

From: [Victor Villacrez](#)
To: [Finance Committee](#)
Subject: Item 9
Date: Monday, March 22, 2021 4:37:39 PM
Attachments: [Letter to Finance Committee- March 22, 2021.docx](#)

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The attached is for Item 9

Thank you,

Vic Villacrez

Victor Villacrez Commercial and Development Manager
Hovde Properties | o | d [608.310.1977](tel:608.310.1977) | c [608.658.6588](tel:608.658.6588)
122 West Washington Avenue, Suite 350 | Madison, WI 53703

HOVDEPROPERTIES

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March 22, 2021

To: Members of the Finance Committee

From: Hovde Properties.

Regarding: Item 9 on the Approved Agenda of the March 22, 2021 Finance Committee

On behalf of Hovde Properties, I thank you for this opportunity to discuss the amendment to our parking contract. I would like to make everyone aware there is no markup, we did not profit when our tenants park at the Overture Parking Ramp. It is a straight pass through from the parking stall users to the Parking Utility.

With that, I want to provide some data as to where we were and where we are now. Over the course of the last two normal business years, 2018 and 2019, the Hovde contract generated approximately \$308,000 in revenue to the Parking Utility. In 2018, the average monthly utilization was 87 stalls, or 47 stalls over the minimum of 40. In 2019, the monthly utilization decreased slightly and averaged 69 stalls, or 29 above the minimum.

From December 2020 to March 2021, 13 tenants per month have signed up to use the Overture Parking Ramp. However, utilization is significantly lower than that. In January, we were informed that a total of 5-6 swipes came from Hovde tenants. Additionally, another tenant canceled their parking arrangement with us to use the Overture Ramp.

That said, Hovde Properties' decision to renovate the former AT&T building was predicated on a partnership with the City of Madison for TIF financing and available parking. The ability to rely on consistent parking not only allowed us to invest in an antiquated building but helped re-activate an area of downtown that was idle for many years. This influx of employees working, shopping, and dining contributed significantly to the downtown economy.

Prior to COVID, our buildings were near full occupancy, which resulted in a greater assessed value to our building at 316 W Washington and increased tax revenue to the City of Madison.

We appreciate the opportunity and ability to partner with the Parking Utility. Utilizing available parking instead of building new ramps makes this a model for sustainable parking in an urban area. This partnership that has worked well, with Hovde providing the City of Madison with parkers and revenue during the day

when ramp utilization is low. Those funds would not be there but for this partnership. Which we plan continue.

However, as restrictions on gatherings from Dane County Public Health orders continued throughout the pandemic, many of our office tenants were forced to work remote. As a result, many tenants stopped utilizing the parking ramps and ultimately made the decision not to renew leases. Added to that, the Pandemic in conjunction with the social unrest experienced last year made it very difficult to attract office users downtown.

Hovde has worked closely with our commercial tenants during these difficult times with rent considerations, innovative ideas, and creative use of vacant spaces to maintain strong relations with our tenants. From the start of the pandemic, our priority was to keep our tenants in business and bring back the vitality of our downtown. Given these strenuous circumstances, we ask for your similar consideration and are proposing changes to the resolution in front of the committee today.

We ask that you consider changing the minimum from 0 stalls to 10 stalls a month and that this be effective from January 2021 to October 2021.

With that, I would like to thank the committee for this time and open the floor up to questions.

Respectfully,

Victor Villacrez

Commercial Property Manager.

Hovde Properties.

From: [Aileen Seymour](#)
To: [Finance Committee](#)
Cc: [Aileen Seymour](#)
Subject: Oppose move from PD to PU
Date: Monday, March 22, 2021 4:30:05 PM

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Good Evening Finance Committee,

I have been a Parking Enforcement Officer here for 10 years.

I am a 25 year employee of Team Madison. I have performed a variety of duties, and feel that my interpersonal skills are my best asset. My many years of experience working with the community members of this ever changing City has given knowledge that I share with the community and my fellow City workers in the various departments. I have severe concerns with the move to Parking Utility, from a financial aspect, efficiency aspect and community outreach aspect.

Parking Utility has paid for some positions for years now because we do meter enforcement as a part of our job.

Last year, there was a budget to pass, without the money to do so- and PU took on salaries of all PEOs , with little warning and no data to show if a move would make any sense.

This occurred pre-covid. Now, The City and the Utility are in financial Crisis.

The Utility has shown that they are not able to absorb even more costs involved, including facilities for PEOs & for cars, the auto costs, more equipment costs, training costs and other costs that PD has been able to cover because they already have facilities needed. They already have a person that manages their vehicles, and the same person just takes on the PEO vehicles. They already fought to have Dane County 911 cover PEOs because they are in the PD. They already have so many things that do not cost them lots of money, but these things will cost a lot needed to start fresh in the PU.

The City is a great place to work for. The City has tried to respect and value workers and allow them a living wage. Mayor Satya is not taking workers into account on this. We just received an email, just hours ago with very vague ideas, stating that this could be more cost effective (with no data to show this), that the City will look different (PEOs do not carry guns, we use our lights and hazards for SAFETY- so cars see us and do not hit us or our vehicles), to do things because other Cities do (I surely do not think it is OK to act like the enforcers or the community members that we see on PARKING WARS).

Please take into account that as of now PU is paying the salary portion, but will have massive additional costs if we move. We all feel that we are safer because we have access to more facilities and information that makes us aware of stolen vehicles, etc. We certainly do not want to make a change that puts the City into jeopardy because the PEOs have warned the City that SAFETY is an issue and we feel we will not receive the same safety measures if moved.

As an employee, I am concerned about layoffs, pay cuts, equipment cuts ,personal clothing allowance cuts.

I came back to the PD 10 years ago and made changes in my life to work from the bottom to attain what I have earned. Please look at data- which it seems is not there before making a decision to move the PEOs .

Respectfully-

PEO Aileen Seymour, City of Madison , Madison Police Dept

From: [DJH Photo](#)
To: [Finance Committee](#); [All Alders](#)
Subject: Parking Enforcement Transition
Date: Monday, March 22, 2021 5:27:23 PM
Importance: High

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Dear finance committee and all alders,

Please complete the transition of taking Parking Enforcement out of MPD and placing it under the purview of the city Parking Division.

The funding has already been shifted. Lets get this done.

Respectfully,

DJ Haugen
111 W. Wilson St.
Madison, WI 53703
djhphoto@hotmail.com

From: [Amy Owen](#)
To: [Finance Committee](#); [All Alders](#)
Subject: Request to shift parking funds to Parking Division promptly
Date: Monday, March 22, 2021 4:53:47 PM

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Dear Alders,

I am writing to request that the funds for parking enforcement be transferred to the Parking Division as soon as possible, and not be delayed for any reason. This issue has been decided and deserves prompt implementation.

Thank you,

Amy Owen

3129 Buena Vista St.

Madison, WI 53704