

**TOWN OF OLD ORCHARD BEACH  
TOWN COUNCIL WORKSHOP  
TUESDAY, JANUARY 23, 2007  
TOWN HALL CHAMBERS**

A Town Council Workshop of the Old Orchard Beach Town Council was held on Tuesday, January 23, 2007. Chairman Joseph Kline opened the meeting at 6:30 p.m. to discuss Parking Permits.

Present were:

**Councilor Robin Dayton  
Councilor Roxanne Frenette  
Councilor James Long  
Vice Chair Shawn O'Neill  
Chairman Joseph Kline**

**CHAIRMAN KLINE:** We have given consideration to this issue before.

**TOWN OF OLD ORCHARD BEACH  
Town Council Policy 05-02  
Parking Permits**

The Town Council has established the following policy for the issuance of and charges for Municipal Parking permits.

**Resident Parking Permits:** Permits for parking in Municipal Parking lots may be issued only to Town residents. The cost for a Municipal Parking Permit for the Milliken Street Municipal Lot will cost \$25.00 per permit. The cost for a Municipal Parking Permit for Memorial Park will cost an additional \$25.00 per permit. The Memorial Park permits cannot be purchased separately. There will be a limit of two (2) Municipal Parking Permits per Household.

**Resident Eligibility:** Only the following shall be considered residents who are eligible for Municipal Parking permits:

- (1) Individuals who register their car in Old Orchard Beach, who presently live in Town.
- (2) Individuals who register their car in Old Orchard Beach and who pay real estate taxes.
- (3) Individuals who pay real estate taxes, and who live in their homes for the summer season.

**Employee and Staff Permits:** Staff permits may be issued, at no cost, to Town employees, Staff and Town Councilors for parking in the Employees parking area and Veterans Square area.

**Visitor Parking:** No permit will be required for parking in the upper Town Hall Parking lot. Temporary permits for parking in Veterans Square may be issued by the Town Manager's office.

**Permits:** Permits shall be in the form of hang tags to be affixed to the rear view mirror. All stickers for which a fee is charged shall be issued by the Town Clerk's Office. The Municipal Parking Permits are valid through September 6, 2005. There shall be two separate Municipal Parking Permits—one for the Municipal Lot on Milliken Street and one that includes the Milliken Street Parking Lot and the Memorial Park Parking Lot. Colors of the stickers are to be determined by the Town Clerk. Stickers shall be numbered consecutively. Staff parking stickers shall be issued by the Town Manager's office and shall be valid only while the individual is employed.

**General Information:** Stickers/permits do not allow overnight parking in any location.

Adopted: May 17, 2005

**COUNCILOR FRENETTE:** I think we are charging too much to our residents when they are paying for this through their taxes. I can live with \$25 or \$50 that we have been currently charging and I would suggest it remain as it has been.

**COUNCILOR LONG:** I look at the tremendous cost the Town has spent on the parking lots and the bathrooms. I think it is appropriate we be more realistic in recovering these dollars. I would like to see the parking meters out May 1<sup>st</sup>, same time as the camp grounds open. I would like to see them \$1.00 an hour; \$5.00 a day to \$10 a day. I would like to see one resident fee for either parking lot – either Milliken or Memorial at \$100 and a non resident fee of \$600 for the season.

**COUNCILOR FRENETTE:** I do not believe anyone is going to pay those types of fees.

**COUNCILOR LONG:** It is reasonable considering the amount of money that we have invested in the parking lots. I am just making a suggestion.

**CHAIRMAN KLINE:** What is the rationale?

**COUNCILOR LONG:** We are providing a service. We have beautiful beaches, a beautiful downtown, good bathrooms, and good parking lots. It is reasonable to expect these people to pay for the parking, the bathrooms, and the lights. People can choose to park for the day or the hour. If they are going to be here all summer and want to park there for the season \$600 is not too much. By most standards that is reasonable in a seasonal tourist areas.

**COUNCILOR FRENETTE:** It is four months.

**COUNCILOR LONG:** I was thinking of when the campgrounds are open – six months. If it is four months - \$400. When it gets busy down there they flip the parking signs five times a day.

**TOWN MANAGER:** Would that include overnight parking?

**COUNCILOR LONG:** That is another subject. I was down in Boston last Thursday and paid \$30 for two hours.

**TOWN CLERK:** What type of parking permit – a ticket or a sticker?

**COUNCILOR LONG:** I am trying to keep it simple. Either.

**COUNCILOR FRENETTE:** No one is going to pay \$100. It doesn't make sense that you would pay \$100 when I used to buy a \$10 one and never used it. Why would I take the risk of paying a \$100 when I can put \$1 for an hour in the machine? I thought the point was to get the money from the tourists.

