

OFF-STREET PARKING BOARD
AGENDAS

for

FINANCE COMMITTEE
MEETING

and

MONTHLY BOARD
MEETING

WEDNESDAY, MARCH 4, 2026

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

WEDNESDAY, MARCH 4, 2026

8:00 A. M.

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

March 4, 2026

8:00 a.m.

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

1. January 2026 Financial Statements
 - A. Miami Parking Authority
 - B. Knight Center Garage

2. Bank Reconciliations (January 2026)

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

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



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

FROM: Alejandra Argudin, CEO, Miami Parking Authority *Argudin*

SUBJECT: Financial Summaries For the Period Ended January 31, 2026

DATE: March 4, 2026

The attached summaries represent the financial performance for the Miami Parking Authority and the Knight Center Garage for the month ended January 31, 2026.

AA:md

Attachment

MIAMI PARKING AUTHORITY

Revenue and Expenses Summary
For the Four Months ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances			
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget	
				\$	%	\$	%
Operating Revenue	22,318,898	21,484,380	21,245,042	1,073,856	5.1	834,518	3.9
Direct Operating Expenses	10,087,003	10,325,304	9,707,873	(379,130)	(3.9)	238,301	2.3
Operating Results	12,231,895	11,159,076	11,537,169	694,726	6.0	1,072,819	9.6
Non-Operating Revenues (Expenses):							
Depreciation & Amortization	(1,043,501)	(1,200,000)	(1,099,436)	55,935	5.1	156,499	13.0
Interest Income	687,335	53,332	515,898	171,437	(33.2)	634,003	(1,188.8)
Lower of Cost of Market - Investments	15,160	-	(126,647)	141,807	112.0	15,160	-
Interest Expense	(421,070)	(411,852)	(446,270)	25,200	5.6	(9,218)	(2.2)
Net Revenue In Excess of Expenses	11,469,819	9,600,556	10,516,473	953,346	9.1	1,869,263	19.5

The above summary represents the financial performance of the agency for the (4) months ended January 31, 2026 based on the reporting requirements of Ordinance No. 11719.



ALEJANDRA ARGUDIN
 CHIEF EXECUTIVE OFFICER



MIRTHA DZIEDZIC
 CHIEF FINANCIAL OFFICER

MIAMI PARKING AUTHORITY

Revenue and Expenses Summary
For the Month Ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances			
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget	
				\$	%	\$	%
Operating Revenue	5,755,274	5,389,044	5,301,647	453,627	8.6	366,230	6.8
Direct Operating Expenses	2,576,238	2,583,714	2,313,062	(263,176)	(11.4)	7,476	0.3
Operating Results	3,179,036	2,805,330	2,988,585	190,451	6.4	373,706	13.3
Non-Operating Revenues (Expenses):							
Depreciation & Amortization	(260,875)	(300,000)	(266,102)	5,227	(2.0)	39,125	13.0
Interest Income	132,915	13,333	144,369	(11,454)	(7.9)	119,582	(896.9)
Lower of Cost of Market - Investments	(10,374)	-	48,258	(58,632)	(121.5)	(10,374)	-
Interest Expense	(105,268)	(102,963)	(111,568)	6,300	(5.6)	(2,305)	(2.2)
Net Revenue In Excess of Expenses	2,935,434	2,415,700	2,803,542	131,892	4.7	519,734	21.5

MIAMI PARKING AUTHORITY

Schedule of Revenue and Expenses

For the Four Months ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances			
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget	
				\$	%	\$	%
Operating Revenue							
Off-Street Facilities	2,540,818	2,593,830	2,433,337	107,481	4.4	(53,012)	(2.0)
Parking Lots	3,941,740	3,897,431	3,887,285	54,455	1.4	44,309	1.1
On-Street	14,967,984	14,234,152	14,060,400	907,584	6.5	733,832	5.2
Management Fees	440,441	325,635	436,690	3,751	0.9	114,806	35.3
Other	427,914	433,332	427,331	583	0.1	(5,418)	(1.3)
Total Operating Revenue	22,318,897	21,484,380	21,245,043	1,073,854	5.1	834,517	3.9
Operating Expenses							
Salaries, Wages & Fringe Benefits	3,929,277	4,316,048	3,850,224	(79,053)	(2.1)	386,771	9.0
Repairs, Maintenance, Cleaning & Landscape	812,649	899,322	860,966	48,317	5.6	86,673	9.6
Security	653,085	664,743	625,826	(27,259)	(4.4)	11,658	1.8
Utilities	239,967	244,296	235,843	(4,124)	(1.7)	4,329	1.8
Insurance	508,858	501,096	570,779	61,921	10.8	(7,762)	(1.5)
Rental - Building/Land/Auto	162,588	190,988	158,076	(4,512)	(2.9)	28,400	14.9
Assessment Expenses	335,884	353,362	344,151	8,267	2.4	17,478	4.9
Revenue Sharing	979,715	907,167	983,053	3,338	0.3	(72,548)	(8.0)
Parking Meter Parts & Installation	13,565	34,065	20,155	6,590	32.7	20,500	60.2
Professional - Audit	45,304	61,296	45,304	-	-	15,992	26.1
Professional - Legal Services	39,208	42,500	39,208	-	-	3,292	7.7
Professional - Other	271,131	222,409	248,107	(23,024)	(9.3)	(48,722)	(21.9)
Professional - Pay and Display Fees	76,769	65,707	36,105	(40,664)	(112.6)	(11,062)	(16.8)
Bank Charges	1,283,385	1,104,593	1,058,106	(225,279)	(21.3)	(178,792)	(16.2)
Supplies & Miscellaneous	339,968	320,818	255,063	(84,905)	(33.3)	(19,150)	(6.0)
Other Expenses	120,568	117,523	125,865	5,297	4.2	(3,045)	(2.6)
Advertising & Promotion	275,082	279,371	251,043	(24,039)	(9.6)	4,289	1.5
Total Operating Expenses	10,087,003	10,325,304	9,707,874	(379,129)	(3.9)	238,301	2.3
Operating Results Before Depr & Amort	12,231,894	11,159,076	11,537,169	694,725	6.0	1,072,818	9.6
Depreciation & Amortization	(1,043,501)	(1,200,000)	(1,099,436)	55,935	5.1	156,499	13.0
Operating Results	11,188,393	9,959,076	10,437,733	750,660	7.2	1,229,317	12.3
Non-Operating Revenues (Expenses):							
Interest Income	687,335	53,332	515,898	171,437	33.2	634,003	1,188.8
Lower of Cost of Market - Investments	15,160	-	(126,647)	141,807	(112.0)	15,160	-
Interest Expense	(421,070)	(411,852)	(446,270)	25,200	(5.6)	(9,218)	2.2
Total Non-Operating	281,425	(358,520)	78,740	202,685	257.4	639,945	(178.5)
Net Revenue In Excess of Expenses	11,469,818	9,600,556	10,516,473	953,345	9.1	1,869,262	19.5

MIAMI PARKING AUTHORITY
 Schedule of Revenue and Expenses
 For the Month Ended January 31, 2026

	Variances							Note(s)
	FY 2026	FY 2026	FY 2025	Actual		FY 2026 Actual		
	Actual	Adopted Budget	Actual	FY 2026 vs. FY 2025		vs. FY 2026 Budget		
\$	\$	\$	\$	%	\$	%		
Operating Revenue								
Off-Street Facilities	695,224	653,886	610,695	84,529	13.8	41,338	6.3	
Parking Lots	1,004,395	979,394	959,910	44,485	4.6	25,001	2.6	
On-Street	3,798,602	3,560,702	3,516,434	282,168	8.0	237,900	6.7	
Management Fees	109,965	86,729	118,753	(8,788)	(7.4)	23,236	26.8	
Other	147,088	108,333	95,856	51,232	53.4	38,755	35.8	
Total Operating Revenue	5,755,274	5,389,044	5,301,648	453,626	8.6	366,230	6.8	
Operating Expenses								
Salaries, Wages & Fringe Benefits	980,484	1,079,012	966,504	(13,980)	(1.4)	98,528	9.1	
Repairs, Maintenance, Cleaning & Landscape	214,566	221,198	162,397	(52,169)	(32.1)	6,632	3.0	
Security	160,163	166,385	135,659	(24,504)	(18.1)	6,222	3.7	
Utilities	72,086	69,977	56,563	(15,523)	(27.4)	(2,109)	(3.0)	
Insurance	125,348	125,274	146,152	20,804	14.2	(74)	(0.1)	
Rental - Building/Land/Auto	40,237	42,746	39,518	(719)	(1.8)	2,509	5.9	
Assessment Expenses	83,971	81,787	70,720	(13,251)	(18.7)	(2,184)	(2.7)	
Revenue Sharing	249,655	229,052	238,390	(11,265)	(4.7)	(20,603)	(9.0)	
Parking Meter Parts & Installation	9,256	8,428	1,288	(7,968)	(618.6)	(828)	(9.8)	
Professional - Audit	11,326	15,324	11,326	-	-	3,998	26.1	
Professional - Legal Services	9,802	10,625	9,802	-	-	823	7.7	
Professional - Other	63,900	55,488	43,119	(20,781)	(48.2)	(8,412)	(15.2)	
Professional - Technology Fees	22,768	15,564	9,643	(13,125)	(136.1)	(7,204)	(46.3)	
Bank Charges	328,839	278,206	261,061	(67,778)	(26.0)	(50,633)	(18.2)	1
Supplies & Miscellaneous	95,080	85,385	59,677	(35,403)	(59.3)	(9,695)	(11.4)	
Other Expenses	28,363	26,819	30,754	2,391	7.8	(1,544)	(5.8)	
Advertising & Promotion	80,395	72,444	70,489	(9,906)	(14.1)	(7,951)	(11.0)	
Total Operating Expenses	2,576,239	2,583,714	2,313,062	(263,177)	(11.4)	7,475	0.3	
Operating Results Before Depr & Amort	3,179,035	2,805,330	2,988,586	190,449	6.4	373,705	13.3	
Depreciation & Amortization	(260,875)	(300,000)	(266,102)	5,227	2.0	39,125	(13.0)	
Operating Results	2,918,160	2,505,330	2,722,484	195,676	7.2	412,830	16.5	
Non-Operating Revenues (Expenses):								
Interest Income	132,915	13,333	144,369	(11,454)	7.9	119,582	896.9	
Lower of Cost or Market - Investments	(10,374)	-	48,258	(58,632)	121.5	(10,374)	-	
Interest Expense	(105,268)	(102,963)	(111,568)	6,300	(5.6)	(2,305)	2.2	
Total Non-Operating	17,273	(89,630)	81,059	(63,786)	(78.7)	106,903	(119.3)	
Net Revenue In Excess of Expenses	2,935,433	2,415,700	2,803,543	131,890	4.7	519,733	21.5	

Summary of Major Variances

For the Month Ended January 31, 2026

- 1 **Bank Charges** - The negative variance of \$51k is attributable to system-wide credit card usage being more than anticipated.

The above summary represents the major variances from budget for the month of January 2026



ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



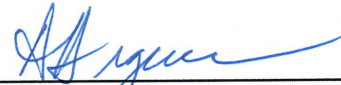
MIRTHA DZIEDZIC
CHIEF FINANCIAL OFFICER

JAMES L. KNIGHT CENTER GARAGE

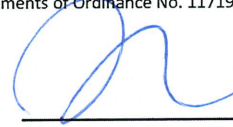
Revenue and Expenses Summary
 For the Four Months ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances			
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget	
				\$	%	\$	%
Operating Revenue	1,186,385	1,050,937	1,052,800	133,584	12.7	135,448	12.9
Direct Operating Expenses	1,802,972	489,224	1,102,749	(700,224)	(63.5)	(1,313,748)	(268.5)
Net Revenue In Excess of Expenses	(616,588)	561,713	(49,949)	(566,639)	1134.4	(1,178,301)	(209.8)

The above summary represents the financial performance of the agency for the (4) months ended January 31, 2026 based on the reporting requirements of Ordinance No. 11719.



