILMOTH: Just the pure --</p> <p>22 MS. GARCIA: Full engagement numbers, yeah.</p> <p>23 So total engagement. And a total engagement can</p> <p>24 consist of views, so -- but they have to watch it</p> <p>25 for more than three seconds if it's a video.</p>

<p>49</p> <p>1 Likes, comments, shares, and link clicks.</p> <p>2 MR. WILMOTH: So it appears that the</p> <p>3 engagement rate that you're having is much higher</p> <p>4 on LinkedIn. So if you're getting more engagement</p> <p>5 per person, per followers on LinkedIn versus -- and</p> <p>6 LinkedIn and Instagram versus the Facebook and the</p> <p>7 Twitter platform --</p> <p>8 MS. GARCIA: Uh-hum.</p> <p>9 MR. WILMOTH: -- are we paying anything for</p> <p>10 marketing? Are we boosting any of our posts or</p> <p>11 anything?</p> <p>12 MS. GARCIA: No. Everything is strictly</p> <p>13 organic.</p> <p>14 MR. WILMOTH: Got it.</p> <p>15 And you mentioned TikTok. I know -- it</p> <p>16 appears as if we're -- these are different</p> <p>17 demographics of people. Typically I see it divided</p> <p>18 by age. So our older folks are on Facebook, your</p> <p>19 millennials are all on Instagram and LinkedIn, and</p> <p>20 then you have your younger folks on TikTok.</p> <p>21 MR. CASSEL: Where are you?</p> <p>22 MR. WILMOTH: Oh, I'm on --</p> <p>23 MS. GARCIA: All of them.</p> <p>24 MR. CASSEL: I'm just curious.</p> <p>25 (Simultaneous discussion.)</p>	<p>50</p> <p>1 MS. ARGUDIN: Definitely TikTok.</p> <p>2 MS. LADRON DE GUEVARA: I'm guilty, TikTok.</p> <p>3 MR. WILMOTH: I don't have TikTok.</p> <p>4 MS. ARGUDIN: No, we don't have TikTok.</p> <p>5 MS. GARCIA: We don't have TikTok, but that is</p> <p>6 something that for 2025, depending on where the</p> <p>7 platform that's out, if it's purchased, I think</p> <p>8 it's something that we could revisit. Right now</p> <p>9 it's -- we don't have that platform and we're going</p> <p>10 to keep it that way. However, social's constantly</p> <p>11 changing. It changes very quick. Things, you</p> <p>12 know, in the community change.</p> <p>13 CHAIRPERSON REYES: In my opinion, you should</p> <p>14 focus more on LinkedIn and Instagram. I think it</p> <p>15 covers the demographics that we're after. LinkedIn</p> <p>16 more on that business side, and then Instagram more</p> <p>17 on the engagement of --</p> <p>18 MS. GARCIA: And speaking to the community</p> <p>19 directly.</p> <p>20 CHAIRPERSON REYES: -- our community.</p> <p>21 I think that you should probably, whatever</p> <p>22 you're posting on X should just be an automatic</p> <p>23 kind of thing, and, of course, monitoring if</p> <p>24 there's a comment or something, that I don't see</p> <p>25 that happening, and then maybe, you know, on</p>
