

City of Falcon Heights State Fair Task Force

City Hall
2077 Larpenteur Avenue West

AGENDA

Wednesday, February 19, 2025
6:30 p.m.

A. CALL TO ORDER: 6:30 p.m.

B. ROLL CALL: Chairperson Mona McGarthwaite____
Vice Chairperson Nicole Porter ____
Secretary Jennifer Johnson__

Ross Allard ____	Georgiana May ____
Alice Hausman ____	Tom Brace ____
Rice' Davis ____	Jennifer Paulus ____
Tom Prather ____	

Staff Liaison Jack Linehan ____
Council Liaison Paula Mielke ____

C. APPROVAL OF AGENDA

D. APPROVAL OF MINUTES

1. January 15, 2025

E. NEW BUSINESS -

1. E-Meter Discussion
 - i. Details and Discussion
 - ii. Consideration for Recommendation to City Council
2. Update on Request for State Assistance
3. Member Topics / Open Discussion

F. INFORMATION AND ANNOUNCEMENTS

1. City Council Liaison Update
2. Staff Liaison Update

G. ADJOURN

Next regular meeting date: March 19, 2025 at 6:30PM

City of Falcon Heights State Fair Task Force

City Hall
2077 Larpentour Avenue West

MINUTES

Wednesday, January 15, 2024
7:00 p.m.

A. CALL TO ORDER: 7:00 p.m.

B. ROLL CALL: Chairperson Mona McGarthwaite_x_
Vice Chairperson Nicole Porter x__
Secretary Jennifer Johnson__

Ross Allard __X__
Alice Hausman
Rice' Davis _x__
Tom Prather _x__

Georgiana May_x__
Tom Brace
Jennifer Paulus ____

Staff Liaison Jack Linehan _x_
Council Liaison Paula Mielke _x__

C. APPROVAL OF AGENDA

D. APPROVAL OF MINUTES

1. Revise report of the survey: 61% did NOT see regular patrols
2. October 16, 2025 – approved with correction noted to fix minutes/staff reports from September and October, as well as the January packet

E. NEW BUSINESS -

1. Pay for Street Parking Proposal
 - i. Park Mobile – Robert Stephens – views project as problem solving
 1. Presentation is in meeting packet
 - a. Important points –
 - i. Takes 45-60 days to get the account set up
 - ii. We put up the signs (they provide)
 - iii. Zones can be set up any way, perhaps by block.
 2. Questions

- a. permit parking could be reused and a code would allow parking without cost.
- b. Residents who want to allow friends to park would get “permit” associated with license plate.
- c. How is this enforced? Can be integrated with police citation system or ParkMobile nForce (internal system).
- d. Robert suggests that *compliance* is a better focus than enforcement.
- e. How can we limit cruising for parking? Probably by limiting parking in some places by reservations.
- f. How is it managed? Implementation is done by a specific person, and there is an account manager. Fees depend on how we set it up.
- g. Can we change? We can. Jack proposes starting with the current parking restrictions, permitting etc.
- h. How successful is this in generating income? YES!

3. Process forward

- a. Jack – February Task Force meeting – we vote
 - b. Paula – has a FAQ that we comment on
- ii. Jack Linehan – background info. – we’ve thought of parking regulations but infrastructure was problematic.
 - 1. The Park Mobile parking income could be as high as \$240K
 - 2. Put the money into regulation plus other service
 - 2. Commercial Parking Lot License
 - i. Draft ordinance has been written – **approved to go forward**
 - 3. Discussion on Request for State Assistance
 - i. Paula reports on her work with Sen. Oumou Verbeten, Mayor Carter, St. Paul Council and Leigh Finke who suggests that we could get \$\$ from the SF, or the State.
 - 4. Member Topics / Open Discussion

F. INFORMATION AND ANNOUNCEMENTS

- 1. City Council Liaison Update
 - i. 2.77% tax levy was lower than expected.
 - ii. International Institute donations
 - iii. Feb. 11 – special election for County Commission
- 2. Staff Liaison Update
 - i. Ice Castles are up and running, no issues.
 - ii. SAV Police as of March 1 – limited 8 hr patrol and 24/7 call response until staffing increases.

G. ADJOURN

Next regular meeting date: February 19, 2025 at 6:30PM



REQUEST FOR ACTION

Meeting Date	February 19, 2025
Agenda Item	E1
Attachment	N/A
Submitted By	Jack Linehan, City Administrator

Item	E-Meters Proposal
Description	Following the presentation from Park Mobile in January, the City Council discussed the item at their February workshop and generally supported further exploring the proposal. The City Council plans to hold a public meeting and public hearing opportunity on the proposal at the March 26th, 2025 City Council meeting at 7PM. Before the public hearing and community meeting, it would be beneficial for the Task Force to discuss some of the logistical questions and provide a direction on the topic. Namely: • Where streets/neighborhoods should e-meters cover? • How should we handle parking permits/comp tickets for residents living on an e-meter street? • How should we approach areas that are currently State Fair Permit Parking Only? While these questions do not need to be answered in one night, it would be beneficial to think on these topics and present a recommendation to the City Council for their decision late March.
Budget Impact	Conservative estimates on the budget impact would be approximately \$100,000 to \$200,000 annually in net new revenue.
Attachment(s)	• Spring 2025 Newsletter Article on E-Meters • E-Meter FAQs
Action(s) Requested	Staff recommends the task force discuss e-meters and bring questions or thoughts on the concept.

State Fair Task Force Exploring E-Meter Parking for State Fair Events

The Falcon Heights State Fair Task Force and City Council are exploring charging Minnesota State Fair attendees a parking fee when they park on our neighborhood streets.