ALEJANDRA ARGUDIN
 CHIEF EXECUTIVE OFFICER



MIRTHA DZIEDZIC
 CHIEF FINANCIAL OFFICER

JAMES L. KNIGHT CENTER GARAGE

Revenue and Expenses Summary
For the Month Ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances			
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget	
				\$	%	\$	%
Operating Revenue	264,862	260,364	248,456	16,406	6.6	4,498	1.7
Direct Operating Expenses	1,015,574	135,784	246,820	(768,754)	(311.5)	(879,790)	(647.9)
Net Revenue in Excess of Expenses	(750,713)	124,580	1,635	(752,348)	(46002.5)	(875,293)	(702.6)

JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses
For the Four Months ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances				Note(s)
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget		
				\$	%	\$	%	
Operating Revenue								
Monthly Revenue	691,413	674,705	679,400	12,013	1.8	16,708	2.5	
Daily Revenue	422,377	312,629	317,466	104,912	33.0	109,748	35.1	
Special Event Revenue	72,475	63,603	55,815	16,660	29.8	8,872	13.9	
Other	120	-	120	-	-	120	-	
Total Operating Revenue	1,186,385	1,050,937	1,052,800	133,584	12.7	135,448	12.9	
Operating Expenses								
Salaries, Wages & Fringe Benefits	108,138	120,156	107,101	(1,036)	(1.0)	12,018	10.0	
Repairs, Maintenance, Cleaning & Landscape	98,057	61,504	60,175	(37,882)	(63.0)	(36,553)	(59.4)	
Security	171,853	184,004	161,811	(10,042)	(6.2)	12,151	6.6	
Utilities	33,822	34,840	32,888	(935)	(2.8)	1,018	2.9	
Insurance	24,171	19,540	23,902	(268)	(1.1)	(4,631)	(23.7)	
Legal & Professional	1,305,382	12,100	657,066	(648,316)	(98.7)	(1,293,282)	(10,688.3)	
Supplies & Printing	-	4,534	3,645	3,645	100.0	4,534	100.0	
Mgmt Fees & Admin O/H	61,550	52,546	54,696	(6,854)	(12.5)	(9,004)	(17.1)	
Other Expenses	-	-	1,465	1,465	100.0	-	-	
Total Operating Expenses	1,802,972	489,224	1,102,749	(700,224)	(63.5)	(1,313,748)	(268.5)	
Net Revenue In Excess of Expenses	(616,588)	561,713	(49,949)	(566,639)	1134.4	(1,178,301)	(209.8)	

JAMES L. KNIGHT CENTER GARAGE

Schedule of Revenue and Expenses
For the Month Ended January 31, 2026

	FY 2026 Actual \$	FY 2026 Adopted Budget \$	FY 2025 Actual \$	Variances				Note(s)
				Actual FY 2026 vs. FY 2025		FY 2026 Actual vs. FY 2026 Budget		
				\$	%	\$	%	
Operating Revenue								
Monthly Revenue	166,262	169,305	170,484	(4,222)	(2.5)	(3,043)	(1.8)	
Daily Revenue	94,620	77,005	77,942	16,678	21.4	17,615	22.9	
Special Event Revenue	3,950	14,054	-	3,950	-	(10,104)	(71.9)	
Other	30	-	30	-	-	30	-	
Total Operating Revenue	264,862	260,364	248,456	16,406	6.6	4,498	1.7	
Operating Expenses								
Salaries, Wages & Fringe Benefits	24,200	30,246	25,704	1,504	5.9	6,046	20.0	
Repairs, Maintenance, Cleaning & Landscape	10,725	15,376	14,381	3,656	25.4	4,651	30.2	
Security	59,194	60,885	53,541	(5,653)	(10.6)	1,691	2.8	
Utilities	8,706	8,349	7,934	(772)	(9.7)	(357)	(4.3)	
Insurance	6,438	4,885	6,374	(64)	(1.0)	(1,553)	(31.8)	
Legal & Professional	892,511	3,025	125,963	(766,548)	(608.5)	(889,486)	(29,404.5)	1
Mgmt Fees & Admin O/H	13,801	13,018	12,923	(878)	(6.8)	(783)	(6.0)	
Total Operating Expenses	1,015,574	135,784	246,820	(768,754)	(311.5)	(879,790)	(647.9)	
Net Revenue In Excess of Expenses	(750,713)	124,580	1,635	(752,348)	(46002.5)	(875,293)	(702.6)	

Summary of Major Variances

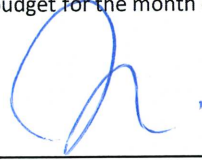
For the Month Ended January 31, 2026

2 **Legal & Professional** - The negative variance of \$889k is for the current draw for the Phase 2 Upgrade Project. The total for this project is approximately \$7.3 million.

The above summary represents the major variances from budget for the month ended January 31, 2026



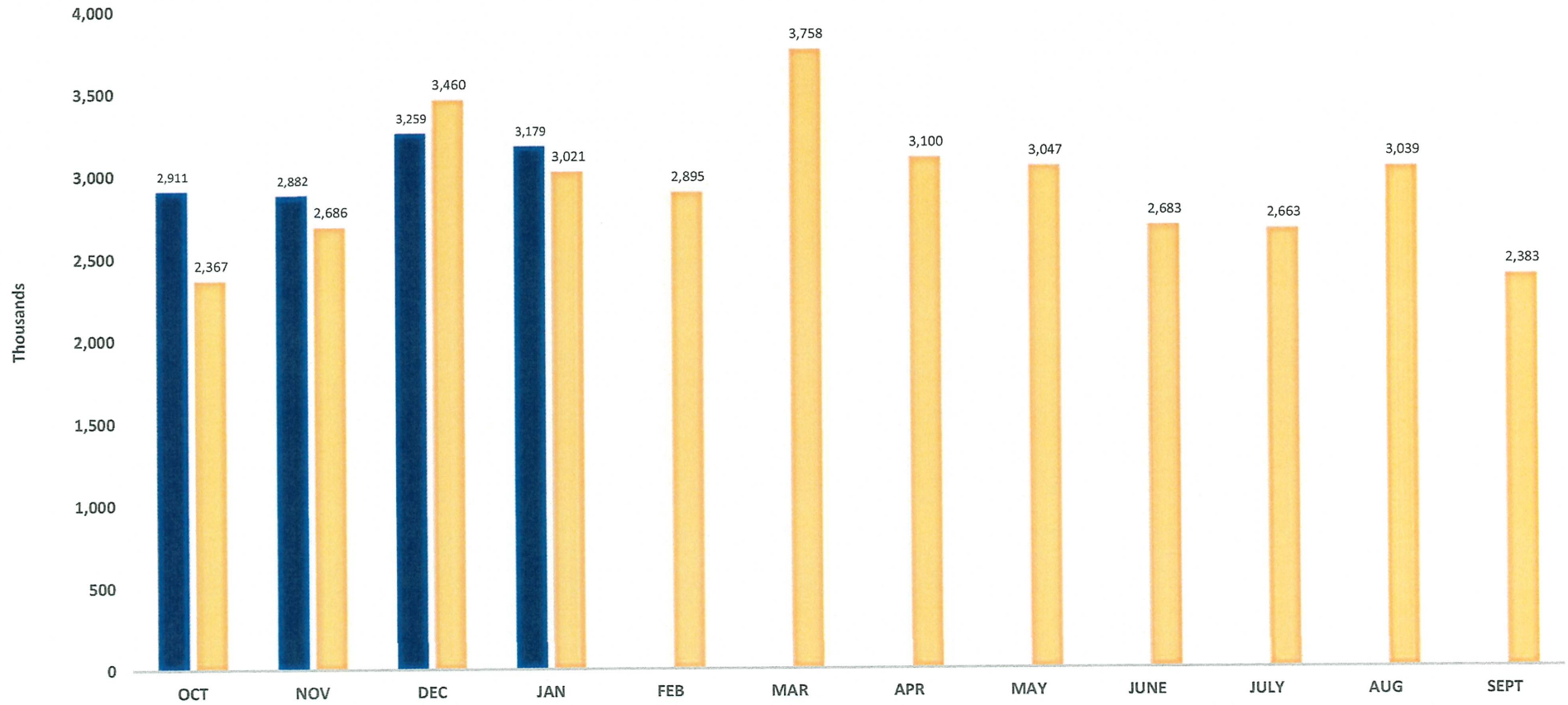
ALEJANDRA ARGUDIN
CHIEF EXECUTIVE OFFICER



MIRTHA DZIEDZIC
CHIEF FINANCIAL OFFICER

MIAMI PARKING AUTHORITY OPERATING INCOME

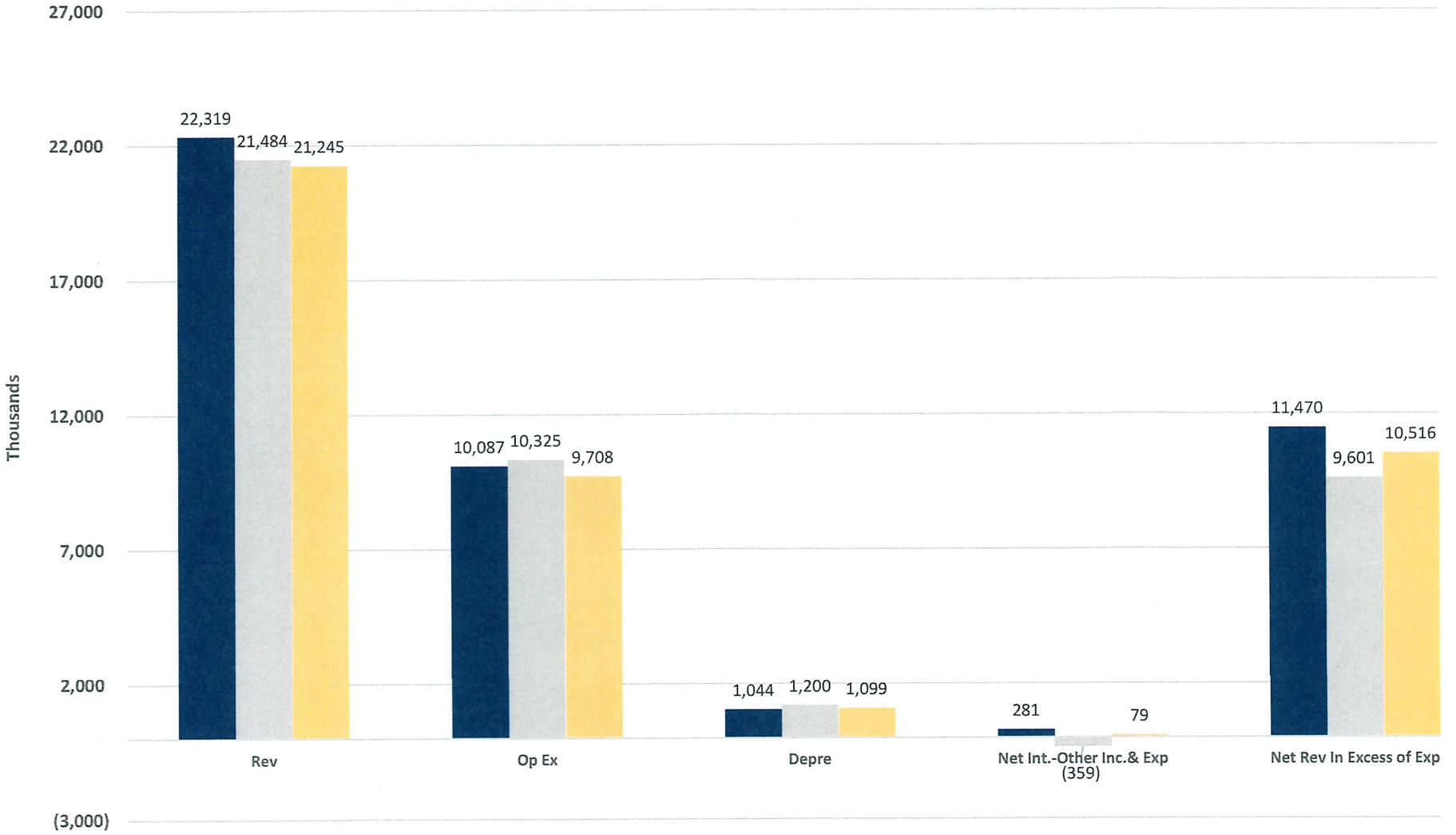
■ Fiscal 2026 ■ Fiscal 2025



MIAMI PARKING AUTHORITY

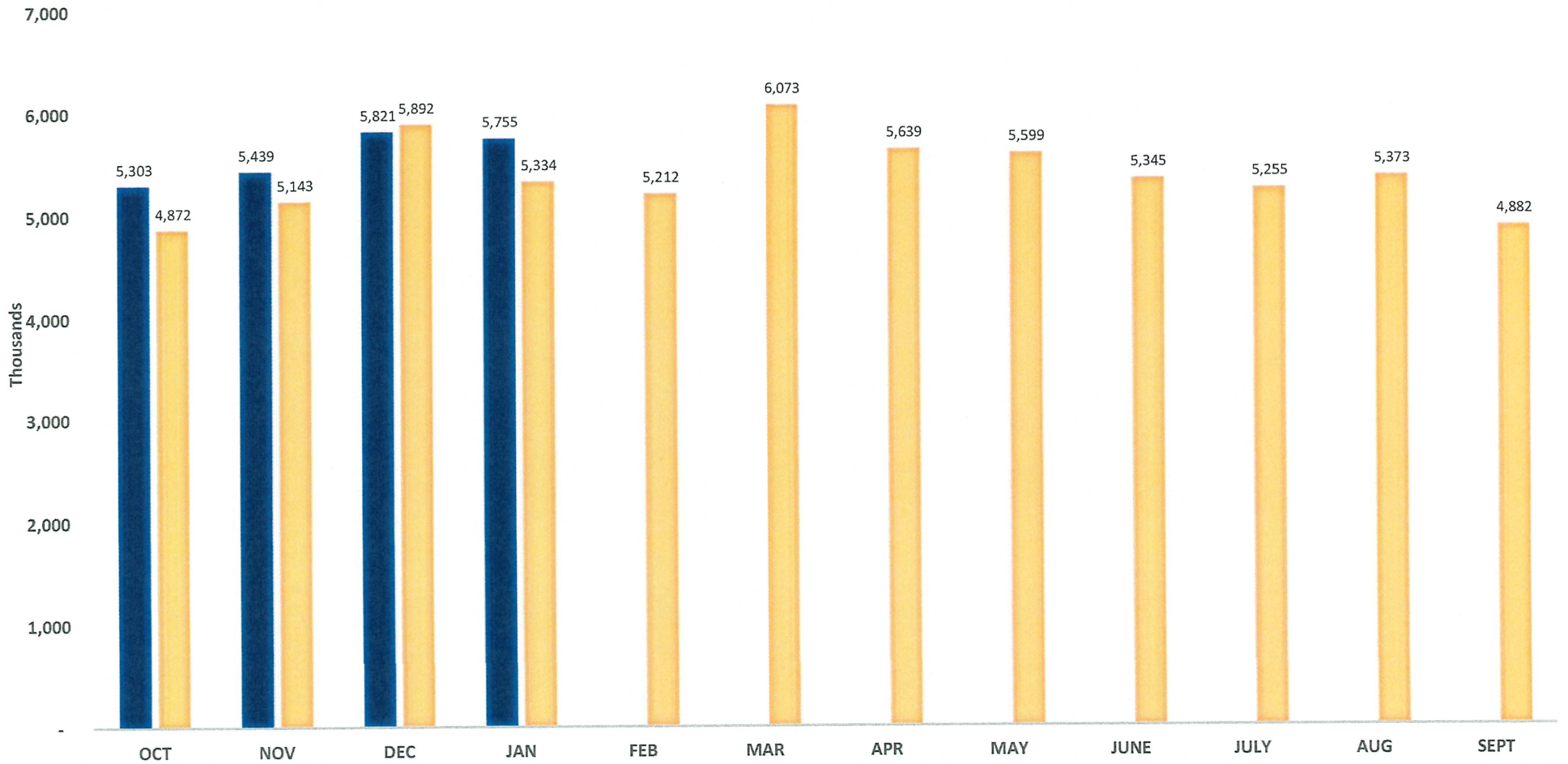
For The Four Months Ended January 31, 2026

