

1. Agenda And Packet

Documents:

[MARCH 6, 2023 WORK SESSION AGENDA.PDF](#)
[MARCH 6, 2023 WORK SESSION PACKET.PDF](#)

City of Excelsior
Notice of Work Session
of the Excelsior City Council

NOTICE IS HEREBY GIVEN that the City Council of the City of Excelsior will hold its work session on Monday, March 6, 2023 at 5:30 P.M. in-person at the Public Safety Center (Police/Fire Department), 24150 Smithtown Road, Shorewood, MN 55331. The agenda for the meeting is attached hereto.

City of Excelsior
City Council Work Session

Agenda

Monday, March 6, 2023

5:30 P.M.

1. Call to Order/Roll Call
2. Agenda Approval
3. Long Term Financial Plan
4. 2022 Parking Meter Review
5. Adjournment

Note:

The purpose of a Work Session is for the Council to discuss matters informally and in greater detail than is allowed at formal Council meetings. All meetings of the Council including Work Sessions will be open to the public. While the privilege of participating in these discussions is generally limited to the Council, staff, and consultants, the Mayor may open a discussion from the floor.

City of Excelsior
Notice of Work Session
of the Excelsior City Council

NOTICE IS HEREBY GIVEN that the City Council of the City of Excelsior will hold its work session on Monday, March 6, 2023 at 5:30 P.M. in-person at the Public Safety Center (Police/Fire Department), 24150 Smithtown Road, Shorewood, MN 55331. The agenda for the meeting is attached hereto.

City of Excelsior
City Council Work Session

Agenda

Monday, March 6, 2023

5:30 P.M.

1. Call to Order/Roll Call
2. Agenda Approval
3. Long Term Financial Plan
4. 2022 Parking Meter Review
5. Adjournment

Note:

The purpose of a Work Session is for the Council to discuss matters informally and in greater detail than is allowed at formal Council meetings. All meetings of the Council including Work Sessions will be open to the public. While the privilege of participating in these discussions is generally limited to the Council, staff, and consultants, the Mayor may open a discussion from the floor.



MEMORANDUM

Re: Item 3-Long Term Financial Plan

Date: March 6, 2023

To: City Council

From: Jenny Palmer, Finance Director

Doug Green from BakerTilly will be at the meeting presenting to the City Council a draft Long Term Financial Plan covering years 2022-2032. This plan will go over projected debt service, statutory debt limit, capital improvement spending, and timing and cost of Pavement Management Plan projects through Area 7. Other items included in the plan are projected future levy and tax rates and how this spending will affect Standard & Poor's debt ratios.

This presentation will also give an overview of the utility funds and how the Pavement Management Plan and capital improvement spending will affect their minimum cash balance.

Council Action: Review and comment prior to final adoption.



MEMORANDUM

Re: Item 4 – 2022 Parking Meter Review

Date: March 6, 2023

To: City Council

From: Jenny Palmer, Finance Director

SUMMARY:

- Since the implementation of the electronic kiosks, total parking meter sales revenue is over \$2,171,386.
- Meter 09 (Tommy's Trolley) is the top producing meter for both sales revenue and number of transactions.
- Meters 03 (by the intersection of First Street and W. Lake Street) and 08 (just down from Tommy's Trolley) are the next highest performing meters for revenue and number of transactions.
- Meters 01 and 02 (near the beach and playground) have been moved to 3rd and Water (Meter 01) and 2nd and Water (Meter 02).
- The lowest performing meters are Meter 04 (Lake and West Lake) and Meter 01.
- The dock meters are underutilized, and the revenue generated by the dock meters is highly dependent on the weather. Utilization has increased slightly for 2022.

STAFF RECOMMENDATION:

Based on the staff's analysis, staff would recommend the Council discuss the following topics:

