



AGENDA ITEM COVERSHEET

PREPARED BY: Ed H. Parvin, Assistant Town Manager **DEPARTMENT:** Executive

MEETING: Town Council – November 10, 2020
Review alternatives and recommendations for selling Parking Stickers and Freeman Park Passes in 2021.

SUBJECT: Park Passes in 2021.

BACKGROUND:

The Town Council set parking sticker and Freeman Park sticker rates for the 2021 season when adopting the budget in June. However, the procedures for collecting and reporting this information is cumbersome and needs to be revamped to increase efficiency and customer service.

Likewise the collection reports from the current vendor for Parking (Parkmobile) has struggled to provide adequate reporting on revenues collected.

ANALYSIS:

Prior to the meeting staff will send Town Council an assessment of the vendors being considered for on-site parking, Freeman Park sales, and Camping site sales.

STAFF RECOMMENDATION:

Based on concerns in the past with current vendors staff does plan to recommend some changes from current practices. These reformations will be made available prior to the Town Council meeting.

ACTION REQUESTED:

Give staff direction on the preferred option for collecting and reporting revenue concerning Freeman Park pass sales Camping permit sales and Parking sticker sales.