<p>51</p> <p>1 Facebook doing what you see, like the veteran's</p> <p>2 posts or things like that that were, you know, more</p> <p>3 engaging. But to add another platform is just -- I</p> <p>4 don't see TikTok as the demographic that -- again,</p> <p>5 depends on where it goes.</p> <p>6 MS. GARCIA: Exactly. I think that that's</p> <p>7 something to keep in the back burner.</p> <p>8 CHAIRPERSON REYES: But that's also more of a</p> <p>9 fast paced kind of thing, and I think that we, in</p> <p>10 my opinion, I think we would want to post things</p> <p>11 that are more -- that are longer, relevant, and</p> <p>12 more informative rather than that, you know, one</p> <p>13 Reel. And also you might get, again, engagement</p> <p>14 that we don't want.</p> <p>15 MS. GARCIA: Very true. Yes. I think it's</p> <p>16 just -- again, it's something that -- I agree with</p> <p>17 you a thousand percent, and we're going to focus --</p> <p>18 especially, I think, the majority of the focus is</p> <p>19 Instagram and LinkedIn. But depending on what</p> <p>20 happens, you know, Q3, Q4 we can revisit, because</p> <p>21 that Gen Z audience is -- and, honestly, it's not</p> <p>22 even just Gen Z anymore, it's across the board.</p> <p>23 But it is a good way to --</p> <p>24 CHAIRPERSON REYES: I mean, apparently it's</p> <p>25 across the board.</p>	<p>52</p> <p>1 MS. LADRON DE GUEVARA: It's an old person --</p> <p>2 MS. GARCIA: It is. It is. It started off</p> <p>3 fully Gen Z, and now it's --</p> <p>4 CHAIRPERSON REYES: Tom is on all of them by</p> <p>5 the way. He's on Threads --</p> <p>6 MR. JELKE: Proud to be on --</p> <p>7 CHAIRPERSON REYES: -- he's on Bluesky. I see</p> <p>8 you.</p> <p>9 MR. JELKE: Snapchat.</p> <p>10 MS. ARGUDIN: Snapchat.</p> <p>11 CHAIRPERSON REYES: Snapchat.</p> <p>12 MS. GARCIA: A key consumer. But just</p> <p>13 something to think about.</p> <p>14 MR. WILMOTH: Can we show the engagement</p> <p>15 rate --</p> <p>16 MR. JELKE: Tinder.</p> <p>17 MS. GARCIA: All of them.</p> <p>18 MR. WILMOTH: Can we show the actual rate of</p> <p>19 engagement?</p> <p>20 MS. GARCIA: Yeah. Absolutely.</p> <p>21 MR. WILMOTH: That clearly is part of this</p> <p>22 social group as well. I think that will be really</p> <p>23 helpful as we think through how we communicate to</p> <p>24 different folks. I'm assuming -- is the goal</p> <p>25 engagement?</p>