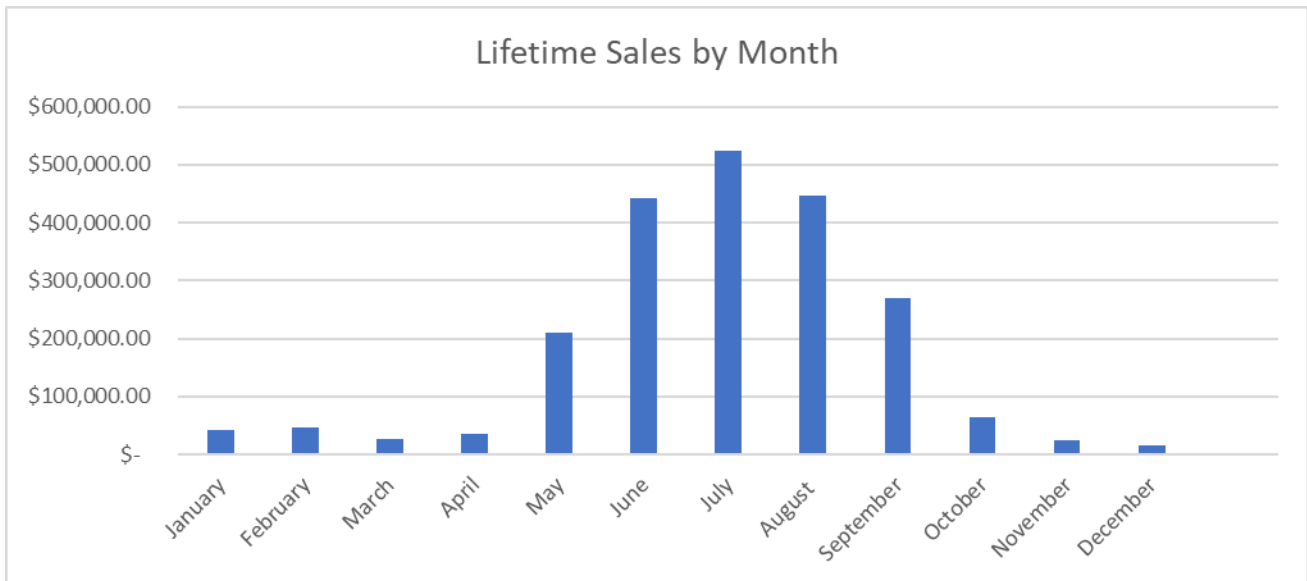
- Last year the City raised the fee to \$3.50 during June, July and August and \$3.00 for the other months for vehicles and boats. Should city-wide parking rates be held at the same fees or should the City adjust the rates?
- Should the dock meters be increased back to \$5/hour to increase the revenues? Revenues have increased due to the two pay by phone kiosks.
- Should Meter 04 be relocated due to its underperformance in 2022?

BACKGROUND:

The City implemented electronic parking meter kiosks in the summer of 2016 to replace the coin-only operated meters that had been in the city prior to the electronic kiosks. The City currently has 19 meters located throughout the City, including the "North" meters 1-10, the "South" meters 11-17, and the two boat meters at the Docks, meters 18-19. In 2021, the City also implemented 5 pay by phone kiosks on Second and Third Streets (Trial Area) and 6 pay by phone kiosks in the area with the stand meters including two for the docks.

Meter Rates:

Parking meter rates are currently \$3.50/hr Monday – Sunday non-event rates June, July and August. Rates are \$3.00/hr January -May and September-December. Dock meter rates are the same as parking meter rates. Parking meter rates in the trial area are Monday – Friday 7am – 5 pm \$1/hour, first hour is free. Saturday and Sunday are \$3.50/hour.



Total sales revenues from parking meters totals over \$2.1 million since their installation in 2016. July is the month with the highest revenues, mainly due to Excelsior’s July 4th weekend celebration. The pay by phone kiosks are generating more revenues than the stand meters. From October 2021 to October 2022 the stand meters generated \$181,515 in revenues and the pay by phone kiosks generated \$239,356. In addition to those revenues, the pay by phone kiosks generated \$50,711 in the trial area (Second and Third Streets) for the same period.