■ CURRENT YEAR
 ■ BUDGET
 ■ PRIOR YEAR



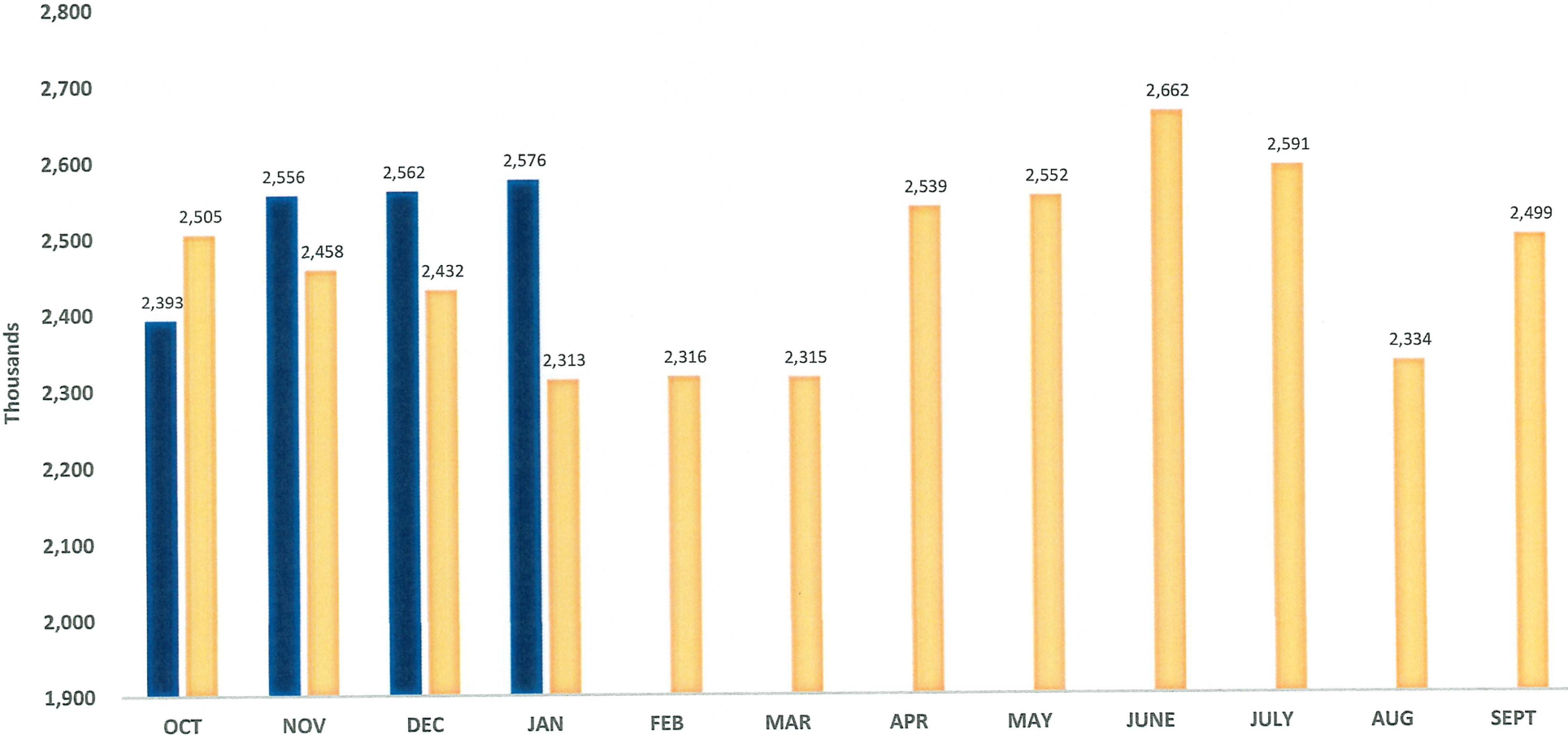
MIAMI PARKING AUTHORITY OPERATING REVENUE

■ Fiscal 2026 ■ Fiscal 2025



MIAMI PARKING AUTHORITY OPERATING EXPENSE

■ Fiscal 2026 ■ Fiscal 2025





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

FROM: Mirtha Dziezic, Chief Financial Officer, Miami Parking Authority *MD*

SUBJECT: Bank Reconciliations Certification

DATE: March 4, 2026

This is to certify that bank reconciliations for the month of January 2026 for the Miami Parking Authority and its managed facilities have been reviewed and no material differences have been noted.

MD:md

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

WEDNESDAY, MARCH 4, 2026

8:15 A. M.

OFF-STREET PARKING BOARD

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

AGENDA – March 4, 2026

- I. Public Comments
- II. MRD Consulting Report
- III. The Modern Take - Social Media Report
- IV. **APPROVAL ITEMS**
 1. 26-0301 January 2026 Financial Statements
 - A. Miami Parking Authority
 - B. Knight Center Garage
 2. 26-0302 Regular Board Meeting Minutes
 - A. February 4, 2026 Finance Committee
 - B. February 4, 2026 Off-Street Parking
 3. 26-0303 Invitation to Bid No. 26-01 Commercial Waste Hauler Services - Agreement with Coastal Waste & Recycling, Inc.
 4. 26-0304 Approval of Expenditure for Jackson Main Emergency Room Project
- V. **CHIEF EXECUTIVE OFFICER'S REPORT**
 - o Smart Loading Zone Pilot Program
- VI. **STATUS REPORT**
 - o January 2026 Operations Report
 - KPI City of Doral
 - KPI Miami-Dade County Parks
 - PBP vs ParkMobile

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Progress Report for Miami Parking Authority

Public Relations Services

January 12, 2026 - February 9, 2026

TASK	ACTIVITY
Board Meeting	❖ Attended the Board meeting of February 4, 2026.
Public Relations Tactics	<ul style="list-style-type: none"> ❖ On January 15th, met with Mr. Angel Diaz via Teams to discuss the rollout of the loading zone pilot program and readjust the launch dates. ❖ On January 16th, met via Zoom with the Coconut Grove Arts Festival’s team to discuss the sponsorship benefits. ❖ On January 21st, met via Teams with Mr. Angel Diaz to continue to adjust the loading zone pilot program. ❖ On January 21st, met via Zoom with Ms. Meagan Camp to discuss the loading zone pilot program social media campaign planning and execution. ❖ On January 28th, met via conference call with Ms. Meagan Camp to discuss the loading zone pilot program social media schedule.

- ❖ On January 30th, conducted a walk-through with Mr. Wilfred Soto and Ms. Dianne de la Cabada of several loading zones in Coconut Grove to prepare for media interaction relative to the loading zone pilot program.
- ❖ Commissioned an ad for Miami Today to announce the loading zone pilot program. Move the placement dates to run the article for the first three consecutive weeks during the launch.
- ❖ On February 4th, met with Ms. Alex Argudin to prepare for media interaction on February 17-18 relative to the loading zone pilot program.
- ❖ On February 5th, participated in a Zoom meeting with the Carnaval Calle 8 team and Mr. Humberto Escandon to discuss the sponsorship benefits and related items. MPA will promote the Resident Discount Program as part of the message. Sent the Resident Discount Program in English and Spanish for the social media campaign.
- ❖ Followed up with Ms. Melissa Rysak, IPMI, to confirm MPA's editorial calendar proposal for Parking and Mobility magazine articles and columns for 2026.
- ❖ Worked with Ms. Abbey Suarez to edit the loading zone pilot program flyers in English and Spanish.
- ❖ Suggested Strategic Planning 2026 changes to the Communication section.
- ❖ Drafted response to the Coconut Grove Spotlight request about the current status of the Playhouse project.
- ❖ Drafted description and edited the bios for Ms. Alex Argudin and Ms. Jami Reyes, for a panel discussion organized by IPMI.

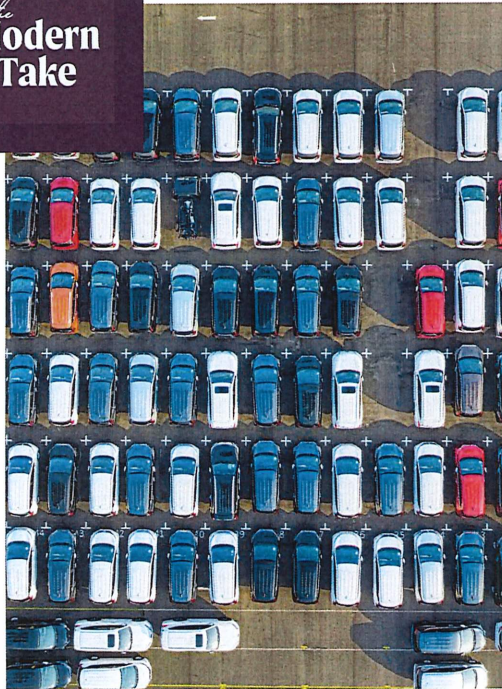
	<ul style="list-style-type: none">❖ Developed a 90-day communication plan to reinforce the message of the loading zone pilot program. Distilled three main points and takeaways as part of the campaign execution.❖ Edited the loading zone pilot program campaign dates to ensure that everyone is available at launch time.❖ Edited the loading zone pilot program web page.❖ Drafted three op-ed pieces relative to the loading zone pilot program for The Miami Herald, Miami Today, and Florida Trend.❖ Edited the media advisories in English and Spanish relative to the media interaction for the loading zone pilot program.❖ Responded for a request for an interview with Ms. Argudin from Ms. Kelly Sanchez, Miami Today reporter, who wanted information about the status of the Cultural Center garage reconstruction. Since there is currently no activity, I pitched the story for the loading zone pilot program.❖ On Thursday, February 12th, we will start releasing print stories and op-ed pieces to the media for the loading zone pilot program.❖ On February 17th and 18th, we will offer on-site media interviews, ridealongs, and tutorials of the loading zone pilot program. On Monday, February 23rd, the campaign will officially go live.
Community Engagement Events	<ul style="list-style-type: none">❖ February 11 – 15 - Miami International Boat Show❖ February 14-16 – Coconut Grove Arts Festival❖ February 19 – 22 – South Beach Wine and Food Festival (Regatta Park event)

- ❖ February 23rd, the loading zone pilot program will go live.
- ❖ March is Women's History Month
- ❖ March 6-11, 13-17 – World Baseball Classic – loanDepot Park
- ❖ March 1–7, 2026 – Bacardi Cup Invitational Regatta - Biscayne Bay Yacht Club
- ❖ March 15 – Carnaval Calle Ocho
- ❖ March 24-26 – Fintech Americas (Miami Beach)
- ❖ March 27 – 29 – Ultra Music Festival
- ❖ April 4th – First Inter Miami game at Freedom Park.
- ❖ April 5th – Miami RiverDay Festival
- ❖ April 9 – 19 – Miami Film Festival
- ❖ April 22 – Miami Tech Summit - PAMM
- ❖ April 23 – Lexus Corporate Run – Bayfront Park
- ❖ April 23 – 24 – eMerge Americas Conference
- ❖ April 27 – May 3 – PGA World Tour
- ❖ April 28-29 – CoMotion Miami
- ❖ May 1 -3 – Formula 1 Grand Prix Miami
- ❖ June 11 – July 27 – FIFA Fan Fest watch parties at Bayfront Park. (23 days of events)

	<ul style="list-style-type: none">❖ July 4– 250th anniversary of the Declaration of Independence, known as America250, will be celebrated on July 4, 2026, marking America's "semiquincentennial" Celebrations and Fireworks – Peacock Park❖ August and September – Miami Spice❖ November 6 – 8 – NASCAR Miami❖ December – Holiday Courtesy Discount Program❖ December 3-6 – Art Basel❖ December 14-15, 2026 – G20 Summit, Doral
<p>Quarters 1 and 2 2026</p> <p>February to April 2026</p>	<p>Rollout and public information of the loading zone pilot program in approximately 16 loading zones across Miami neighborhoods.</p> <p>Develop communication strategies for the launch of the license plate recognition technology in Lot 19 and the Pelican Harbour marina.</p> <p>Follow up on the brand identity options developed earlier this year.</p> <p>Develop a strategic communication approach for the proposed Playhouse garage in Coconut Grove.</p> <p>Follow up on the next steps for implementing the findings from the focus group report.</p> <p>Highlight Ms. Alex Argudin's thought leadership initiatives.</p> <p>Update not-for-profit events aligned with MPA's mission for quarters 1 and 2, 2026.</p> <p>Continue to create pitches for feature stories highlighting the</p>

	<p>initiatives MPA is implementing to stimulate parking and give back to the community.</p> <p>Schedule a crisis communications workshop.</p>
	<p>NAME: <u>Margarita R. Delgado</u> (Print)</p> <p>SIGNATURE: <u>Margarita R. Delgado</u></p> <p>DATE: February 9, 2026</p>

the
**Modern
Take**



January/ February 2026

MIAMI PARKING AUTHORITY

Meagan Camp, The Modern Take

Updates

- Follower Growth
- Smart Loading Zone Launch
 - Collaborations with city accounts
 - Initial Community Response
 - Campaign ongoing
- Resident Discount Campaign in January

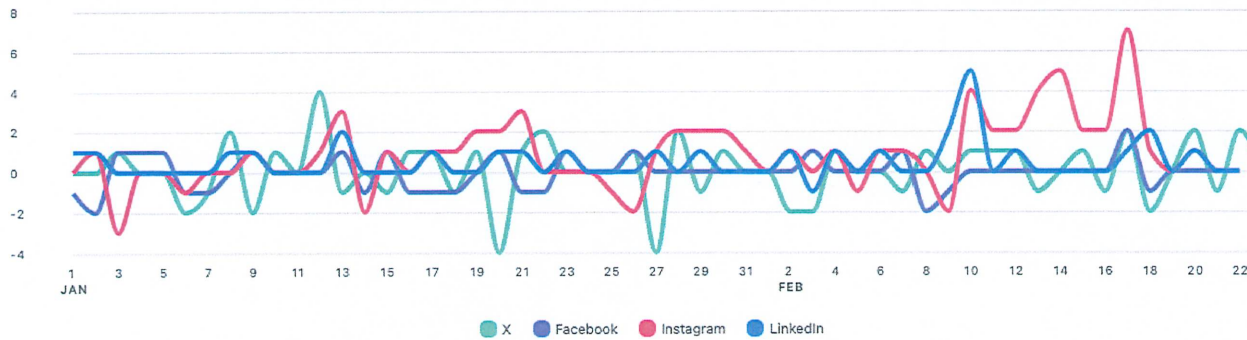




Audience Growth

Audience Growth

See how your audience grew during the selected time period.