<p>1 MS. GARCIA: I would say yes. I mean 53</p> <p>2 engagement and then growth.</p> <p>3 MR. WILMOTH: Since our goal is engagement,</p> <p>4 let's make sure we show -- we can show the hard</p> <p>5 number of engagement. But I think the rate is</p> <p>6 important, because if the goal is us to get</p> <p>7 engagement to get our -- the message out, and we</p> <p>8 realize that we're only seeing engagement -- or we</p> <p>9 see higher engagement on certain platforms, then we</p> <p>10 should be --</p> <p>11 MS. GARCIA: Prioritizing.</p> <p>12 MR. WILMOTH: -- focused -- thinking,</p> <p>13 prioritizing, growing our presence on that platform</p> <p>14 to make sure we're increasing our engagement.</p> <p>15 MS. GARCIA: Definitely.</p> <p>16 MR. WILMOTH: Right now Alex is a star, so</p> <p>17 we -- LinkedIn. It's easy -- it will be easy for</p> <p>18 us to --</p> <p>19 MS. GARCIA: A thousand percent.</p> <p>20 MR. WILMOTH: -- tap into her star power to</p> <p>21 grow our LinkedIn presence, and then hopefully our</p> <p>22 engagement rate then increases more and more.</p> <p>23 MS. GARCIA: Yes.</p> <p>24 MR. JELKE: When you post something, does it</p> <p>25 automatically go on all four of those things?</p>	<p>1 MS. GARCIA: No, not all of them. For the 54</p> <p>2 majority static graphics -- no, and not even all</p> <p>3 four, because we don't post everything on LinkedIn.</p> <p>4 We try to be very strategic on what we're posting</p> <p>5 there. But any static graphic, for the most part,</p> <p>6 does get posted across the three platforms, so</p> <p>7 Facebook, Instagram and Twitter. Video content</p> <p>8 we're a little more, I guess, picky on where that</p> <p>9 lives, and, for the most part, it's mostly</p> <p>10 Instagram.</p> <p>11 CHAIRPERSON REYES: Now that you're back, I</p> <p>12 wanted to mention -- I know that you delegated -- I</p> <p>13 know that you started with us, so -- we just need</p> <p>14 to make sure that your automated posts are</p> <p>15 monitored. Because Margarita and I discussed, if</p> <p>16 there's something happening in our community that</p> <p>17 is something horrible, you don't want to have an</p> <p>18 automated post that says, Don't forgot to join us</p> <p>19 at, you know, X, Y, Z. We need to be consistent</p> <p>20 with our messaging but also be very aware of what's</p> <p>21 happening.</p> <p>22 So automated posts sometimes can backfire on</p> <p>23 you for that reason. And I think you did have one,</p> <p>24 and I called her and I said, You may need to take</p> <p>25 that down. There was something going on in the</p>
<p>1 world that it was -- we shouldn't have been 55</p> <p>2 celebrating whatever we were celebrating.</p> <p>3 MS. GARCIA: Got it.</p> <p>4 CHAIRPERSON REYES: So just, you know,</p> <p>5 whomever is doing that, I know they're easy to do.</p> <p>6 I do them for my company --</p> <p>7 MS. GARCIA: Yeah. Like the scheduled --</p> <p>8 CHAIRPERSON REYES: -- but, you know, we need</p> <p>9 to just make sure that they're --</p> <p>10 MS. GARCIA: We're sensitive to what's going</p> <p>11 on.</p> <p>12 CHAIRPERSON REYES: Sensitive, yes,</p> <p>13 absolutely.</p> <p>14 MS. GARCIA: Agree a thousand percent.</p> <p>15 Definitely.</p> <p>16 CHAIRPERSON REYES: Thank you.</p> <p>17 MS. DELGADO: Madam Chair, and one last thing</p> <p>18 is, I've been reading quite a bit lately on the</p> <p>19 public relations professional associations.</p> <p>20 They're really seeing a lot of performance on</p> <p>21 LinkedIn but broadcasting through Reels. So</p> <p>22 that -- Reels --</p> <p>23 MS. GARCIA: Interesting.</p> <p>24 MS. DELGADO: Yes. So that's -- the last</p> <p>25 article was about three days ago.</p>	<p>1 MS. GARCIA: Reels on LinkedIn, like video 56</p> <p>2 content on LinkedIn?</p> <p>3 MS. DELGADO: Yes.</p> <p>4 MS. GARCIA: Interesting. I'll look into</p> <p>5 that.</p> <p>6 MR. WILMOTH: Yeah. I'm surprised you're not</p> <p>7 posting your video content on LinkedIn, because I</p> <p>8 know at North Bay Village, when they were doing it,</p> <p>9 we were seeing lots of engagement on LinkedIn.</p> <p>10 MS. GARCIA: Question: Is the type of content</p> <p>11 that they're posting more -- because the type of</p> <p>12 video content that we post on LinkedIn versus --</p> <p>13 aside from the MPA QR code information, it's very</p> <p>14 fun, community type of content, versus LinkedIn. I</p> <p>15 think our main focus is really strictly business</p> <p>16 oriented. The type of content that they're</p> <p>17 posting, is it more business oriented or is it like</p> <p>18 that fun, engaging type of video?</p> <p>19 MR. WILMOTH: It's more business. It's more</p> <p>20 here's something you need to know, or this is</p> <p>21 something that happened. You know, probably less</p> <p>22 fun, more informative.</p> <p>23 MS. GARCIA: Exactly. And that we have posted</p> <p>24 a few, at least on our platform. The informative</p> <p>25 videos we do post on LinkedIn. It's those, you</p>