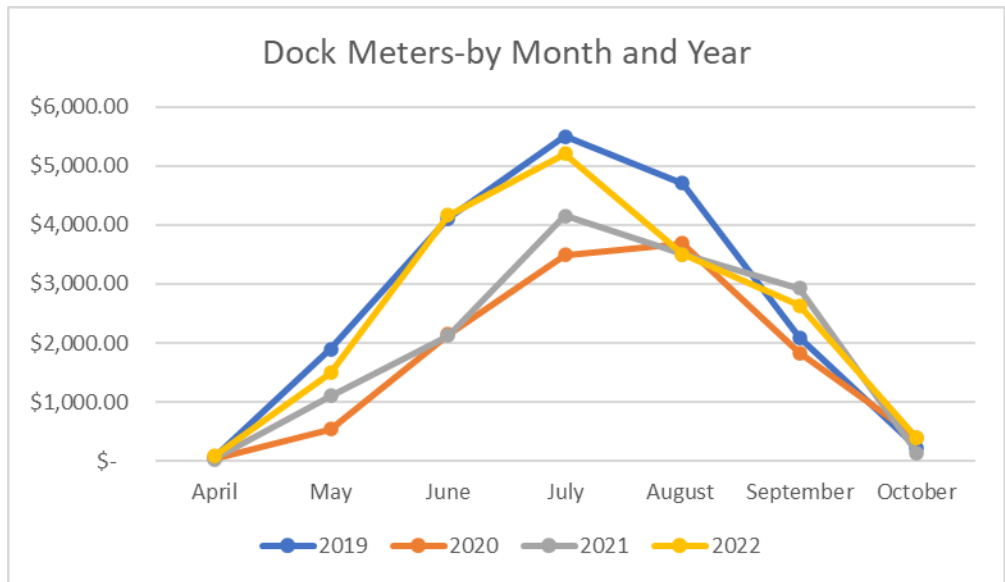
Pay by Phone Kiosks				
		10.01.21 to 10.01.22	Count	Avg
Trial Area	P1502	\$ 19,977.90	3405	\$ 5.87
	P1503	\$ 17,200.65	2871	\$ 5.99
	P1504	\$ 10,033.05	1536	\$ 6.53
	P1505	\$ 10,365.05	1448	\$ 7.16
	P1506	\$ 2,134.55	266	\$ 8.02
Other Meters	P1507	\$ 135,118.60	26060	\$ 5.18
	P1508	\$ 29,102.85	7273	\$ 4.00
	P1509	\$ 49,982.90	10954	\$ 4.56
	P1510	\$ 10,497.35	5052	\$ 2.08
Docks	P1511	\$ 9,287.95	1268	\$ 7.32
	P1512	\$ 5,366.10	791	\$ 6.78
		\$ 299,066.95	60,924	\$ 4.91

		Sales by Meter 10.01.21 to 10.01.22		Transaction Count	Averages
NORTH LOOP	Meter 01	\$	1,039.22	170	\$ 6.11
	Meter 02	\$	1,453.70	210	\$ 6.92
	Meter 03	\$	16,405.50	2932	\$ 5.60
	Meter 04	\$	74.30	18	\$ 4.13
	Meter 05	\$	12,633.35	2046	\$ 6.17
	Meter 06	\$	13,268.80	2123	\$ 6.25
	Meter 07	\$	12,995.15	1901	\$ 6.84
	Meter 08	\$	15,557.55	1815	\$ 8.57
	Meter 09	\$	31,383.95	3690	\$ 8.51
	Meter 10	\$	2,930.85	523	\$ 5.60
SOUTH LOOP	Meter 11	\$	6,132.40	770	\$ 7.96
	Meter 12	\$	14,142.75	1908	\$ 7.41
	Meter 13	\$	15,900.05	2140	\$ 7.43
	Meter 14	\$	8,281.75	1095	\$ 7.56
	Meter 15	\$	6,395.85	956	\$ 6.69
	Meter 16	\$	10,134.60	1531	\$ 6.62
DOCK	Meter 17	\$	9,672.85	1483	\$ 6.52
	Meter 18	\$	1,750.05	361	\$ 4.85
	Meter 19	\$	1,362.45	303	\$ 4.50
Sum		\$	181,515.12	25,975	\$ 6.54

The two tables above also show the number transactions per meter and the average transaction amount per meter. Meter 09 had the most transactions of the meters at 3,690 and average transaction cost of \$8.51. Pay by phone kiosk P1507 had the most transactions at 26,060 and average transaction cost of \$5.18.

DOCK METERS 18 & 19 and P1511 & P1512:

The following chart graphically shows the sales generated by all dock meters. As indicated below, revenues peak in July and August and drop off considerably after that. Dock meter revenues were \$18,597.15 in 2019, \$12,143.45 in 2020 and \$4,281.50 in 2021. Dock meter rates dropped from \$5 per hour in 2019 to \$3 per hour in 2022 for January to May and September to December and \$3.50 per hour for June, July and August. Revenues on the dock meters for 2022 is comparable to 2019’s revenues even with the reduced rates.