Audience Metrics	Totals	% Change
Audience	28,798	↗ 0.3%
Net Audience Growth	73	↗ 151.7%
X Net Follower Growth	3	↗ 121.4%
Facebook Net Follower Growth	-2	↗ 81.8%
Instagram Net Follower Growth	46	↗ 253.8%
LinkedIn Net Follower Growth	26	↘ 36.6%

Compared to November 1 - December 31, 2025



Post Performance by Engagement

Platform	Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Clicks (All)
LinkedIn	Miami Parking Authority	Tue 2/10/2026 11:12 am EST	155	47	0	5	103
LinkedIn	Miami Parking Authority	Thu 1/1/2026 7:44 am EST	41	25	2	0	14
Instagram	mpacommunity	Mon 1/26/2026 3:52 pm EST	39	14	0	25	0
Instagram	mpacommunity	Tue 2/10/2026 12:09 pm EST	29	13	0	14	2
Instagram	mpacommunity	Tue 1/13/2026 8:12 pm EST	29	16	0	10	3

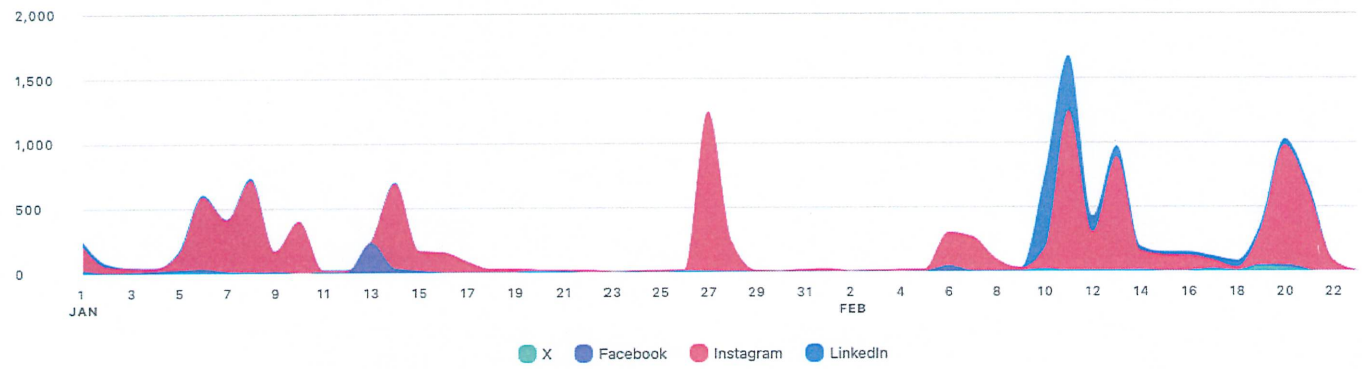
Compared to November 1 - December 31, 2025



Video Post Performance by Engagement

Video Views

Review how your videos were viewed across networks during the selected time period.



Video Views Metrics	Totals	% Change
Video Views	13,215	↗ 168.3%
X Video Views	131	↗ 227.5%
Facebook Video Views	602	↗ 21.1%
Instagram Reel Video Views	10,852	↗ 157.8%
LinkedIn Video Views	1,630	↗ 810.6%

Compared to November 1 - December 31, 2025



STAY IN TOUCH:

 [*meagan@themoderntake.com*](mailto:meagan@themoderntake.com)



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

FROM: Alejandra Argudin, CEO, Miami Parking Authority *A Argudin*

SUBJECT: Financial Summaries for the Period Ended January 31, 2026

DATE: March 4, 2026

The Financial Summaries for the month ended January 31, 2026 for the Miami Parking Authority and the Knight Center Garage, are included in the Finance Committee package as agenda Item No. #1.

AA:md

Attachment

MIAMI PARKING AUTHORITY
BOARD MEETING

February 4, 2026

PRESENT: Jami Reyes (Chair)
Thomas Jelke
Marvin Wilmoth
James Cassel

ALSO PRESENT: Alejandra Argudin, CEO, MPA
Margie Carmenates, Controller, MPA
Angela D. Sanchez, Director of Human Resources, MPA
Henry Espinosa, IT Director, MPA
Julia Y. Alfonso, Court Reporter, JYA Reporting
Jihan Soliman, Sr. Assistant City Attorney, City of Miami
Pablo Velez, Sr. Executive Advisor to the CEO, MPA
Monica Cuadra, Executive Administrative Assistant, MPA
Sinthia Hernandez, Executive Administrative Assistant, MPA
Margarita Delgado, President, MRD Consulting
Meagan Camp, CDS, The Modern Take (via Recorded Video)
Humberto Escandon, Sr. Manager of Operations, MPA
Jeffrey Medina, Sr. Manager of Operations, MPA
Jaime Lopez, Manager of Operations, MPA
George McLean, Sr. Business Analyst, MPA
Javier Armenteros, Manager of Operations, MPA
Jennifer Garcia, Senior Project & Property Manager, MPA
Gabriel Maytin, System Administrator, MPA
John Lopez, Sr. Manager of Operations, PHT
Melida Murillo, Assistant Manager of Operations, PHT
Monica Montoya, Senior Staff Accountant, MPA
Chantal Gonzalez, Paralegal, MPA
Victor Valderrama, Cybersecurity Analyst, MPA
Victor Rosario, Sr. Manager of Operations, MPA
Orlando Canizales, System Integration Technician
Dailyn Hernandez, Manager of Operations, MPA
Abbey Suarez, Marketing Coordinator, MPA
Len Bier, Bier and Associates
Jordan Justus, CEO, Automotus

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3 IN RE:

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

5

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

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12 DATE TAKEN: February 4, 2026

13 TIME: 8:00 a.m. - 8:50 a.m.

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

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18 Proceedings taken before:

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

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1 APPEARANCES

2 Present:

3 Jami Reyes, Chairperson
Thomas Jelke, Board Member
James Cassel, Board Member
Marvin Wilmoth, Board Member

4

5 Also Present:

6 Alejandra Argudin, CEO, MPA
Margie Carmenates, Controller, MPA
Angela D. Sanchez, Director of Human Resources, MPA
Henry Espinosa, IT Director, MPA
Julia Y. Alfonso, Court Reporter, JYA Reporting
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5 KPI Miami-Dade County Parks

6 PBP vs ParkMobile

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1 P-R-O-C-E-E-D-I-N-G-S

2 MR. CASSEL: Good morning. We're going to

3 call the finance meeting to order.

4 CHAIRPERSON REYES: It's time.

5 MS. CARMENATES: Good morning, everyone. A

6 few housekeeping items before we get into the body

7 of the report. Bank reconciliations for the month

8 of November and December have been completed, and

9 there's no material reconciling items from the

10 prior periods.

11 As far as the audits are concerned, that we've

12 spoken about the past few months, as of today,

13 we've completed two audits, the Knight Center and

14 the Marlins audit. We are also finalizing the

15 pension audit of the MPA audit. There's no unusual

16 items or exceptions that have come up thus far.

17 In February we're going to concentrate on

18 getting the ACFR, or the Annual Comprehensive

19 Financial Report, done for the year to then present

20 to the board. We'll then submit it to the GFOA for

21 their review and award. We also will post it on

22 the website for the public viewing.

23 Before jumping into the detail of the

24 financials, overall year-to-date performance is

25 better than budget by approximately 700,000 and

7

1 better than the same period last fiscal year by

2 approximately 504,000.

3 If you'll please turn to page 20 in your

4 packets. Page 20 is the year-to-date summary for

5 the Miami Parking Authority for the three months

6 ending December 31, 2025. Operating revenues

7 totaled 16.6 million, 468,000 better than budget,

8 and 619,000 better than the same period last fiscal

9 year.

10 Year-to-date operating expenses total

11 approximately 7.5 million, giving us net operating

12 results of approximately 9.1 million.

13 Turning now to page 23 for the monthly

14 breakdown for December. Revenues totaled

15 5.8 million for the month of December, which is the

16 third month of the fiscal year. This is 57,000

17 under budget and 104,000 less than the same period

18 last year. So it's slightly less than the period

19 last year. Operating expenses totaled 2.6 million,

20 for net operating results of approximately

21 3.2 million for the month of December.

22 Notable variances is in revenue sharing.

23 That's a good negative variance for us to have.

24 That means that the revenue on our managed lots are

25 higher than budget.

8

1 Also, we have bank charges which are slightly

2 negative, slightly under budget -- higher than

3 budget. I'm sorry. Excuse me -- by 25,000

4 attributable to our credit card usage.

5 Now, if you can turn to the Knight Center

6 financials, page 25, for the year-to-date summary.

7 Operating revenue as of December 31st for the

8 Knight Center totaled \$922,000, which is about

9 132,000 better than budget. Expenses were 787,000

10 for net operating results of 135,000. Page 28 is

11 the detail for the month of December.

12 Operating revenues totaled 269,000 and

13 expenses totaled 525,000, giving us a net operating

14 deficit of approximately 257,000.

15 The only notable variance on the expense side

16 is in Legal and Professional, and that's where we

17 have the pocket of money that we spent for the

18 phase two upgrade project. The total of that

19 project is approximately \$7.3 million.

20 Do we have any questions?

21 MR. JELKE: (Nodding.)

22 MR. CASSEL: No questions. Thank you.

23 MS. CARMENATES: Thank you.

24 MR. CASSEL: That brings us to the conclusion

25 of the finance portion.

9

1 CHAIRPERSON REYES: Okay. What do we have?
 2 MS. ARGUDIN: The general, the presentation,
 3 Margarita.
 4 You have the agenda?
 5 Margarita?
 6 CHAIRPERSON REYES: Yes, Margarita.
 7 MS. DELGADO: Public comments?
 8 CHAIRPERSON REYES: Public comments will be
 9 after Margarita, correct?
 10 MS. SOLIMAN: Yes.
 11 MS. DELGADO: Okay. Good.
 12 CHAIRPERSON REYES: I'm learning.
 13 MS. DELGADO: Happy New Year. Good morning,
 14 everyone, Madam Chair, members of the board, Madam
 15 CEO, guests, staff. Margarita Delgado, MRD
 16 Consulting.
 17 Finally we are launching the loading zone
 18 pilot program. Yay. It's taken us a long time to
 19 get our package together to assure the board and
 20 the community that we're ready to launch. This is
 21 a new technology, definitely new for Florida. We
 22 have a complete media package ready to go.
 23 We're launching softly, very softly, this week
 24 and next. Then we're going to the media on the
 25 17th and the 18th for tutorial, for ride-alongs on

10

1 the actual loading zones so that they understand
 2 how the technology works.
 3 We have an entire package, but, more
 4 importantly, we have digital flyers that will go to
 5 a lot of the different community organizations in
 6 town asking them to disseminate all that
 7 information to their members, to their associates,
 8 to their colleagues, and we'll be taking questions.
 9 It's something new, and so we understand that
 10 throughout the process, we're going to have to make
 11 adjustments, but we're ready to go.
 12 CHAIRPERSON REYES: What organizations are you
 13 talking to?
 14 MS. DELGADO: I have the HOAs, I have the bar
 15 associations, I have professional groups, the
 16 chambers, the Beacon Council. And I'm willing to
 17 hear from everybody else if there are any other
 18 organizations -- the BIDs.
 19 MS. ARGUDIN: We're also meeting with the --
 20 doing meetings with the commissioners and chiefs of
 21 staff so that they also know about the program, the
 22 mayors, who's very supportive of the program too.
 23 So everybody could be aware.
 24 I also met with the communications director of
 25 the City, the new communications director, so that

11

1 we can partner with them, and they can post the
 2 video that we've done and the information that
 3 we've done so they can disseminate. So they are
 4 going to be good partners with us.
 5 CHAIRPERSON REYES: Okay.
 6 MS. DELGADO: If there are any other
 7 organizations that you can suggest, let me know.
 8 MR. CASSEL: Do we have a flyer on that?
 9 MS. DELGADO: We do, we do, we do.
 10 MR. CASSEL: Maybe it would be good to give it
 11 to the enforcement people --
 12 MS. DELGADO: Yes.
 13 MR. CASSEL: -- for the next couple of weeks
 14 to throw on windshields and people parking in these
 15 areas that are using them presently. Not the big
 16 companies, not the FedExes and stuff, but some of
 17 the smaller, you know, delivery companies, the fish
 18 company, the meat company, the purveyors, those
 19 people, to throw on there.
 20 MS. ARGUDIN: No. And there is also -- you
 21 know, where the loading zones are, we're talking to
 22 all the business owners that are there. I don't
 23 know if you want to talk to them about what
 24 happened on Friday.
 25 MS. DELGADO: We did a walk-through in the

12

1 Grove. And so a business owner saw us walking and
 2 talking to the truck drivers, and he came out. So
 3 he wanted -- he said, It's about time you guys do
 4 this. And so excited about it. So he started
 5 calling the other business owners on that block.
 6 They came and they said, We're really happy. Look
 7 at the situation that we have right now.
 8 CHAIRPERSON REYES: And what was it that they
 9 were showing you?
 10 MS. DELGADO: In what area?
 11 CHAIRPERSON REYES: No. What was it? What
 12 were they showing?
 13 MS. DELGADO: They were showing the personal
 14 vehicles with the blinkers on parked in the loading
 15 zones for a while. We witnessed a couple of cars
 16 that went into Pura Vida. They were having
 17 breakfast, and then they put the blinkers on.
 18 And so that is crucial time for the
 19 deliveries. So we saw a truck, I think it was
 20 Gordon's, that had to block the access -- well,
 21 there's no pedestrian, but across the entryway to
 22 Fuller, because there was no way they could park in
 23 the loading zone. There were a couple of other --
 24 one personal vehicle and then a smaller truck. So
 25 there was not enough space.