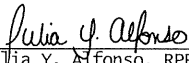
<p>57</p> <p>1 know, typical reel, fun type of content that we</p> <p>2 really keep strictly for Instagram. But, yes, the</p> <p>3 more that we have these informative videos or clips</p> <p>4 from like news segments and things like that, we do</p> <p>5 post on LinkedIn.</p> <p>6 MS. DELGADO: But also stock leadership as</p> <p>7 well.</p> <p>8 MR. WILMOTH: Yes.</p> <p>9 CHAIRPERSON REYES: Maybe we can do content</p> <p>10 that relates to, again, going back, helping our end</p> <p>11 user. Maybe the Reels or video that you do are</p> <p>12 more geared towards where to go to park. So more</p> <p>13 of showing our lots, more showing our garages,</p> <p>14 showing -- especially as you roll out this new</p> <p>15 campaign of showing people if -- you know, on a</p> <p>16 more direct basis using maps, pointing out with pin</p> <p>17 drops and saying, If you come to Wynwood, these are</p> <p>18 the lots. If you're coming to Brickell, these are</p> <p>19 where you can come, the Grove. And I think that if</p> <p>20 you make that into a --</p> <p>21 MS. GARCIA: A video.</p> <p>22 CHAIRPERSON REYES: -- video, it would -- it's</p> <p>23 informative, it's engaging.</p> <p>24 MS. GARCIA: It's easy to digest.</p> <p>25 CHAIRPERSON REYES: And it's easier to digest</p>	<p>58</p> <p>1 than a bunch of text.</p> <p>2 MS. GARCIA: Yes.</p> <p>3 CHAIRPERSON REYES: So it's more visual. And</p> <p>4 I think LinkedIn is moving towards that. I see a</p> <p>5 lot of content that's more that. And even my</p> <p>6 company is doing it, where they're not so much</p> <p>7 video Reels, but they're just kind of like</p> <p>8 scrolling. So maybe we can look at something like</p> <p>9 that as we roll things out.</p> <p>10 MS. GARCIA: I think so. And I think that for</p> <p>11 ParkMobile, that's actually a really good idea to</p> <p>12 showcase where it's at exactly.</p> <p>13 CHAIRPERSON REYES: I mean, and -- are we</p> <p>14 still working with SpotHero?</p> <p>15 MR. DIAZ: Yeah.</p> <p>16 CHAIRPERSON REYES: And I think that's</p> <p>17 something that we -- you know, I'm always like, Oh,</p> <p>18 you should use this, especially in downtown. So</p> <p>19 hard in downtown to find parking right now because</p> <p>20 of all the construction.</p> <p>21 So where I go get my nails done, I tell the</p> <p>22 girl, You need to tell all your clients to use</p> <p>23 SpotHero.</p> <p>24 MS. GARCIA: Use SpotHero.</p> <p>25 CHAIRPERSON REYES: So that's something that</p>
<p>59</p> <p>1 we can also promote through that, you know,</p> <p>2 LinkedIn platform.</p> <p>3 MS. GARCIA: Oh, through the LinkedIn</p> <p>4 platform.</p> <p>5 CHAIRPERSON REYES: Or Instagram as well,</p> <p>6 right. And I don't know what their engagement is,</p> <p>7 but, again, that --</p> <p>8 MS. GARCIA: Or a collaboration post that's</p> <p>9 actually --</p> <p>10 CHAIRPERSON REYES: Yeah.</p> <p>11 MS. GARCIA: So we did do a SpotHero video to</p> <p>12 inform because even, to be honest, I didn't</p> <p>13 understand what SpotHero was. So we created a</p> <p>14 video just to kind of inform the community on like</p> <p>15 what it is and how you use it. I think we can do</p> <p>16 more of that, because you post it one time, people</p> <p>17 see it, and it's gone. So I think consistently</p> <p>18 doing it.</p> <p>19 CHAIRPERSON REYES: And I think we have so</p> <p>20 much collaboration with like, you know, the</p> <p>21 Freebee. I just found out from Freebee that they</p> <p>22 have a route and they stop at certain stops. I</p> <p>23 didn't even know that. And then you can call them,</p> <p>24 and they can pick you up, right, within that route.</p> <p>25 But the guy was like, Oh, you know, if you stop</p>	<p>60</p> <p>1 wherever there's a bus stop or a metro or a trolley</p> <p>2 stop, they'll stop there. Their little open cart.</p> <p>3 MS. GARCIA: Yeah.</p> <p>4 CHAIRPERSON REYES: I didn't even know that.</p> <p>5 They told me that, and I was like, Oh.</p> <p>6 So I think all of that, new year, maybe new</p> <p>7 things that we need to promote to get people to get</p> <p>8 to their places without stressing so much.</p> <p>9 MS. GARCIA: Yeah, I think that's good. And I</p> <p>10 didn't know that either. So I think maybe it's</p> <p>11 connecting, finding out these little nuggets of</p> <p>12 knowledge that we don't even know, and then</p> <p>13 figuring out how we can kind of express that to the</p> <p>14 community or let the community know about all these</p> <p>15 kinds of things that we offer.</p> <p>16 CHAIRPERSON REYES: Okay.</p> <p>17 MS. GARCIA: Perfect.</p> <p>18 CHAIRPERSON REYES: All right. Thank you.</p> <p>19 MS. GARCIA: Thank you.</p> <p>20 And then at the end I just have kind of the</p> <p>21 graphics. It just kind of talked about everything</p> <p>22 that I've already mentioned multiple times. You'll</p> <p>23 see the spikes within the engagement on Instagram.</p> <p>24 Those are the posts that we had collaborations</p> <p>25 with. And then in the next one is the Facebook</p>