Also presented below is the utilization of total capacity at the docks. There are 20 metered slips available at the “transient” piers. The formula to calculate total hours available uses 12 hours per day and 30 days per month of availability at all 20 slips. Revenues were divided by \$5/hour for 2019 and \$3/hour for 2020 and 2021 to calculate hours used for utilization.

Dock Meter Utilization Jun-Aug				
	2019 JUN-AUG	2020 JUN-AUG	2021 JUN-AUG	Total
Total Hours Paid	\$ 14,319.65	\$ 9,317.25	\$ 9,785.00	\$ 33,421.90
Total Hours Available	21,600	21,600	21,600	64,800
Utilization Ratio	13.26%	14.38%	15.10%	17.19%

PREMIUM PARKING TRIAL AREAS:

The City is currently using both the parking meter kiosks and the pay by phone kiosks. Below are the trial areas and revenues from each area. These revenues have been included in the parking meter revenue workbook but are currently designated for revenues for the parking ramp project.

Meter Stations for Premium Parking:

P 1502 Second Street from Water Street to School Avenue

P 1503 Second Street from Water Street to Center Street

P 1504 Third Street from Center Street to Water Street

P 1505 Third Street from Water Street to Morse Ave

P 1506 Third Street from Morse Ave to Mill Street

Meter Revenues by Station Oct 2021-Oct 2022				
P 1502	P 1503	P 1504	P 1505	P 1506
\$ 19,977.90	\$ 17,200.65	\$ 10,033.05	\$ 10,365.05	\$ 2,134.55

The meters for Second Street seem to do significantly better than the meters on Third Street. Mainly because they are closer to the downtown business district and the lake areas.

PARKING PERMITS:

The City currently offers resident parking passes at \$20 per permit per year and the City has sold 512 year to date. Non-residential parking passes for \$225 per permit per year and there have been 5 sold year to date. Business permit rates are \$150. These rates were dropped from \$225 in 2019 to increase businesses within the City to purchase these permits. Business parking permits sold year to date in 2022 are 32.

Electronic Parking Kiosks, Revenue by Year

2016

Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meter Revenue	-	-	-	-	-	194.00	\$27,904	\$49,267	\$24,575	9,171	2,752.00	\$1,267	\$115,130
Dock Meter Revenue	-	-	-	-	-	-	\$2,992	\$4,762	\$3,746	1,472	85	-	\$13,057
Gross Profit	\$0	\$0	\$0	\$0	\$0	\$194	\$30,896	\$54,029	\$28,321	\$10,643	\$2,837	\$1,267	\$128,187
Operation Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Pay Stations (one-time)	-	-	-	-	-	-	-	141,341	-	-	-	-	\$141,341
Setup Fee (one-time)	-	-	-	-	-	149	-	-	-	-	-	-	\$149
Back Office Software (biannual)	-	-	-	-	-	-	-	6,498	-	-	-	-	6,498
Bank Fees	-	-	-	-	-	-	1,418	2,728	1,372	689	254	122	6,582
Total Operation Expenses	\$0	\$0	\$0	\$0	\$0	\$149	\$1,418	\$150,567	\$1,372	\$689	\$254	\$122	\$154,570
Net Income	\$0	\$0	\$0	\$0	\$0	\$45	\$29,478	(\$96,538)	\$26,949	\$9,954	\$2,583	\$1,145	(\$26,383)

2017

Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meter Revenue	\$2,467	\$1,815	\$2,172	\$7,171	\$35,374	\$60,627	\$65,720	\$43,073	\$29,126	\$8,086	\$2,529	\$1,543	\$259,703
Dock Meter Revenue	\$0	\$0	\$0	\$102	\$2,275	\$5,680	\$9,163	\$5,060	\$4,165	\$825	\$0	\$0	\$27,270
Gross Profit	\$2,467	\$1,815	\$2,172	\$7,273	\$37,649	\$66,307	\$74,883	\$48,133	\$33,291	\$8,911	\$2,529	\$1,543	\$286,973
Operation Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Back Office Software (biannual)	-	-	6,498	-	-	-	-	6,498	-	-	-	-	12,996
Electronic Permitting (annual)	-	1,100	-	-	-	-	-	-	-	-	-	-	1,100
Whoosh Transaction Fees Quarterly	-	-	63	-	-	12	-	-	372	-	-	313	759
Bank Fees	210	182	197	638	2,031	3,702	3,702	2,378	1,738	595	219	170	15,761
Total Operation Expenses	\$210	\$1,282	\$6,758	\$638	\$2,031	\$3,714	\$3,702	\$8,876	\$2,110	\$595	\$219	\$482	\$30,617
Net Income	\$2,257	\$533	(\$4,586)	\$6,635	\$35,618	\$62,593	\$71,181	\$39,257	\$31,181	\$8,316	\$2,310	\$1,061	\$256,356