13

1 And, by the way, we may have to -- this is
 2 going to be a pilot, right? So we may have to add
 3 more loading space based on the activity, based on
 4 what we see.
 5 MR. CASSEL: But the problem with adding more
 6 loading space, you know, especially in the Grove,
 7 and with the more valet, is you're eliminating the
 8 street parking. And it's not like there's a lot
 9 there. So it's a balancing act of getting them off
 10 the street, but also, you know, understanding that
 11 the businesses want people to be able to park, not
 12 necessarily double park.
 13 Because I watched -- I saw them started to
 14 paint some of the -- in front of Pura Vida the
 15 other day. They blocked it off. And those weren't
 16 load -- some of those spots were not loading spots,
 17 they were regular parking spots. And it was
 18 loading, and now they've expanded the loading area
 19 there. So it's -- you know, it's problematic.
 20 It's got -- there's a balancing act.
 21 It may be something to some of the valets to
 22 let those be in the morning, you know. It could be
 23 7:00 to 10:00 or whatever, because the valets are
 24 generally not used. Let those be spots that are
 25 used for --

15

1 are opening up. It's like no one is talking to
 2 them as a landlord. Amazónico is famous for having
 3 deliveries right on 8 Street, and there's no
 4 loading zone on 8 Street. So they stop there, and
 5 then they drop off their -- and it's food. You can
 6 see the trucks. So that's the lane that goes onto
 7 Brickell. So that's already backed up.
 8 And then they just stay there for -- I mean, I
 9 watch them, and I'm like how is this even possible?
 10 And then you have Komodo on the other side. So
 11 it's just -- you know, it just blocks everything,
 12 but hopefully this helps.
 13 But on this, how are we training our staff?
 14 Like are we -- is there a special training that's
 15 going on? They're going to get heat for this.
 16 They're going to -- because people are so -- people
 17 get so angry about these things when I know you're
 18 doing your job, and you're telling everybody what's
 19 going on, and you're announcing it, but how is our
 20 staff going to --
 21 MS. ARGUDIN: We're going to train them the
 22 same way we did with --
 23 MS. DELGADO: What I can say is that at least
 24 for the recipient of the questions and concerns, we
 25 have a playbook questions and answers that we --

14

1 MS. ARGUDIN: We just had a conversation last
 2 night, Bert and I. We're going to sit down and
 3 evaluate all the loading zones, and maybe have a
 4 team that is looking at the valet zones and the use
 5 of those valet zones so that we can time them. Do
 6 they get eliminated? What's the usage? Because
 7 they are taking up spaces.
 8 And I know that it's getting crunch time in
 9 the Grove now with that new building coming up
 10 across the street from Fuller. That's a lot of
 11 parking that's going to go away.
 12 CHAIRPERSON REYES: We see it in Downtown and
 13 then -- especially Downtown on First. And now that
 14 Flagler's open that little bit, you see the double
 15 parking. And then you have -- you know, on First
 16 you have that bike lane. So now you have all this
 17 stuff going on, and there's no loading zone. And
 18 so you have these trucks that are there.
 19 And they do it like right around the time when
 20 people are coming out of the offices. You know, so
 21 it's like -- it's creating such a -- and I know I
 22 take pictures and send them to Bert. I'm like,
 23 this is, like, crazy how Downtown can get blocked
 24 just by these deliveries.
 25 The other thing is the new restaurants that

16

1 Victor has provided to customer service and to the
 2 command center, and so that is, from that
 3 perspective, the internal staff.
 4 MS. ARGUDIN: Plus the enforcement that's on
 5 the street.
 6 MR. ESCANDON: It's a challenge.
 7 If I may?
 8 CHAIRPERSON REYES: Yes.
 9 MR. ESCANDON: It's not because the officers,
 10 they don't know, or they're not trained how to
 11 treat those types of things. The problem is like,
 12 for example, UPS, Amazon, it's better for them to
 13 stop here in the middle of the street for two
 14 seconds than going down the street to the loading
 15 zone.
 16 Calle Ocho, you've got a loading zone. You
 17 have loading docks that nobody use. Or that we
 18 discuss with code enforcement in the past, the
 19 loading zone -- Publix on 9 Street use the loading
 20 zone for storage.
 21 CHAIRPERSON REYES: Right.
 22 MR. ESCANDON: It's not using for deliveries,
 23 so it's not only us. It's everybody else that they
 24 don't want to -- they're not happy with the
 25 situation.

17

1 One thing that we asked Coconut Grove for many
 2 years is for business loading and unloading should
 3 be from 7:00 in the morning to 10:00 in the
 4 morning. After that, nothing else.
 5 CHAIRPERSON REYES: Right.
 6 MR. ESCANDON: So -- but again, we put these
 7 things up there, and we're not getting the help
 8 that we need with the rest of the places. So it's
 9 a challenge.
 10 MR. CASSEL: No, it's a challenge.
 11 MR. ESCANDON: It's a challenge. We asked the
 12 DDA, Hey, listen, let's get strict. But the
 13 problem -- they want to be the good guy in there.
 14 They want to -- they don't want to get these people
 15 mad or -- and they want to please these people, and
 16 they're in the middle, and then nobody maybe a
 17 decision.
 18 Flagler Street. Flagler Street has been
 19 closed for years, and we had loading zones on the
 20 side street. But, again, it's a challenge. You
 21 know, Miami keeps growing. Miami 21 is not helping
 22 either.
 23 MS. DELGADO: I think we're going to have to
 24 be nimble and adjust -- adjust until.
 25 MS. ARGUDIN: One of the things that the mayor

19

1 For you to have 2,000 double parks in the
 2 business -- we have cameras. That's the data we
 3 were able to collect before we launched. So 2,000
 4 double parks in these areas. That's --
 5 MR. JELKE: 20.
 6 CHAIRPERSON REYES: 20.
 7 MS. DELGADO: 21.
 8 MS. ARGUDIN: -- 2,000 over -- per month. So
 9 around 21-. That's approximately. So we are not
 10 allowing for these commercial vehicles to stay
 11 anywhere over 30 minutes.
 12 MR. CASSEL: Yeah. But the problem, you look
 13 at the Grove, you know, you look at St. Stephen's
 14 in the morning and all of the parents who are in
 15 that commercial zone to drop off kids, I mean,
 16 they're only there for a couple of minutes. But
 17 that stops the truck that just stops in the middle,
 18 and then he takes out his dolly and delivers to
 19 four places, and then pulls them out on the street
 20 and leads up with piles, you know, in the street.
 21 Frankly, it's going to be a function of
 22 education. That's just some heavy enforcement for
 23 a short period of time as a wake-up call. And if
 24 you have to ticket them every day -- now, in
 25 New York, UPS and FedEx, that's just part of their

18

1 did mention to me -- her and I had spoken about it,
 2 and we talked about this a long time ago, I mean,
 3 I'm talking about years -- that in other cities
 4 they do have time limits for deliveries,
 5 everywhere, major cities, and we don't have that
 6 here. This is all day, 5:00, rush hour. And so
 7 that's something that she said she's going to work
 8 on. That would be very helpful. I think
 9 enforcement -- you can't have an enforcement
 10 officer just standing there waiting to see who
 11 parks or not.
 12 And since we're on the topic, I don't know if
 13 you have that -- you have that slide?
 14 So Jordon is here, Jordon from Automotus.
 15 He's here.
 16 MR. JUSTUS: Hello.
 17 MS. ARGUDIN: And his team has been very
 18 helpful. They put the, you know, the team out
 19 there to talk to the businesses. But I saw this
 20 yesterday, and I said this to Angel, look at those
 21 numbers. So commercial use loading zones parked by
 22 freight and vans during the previous four months is
 23 18 percent.
 24 Like there is a -- there's a ton of cars that
 25 are parked there that are not commercial vehicles.

20

1 annual budget. They know they're going to get so
 2 many tickets per year, and they just -- it's a
 3 budget line.
 4 CHAIRPERSON REYES: Yes, it is.
 5 MR. CASSEL: And so you pay the fines. But
 6 it's a problem. And the answer is just not -- you
 7 know, the parking area --
 8 CHAIRPERSON REYES: I mean, I think it's a --
 9 I think we're headed in the right direction. It's
 10 an education also. We need to remind people that
 11 this is unacceptable behavior. But here it's not
 12 just FedEx, Amazon, DHL. It's the Uber, it's Lyft.
 13 There's a new one now. It's --
 14 MS. ARGUDIN: Waymo.
 15 CHAIRPERSON REYES: It's Waymo. And so you
 16 have all of this competition.
 17 And then on top of that, you have these
 18 individual Amazon drivers who are making that --
 19 you know, I got to get this in one hour. So
 20 it's -- and the post office. They're all competing
 21 for the same spaces. So then they just back up.
 22 The Brickell Bay Drive -- I live on Brickell
 23 Bay Drive. It's a hot mess. I know you guys went
 24 in and covered some of the parking for some of the
 25 buildings because everyone was double parking on

21

1 that. And when it rains, then one of the lanes is
 2 completely shut down because it's flooded.
 3 So I think education is also the way to go.
 4 But it's hard when people are coming -- they're not
 5 City of Miami residents. They're coming into the
 6 city. So how do we capture that audience?
 7 MS. DELGADO: Well, through the media because
 8 it is a tri-county media market, as you know.
 9 CHAIRPERSON REYES: Yeah.
 10 MS. DELGADO: So it's social media which is
 11 worldwide, and then traditional media, and then the
 12 local people. It's going to take a while. The
 13 initial push is going to be for the first 90 days
 14 on a sustained basis. Then as time goes by, then
 15 we'll learn and we will continue, but it will be --
 16 the issues will change, and we know that.
 17 We're prepared, because even though we have
 18 tried every single scenario and possibilities,
 19 we're not inside those companies, so we don't know
 20 exactly what they experience. So we're going to
 21 have to learn from them and, then be nimble, adjust
 22 and modify, and move on. It has worked in other
 23 cities, in major large cities, Philadelphia,
 24 Pittsburgh, L.A. So we hope it's going to work
 25 here.

23

1 week and next. Then we go to the traditional
 2 media, 17th and 18th, and then on location. And
 3 then after that, then towards the end it will be
 4 the official launch.
 5 Sorry. I've taken so much of the time. And
 6 then the other community events, the Coconut Grove
 7 Arts Festival, the Calle Ocho. So we're already
 8 working on all of that.
 9 Questions?
 10 Questions?
 11 CHAIRPERSON REYES: Any questions?
 12 MS. DELGADO: Thank you.
 13 MS. ARGUDIN: Next we have the presentation
 14 from The Modern Take. She did a video since she's
 15 out of town, but she did a -- there you go.
 16 (The following video was played into the
 17 record:)
 18 MS. CAMP: Good morning, everyone. I
 19 apologize, I'm not able to join you live today for
 20 our board meeting. I am on vacation this week.
 21 But the big thank you to Monica and, of course,
 22 Alex for helping me coordinate sending this
 23 presentation in advance for you.
 24 Let's jump into the last quarter of 2025 for
 25 social media for MPA. This is obviously a really

22

1 CHAIRPERSON REYES: It's also an obstruction
 2 for pedestrians when you're crossing the street.
 3 MS. DELGADO: Well, the main goals --
 4 MS. ARGUDIN: That's number one.
 5 MS. DELGADO: The main goals are pedestrian,
 6 driver, and cyclist safety. Then it's a
 7 significant reduction in traffic congestion, and
 8 then the turnover and the other issues. So
 9 we'll -- my commitment is work hard.
 10 CHAIRPERSON REYES: Well, let us know how we
 11 can help you --
 12 MS. DELGADO: Absolutely.
 13 CHAIRPERSON REYES: -- disseminate the
 14 information.
 15 MS. DELGADO: Absolutely.
 16 MS. ARGUDIN: I'll send these things to you
 17 guys as well --
 18 MS. DELGADO: We're prepared.
 19 CHAIRPERSON REYES: I'm assuming the DDA is
 20 fully on board to --
 21 MS. DELGADO: Yes. Angel has made
 22 presentations, and as soon as we're ready to get
 23 those flyers out, they'll go out. And my goal is
 24 to start getting them out on Monday next week. We
 25 launch on social media this week. It will be this

