

# BOARD OF ALDERMEN MINUTES

DECEMBER 2, 2024 9:00AM

TOWN HALL CONFERENCE ROOM, 321 CAUSEWAY DRIVE, WRIGHTSVILLE BEACH

A duly-noticed special called meeting of the Board of Aldermen was called to order at 9:00am by Mayor Mills. The following were present:

## **Board of Aldermen**

F. Darryl Mills, Mayor  
Hank Miller, Mayor Pro-tem  
Jeff DeGroote, Alderman  
Ken Dull, Alderman (absent)  
Vivian (Zeke) Partin, Alderman

## **Staff**

Haynes Brigman, Town Manager  
Lance G. Heater, Town Clerk  
Tony Wilson, Director of Parks & Planning  
Brian Murray, Finance Director

## **Pivot Parking**

Scott Diggs, CEO  
Josh Yates, Manager

## **PRESENTATION FROM PIVOT PARKING**

The Mayor noted that this was a special called meeting for the purpose of receiving information from Pivot Parking regarding the Town's paid parking program. The Mayor reviewed the history of the Town's contractual relationship with Pivot Parking, noting that 1) Pivot was selected following a competitive bidding process; 2) Pivot employees are not Town employees; and 3) the Town sets the rules, regulations and rates for paid parking with Pivot enforcing the Town's program.

Scott Diggs, CEO of Pivot Parking, reviewed the following data points for the 2024 season: 1) there are 1831 total parking spaces, 41 of which are handicapped, 11 of which are designated lifeguard spaces and 51 of which are on-street, 1-hour spaces. Diggs stated there were 16 different locations in the text-to-park system and 13 pay stations (which were being phased out over time).

Diggs reported that there were 581,668 total transactions in the system, 524,283 of which were text-to-park. There were 57,385 total pay station transactions, of which 52,975 were credit and 4,411 cash. 43% of transactions were from repeat customers. Diggs reviewed monthly transactions, noting that July was negatively impacted by adverse weather. Transactions by day of the week were reported, with the Friday-Sunday period being the most active. Diggs noted that the largest number of transactions were one-time only per season, comprising 163,125 of the total.

In reviewing the transactions by parker origin, Diggs stated that 75.7% were from North Carolina, followed by 3.22% from Virginia. With regard to specific cities, Wilmington was the most frequent, followed by Roanoke, Virginia.

Diggs stated that 15,806 citations were issued, with a 77.4% collection rate. Diggs noted that fines currently escalate if unpaid by the 3<sup>rd</sup> day, however, he was recommending that the Board change the date of escalation to the 5<sup>th</sup> day, which he stated would help the collection rate. Diggs stated that Pivot had begun some use of fixed camera enforcement with license plate recognition in some of the surface lots in other localities and recommended that the Town consider a pilot program which would utilize the technology in a few lots.

Diggs recommended that the Town consider removing 5 on-street spaces due to safety concerns and that the 11 lifeguard spaces be converted to paid parking, with alternate parking being provided for the lifeguards.

Diggs recommended that the Town maintain the current \$6 per hour in premium lots and \$5 per hour in regular lots, however, he was recommending that the daily maximum be increased by \$5 per day in both categories. No change was recommended for the 1-hour on-street spots (which are \$3 per hour).

In response to a question from Miller, Mills noted that the Town was required to maintain a certain number of spaces available for public parking in accordance with the agreement between the Town and the Corps of Engineers regarding beach nourishment.

Diggs reviewed upcoming technology improvements, including the ability to take a picture of the license plate in the text-to-park system instead of entering the data, the license plate recognition system and a new analytics dashboard that will utilize artificial intelligence. It is hoped that technology will eventually allow for a system which will provide information on available spaces to persons seeking parking spaces.

Miller raised the issue of changing the system for contractor passes, stating that the Town should consider having a monthly rate available which would make it easier for contractors and subcontractors to deal with obtaining passes, which are currently only available only on a daily and weekly basis.

In response to a question from Miller, Diggs stated that he and Paul Atkinson owned that holding company that owns Pivot and that former Mayor William Blair does not have an ownership interest, although Blair has been employed as a consultant in other areas for Pivot Parking, LLC.

Brigman noted that the Board would be presented with recommendations for changes to parking rates and other parking-related items at the January Board of Aldermen meeting.

The meeting was adjourned at 10:03am.

Respectfully submitted,

Lance G. Heater, Town Clerk