**TOWN MANAGER:** We were collecting about \$60,000 at Memorial Park but spending \$25,000 in labor. Last year we collected \$26,517 with no labor. I see the revenues going up and there is an ease in the system. I just think what we are charging at this point is fair. The Town Clerk has put together a memo which she can present at this time.

**TOWN CLERK:** I have prepared three spreadsheets to show the trend in parking permits in Old Orchard Beach in 2001 when the Town Clerk's Office began selling them. The first graph shows the amount of permits the Town has sold from 2001 – 2006. From 2001 to 2004, parking permits were \$10 each, for the memorial Park parking Lot, and residents were allowed to purchase two parking permits per household. Starting in May 2005, the parking permits were separated for two lots. The cost is \$25 per permit for the Milliken Street Parking Lot, and \$50 for the combination of the Milliken Street Parking Lot and the Memorial Park Parking Lot. Residents may not purchase the Memorial Park Parking Lot permit as a stand alone permit. Again, residents may only purchase two per household, inclusive of all permits. As you will see from the graph, the number of permits sold dropped drastically when the fee was raised 150% and 400% to \$25 and \$50, respectively. The second graph shows the revenue generated from 2001 – 2006. When the cost of permits changed from 2004 to 2005, the amount of permits sold dropped 70%, however, the amount of revenue generated only dropped 12%, and in 2006, the revenue dropped only 5% from 2004. If the cost remains constant, revenue should increase, again, and possibly match that of 2004. The third graph shows the peak times during the year when parking permits are sold. Most permits are sold in May and June. Prior to 2005, permits were available at the end of the summer season for next year, and some people purchased their permits in the fall, or during the winter months. Most residents that had purchased the \$10 permit in the past, and didn't purchase at the new cost, stated they purchased the permit for \$10, because that costs less than parking in a private lot for one day during the 4<sup>th</sup> of July weekend. Even if they only used their permit once, they covered the cost. Some people mentioned they didn't know if they would use the permit at all, but the cost was so minimal, they didn't mind the loss. Residents that have come in to purchase the \$25 permits state that it's still "the best deal in town" for residents who go to the beach or downtown at least a few times during the summer. Residents who purchased the \$50 combination were mainly residents with teenage children that work downtown, or adult, female members who work late at night downtown. Their concern was parking in the Milliken Street lot. They feared for their family members walking down Milliken Street at midnight, and walking to their car in a lot surrounded by woods. Lastly, once the Town Council had made a decision on the cost of the parking permits, and it changes from present practice, we can amend the Town Council Policy on Parking Permits, 05-02 (below), and place that on the next Town Council agenda, and I will then order the parking permits for the summer season, as the requests for these permits has already begun. Thank you.

The following information was provided by the Finance Director:  
Period of June 2006 – September 2006

**Parking Meter Coins - \$131,590.42**

**Milliken St Parking Lot - \$32,345**

**Memorial Park Parking Lot - \$ 26,517**

**The Town Clerk provided me with the information on the sale of permits from 2001 -2006.**

| <b>Year</b>  | <b>Amount Sold</b> | <b>Revenue</b>  | <b>Cost Per Permit</b>  |
|--|--------------------|-----------------|-------------------------|
| <b>2001</b>  | <b>768</b>         | <b>\$ 7,680</b> | <b>\$ 10 per permit</b> |
| <b>2002</b>  | <b>868</b>         | <b>8,680</b>    | <b>\$ 10 per permit</b> |
| <b>2003</b>  | <b>1,025</b>       | <b>10,250</b>   | <b>\$ 10 per permit</b> |
| <b>2004</b>  | <b>970</b>         | <b>9,700</b>    | <b>\$ 10 per permit</b> |
| <b>In 2005 we changed the cost to \$25 for Milliken and \$50 for a combination of Milliken and Memorial Park</b> |                    |                 |                         |
| <b>2005</b>  | <b>286</b>         | <b>8,575</b>    | <b>See above</b>        |
| <b>2006</b>  | <b>286</b>         | <b>9,175</b>    | <b>See above</b>        |

|              |             |
|--------------|-------------|
| <b>2001</b>  | <b>768</b>  |
| <b>2002</b>  | <b>868</b>  |
| <b>2003</b>  | <b>1025</b> |
| <b>2004</b>  | <b>970</b>  |
| <b>2005</b>  | <b>229</b>  |
| <b>2005C</b> | <b>57</b>   |
| <b>2006</b>  | <b>205</b>  |
| <b>2006C</b> | <b>81</b>   |