24

1 high peak period for social. It's also a time of
 2 big dropoff in those last few weeks of the month as
 3 everyone is hopefully off doing other things than
 4 being online. For MPA, though, it was pretty
 5 interesting, and we had a lot of really great
 6 growth.
 7 Let's jump into some updates. Our top
 8 campaign for this period was the Holiday Courtesy
 9 Citation Program, which, of course, performed
 10 really well on Instagram and Facebook for our
 11 customers, got a lot of really nice feedback and
 12 engagements promoting this extra hour of -- on
 13 their meters.
 14 Really, though, we were behind the scenes
 15 really working on getting the Smart Loading Zone
 16 Campaign ready for launch now this month in
 17 February. This is obviously a really big
 18 undertaking with a lot of moving parts. So we are
 19 trying to do our best to be prepared for the
 20 rollout which will start very soon, of course.
 21 There were a number of winter events that MPA
 22 either sponsored in or, of course, was a logistics
 23 component of the NHL Winter Classic, some of the
 24 New Year's Eve events. We did, like I mentioned,
 25 sponsored some things as well towards the end of

25

1 the year that were really high profile. So we got
 2 a lot of really good engagement collaboration from
 3 participating in those events.
 4 We're also in the middle of working on
 5 updating all of our core program graphics, things
 6 like the Resident Discount Program, the monthly
 7 permits, things like that. We're going to go
 8 through a nice refresh and overhaul of those
 9 graphics just to give them some life for 2026.
 10 Lastly, we did introduce an updated tool on
 11 Instagram which is the -- essentially the link in
 12 bio has been updated to where any time you click on
 13 an image that we've shared, it also sends you
 14 directly to a link.
 15 We also still have our Linktree tool that is
 16 essentially an a la carte menu if you're looking
 17 for direct links that we reference in posts. But
 18 it's really nice because this Sproutlink Tool is an
 19 additional analytics piece that allows us to see
 20 drive clicks to the website, obviously what people
 21 are responding to when it comes to certain
 22 programs.
 23 We've been heavily pushing the Resident
 24 Discount Program the past few months. So being
 25 able to see direct actions from those CTAs, or

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1 people solutions right away, which means if they
 2 want to sign up for something, if they want to
 3 register for Resident Discount Parking Program,
 4 they have -- they're making a quick choice to do
 5 so.
 6 Which tells me that our calls to actions are
 7 really nice and clear, and that we're telling
 8 people exactly where to go to solve their problem
 9 or answer a question. And, overall, that's one of
 10 the key tenets of how I want to approach our social
 11 strategies. We're really here to be an extension
 12 of customer service, as I know I've said in the
 13 past.
 14 Also really nice to see our just general
 15 engagement rate go up, especially because, as I
 16 mentioned, we do usually have a quite a big dropoff
 17 after, you know, people start to break for school
 18 or those last two weeks of December when engagement
 19 really changes. And also, we didn't have a lot to
 20 promote outside of that Holiday Courtesy Citation
 21 Program Campaign. So really nice to see everything
 22 stay nice and growth forward as we start the new
 23 year.
 24 But what were our top posts? Our top posts,
 25 like I mentioned, were the two -- were the big

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1 calls to action, from those posts has been really
 2 an interesting thing to track. And I'll really
 3 start including that in our reports the next couple
 4 of months as that data starts to flatten out.
 5 But it is a really great tool, once again,
 6 that's going to help people get to where they need
 7 to go, especially as we're introducing some of
 8 these new programs like the Smart Loading Zone.
 9 So next up let's just look at the overall
 10 analytics for this time period, once again,
 11 November 1st to December 31st. Overall really
 12 positive. We really amped up the number of posts
 13 that were going out on a weekly basis.
 14 Obviously, like I mentioned, we're also
 15 participating in events that are really across a
 16 lot of platforms, and a lot of eyeballs doing
 17 things, like I mentioned, the NHL Winter classic or
 18 the New Year's Eve events or some of the charity
 19 events. So those also really helped boost
 20 engagement as we were asked to collaborate in some
 21 of that content.
 22 Overall, I was really happiest with our higher
 23 engagement and those post click -- link clicks
 24 which you can see are the center two data points.
 25 Really that just goes to show that we're giving

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1 programs. And we also shared an older reel of
 2 promoting Coconut Grove, which actually ended up
 3 performing really well, I think because it
 4 referenced some particular hotspots in the area.
 5 It also told me a key point that we're really
 6 going to lean on a lot, especially for the Smart
 7 Loading Zone Campaign, which is about video first.
 8 And I do have a data point to discuss about that in
 9 a second. But video is just natively getting
 10 boosted by all of our platforms, and, of course,
 11 people are just much more quickly to engage with
 12 something that's video or animated, something like
 13 that.
 14 So we'll be continuing to work that into our
 15 strategy. We're doing reels first for the Smart
 16 Loading Zone Campaign. So that will be all --
 17 considered all video for the moment for the launch.
 18 And then also really nice to see, especially
 19 on Instagram, we ended up posting the staff
 20 anniversary announcements here. And that actually
 21 really reached a lot of people, and that really
 22 also performed equally well on Facebook.
 23 But I want to step aside and talk about
 24 engagement. This is the general overview, which I
 25 know I've mentioned in the past, that it's really

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1 hard to compare our accounts side by side. But it
 2 is nice when we do have a larger campaign, like I
 3 mentioned, the holiday program, some of our
 4 collaborative efforts out in the city, in the
 5 community, and really see where we're performing
 6 well overall.
 7 Facebook continues to be a place where we're
 8 really struggling. We have a really large
 9 following, but it's not a lot of people who are
 10 active users. So it's really going to be something
 11 I'm focusing on now in 2026, is to really -- how to
 12 unlock that Facebook community. Like I said, it's
 13 about 18,000 people. So we definitely want to make
 14 the most of it.
 15 And X does continue to fall. It has lost
 16 viewers or followers overall, but also just the
 17 platform in general has a really skewed -- trending
 18 down, I should say, to less followers overall on
 19 the daily active use. So that's been a real
 20 struggle point for us.
 21 Last thing I want to finish up with this --
 22 this video post performance by engagement. So
 23 really this is just our views, right? So obviously
 24 Instagram, big native video spot. That's where
 25 we're going to see our best performing video

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1 MR. CASSEL: Aye.
 2 MR. JELKE: Aye.
 3 MR. WILMOTH: Aye.
 4 CHAIRPERSON REYES: Aye.
 5 Motion passes.
 6 December 2025 financial statements.
 7 MR. JELKE: So moved.
 8 MR. WILMOTH: Second.
 9 CHAIRPERSON REYES: All those in favor say
 10 "aye."
 11 MR. JELKE: Aye.
 12 MR. CASSEL: Aye.
 13 MR. WILMOTH: Aye.
 14 CHAIRPERSON REYES: Aye.
 15 Motion passes.
 16 Regular board meeting minutes for December.
 17 MR. JELKE: I'll move that.
 18 MR. WILMOTH: Second.
 19 CHAIRPERSON REYES: All those in favor say
 20 "aye."
 21 MR. JELKE: Aye.
 22 MR. CASSEL: Aye.
 23 MR. WILMOTH: Aye.
 24 CHAIRPERSON REYES: Aye.
 25 Motion passes.

30

1 content.
 2 And since the Smart Loading Zone Campaign
 3 launching this month is all reels based, so all
 4 video based, I'm really excited to see how that
 5 performs. We're also doing it in three languages.
 6 So that's also going to tell us how we perform in a
 7 multilingual and multi-channel campaign which we
 8 have not, I believe, done before, kind of at this
 9 level.
 10 So I'm really excited to see where we go next,
 11 but we had a really, really nice last two months of
 12 the year.
 13 Thank you so much again for a few minutes of
 14 your time, and I will see you at the next board
 15 meeting. Thank you.
 16 (Following the conclusion of the video, the
 17 following proceedings were had:)
 18 CHAIRPERSON REYES: Good.
 19 All right. Opening it up for public comments.
 20 Seeing none, hearing none. Let's go.
 21 November financial statements. Need a motion.
 22 MR. WILMOTH: So moved.
 23 MR. JELKE: Second.
 24 CHAIRPERSON REYES: All those in favor say
 25 "aye."

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1 Now let's go to item number four, RFP, for --
 2 MS. ARGUDIN: Good morning.
 3 CHAIRPERSON REYES: -- Jackson, right?
 4 MS. ARGUDIN: Yes.
 5 So this item, there were requests for
 6 proposals were issued for the valet parking
 7 services at Jackson, and we received four
 8 proposals. Two were deemed not qualified to
 9 submit, and two were accepted, DEC Parking Way and
 10 Beacon Hill Hospitality. The evaluation committee
 11 convened, they reviewed, and they scored DEC
 12 Parking Way, who's also the incumbent, as the most
 13 responsive and responsible bidder. And we're
 14 asking the board to approve this selection for the
 15 valet services at Jackson.
 16 CHAIRPERSON REYES: Any questions on this?
 17 Motions?
 18 MR. WILMOTH: So moved.
 19 MR. JELKE: Second.
 20 CHAIRPERSON REYES: All those in favor say
 21 "aye."
 22 MR. CASSEL: Aye.
 23 MR. WILMOTH: Aye.
 24 CHAIRPERSON REYES: Aye.
 25 MR. JELKE: Aye.

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1 CHAIRPERSON REYES: Motion passes.
 2 Item number five.
 3 MR. ESPINOSA: Yeah. Hi. Good morning.
 4 The next two items are mine. The first one is
 5 the procurement of a replacement battery backup
 6 system for our data center here at the Courthouse
 7 Garage. The existing system was installed when the
 8 building was originally built. It's past end of
 9 life, and we're requesting \$65,000 for replacement
 10 of the unit. That also includes a three-year
 11 service and warranty contract that goes with it.
 12 We're procuring this through a piggyback with TD
 13 SYNnex through the OMNIA channel.
 14 CHAIRPERSON REYES: Questions on this?
 15 MR. CASSEL: So moved.
 16 MR. JELKE: Second.
 17 CHAIRPERSON REYES: All those in favor say
 18 "aye."
 19 MR. CASSEL: Aye.
 20 MR. WILMOTH: Aye.
 21 MR. JELKE: Aye.
 22 CHAIRPERSON REYES: Aye.
 23 Motion passes.
 24 And item number six.
 25 MR. ESPINOSA: Item number six is a renewal of

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1 them probably in the beginning of March. You know,
 2 Victor -- Victor has been intricately involved with
 3 them, and I know met with them yesterday, and I
 4 think they're starting to put up the sign.
 5 Vic.
 6 MR. ROSARIO: Yes. Victor Rosario, senior
 7 manager of operations.
 8 So, yeah, the enforcement team had a meeting
 9 with Vanessa which is part of the Palmetto Bay
 10 team. Right now, again, they're just putting all
 11 the logistics together when it comes to the
 12 enforcement component and all that. They're now in
 13 the process of starting -- putting up the signs
 14 which they're going to be putting up.
 15 So we're thinking base -- there's not like a
 16 start date, but we're thinking it's going to be at
 17 the start of March, sometime around that time.
 18 It's around 150 spaces to start. It's a small
 19 operation, but I think a very successful one,
 20 that's going to come to the residents of Palmetto
 21 Bay right here. So you're going to enjoy us being
 22 out there.
 23 CHAIRPERSON REYES: Question on this. Are
 24 you -- you're using the team that's already down
 25 there for enforcement or --

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1 our service contract for our backup and disaster
 2 recovery service. Currently we have data backups
 3 here in our data center. We are also required to
 4 maintain data backups offsite should there be a
 5 catastrophic event here.
 6 When we initially purchased this service last
 7 year, we did a one-year contract because we were
 8 not familiar with the vendor. We're very happy
 9 with their service so far, and we'd like to extend
 10 the contract another three years. Again, this is
 11 another piggyback.
 12 MR. JELKE: I'll move it.
 13 MR. WILMOTH: I'll second it.
 14 CHAIRPERSON REYES: All those in favor say
 15 "aye."
 16 MR. WILMOTH: Aye.
 17 MR. CASSEL: Aye.
 18 MR. JELKE: Aye.
 19 CHAIRPERSON REYES: Aye.
 20 Motion passes.
 21 Okay. That was very quick.
 22 MS. ARGUDIN: So I have only two things to
 23 report. The Village of Palmetto Bay, they finally
 24 signed the contract, and we will be starting to
 25 enforce in that area and manage their parking for

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1 MR. ROSARIO: The enforcement component, I
 2 think we're going to be enforcing one or two hours.
 3 And I think that -- and Humberto's here -- of what
 4 enforcement officer you'll be using, and the same
 5 one as --
 6 MR. ESCANDON: We're going to be using a
 7 senior officer that we have. We want to just have
 8 an officer just assigned to that location to make
 9 sure that they get the proper service. I don't
 10 want to put somebody two hours here, two hours
 11 there. Just one officer assigned.
 12 CHAIRPERSON REYES: Okay. And how are you
 13 going to communicate to the residents about this?
 14 MR. ROSARIO: Well, that's --
 15 CHAIRPERSON REYES: Where is the parking?
 16 Where is the parking here? What are we talking
 17 about here?
 18 MR. ROSARIO: 180 --
 19 MR. ESCANDON: The city goes from 136 to 184
 20 and US1, and that's the area they're going to
 21 start. Everything around city hall is the area
 22 we're going to start to enforce. Little by little
 23 they're going to grow. They got different areas
 24 that we didn't -- I didn't know that they have
 25 potential to go ahead and regulate. So we're going

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1 to start around city hall, and then, little by
 2 little, they're going to expand.
 3 I spoke to the city manager yesterday and he's
 4 willing to go around to make sure that he tells us
 5 what he needs, you know, so in the beginning we can
 6 start --
 7 MS. ARGUDIN: Just as a point of reference.
 8 Doral started a lot smaller than what we had
 9 anticipated or what we thought we knew what they
 10 needed, and now they're in the middle of doing
 11 their parking study to expand Doral.
 12 MR. ESCANDON: Doral is going to go -- right
 13 now they're going to add, starting this month,
 14 about 600 more spaces, and they have a potential --
 15 CHAIRPERSON REYES: How many?
 16 MR. JELKE: 600.
 17 MR. ESCANDON: 600 spaces. So everything in
 18 the residential area from the Downtown going south,
 19 all that area is going to be regulated, PayByPhone,
 20 and they're going to give permits to the --
 21 MS. ARGUDIN: The residents --
 22 MR. ESCANDON: -- residents. And then you got
 23 other areas on 87 and 25 Street. You got a lot of
 24 pockets. That's another area there could be a
 25 lot -- another 500 spaces.