<p>61</p> <p>1 engagement that is the Veteran's Day post, which is</p> <p>2 crazy how much it outperformed all the other ones.</p> <p>3 MR. WILMOTH: So I know I was the one who</p> <p>4 asked for the slide, but now that I see it, I</p> <p>5 wonder if engagement rate is what we're tracking?</p> <p>6 Do we just have one chart that shows monthly</p> <p>7 engagement rate, and then you have one chart with</p> <p>8 Instagram, LinkedIn, whatever?</p> <p>9 MS. GARCIA: We can do that.</p> <p>10 MR. WILMOTH: And then we can watch the</p> <p>11 engagement rate --</p> <p>12 MS. GARCIA: So that you can see the line --</p> <p>13 MR. WILMOTH: -- on a monthly basis versus --</p> <p>14 like, in order for this slide to --</p> <p>15 MS. GARCIA: Say something to you.</p> <p>16 MR. WILMOTH: -- to say something to me, I</p> <p>17 would need to know exactly what each of these posts</p> <p>18 are, and I think that gets a little cumbersome.</p> <p>19 MS. GARCIA: Yeah. And you have to kind of go</p> <p>20 back, look at the date, see what post it is.</p> <p>21 MR. WILMOTH: I want to keep our eye on the</p> <p>22 prize, which is engagement rate. So I think</p> <p>23 that's -- I think monthly -- I don't think that you</p> <p>24 need to track it on a weekly basis, but I think</p> <p>25 monthly we show whatever engagement we had on each</p>	<p>62</p> <p>1 of the different platforms, and then that will give</p> <p>2 us a better idea of how folks are engaging over</p> <p>3 time.</p> <p>4 MS. GARCIA: Okay.</p> <p>5 MR. WILMOTH: If you don't mind.</p> <p>6 MS. GARCIA: I don't. And I can see if I can</p> <p>7 add like two lines so that you can see the</p> <p>8 engagement rate per platform comparing that month</p> <p>9 to the month prior.</p> <p>10 MR. WILMOTH: I like the bar chart. I</p> <p>11 think --</p> <p>12 MS. GARCIA: Oh, okay.</p> <p>13 MR. WILMOTH: I think it's January four-bar</p> <p>14 charts, February four-bar charts. And whether it's</p> <p>15 engagement and impressions in each bar, I'll have</p> <p>16 to talk about it offline so --</p> <p>17 MS. GARCIA: Okay. Perfect.</p> <p>18 MR. WILMOTH: Yeah. I just want to make sure</p> <p>19 that as you guys are making decisions, as the board</p> <p>20 is making decisions, and if engagement is the thing</p> <p>21 that we're looking at, that you can very quickly</p> <p>22 see that and make some sort of -- have some sort of</p> <p>23 understanding of what that means.</p> <p>24 MS. GARCIA: Perfect.</p> <p>25 MR. JELKE: And can I throw one other thing</p>
<p>63</p> <p>1 in?</p> <p>2 MS. GARCIA: Absolutely.</p> <p>3 MR. JELKE: Can we do an engagement per post?</p> <p>4 MS. GARCIA: Yeah.</p> <p>5 MR. JELKE: Because like I just have a set</p> <p>6 set, everyone hates Twitter. And so if we're going</p> <p>7 to stop doing Twitter, then it's disingenuous to</p> <p>8 say, Look, our engagements are going down if we're</p> <p>9 not posting as much. Personally, I'm on X. I</p> <p>10 think it's great. I have no problems with it.</p> <p>11 So I want to make sure that the number is</p> <p>12 consistent with, hey, we only did six posts, our</p> <p>13 engagements are down. Like that's -- that's where</p> <p>14 I -- I know that you're saying that you do them all</p> <p>15 across the board. I just want to make sure that</p> <p>16 we're consistent with it.</p> <p>17 CHAIRPERSON REYES: That's a good --</p> <p>18 MS. GARCIA: And just out of curiosity,</p> <p>19 though, because my husband also uses X. I think</p> <p>20 that's probably the most used platform. He uses it</p> <p>21 for sports, sports information, sports -- is that</p> <p>22 really --</p> <p>23 CHAIRPERSON REYES: Me too. I go in to find</p> <p>24 out what's happening, getting the latest things. I</p> <p>25 go to the trends. I'm on it. But I do exactly</p>	<p>64</p> <p>1 that, I go into the trends and I see what's</p> <p>2 happening.</p> <p>3 MS. GARCIA: He reads it. He doesn't engage</p> <p>4 with any post. Do you engage with any of the</p> <p>5 posts?</p> <p>6 MR. JELKE: Yeah.</p> <p>7 MS. GARCIA: You do?</p> <p>8 MR. JELKE: Sure.</p> <p>9 CHAIRPERSON REYES: Who are you engaging with?</p> <p>10 MS. GARCIA: Oh, wow.</p> <p>11 MR. JELKE: Stock market --</p> <p>12 CHAIRPERSON REYES: I have to go follow Tom.</p> <p>13 MR. JELKE: -- different businesses.</p> <p>14 MS. GARCIA: Where he's reposting.</p> <p>15 MR. JELKE: I don't post. I look.</p> <p>16 MS. GARCIA: You look at it, but do you like,</p> <p>17 "like," repost it, just out of curiosity?</p> <p>18 MR. JELKE: I share them --</p> <p>19 MS. GARCIA: You do.</p> <p>20 MR. JELKE: -- to people that I think need to</p> <p>21 see what it's saying.</p> <p>22 CHAIRPERSON REYES: Okay. Yeah.</p> <p>23 No, you're right. We should see what's</p> <p>24 happening.</p> <p>25 MR. JELKE: It's also a different audience.</p>