## PARKING PERMITS

| MONTH                        | 2001        | 2002        | 2003         | 2004        | 2005        | 2006        |
|------------------------------|-------------|-------------|--------------|-------------|-------------|-------------|
|                              |             |             |              |             |             |             |
| JANUARY                      | 0           | 20          | 70           | 50          | 0           | 0           |
| FEBRUARY                     | 90          | 70          | 90           | 220         | 0           | 0           |
| MARCH                        | 160         | 210         | 270          | 230         | 0           | 300         |
| APRIL                        | 630         | 880         | 860          | 910         | 0           | 500         |
| MAY                          | 2270        | 2780        | 3090         | 2540        | 2250        | 3375        |
| JUNE                         | 2840        | 2590        | 3830         | 3940        | 4775        | 3675        |
| JULY                         | 1220        | 1750        | 1710         | 1650        | 1400        | 1275        |
| AUGUST                       | 300         | 130         | 140          | 160         | 150         | 50          |
| SEPTEMBER                    | 70          | 120         | 70           | 0           | 0           | 0           |
| OCTOBER                      | 60          | 50          | 70           | 0           | 0           | 0           |
| NOVEMBER                     | 10          | 70          | 10           | 0           | 0           | 0           |
| DECEMBER                     | 30          | 10          | 40           | 0           | 0           | 0           |
| <b>TOTAL:</b>                | <b>7680</b> | <b>8680</b> | <b>10250</b> | <b>9700</b> | <b>8575</b> | <b>9175</b> |
| <b>PARKING PERMITS SOLD:</b> |             |             |              |             | <b>229</b>  | <b>205</b>  |
| <b>PARKING PERMITS SOLD:</b> | <b>768</b>  | <b>868</b>  | <b>1025</b>  | <b>970</b>  | <b>57</b>   | <b>81</b>   |

**CHAIRMAN KLINE:** Perhaps we should increase gradually rather than increase it to the high amount. Make it palatable and not chase them off.

**COUNCILOR LONG:** Is it practical to extend the length of the time to keep the meters out.

**CHIEF KELLEY:** Businesses did not want them before Memorial Day because of the smaller amount of people coming to the town at this point. The private parking lots close after Labor Day. I am not sure that we would recover the cost. I guess we could try it.

**COUNCILOR LONG:** The meters are used mostly by the visitors and I feel that we should recover the cost from the tourists.

**COUNCILOR FRENETTE:** I believe we are “sticking it to the residents.” So we are going to charge them to use parking meters – annual pilgrimage – they don’t go back until the season is over. Here we are charging our citizens to use our downtown.

**COUNCILOR LONG:** We need to maintain these parking lots. We are not sticking it to the residents.

**COUNCILOR FRENETTE:** They pay for these services and they pay for the revitalization – and it is sticking it to them and they do feel that way and express it.

**COUNCILOR DAYTON:** I would like to point out that extending the season may generate increased revenue from events like the Viet Nam Moving Wall which is coming in May. I have concern with increasing the parking lot fees for residents, knowing that the residents have already paid for the lots with their taxes and I do not believe they have to pay again. I think the price is too high but let us be a little more respectful to these citizens who live here all year long. I would go \$15 and \$40 and if this doesn't work go back up to the \$25 and \$50.

**COUNCILOR O'NEILL:** These are charges that everyone pays in this community and when we upgrade our infrastructure needs – staff – resources – rationale is sound is why we should increase these fees. If they choose not to buy a permit they pay by the day. I choose not to buy a permit so I choose to pay daily. For \$10 it is not worth the issue.

**COUNCILOR DAYTON:** Have you talked to the residents? I agree there needs to be maintenance but I think we need to give consideration to the residents who live here all year long.

**COUNCILOR LONG:** The State is coming up with ways to restrict our income. We have a responsibility to fund our parking lots. The establishment of fees has a long history. The user pays. If someone wants to expand their house or if they use the ambulance – they pay. We have a growing overhead of maintenance which we have never considered or taking care of over the past 30 years. This is a reasonable way. The residents have an option. We need to raise fees. If we say this is a free service then let the ambulance fee, and other services free. The question is how we do it and I believe that providing this service it is reasonable to charge this and to take the money from the tourists. I resent coming to the Workshop and getting this memorandum which we should have gotten before.