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1 in the morning, and then another day at night.
 2 We're going to play it by ear, because not all
 3 the area is busy, only around some pizza place, and
 4 there's a little shopping that they have. So
 5 that's where we're going to play it by ear.
 6 CHAIRPERSON REYES: But you're saying -- you
 7 earlier said that this is around the city hall?
 8 MR. ESCANDON: Yes.
 9 CHAIRPERSON REYES: So there's parking around
 10 city hall --
 11 MR. ESCANDON: Yes.
 12 CHAIRPERSON REYES: -- and these residents are
 13 used to going there --
 14 MR. ESCANDON: Yes.
 15 CHAIRPERSON REYES: -- and parking for free.
 16 MR. ESCANDON: For free.
 17 CHAIRPERSON REYES: So now they --
 18 MR. ESCANDON: So you've got residents parking
 19 for free and you've got customers going --
 20 CHAIRPERSON REYES: Okay. So city hall. So
 21 the parking time is -- we're using PayByPhone?
 22 MR. ESCANDON: Yes, ma'am. PayByPhone and
 23 ParkMobile.
 24 CHAIRPERSON REYES: What is it?
 25 MR. ESCANDON: ParkMobile.

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1 MS. ARGUDIN: So they start small.
 2 MR. ESCANDON: They start small, but people --
 3 like right now people start moving and things, you
 4 know.
 5 CHAIRPERSON REYES: I'm all for it.
 6 MR. WILMOTH: Just --
 7 CHAIRPERSON REYES: So what is -- oh, I'm
 8 sorry.
 9 MR. WILMOTH: Sorry. Just in reference to
 10 Doral, how many spaces did we start with there?
 11 MR. ESCANDON: We started about 500 spaces.
 12 MR. WILMOTH: Okay. We're about 700 --
 13 MR. ESCANDON: Everything around Downtown and
 14 expanding.
 15 CHAIRPERSON REYES: So what is the enforcement
 16 that you're putting in around these spaces? Is
 17 it -- what's the limit on the parking?
 18 MR. ESCANDON: What spaces, in Doral or
 19 Palmetto?
 20 CHAIRPERSON REYES: No, Palmetto.
 21 MR. ESCANDON: Palmetto Bay? We're going to
 22 have one officer. They want for us to enforce from
 23 Wednesday through Sunday. So we're going to have
 24 an officer going in the morning one day, and then
 25 in the afternoon another day, and then another day

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1 CHAIRPERSON REYES: And is there a limit on
 2 the timing as you can renew your space?
 3 MR. ESCANDON: Three hours.
 4 CHAIRPERSON REYES: Three hours.
 5 The reason I'm asking you this is because
 6 Palmetto Bay has really active people that go to
 7 their hearings, to their -- and I don't know how
 8 much you all follow the news, but Palmetto Bay is
 9 very active in -- and a little bit like City of
 10 Miami and Coral Gables, in a smaller way, because
 11 it is really a village. But these residents are
 12 not going to be used to paying when they go to
 13 their hearings and to sit and wait for their item
 14 to be heard. So I think --
 15 MS. DELGADO: Madam Chair.
 16 CHAIRPERSON REYES: -- we need to make sure
 17 that --
 18 MS. DELGADO: I've had conversations with
 19 Angel Diaz about that. They're willing to support,
 20 but they want to do the communication internally.
 21 I said to Angel, any time they need our help, we'll
 22 be happy to help.
 23 MR. ESCANDON: Well, we spoke yesterday of the
 24 little details. And one of the things that we told
 25 her, give us all the special events you have in

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1 city, like a market, city hall, when you're going
 2 to have the city commissioners. You know, they
 3 don't have enough parking in city hall. So let us
 4 know.
 5 So the same thing that we're doing in the City
 6 of Doral that we do here, that when it's a
 7 commissioner meeting or a board meeting and stuff
 8 like that, we try to stay out of the area unless we
 9 get called. We're going to do the same here.
 10 So, again, Vanessa, she's the code enforcement
 11 director overseeing the communication, and she's
 12 going to give us all the lists, when to enforce,
 13 not to enforce, when are the special events, and
 14 stuff like that.
 15 CHAIRPERSON REYES: Oh, okay.
 16 MR. ESCANDON: But we're going to be -- for
 17 the first month we're going to be just ambassadors.
 18 Hey, don't forget to pay. Hey, here. Here's the
 19 permit. And then after that we're going to start
 20 little by little enforcement. We're not going to
 21 go ahead and drop the hammer. We're going to do
 22 the same thing that we did in Doral. And every
 23 time we do a new zone here, to be sure that little
 24 by little we start --
 25 CHAIRPERSON REYES: Okay. And was this passed

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1 it did go to vote, actually, and the hearing, and
 2 that's where it was approved.
 3 CHAIRPERSON REYES: And was it unanimous?
 4 MR. ROSARIO: Well, I don't remember if it was
 5 or not --
 6 MR. ESCANDON: I believe four to one.
 7 MR. ROSARIO: -- but I can tell you that it
 8 was approved. And at that point that's when
 9 they've advised us, Hey, we need to get into the
 10 agreement.
 11 CHAIRPERSON REYES: Okay. Perfect.
 12 MR. ROSARIO: And I will tell you one thing
 13 with Palmetto Bay, they've been very boots on the
 14 ground in this process with MPA. Like they've
 15 been -- we're used to being -- calling people and
 16 saying, Hey, we have to get this ready.
 17 Palmetto Bay has been the opposite. Hey, MPA,
 18 we're ready. We got to do this, we got to -- they
 19 move so fast on this.
 20 One of the things, also, that they mentioned,
 21 Vanessa, was they're going to go to all their
 22 social media platform, news and everything,
 23 relaying the information to the residents on this
 24 process. And like Bert said, it's -- you know, we
 25 told them we were very flexible, just like we've

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1 through an internal city manager conversation or
 2 did this have to go to the council members?
 3 MR. ESCANDON: No, city manager.
 4 CHAIRPERSON REYES: Okay.
 5 All right. So let's make sure --
 6 MR. ESCANDON: Yeah, all -- everything is
 7 approved by the council and by the mayor, so --
 8 CHAIRPERSON REYES: No, I know.
 9 MR. ESCANDON: And all the details is by the
 10 city manager.
 11 CHAIRPERSON REYES: I encourage you all to --
 12 when they meet, I encourage you to watch those
 13 meetings, since they didn't get to vote on it and
 14 it was staffed. Because it didn't get to vote,
 15 right?
 16 MR. ESCANDON: It went to vote.
 17 CHAIRPERSON REYES: Oh, it did.
 18 MR. ESCANDON: Yeah. The contract went to
 19 vote. Yeah --
 20 CHAIRPERSON REYES: It did.
 21 MR. ESCANDON: -- that -- yeah, they went to
 22 a --
 23 CHAIRPERSON REYES: Okay. With the council --
 24 MR. ESCANDON: That got approved by the --
 25 MR. ROSARIO: Yeah. I was going to say, yeah,

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1 done with Doral, all of our partners. We're very
 2 flexible. We can start here, go there, and see
 3 where it takes us.
 4 One very important thing to mention when it
 5 comes to the enforcement hours, they are -- as per
 6 the agreement, they are responsible for paying all
 7 operation expenses that we incur during this
 8 project, plus, again, MPA will get a 15 percent out
 9 of the collective revenues -- gross revenues as
 10 this pilot goes on.
 11 CHAIRPERSON REYES: No, I think it's a great
 12 deal. I just want to make sure that we -- you
 13 know, that we -- like you said --
 14 MR. ROSARIO: They're very excited at
 15 Palmetto Bay --
 16 (Simultaneous cross-talk.)
 17 MS. ARGUDIN: The city is growing.
 18 CHAIRPERSON REYES: No, no, no. It is. And
 19 it is. But, you know, I just want to make sure
 20 that we don't -- we don't end up on the bad side of
 21 deal.
 22 And then are you going to be using Palmetto
 23 Bay patches on uniforms?
 24 MR. ESCANDON: Yeah. We're going to do the
 25 same thing that we did in Doral. We're going to do

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1 the patches from -- one patch from us, one from
 2 Palmetto Bay, and the car is going to have
 3 Palmetto Bay, the same way that the sheriff's
 4 department, they do the police over there.
 5 We met with the sheriff's department too.
 6 They oversee that city. And we've already talked
 7 to them, and everything we're going to do and stuff
 8 like that. So far it's good.
 9 CHAIRPERSON REYES: All right. South Miami
 10 next, right?
 11 Just kidding. Just kidding. Strike that from
 12 the record.
 13 MS. DELGADO: Don't even get close to my city.
 14 MS. ARGUDIN: They could use us actually.
 15 CHAIRPERSON REYES: Oh, and they could use it.
 16 But let's not say where you live.
 17 MS. ARGUDIN: Yeah.
 18 MS. DELGADO: No, no.
 19 CHAIRPERSON REYES: Okay. Good. Thank you,
 20 guys.
 21 MS. ARGUDIN: And the next one is the
 22 Coconut Grove Playhouse project. We're finalizing
 23 the terms to present to the County, you know. I
 24 see the light at the end of the tunnel somewhere.
 25 The project plans are -- including the parking

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1 for five years from now.
 2 MS. ARGUDIN: You're killing me, you're
 3 killing me.
 4 MR. CASSEL: I want to make sure. It's only
 5 been 10, so --
 6 MS. ARGUDIN: No, more than that.
 7 CHAIRPERSON REYES: I think it's been 23.
 8 MS. DELGADO: I think it's 20.
 9 MR. CASSEL: I was trying to be generous. I
 10 didn't want people to think --
 11 (Simultaneous cross-talk.)
 12 CHAIRPERSON REYES: Anything else?
 13 MR. CASSEL: No.
 14 CHAIRPERSON REYES: Tom?
 15 MR. JELKE: Move to adjourn.
 16 MR. WILMOTH: Second.
 17 CHAIRPERSON REYES: All those in favor say
 18 "aye."
 19 MR. CASSEL: Aye.
 20 MR. WILMOTH: Aye.
 21 MR. JELKE: Aye.
 22 CHAIRPERSON REYES: Great. Thank you,
 23 everyone. Have a great day.
 24 (Thereupon, the meeting was adjourned at
 25 8:45 a.m.)

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1 garage are still being completed by Arquitectonica.
 2 And we're expected to submit to the City the first
 3 quarter of 2026. So I'm hoping that that keeps on
 4 moving in the right direction.
 5 I think -- we've met with them plenty of
 6 times. Lenny has been instrumental with me to get
 7 the terms down pat to make sure that they are
 8 complying with their agreement with the State
 9 and -- and that we are, you know -- we are trying
 10 to be as good of partners as we can be, right? So
 11 this is going to be a multiagency project, and
 12 we're hoping that we can provide some parking for
 13 Coconut Grove, which is much needed as you all
 14 know. So that's it.
 15 And the Smart Loading Zone which we just
 16 talked about, but that's it for my part.
 17 MR. CASSEL: Alex, on the agreement with
 18 Coconut Grove, will that be something you're
 19 bringing back to the board or --
 20 MS. ARGUDIN: Yes. I'll be walking you guys
 21 through it before. But it's in draft form, so I
 22 really -- I mean, we've had probably three
 23 iterations of it. So once I have it more
 24 finalized --
 25 MR. CASSEL: Yeah. I put it on the calendar


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1 CERTIFICATE

2

3 THE STATE OF FLORIDA
 4 COUNTY OF MIAMI-DADE

5 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 18th day of February, 2026,
 16 Miami-Dade County, Florida.

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 18
 19 
 20 Julia Y. Alfonso, RPR, FPR-C
 21
 22
 23
 24
 25



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

FROM: Alejandra Argudin, CEO, Miami Parking Authority 

SUBJECT: Invitation to Bid No. 26-01 Commercial Waste Hauler Services -
Agreement with Coastal Waste & Recycling, Inc.

DATE: March 4, 2026

On January 5, 2026, MPA issued *Invitation to Bid ("ITB") No. 26-01 for Commercial Waste Hauler Services* to the qualified vendors listed on the City of Miami Department of Solid Waste Non-Exclusive Franchise Commercial Haulers List to provide commercial hauling services as required in the Code of Ordinances of the City of Miami, Florida, Chapter 22 – Garbage and Other Solid Waste.

On January 30, 2026, three (3) responses were received, of which the following two (2) were deemed responsive: Coastal Waste & Recycling, Inc. and Waste Connections of Florida, Inc., both foreign profit corporations authorized to conduct business in Florida. Pursuant to Section 18-85 of the City Code, bids were evaluated and tabulated as set forth in the attached Tabulation of Bids.

The MPA staff respectfully requests the authority to negotiate and execute a Commercial Waste Hauler Professional Services Agreement with Coastal Waste & Recycling, Inc., as the lowest responsive and responsible bidder, for the fees outlined in the attached Tabulation. The initial term of the proposed Agreement shall be for a period of three (3) years and, prior to the conclusion of the initial three (3) year period, MPA and Coastal Waste may enter into fee structure negotiations for each of the two (2) optional one (1) year renewals.