<p>1 CHAIRPERSON REYES: Yes.</p> <p>2 MS. GARCIA: Yeah.</p> <p>3 MR. JELKE: As the more -- not to get</p> <p>4 political, but as the more liberal side decides I</p> <p>5 hate Elon Musk and I'm going to move out of X, we</p> <p>6 have another 50 percent of --</p> <p>7 MS. GARCIA: Yes.</p> <p>8 MR. JELKE: -- the city that's not doing that.</p> <p>9 MS. GARCIA: Yes. Agreed 1,000 percent.</p> <p>10 MR. CASSEL: It's 51 percent that's --</p> <p>11 MR. WILMOTH: More than 50.</p> <p>12 MS. GARCIA: And I don't think that we should</p> <p>13 remove X at all because, again, it's -- I never go</p> <p>14 on it but my husband does. That's his before-bed</p> <p>15 platform that he scrolls through, and he uses it</p> <p>16 more like an information -- this is where I get all</p> <p>17 my news, sports updates. So I would continue to</p> <p>18 post, because even if we're just getting a scroll,</p> <p>19 and we're informing the public about that</p> <p>20 something, it's someone that we're speaking to.</p> <p>21 MR. JELKE: Yeah. And if we're talking</p> <p>22 sports, like, we do push the Heat and the Marlins.</p> <p>23 CHAIRPERSON REYES: Right. Exactly.</p> <p>24 MR. JELKE: Like that's kind of our group too.</p> <p>25 MS. GARCIA: Yeah, definitely. Perfect.</p>	<p>1 Okay. Thank you.</p> <p>2 CHAIRPERSON REYES: Well, welcome back.</p> <p>3 MS. GARCIA: Thank you. Excited to be back.</p> <p>4 MR. JELKE: Congratulations.</p> <p>5 CHAIRPERSON REYES: All right. We will move</p> <p>6 to our approval items. May I get a motion for the</p> <p>7 October 2024 financial statements?</p> <p>8 MR. JELKE: I'll move it.</p> <p>9 MS. LADRON DE GUEVARA: Second.</p> <p>10 CHAIRPERSON REYES: All those in favor say</p> <p>11 "aye."</p> <p>12 MR. JELKE: Aye.</p> <p>13 MS. LADRON DE GUEVARA: Aye.</p> <p>14 MR. CASSEL: Aye.</p> <p>15 MR. WILMOTH: Aye.</p> <p>16 CHAIRPERSON REYES: Aye.</p> <p>17 Hearing no opposition, the motion passes.</p> <p>18 November 2024 financials.</p> <p>19 MR. JELKE: I'll move it.</p> <p>20 MS. LADRON DE GUEVARA: Second.</p> <p>21 CHAIRPERSON REYES: All those in favor say</p> <p>22 "aye."</p> <p>23 MS. LADRON DE GUEVARA: Aye.</p> <p>24 MR. JELKE: Aye.</p> <p>25 MR. WILMOTH: Aye.</p>
<p>1 MR. CASSEL: Aye.</p> <p>2 CHAIRPERSON REYES: Motion passes.</p> <p>3 Regular board meeting minutes of November.</p> <p>4 MR. JELKE: I'll move it.</p> <p>5 MS. LADRON DE GUEVARA: Second.</p> <p>6 CHAIRPERSON REYES: All those in favor say</p> <p>7 "aye."</p> <p>8 I think that side of the table is asleep over</p> <p>9 there.</p> <p>10 MR. WILMOTH: We said "aye." No, we said</p> <p>11 "aye."</p> <p>12 MS. ARGUDIN: They're on X.</p> <p>13 (Simultaneous discussion.)</p> <p>14 MS. ARGUDIN: They're on TikTok.</p> <p>15 CHAIRPERSON REYES: They're finding Tom.</p> <p>16 MR. JELKE: They're on TikTok.</p> <p>17 CHAIRPERSON REYES: They're looking for Tom</p> <p>18 right now.</p> <p>19 All right. All those in favor say "aye."</p> <p>20 MS. LADRON DE GUEVARA: Aye.</p> <p>21 MR. JELKE: Aye.</p> <p>22 MR. CASSEL: Aye.</p> <p>23 MR. WILMOTH: Aye.</p> <p>24 CHAIRPERSON REYES: Aye.</p> <p>25 Okay. Motion passes.</p>	<p>1 All right. Angel, you are up, right?</p> <p>2 MR. DIAZ: Okay. Yes. The next item is for</p> <p>3 the purchase and installation of equipment for</p> <p>4 Jackson South project. So we currently manage one</p> <p>5 lot in Jackson South. Jackson South is growing</p> <p>6 rapidly, and they're going to add two more lots.</p> <p>7 They want to activate with revenue control</p> <p>8 equipment.</p> <p>9 The vendor that they selected to use and that</p> <p>10 we recommend they use also is Consolidated, which</p> <p>11 is the vendor that we use for all our garages and</p> <p>12 it's the vendor that Jackson uses for all their</p> <p>13 facilities as well. The total is 17 locations that</p> <p>14 Consolidated manages between us two. They're the</p> <p>15 vendor of choice.</p> <p>16 It's a hundred percent reimbursable. We</p> <p>17 already got approval from the south campus</p> <p>18 director. And we also amended our master agreement</p> <p>19 to add these two lots as well. So it's within our</p> <p>20 portfolio for this location. The total amount is</p> <p>21 \$204,229.88. So I'm asking for the board's</p> <p>22 approval for that.</p> <p>23 MR. CASSEL: So moved.</p> <p>24 MS. LADRON DE GUEVARA: Second.</p> <p>25 CHAIRPERSON REYES: No questions?</p>