2018

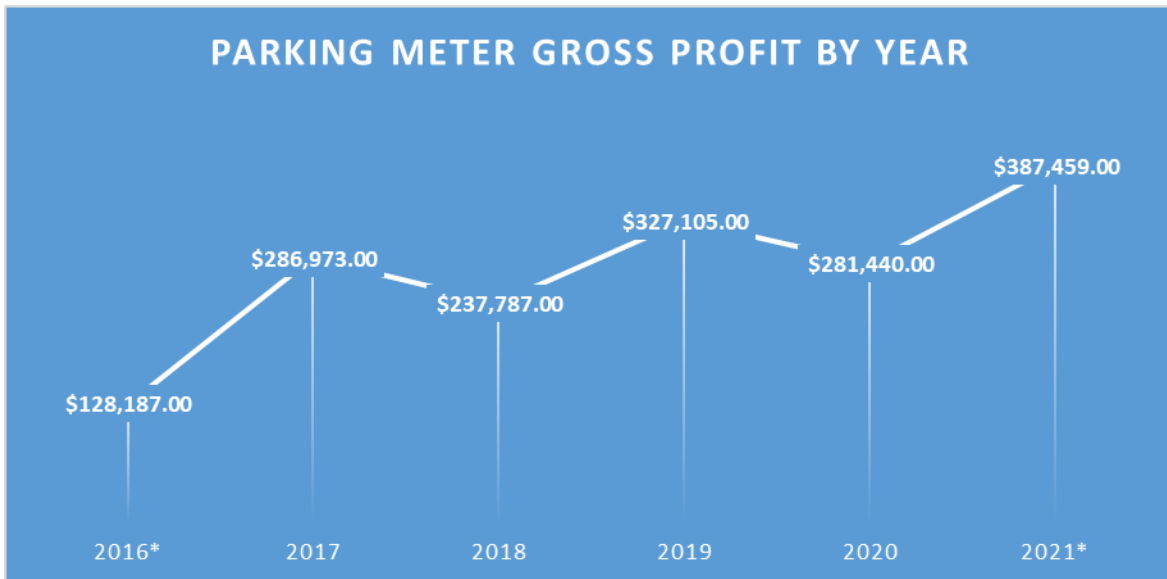
Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meter Revenue	\$3,528	\$1,038	\$2,108	\$2,724	\$34,579	51,581	59,472	43,858	27,948.00	6,435.80	2,614	1,900.45	\$210,205
Dock Meter Revenue	-	-	-	-	\$1,883	5,649	9,442	6,445	3,892.00	270.50	-	-	\$27,582
Gross Profit	\$3,528	\$1,038	\$2,108	\$2,724	\$36,462	\$57,230	\$68,915	\$50,303	\$31,840	\$6,706	\$2,614	\$1,900	\$237,787
Operation Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Back Office Software (biannual)	-	-	6,498.00	-	-	-	-	-	1,603.80	-	-	-	8,102
Electronic Permitting (annual)	-	1,100	-	-	-	-	-	-	-	-	-	-	1,100
Whoosh Transaction Fees Quarterly	-	-	63	-	-	-	25	-	-	262.15	2,184	-	2,534
Bank Fees	256	182	114	285	1,968	3,024	-	0	-	-	-	-	5,829
Total Operation Expenses	\$256	\$1,282	\$6,675	\$285	\$0	\$3,024	\$25	\$0	\$1,604	\$262	\$2,184	\$0	\$17,565
Net Income	\$3,272	(\$244)	(\$4,567)	\$2,439	\$36,462	\$54,206	\$68,890	\$50,303	\$30,236	\$6,444	\$430	\$1,900	\$220,221