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



TABULATION OF BIDS

ITB 26-01 COMMERCIAL WASTE HAULER SERVICES

FLAT FEE STRUCTURE

NON-EXCLUSIVE FRANCHISE COMMERCIAL HAULERS	Coastal Waste & Recycling, Inc.	Waste Connections of Florida
G3 - College Station Garage, 190 NE 3 Street	558.23	721.38
G4 - Convention Center Garage, 100 SE 2 Street	243.29	197.56
G5 - Regatta Harbour Garage, 3351 Pan American Dr.	178.86	197.56
Marlins Stadium - First Base Garage	188.86	200.96
Marlins Stadium - Home Plate Garage	575.44	748.62
Existing (MPA-owned) Roll-Off Compactor Service	3,966.00	3,985.00
MONTHLY TOTALS	5,710.68	6,051.08
YEAR ONE TOTALS	68,528.16	72,612.96

YEAR TWO	71,002.80	72,612.96
YEAR THREE	73,572.60	73,109.28
TOTALS FOR YEARS 1 - 3	\$ 213,103.56	\$ 218,335.20

Prepared By:

Anna Parekh

Anna Parekh, Procurement Administrator


Cleared By:

Alejandra Argudin, Chief Executive Officer

17-Feb-26



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

FROM: Alejandra Argudin, CEO, Miami Parking Authority 

SUBJECT: Approval of Expenditure for Jackson Main Emergency Room Project

DATE: March 4, 2026

The Miami Parking Authority (“MPA”) seeks MPA Board (“Board”) approval to expend funding outlined in the attached February 23, 2026, Estimates 4280 and 4281 from LCN Inc. d/b/a Consolidated Parking Equipment (“Consolidated”) in the amounts of \$249,375.62 and \$10,906.60, respectively, on a reimbursement basis. Accordingly, the MPA seeks to address the same by amending the current Parking Access and Revenue Management Solution Professional Services Agreement with Consolidated, dated July 26, 2023, but effective as of August 1, 2023 (“Agreement”).

The proposed expenditure and its address via the corresponding amendment to the Agreement are necessary to support ongoing parking management and operations at the Jackson Memorial Hospital Main Campus Emergency Room facility which is undergoing renovation. The MPA staff respectfully requests the authority to expend the necessary funds, as previously stated, on a reimbursement basis and will amend the Agreement with Consolidated to ensure that the labor, supervision, materials, tools, hardware, software, services, testing, licenses, training, and installation of the equipment outlined in the attached Estimates 4280 and 4281 are governed by said amended Agreement.

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

CONSOLIDATED PARKING EQUIPMENT

6991 NW 82nd Ave Bay # 8
 Miami, FL 33166 US
 +18779013304
 billing@consolidatedparking.com

Estimate



ADDRESS
Jackson Main ER 40 NW 3rd Street, Suite 1103 Miami, Florida 33128 USA

SHIP TO
Jackson Main ER 40 NW 3rd Street, Suite 1103 Miami, Florida 33128 USA

ESTIMATE #	DATE
4280	02/23/2026

ITEM	DESCRIPTION	QTY	COST	TOTAL
ENTRY LANE REVENUE	Entry Lane	3	12,500.00	37,500.00
ELKA P3500WHAU	P3500 - ELKA Vehicle Parking Barrier Gate with White Top with AUTO OPEN	6	4,125.00	24,750.00
EXIT LANE REVENUE	Exit Lane	3	13,500.00	40,500.00
LOOPS	3' X 6' Loops	12	500.00	6,000.00
945805216	Parking.Logic V14 add. car park (from 3rd)	1	3,000.00	3,000.00
945805000	Operating License Entrance,Exit,Transfer, BLL, Spare Column / Software operating license for one column device	10	2,825.26	28,252.60
Nquire Validator 500	Sweb.Validate kiosk - Nquire 500 (NEW MODEL)	1	1,000.00	1,000.00
TCL1026GRR-202/12-24VDC	OPEN CLOSED FULL (12-24VDC)	1	1,244.00	1,244.00
NON INV	Freestanding Sidewalk Sign Stand - Silver - 27.3" x 37.0" x 24.3"- Fits (2) 22"x28" Signs	4	690.00	2,760.00
Bollards	Bollards Surface Mounted	24	120.00	2,880.00
Drawings	Engineering Drawings	1	3,700.00	3,700.00
INSTALLATION	INSTALLATION (Estimate)	1	12,102.00	12,102.00
Skiosk Smart- 2024 Package	Includes - SKIOSK Smart Full Pay-on-Foot - 21.5" Touch Screen Color Graphics Screen + EMV (chip card with Apple Pay)	2	42,843.51	85,687.02
Note	reader) Also Includes Banknote Recyclcler Work to be performed pursuant to this Estimate shall be governed by Miami-Dade County Parking Access and Revenue Management Solution Contract No. RFP-01453	1	0.00	0.00T

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

Contact Consolidated Parking Equipment to pay.
Carefully review the attached estimate. Please ensure all details of your estimate are correct. Installation costs are only estimated as this location is not finalized.
Your order will be processed once written approval is received via email or the signed estimate is returned to CPE.

SUBTOTAL	249,375.62
TAX	0.00
TOTAL	\$249,375.62

“Price guaranteed for 30 day barring increases outside our company’s control such as tariffs”

Accepted By

Accepted Date

CONSOLIDATED PARKING EQUIPMENT

6991 NW 82nd Ave Bay # 8
 Miami, FL 33166 US
 +18779013304
 billing@consolidatedparking.com

Estimate

ADDRESS
Jackson Main ER 40 NW 3rd Street, Suite 1103 Miami, Florida 33128 USA

SHIP TO
Jackson Main ER 40 NW 3rd Street, Suite 1103 Miami, Florida 33128 USA

ESTIMATE #	DATE
4281	02/23/2025

ITEM	DESCRIPTION	QTY	COST	TOTAL
814900902	12FT Gate Arm for P3500	8	360.00	2,880.00
LED-12UND	For 12FT Gate Arm. 3 Color LED	8	230.00	1,840.00
546521135	Barrier. Gate Laying Bolt (T-Clip)	100	12.00	1,200.00
PAA-9773159	SKIDATA Receipt Rolls -* Large Roll Size *- Custom Printer Roll - 8 Rolls per Case - Sold by the Case. - 883159 - SKIDATA Large Rolls	10	141.16	1,411.60
Tk-Unlimited Customized Tickets	Tk-Unlimited Customized Tickets	140	23.75	3,325.00
Freight to Customer - Nontaxable	Freight Charges to Customers - Nontaxable.	1	250.00	250.00
Note	Work to be performed pursuant to this Estimate shall be governed by Miami-Dade County Parking Access and Revenue Management Solution Contract No. RFP-01453	1	0.00	0.00T

Contact Consolidated Parking Equipment to pay.
 Carefully review the attached estimate. Please ensure all details of your estimate are correct.

SUBTOTAL	10,906.60
TAX	0.00
TOTAL	\$10,906.60

Price guaranteed for 30 day barring increases outside our company's control such as tariffs.

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

Accepted By

Accepted Date

OPERATIONS REPORT

JANUARY 2026

<u>ON-STREET</u>	(Actuals)	(Budget)
On-Street Revenue	\$3,798,602	\$3,560,702
Total Number of PAD's:	65	
Total Number of On-Street Spaces Citywide:	13,269	

MOBILE APPS

<u>Revenue</u>	<u>Transactions</u>
\$4,151,095	891,118
% of Revenue: 99%	

ENFORCEMENT

Total number of citations issued: 24,151
Revenue generated for the City of Miami: \$542,165
Revenue generated for Miami-Dade County: \$278,336

OFF-STREET

	(Actuals)	(Budget)
Parking Garages Revenue	\$960,086	\$914,250
Parking Lots Revenue	\$1,004,395	\$979,394

Facilities	Monthly Customers	Transient Customers
Garage 1	1,193	16,379
Garage 3	1,430	17,151
Garage 4	1,319	9,107
Garage 5	229	14,247
Lots	1,806	

Number of Garages managed/owned by MPA: 13
Number of Lots managed/owned by MPA: 67
Number of Off-Street spaces: 33,182

CITY OF DORAL
KEY PERFORMANCE INDICATORS

Operations

Revenues

FY 24-25	Operating Revenue	FY 25-26	Operating Revenue	Percent Change
Oct-24	\$79,423	Oct-25	\$87,624	10%
Nov-24	\$85,215	Nov-25	\$98,609	16%
Dec-24	\$93,009	Dec-25	\$96,627	4%
Jan-25	\$92,899	Jan-26	\$104,183	12%
Feb-25	\$88,630	Feb-26		
Mar-25	\$96,858	Mar-26		
Apr-25	\$101,449	Apr-26		
May-25	\$107,993	May-26		
Jun-25	\$84,736	Jun-26		
Jul-25	\$81,356	Jul-26		
Aug-25	\$86,717	Aug-26		
Sep-25	\$81,118	Sep-26		
Total	\$1,079,403	Total	\$387,043.00	

Citations

FY 24-25	Citations Issued	FY 25-26	Citations Issued	Percent Change
Oct-24	1,743	Oct-25	1,937	11%
Nov-24	1,919	Nov-25	1,784	-7%
Dec-24	1,885	Dec-25	1,800	-5%
Jan-25	2,072	Jan-26	1,873	-10%
Feb-25	2,029	Feb-26		
Mar-25	1,990	Mar-26		
Apr-25	1,845	Apr-26		
May-25	1,842	May-26		
Jun-25	1,820	Jun-26		
Jul-25	1,929	Jul-26		
Aug-25	1,795	Aug-26		
Sep-25	1,527	Sep-26		
Total	22,396	Total	7,394	

MIAMI-DADE COUNTY PARKS

KEY PERFORMANCE INDICATORS

Operations

Revenues

Month	Pay By Phone/Parkon FY 24/25	PayByPhone	ParkMobile	Parkon	Total Revenue	PM As % of Total Revenue
Jul-25	\$ 748,737	\$ 824,241	\$ 2,975	\$ 30,258	\$ 857,474	0%
Aug-25	\$ 512,038	\$ 748,559	\$ -	\$ 31,778	\$ 780,337	0%
Sep-25	\$ 581,142	\$ 466,972	\$ 7,237	\$ 19,841	\$ 494,050	1%
Oct-25	\$ 329,006	\$ 450,060	\$ 15,962	\$ 14,733	\$ 480,755	3%
Nov-25	\$ 495,127	\$ 538,919	\$ 51,178	\$ 26,064	\$ 616,161	8%
Dec-25	\$ 386,183	\$ 483,393	\$ 93,423	\$ 21,031	\$ 597,847	16%
Jan-26	\$ 480,618	\$ 429,884	\$ 95,609	\$ 19,888	\$ 545,381	18%
Feb-26					\$ -	
Mar-26					\$ -	
Apr-26					\$ -	
May-26					\$ -	
Jun-26					\$ -	
Jul-26					\$ -	
Total	\$ 3,532,851.00	\$ 3,942,028.00	\$ 266,384.07	\$ 163,593.00	\$ 4,372,005.07	6%

Citations

FY 2025	Citations Issued	FY 2026	Citations Issued	YoY Percent Change
Jul-24	3,219	Jul-25	3,046	-5%
Aug-24	2,155	Aug-25	2,309	7%
Sep-24	2,854	Sep-25	2,111	-26%
Oct-24	2,896	Oct-25	2,017	-30%
Nov-24	2,506	Nov-25	2,788	11%
Dec-24	2,575	Dec-25	2,703	5%
Jan-25	2,703	Jan-26	2,593	-4%
Feb-25	3,451	Feb-26		
Mar-25	2,542	Mar-26		
Apr-25	3,005	Apr-26		
May-25	3,060	May-26		
Jun-25	2,945	Jun-26		
Total	33,911	Total	17,567	

PAYBYPHONE v. PARKMOBILE

KEY PERFORMANCE INDICATORS

MIAMI PARKING AUTHORITY

PAYBYPHONE VS PARKMOBILE REVENUES

Month	PayByPhone	ParkMobile	Total Revenue	PM As % of Total Revenue
Mar-25	\$ 3,641,547	\$ 205,896	\$ 3,847,443	5%
Apr-25	\$ 3,126,163	\$ 409,282	\$ 3,535,445	12%
May-25	\$ 3,991,680	\$ 527,250	\$ 4,518,930	12%
Jun-25	\$ 3,260,886	\$ 554,244	\$ 3,815,130	15%
Jul-25	\$ 3,329,737	\$ 647,436	\$ 3,977,173	16%
Aug-25	\$ 3,344,305	\$ 694,381	\$ 4,038,686	17%
Sep-25	\$ 3,102,170	\$ 635,230	\$ 3,737,400	17%
Oct-25	\$ 3,099,044	\$ 797,317	\$ 3,896,361	20%
Nov-25	\$ 3,041,006	\$ 826,825	\$ 3,867,831	21%
Dec-25	\$ 3,318,183	\$ 1,064,177	\$ 4,382,360	24%
Jan-26	\$ 3,154,477	\$ 996,618	\$ 4,151,095	24%
Feb-26				
Mar-26				
Total	\$ 36,409,198.08	\$ 7,358,656.23	\$ 43,767,854.31	17%

PAYBYPHONE VS PARKMOBILE TRANSACTIONS

Month	PayByPhone	ParkMobile	Total Transactions	PM As % of Transactions
Mar-25	841,888	38,965	880,853	4%
Apr-25	775,276	70,319	845,595	8%
May-25	795,549	91,754	887,303	10%
Jun-25	720,840	100,245	821,085	12%
Jul-25	733,076	121,601	854,677	14%
Aug-25	716,681	143,249	859,930	17%
Sep-25	608,423	139,464	747,887	19%
Oct-25	654,431	171,439	825,870	21%
Nov-25	634,560	179,317	813,877	22%
Dec-25	686,691	229,974	916,665	25%
Jan-26	667,525	223,593	891,118	25%
Feb-26				
Mar-26				
Total	7,834,940	1,509,920	9,344,860	16%