<p>69</p> <p>1 MS. LADRON DE GUEVARA: No.</p> <p>2 MR. JELKE: You can open --</p> <p>3 CHAIRPERSON REYES: Oh, I'm sorry --</p> <p>4 MR. JELKE: You can open it up for questions,</p> <p>5 and then after that --</p> <p>6 CHAIRPERSON REYES: So I have a motion?</p> <p>7 MR. WILMOTH: Yes.</p> <p>8 MR. CASSEL: So moved from this end of the</p> <p>9 table.</p> <p>10 CHAIRPERSON REYES: On that end of the table.</p> <p>11 All right.</p> <p>12 MR. CASSEL: To be clear.</p> <p>13 MR. JELKE: No questions.</p> <p>14 CHAIRPERSON REYES: No questions?</p> <p>15 Okay. All those in favor say "aye."</p> <p>16 MS. LADRON DE GUEVARA: Aye.</p> <p>17 MR. WILMOTH: Aye.</p> <p>18 MR. CASSEL: Aye.</p> <p>19 MR. JELKE: Aye.</p> <p>20 CHAIRPERSON REYES: There you go. Motion</p> <p>21 passes.</p> <p>22 All right, Alex.</p> <p>23 MS. ARGUDIN: All right. Quickly. There are</p> <p>24 a couple of things I would like to tell you. Like</p> <p>25 I mentioned, Chapter 35 was passed unanimously on</p>	<p>70</p> <p>1 both readings. So when we start rolling those</p> <p>2 things out, we'll inform you and we'll inform the</p> <p>3 public. So that will be done strategically, but at</p> <p>4 least that was updated and it was much needed.</p> <p>5 ParkMobile/PayByPhone, we also spoke about</p> <p>6 that, and we also continue to keep you informed and</p> <p>7 the public as to how we're going to be rolling this</p> <p>8 out. And, again, it will be part of the bigger</p> <p>9 strategic plan and conversation.</p> <p>10 The QR codes. So we have eliminated the QR</p> <p>11 codes, like any of the QR codes that we had in our</p> <p>12 signs. You can see that our new signs are up.</p> <p>13 And, you know, for clarification, and I want to be</p> <p>14 clear, like I just went to Merrick Park the other</p> <p>15 day, and, you know, you're paying Merrick Park by</p> <p>16 QR code. So it's not that the QR code is terrible,</p> <p>17 like you can never pay with a QR code, it's that</p> <p>18 you have to be very cognizant of the stickers that</p> <p>19 are placed on the sign. And you can really see</p> <p>20 that there's a sticker on it.</p> <p>21 So, you know, I think after we did it, I</p> <p>22 think -- I don't know if it was Pinecrest.</p> <p>23 Somebody else did it. So there are different</p> <p>24 cities that are now doing the same because they're</p> <p>25 having the same issue. So I think it's just been a</p>
<p>71</p> <p>1 great campaign just to inform the public.</p> <p>2 The Coconut Grove Playhouse. Unfortunately, I</p> <p>3 was supposed to have a meeting with them yesterday,</p> <p>4 with the team at the County, and then today with</p> <p>5 the bigger team, with the architectural firm, but</p> <p>6 someone had a death in the family, and so they had</p> <p>7 to move it.</p> <p>8 And so we'll be meeting probably towards the</p> <p>9 end of January to continue talking about, you know,</p> <p>10 the design, especially for us for the garage, and</p> <p>11 the timing of the Coconut Grove Playhouse. I know</p> <p>12 a lot of us who have been here for many years have</p> <p>13 been hearing this, so hopefully this year we'll be</p> <p>14 able to see something. It's much needed. Parking</p> <p>15 is much needed in the Grove as well.</p> <p>16 And then the MiMo project. As I mentioned to</p> <p>17 you in our briefings, we'll be meeting with the</p> <p>18 developer to finalize the design, and then move it</p> <p>19 to the HEP Board at the City for approval. So</p> <p>20 hopefully that will come soon. Probably in the</p> <p>21 next month or two.</p> <p>22 So that's all for my executive report.</p> <p>23 CHAIRPERSON REYES: Okay. Any questions?</p> <p>24 Motion to adjourn?</p> <p>25 MR. WILMOTH: So moved.</p>	<p>72</p> <p>1 MS. LADRON DE GUEVARA: Second.</p> <p>2 CHAIRPERSON REYES: All those in favor say</p> <p>3 "aye."</p> <p>4 MR. JELKE: Aye.</p> <p>5 MS. LADRON DE GUEVARA: Aye.</p> <p>6 MR. WILMOTH: Aye.</p> <p>7 MR. CASSEL: Aye.</p> <p>8 CHAIRPERSON REYES: All right. See you next</p> <p>9 month.</p> <p>10 (Thereupon, the meeting was adjourned at</p> <p>11 9:16 a.m.)</p> <p>12</p> <p>13</p> <p>14</p> <p>15</p> <p>16</p> <p>17</p> <p>18</p> <p>19</p> <p>20</p> <p>21</p> <p>22</p> <p>23</p> <p>24</p> <p>25</p>