**CHAIRMAN KLINE:** There are some services that we pay for that we don't have. The schools and the sewer fee. I think Councilor Long has a right to charge those who are tourists. We have a better lot, better lights, rest rooms. These are things that people demanded but they are not free. Use it or don't use it. \$1 an hour is not an acceptable fee.

**CHIEF KELLEY:** We had located 185 sites several years ago for parking meters but the business community was not in favor and there was a lot of controversy over this.

**COUNCILOR FRENETTE:** The only permits that we have right now are residential parking permits. We went from \$10 to \$25 and \$50. If we charge \$100 no one is going to buy them and if that is your goal that is fine but I believe we will have no income. If you want to discuss non residential parking fees – that is the way to make tourists pay – but to put it back on the residents is not fair. We updated – generate from the tourists. Charge a user fee for the tourists. I want to charge an amount that is substantial but not so high that no one is going to buy them.

**COUNCILOR DAYTON:** I drove by Milliken Street Parking lot last summer and it was never full. I never saw it full.

**COUNCILOR LONG:** I have seen it full.

**TOWN MANAGER:** We have had them parking on the grass on the Fourth of July.

**COUNCILOR O'NEILL:** I am willing to say let us charge \$300 for a non resident permit.

**TOWN CLERK:** I do think that the \$1.00 amount should go up. Policy – meters are an ordinance – what we are charging now is a – Amend this policy – to include the rates for the lots. –

**JACK SARNO:** I think those people who park downtown choose to be near the amusements and then when those spots are filled they move to the parking lots at Milliken Street.

**TOWN MANAGER:** Now there is a bathroom.

**JACK SARNO:** You now have bathrooms downtown in the Memorial Park as well as the square area. The overflow has always been when that is filled then they go to Memorial Park and then to Milliken Street parking lot.

**COUNCILOR LONG:** The end of Walnut Street is a thriving area so the beach is expanding for parking and those are the kinds of people that don't want their kids exposed to Pier Fries.

**COUNCILOR FRENETTE:** Do you go to the beach at Walnut Street? Last year it was so full and they were encroaching on people's properties.

**JACK SARNO:** Most of the people that live in that area use that beach.

**JOE KLINE:** We could extend the parking lot times.

**COUNCILOR DAYTON:** The Wall is coming – is going to generate thousands and thousands of residents and visitors coming downtown. Maybe the 1<sup>st</sup> is too soon but what about the 15<sup>th</sup>.

**COUNCILOR FRENETTE:** They go to the dog park every single day.

**COUNCILOR LONG:** If there is no consensus let us leave it the way it is and next year have it the way and get it earlier next year. The date is late.

**COUNCILOR FRENETTE:** I support the fees on residential parks that we have now. That is what we are here. I would also support a non residential fee of \$150 to \$300.

**COUNCILOR LONG:** I am not the clerk. If there is a consensus to do nothing? We still have to come up with \$22 million to fund the Town. The tourists need to pay. The point is that we have to raise a certain amount of money to keep this town working – keep the tourists paying. We are a cheap date and we should not be. We should not be ashamed to anybody and we are too cheap to charge the tourists here. We are making the citizens pay it.

**TOWN MANAGER:** We gave 2,500 hotel rooms and 2,800 camp sites. We have a Waste Water facility that is twice the size we need for population of 10,000 to allow for the tourist population in the summer.

**COUNCILOR FRENETTE:** Do we have consensus that it will be \$50 for residents for use of both Memorial and Milliken Street and \$300 for non residents parking permit?

**COUNCILOR LONG:** (Shook head in agreement.)

**COUNCILOR DAYTON:** I can go with that.

**CHAIRMAN KLINE:** I know that the issue of extending the parking season is something that we need to discuss in the months ahead.

**CHAIRMAN KLINE:** The Council wished to review the Town of Old Orchard Beach Town Council Policy 05-02, Parking Permits. It should be noted that during 2006 the following funds were received through parking permits. Thank you for coming this evening and for your input into this important issue.

**Respectfully Submitted,**

**V. Louise Reid  
Town Council Secretary**

**I, V. Louise Reid, Secretary to the Town Council of Old Orchard Beach, Maine, do hereby certify that the foregoing document consisting of eight (8) pages is a true copy of the original Minutes of the Town Councilor Workshop of January 23, 2007.  
V. Louise Reid**