



**DOWNTOWN MOBILITY AUTHORITY
MINUTES**

**Wednesday, October 27, 2021
4:00 PM**

BOARD MEMBERS PRESENT: Shanea McKinney, Wayne West, Alvin Crook, Elliott Embry, and Sylvia Crum

BOARD MEMBERS NOT PRESENT: Travis Green

DMC STAFF PRESENT: Paul Young, Brett Roler, Christine Taylor, Penelope Springer, Penelope Huston, Jaske Goff, Lauren Bermudez, Katie Flynn, and Abe Lueders.

GUESTS PRESENT: James McLaren (Counsel), James Stokes, Jayme Stokes, Joe Kent, and Rob Moore (Daily Memphian).

Shanea McKinney determined that a quorum was present and called the meeting to order at 4:00 PM. Christine Taylor called roll for board members to confirm quorum. After reviewing meeting protocols, Chair McKinney introduced new DMA board member Elliott Embry. After introduction, Shanea McKinney called for approval of the minutes from July 21, 2021, meeting. Sylvia Crum motioned to approve the minutes as presented, Wayne West seconded the motion, after roll call vote, the motion passed unanimously.

Shanea McKinney called for agenda item III: Financial Update

Penelope Springer presented the financial report and answered related questions.

Shanea McKinney called for agenda item IV: Parking Roadmap Discussion

Lauren Bermudez presented ideas for DMA Parking Leadership in Downtown. The DMA is uniquely positioned to create a proactive strategy for meeting future parking demand innovatively and comprehensively. With a renewed focus on walkability and quality of life, the DMA vision is that Downtown Memphis become a “park once” destination, with clear information about where to park, reasonably priced choices, and a full range of complementary mobility options. The DMC staff has identified three ideas to guide the creation of solutions and build DMA leadership in the Downtown parking ecosystem. First, the DMA should be the information hub for all public parking knowledge Downtown. Second, the DMA should price parking intentionally to encourage behaviors we want to see. This includes setting performance targets and utilization goals that reflect parking for longer periods in garages, and shorter periods on the street. Third, the DMA should unlock vacant garages and surface lots for public parking through pedestrian improvements with an emphasis on walkability.

After presentation board members had a brief discussion with questions answered by staff. A public comment was made by Joe Kent voicing his concerns regarding spending money on parking, which he feels is not necessary. He feels that the Mobility Center should not be built, and the PILOT extension fund should be spent on Economic Development and not parking.

Shanea McKinney called for agenda item VI: President's Report

Paul Young updated board on the progress of the upcoming Shoppers Garage renovations and the 100 North Main RFP process.

Shanea McKinney called for agenda item VII: Other Business/Adjournment

Seeing no further business, Shanea McKinney adjourned the meeting.