2019

Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meter Revenue	\$28,100	\$32,128	\$9,617	\$5,800	\$23,124	56,250	60,736	55,550	27,536.70	5,956.65	2,043	1,652.60	\$308,494
Dock Meter Revenue	10.00	-	-	66.50	\$1,898	4,115	5,495	4,710	2,088.00	224.55	5	-	18,611.65
Gross Profit	\$28,110	\$32,128	\$9,617	\$5,867	\$25,023	\$60,365	\$66,231	\$60,260	\$29,625	\$6,181	\$2,047	\$1,653	\$327,105
Operation Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Back Office Software (biannual)	-	-	6,498.00	-	-	-	-	6,498	-	-	-	-	\$ 12,996
Electronic Permitting (annual)	-	-	-	1,100.00	-	-	-	-	-	-	-	-	1,100
Whoosh Transaction Fees Quarterly	-	-	-	36	-	-	-	626	-	-	276	-	939
Bank Fees	0	0	-	-	0	0	0	-	0	0	-	0.00	0
Total Operation Expenses	\$0	\$0	\$6,498	\$1,136	\$0	\$0	\$0	\$7,124	\$0	\$0	\$276	\$0	\$15,035
Net Income	\$28,110	\$32,128	\$3,119	\$4,730	\$25,023	\$60,364	\$66,231	\$53,136	\$29,625	\$6,181	\$1,771	\$1,653	\$312,071

2020													
Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meter Revenue	\$4,029	\$2,420	\$1,909	\$4,949	\$18,471	56,997	70,437	64,900	30,374	11,512	2,549	747.00	\$269,292
Dock Meter Revenue	-	-	-	41.35	\$547	2,144	3,490	3,683	1,838	400	5	-	12,147.95
Gross Profit	\$4,029	\$2,420	\$1,909	\$4,990	\$19,018	\$59,141	\$73,927	\$68,584	\$32,212	\$11,912	\$2,553	\$747	\$281,440
2020													
Operation Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Back Office Software (biannual)	-	-	-	-	-	1,265	-	-	12,996.00	-	3,429	-	17,690
Electronic Permitting (annual)	-	-	-	-	-	-	-	-	1,100.00	-	-	-	1,100
Whoosh Transaction Fees Quarterly	-	-	22	-	-	-	-	-	-	-	782	-	804
Bank Fees	0	0	-	0	-	-	0.00	0	-	0.00	-	0.00	0
Total Operation Expenses	\$0	\$0	\$22	\$0	\$0	\$1,265	\$0	\$0	\$14,096	\$0	\$4,211	\$0	\$19,594
Net Income	\$4,029	\$2,419	\$1,887	\$4,990	\$19,018	\$57,876	\$73,927	\$68,584	\$18,116	\$11,912	(\$1,658)	\$747	\$261,846

2021													
Revenue	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Meter Revenue	\$2,322	\$909	\$5,892	\$10,522	\$44,258	88,736	89,088	82,681	56,730	6,322.05	-	-	\$373,466
Dock Meter Revenue	-	-	-	35	1,112	2,127	4,155	3,503	2,925	136.50	-	-	13,992.65
Gross Profit	\$2,322	\$909	\$5,892	\$10,556	\$45,370	\$90,863	\$93,242	\$86,184	\$59,654	\$6,459	\$0	\$0	\$387,459
2021													
Operation Expenses	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Back Office Software (biannual)	-	-	-	-	3,249.00	-	-	-	18,861.00	-	-	-	22,110
Electronic Permitting (annual)	-	-	-	1,100.00	-	-	-	-	-	-	-	-	1,100
Whoosh Transaction Fees Quarterly	-	40	-	-	-	21	-	-	-	-	-	-	61
Bank Fees	0	-	0	-	-	-	0.00	0	-	-	-	-	0
Total Operation Expenses	\$0	\$40	\$0	\$1,100	\$0	\$21	\$0	\$0	\$18,861	\$0	\$0	\$0	\$23,271
Net Income	\$2,322	\$869	\$5,892	\$9,456	\$45,370	\$90,842	\$93,242	\$86,184	\$40,793	#VALUE!	#VALUE!	#VALUE!	\$364,188



*2016 and 2021 are not full years

Council Action: Discuss and determine if any rates or location changes should be made for either the dock or kiosk meters and parking permits for residents, non-residents and businesses. The trial area will be discussed more at the council meeting after the work session.