## 1 CERTIFICATE

2  
3 THE STATE OF FLORIDA  
4 COUNTY OF MIAMI-DADE5 I, Julia Y. Alfonso, RPR, FPR-C, do hereby  
6 certify that I was authorized to and did  
7 stenographically report the foregoing proceedings  
8 and that the transcript is a true and complete  
9 record of my stenographic notes.10 I further certify that I am not a relative,  
11 employee, attorney or counsel of any of the  
12 parties, nor relative or employee of such attorney  
13 or counsel, nor financially interested in the  
14 foregoing action.15 Dated this 27th day of January, 25, Miami-Dade  
16 County, Florida.17  
18   
19 \_\_\_\_\_  
20 Julia Y. Alfonso, RPR, FPR-C  
21  
22  
23  
24  
25

# ***Operations Report***

***December, 2024***

## **ON-STREET**

	<b>(Actuals)</b>	<b>(Budget)</b>
On-Street Revenue	\$3,933,224	\$3,633,110
Total Number of PAD's:	102	
Total Number of On-Street Spaces Citywide:	13,124	

## **PAY BY PHONE**

### **Revenue**

\$3,964,175  
% of Revenue from PBP: 98%

### **Transactions**

871,070

## **ENFORCEMENT**

Total number of citations issued: 20,712  
Revenue generated for the City of Miami: \$452,140  
Revenue generated for Miami-Dade County: \$241,234

## **OFF-STREET**

	<b>(Actuals)</b>	<b>(Budget)</b>
Parking Garages	\$904,268	\$963,102
Parking Lots	\$1,086,878	\$976,444

## **Facilities**

## **Monthly Customers**

## **Transient Customers**

Garage 1	1,000	15,846
Garage 3	1,433	16,587
Garage 4	1,342	8,761
Garage 5	247	11,508
Lots	1,830	

## **PERMANENT METER REMOVAL**

### **FY 24-25 (# of Spaces)**

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

Number of Garages managed/owned by MPA: 4  
Number of Lots managed/owned by MPA: 54  
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	\$93,009	6%
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	Total	\$257,647	

#### *Citations*

FY 23-24	Citations Issued	FY 24-25	Citations Issued	YoY Percent Change
Oct-23	1,743	Oct-24	1,743	0%
Nov-23	1,418	Nov-24	1,919	35%
Dec-23	1,369	Dec-24	1,885	38%
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	Total	5,547	

## 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 (2021-2024)

- 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 December 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	\$ 7,458,175.00
MDCP Citations	18,454	6,356	3,259	11,145	36,957	24,108	33,113