It is estimated that in just the two neighborhoods east of Snelling, there are roughly 800 to 1,000 parking spots. The State Fair raised its daily parking fee to \$25. Charging \$25 per day for parking over the 12 days of the fair could potentially raise \$240,000. The task force and city council would need to determine how that money would be used but one idea is to dedicate the money towards city streets, reducing the costs residents pay for assessments and property taxes for street improvements.

Park Mobile, the largest e-meter company in the U.S., made a presentation to the task force. When a fairgoer parks, they would pay the parking fee using the Park Mobile app, website or simply call Park Mobile to enter their vehicle license plate number. The city would pay a low transaction fee. Parking would continue to be on one side of the street only so emergency vehicles can get through. Parking enforcers would be hired to monitor parking and check that the vehicle owner had paid the parking fee.

If the program gets implemented, it will require a lot of advanced communication and signage. Fortunately, Park Mobile provides signage at no charge.

The task force and council have many decisions to make. Should we roll out e-meter parking in only a few neighborhoods? Should the rate vary by distance to the fair? Should Falcon Heights residents receive a discount? How will this affect areas where there is permit parking only?

The Task force and council members would like residents' input. There will be a presentation on e-meter parking and a public hearing at the City Council meeting at 7 p.m., Wed., March 26.

(include QR code to connect readers with Park Mobile presentation)

E-Meter Parking Revenue During State Fair Events - FAQ

Why do we want to charge fair goers to park in our city neighborhoods?

Our city has very few means for generating revenue. By charging a parking fee during the 12 days of the State Fair, we can raise and earmark revenue for a special fund. Perhaps our city could move away from property owners bearing the cost of major street repairs.

What is the projected revenue?

Conservative estimates are \$100,000 to \$200,000 net per State Fair.

How will fair goers know they need to pay for parking?

A lot of advance communication and signage will be required. Park Mobile provides the signs at no charge.

Will we charge a daily rate? Hourly rate?

We recommend a daily rate, which is easier to enforce, and fair goers can enjoy their day at the fair without worrying that the e-meter has expired. We propose charging the same daily parking rate as the State Fair (\$25).

Could rates vary, based on proximity to the fairgrounds? Or for residents?

There are a lot of options via Park Mobile to set different rates. There could be a discounted rate for residents, but the overall goal is to generate a new revenue source for the city and improve parking enforcement in the neighborhoods.

Will residents need to pay to park?

The State Fair Task Force is still discussing ways to ensure the program is equitable for residents while still meeting needs for financing enforcement and road repairs. This may be form of a complimentary parking permit (or multiple passes) for residents living on a street with e-meters on their street, or reduced rates for residents purchasing a full 12 day parking permit.

How will the city know whether a person has paid?

Park Mobile generates that data and makes it accessible to police and parking enforcers.

Will the police issue parking tickets?

Fair goers who don't pay can be ticketed. We propose having e-meter enforcers so police can focus on traffic and patrolling neighborhoods.

How much will it cost our city to implement?

There is a minimal processing fee for each transaction, and there is no capital expense. Park Mobile provides all the signage at no cost.

Why Park Mobile?

We explored temporary parking meters, but this is a much easier option. Many people are familiar with using apps to pay for parking in city lots. Several cities across Minnesota work with Park Mobile, and there are 1.5 million Minnesota users. People who don't want to install an app can pay via the Park Mobile website or simply call Park Mobile.

Some of our streets are permit parking only during the fair. How will this be handled if we switch to paid parking?

The Task Force, council and city staff are considering options. The goal is to be equitable across all neighborhoods.

We want to be a welcoming city. If we charge for parking on our streets, doesn't that convey we're not welcoming?

Our residential neighborhoods are being used as free public parking during the fair. People are accustomed to paying for event parking, and we're confident they will quickly adapt.

Why not limit paid parking to neighborhoods closest to the fairgrounds?

We know that there will be a ripple effect – fair goers will look for free parking in adjacent neighborhoods or other areas within the city. Charging for parking throughout can help balance the volume of parked vehicles throughout the city, or in some instances, serve as a deterrent.

Will streets continue be parking on one-side only during the fair?

Yes, the pay for street parking areas would be where we currently allow parking during the fair. We need to ensure emergency vehicles can get through our neighborhoods.

Will the program be full time, year-round?

We're focusing on parking during the State Fair and other events at the fairgrounds that generate high volume of traffic and parking in neighborhoods, such as the Back to '50s car show.

How will this impact neighboring cities?

More people may look for free parking spots beyond Falcon Heights. Neighboring cities may want to charge for street parking as well.

How will this impact business properties in our city that sell parking in their lots?

We already compete with business properties that sell parking by providing free parking.

Will people who have parked on our streets for years when attending the fair be angry? Take out that anger?

The city will conduct a communications campaign to get the word out and explain why Falcon Heights has chosen to charge for parking on our neighborhood streets. We realize that won't reach everyone. There will be a lot of signage. Paying for event parking isn't unusual.



REQUEST FOR ACTION

Meeting Date	February 19, 2025
Agenda Item	E2
Attachment	N/A
Submitted By	Jack Linehan, City Administrator

Item	Update on Request for State Assistance
Description	An update will be provided on the status of the request for additional assistance for the City of Falcon Heights during the State Fair.
Budget Impact	N/A
Attachment(s)	N/A
Action(s) Requested	Staff recommends the task force hear the request update and provide feedback.



REQUEST FOR ACTION

Meeting Date	February 19, 2025
Agenda Item	E4
Attachment	N/A
Submitted By	Jack Linehan, City Administrator

Item	Member Topics
Description	This is an opportunity for Task Force members to discuss other topics that may not have been covered on the agenda.
Budget Impact	N/A
Attachment(s)	N/A
Action(s) Requested	Staff recommends the task force discuss additional topics.