



Florida Parking and Transportation Association

Florida Parking and Transportation Association (FPTA)
2017 Annual Conference & Trade Show
PGA National Resort and Spa
Palm Beach Gardens, FL 33418
Hotel Room Reservations: 1-844-821-0028 mention FPA or FPTA
www.pgaresort.com
November 28 – December 1, 2017

CONFERENCE AGENDA

TUESDAY, November 28

11:30 am Annual Golf Tournament – Fazio Golf Course
Box Lunch – Beverage Cart (credit cards accepted)
12:15 – 12:51 pm Starting Tees 1 & 10
Fazio Golf Course – PGA National Resort

4:00 pm Gulf Coast Exposition Set Up in Exhibit Hall

6:00 – 8:00 pm Exhibitors Set Up in Exhibit Hall
PGA Ballrooms A, B, C

4:00 – 6:00 pm Conference Registration – Attendees & Vendors
Atrium Foyer

WEDNESDAY, November 29

7:00 – 9:45 am Conference Registration – Attendees & Vendors
Atrium Foyer

7:00 – 8:30 am Exhibitors Set-Up in Exhibit Hall
PGA Ballrooms A, B, C

8:45 – 9:45 am Exhibit Hall Opening – Breakfast with Vendors
PGA Ballrooms A, B, C

10:00 – 11:15 am Opening General Session
British Ballrooms A & B
Welcome – FPTA President, Chester Escobar
Welcome to FPTA – Glenn Jergensen, Executive Director
Palm Beach County Tourist Development Council
Keynote Speaker – Roamy Valera, CEO, NewTown Advisors
“Addressing the Challenges of Tomorrow”
Carol Easterling REGIONAL Winners Announced – Tracie Saunders

11:15 – 12:00 pm Conference Registration – Attendees & Vendors
Atrium Foyer

11:30 – 12:15 pm

Educational Session 1

British Ballroom C

Florida Central Business District Parking Rate Trends – Survey of parking rate trends from 2012 to 2017 for Ft. Lauderdale, Jacksonville, Miami, Orlando, Tampa & West Palm Beach which includes researching over 200 parking facilities and more than 75,000 parking spaces. 2017 rates will be presented and compared to the 2012 survey.

Ted Anglyn, President – Parking Property Advisors, LLC

Moderated by: Pam Corbin

Educational Session 2

Canterbury

The Future of Our Industry - Smart & Connected Parking and Mobility

This panel of local and national parking professionals will explore innovative solutions that leaders in the parking industry are implementing to improve the delivery of parking services, including the integration of parking within the larger shared mobility experience. Discussions of real life case studies from Ft. Lauderdale & Miami & innovative best management practices implemented throughout North America.

Brett Wood-Consultant, Kimley-Horn; Alex Argudin-CEO, Miami Parking Authority;

Diana Alarcon-Director, City of Ft. Lauderdale

Moderated by: Mark Santos

12:30 – 1:45 pm

PGA Ballrooms A, B, C

Lunch & Desserts **in Exhibit Hall** w/Vendors

2:00 – 2:45pm

Educational Session 1

British Ballroom C

LPR Parking Management and the Move into a Virtual Permit Environment

A joint presentation from Georgia Southern University, NC State University and EDC – case studies using the same technologies from different perspectives – LPR implementation, marketing, & moving into virtual permit environment, including ROI.

Kristi Bryant-Director, GA Southern Univ.; Cathy Reeve-Director, NC State Univ.; Ellen

Genung-EDC

Moderated by: Kris Singh

Educational Session 2

Canterbury

The Era of Automated Parking has (Finally) Come to the U.S.

Automated parking has been in Asia & Europe for decades and is now being installed in the U.S. Learn about automated parking, where & how it is used today and how you can save space with automated parking.

AJ Jenkins, VP – CityLift Parking

Moderated by: Vicky Gagliano

3:00 – 3:45pm

Educational Session 1

British Ballroom C

Putting the Brakes on ‘Scooter’ Parking – Creating Super Zones

The University of Florida has experienced an evolution of sorts with the tremendous growth of the number of scooters on campus – currently *over 5,000*. The methods of dealing with this demand has evolved with the creation of “Super Zones” for scooter parking. Painful start – Successful conclusion!!

Ron Fuller, Assistant Director, Parking & Transportation – University of Florida

Moderated by: Trish Everitt

Educational Session 2

Canterbury

It’s the End of the World (of parking) as We Know It. Do you Feel Fine?

With all of the changes in technology and mobility, the future of the parking industry is completely unknown. How do those of us who are invested in the parking ‘world’ adapt to address the upcoming changes. Are autonomous vehicles the start of the decline of our industry? What can we do to better position our industry today for the future in hopes of avoiding extinction? The sky IS falling!

Vicky Gagliano, Director of Parking Studies - Tim Haahs & Associates

Moderated by: Tracie Saunders

4:00 – 6:00 pm
PGA Ballrooms A, B, C

EXHIBIT HALL GRAND OPENING CEREMONY – CHANGING from FPA TO FPTA!
Welcome Reception with the Vendors

-----DINNER & NETWORKING ON YOUR OWN!!!!-----

THURSDAY, November 30 8:00 – 10:00 am
Atrium Foyer

Conference Registration

8:30 – 9:45 am
PGA Ballrooms A, B, C

Breakfast with the Vendors

10:00 – 11:00 am
British Ballrooms A & B

General Session

Keynote – Cheryl Dick, Senior Vice President, Chick-Fil-A. Inc.
“The Secret of Great Leaders – Leadership Path at Chick-Fil-A”
Awards of Excellence Winners Presentation - Vicky Gagliano

11:15 – 12:45 pm
Honda Pavillion

Lunch & Dessert

FSITE Introduction – Angelo Rao, City of Lakeland

Golf Winners Announced – Chester Escobar

Winner of Best Booth Announced (Free Booth at FPTA Conference in 2018)

Sponsor & Exhibitor Introductions – Lissette Hernandez, Alex Argudin, Trish Everitt

***** Exhibit Hall open for Vendor Appointments **only 1pm to 4pm** *****
Vendor opportunity to meet with clients in Exhibit Hall

PRESENTATIONS:

1:00 – 1:45 pm
Educational Session 1
British Ballroom C

Planning an Automated Parking Guidance & Wayfinding System – An Interactive Experience – During this fun and interactive session, attendees will break into groups with one presenter facilitating a group. Each group will plan & design an automated parking guidance & wayfinding system using a simulated site map and game pieces for a mock municipal or university project.
Jim Corbett, Consultant and Geoff Posluszny-Consultant – Walker Consultants
Moderated by: Alex Argudin

Educational Session 2
Canterbury

Enforcement & Permit Districts & Parking Ambassadors – How should you address parking issues? Besides the critical need for community outreach and stakeholder engagement, the simple answer is effective parking enforcement by *well-trained and diplomatic Parking Ambassadors*.... And, how do you know when a permit District is required? Find out in this presentation with actual case studies and results.
Julie Dixon, President – Dixon Resources Limited
Moderated by: Trish Everitt

NOTE SESSION TIMES:

2:00 – 3:50 pm
Educational Session 1
British Ballroom C

Management/Leadership Training - Motivating, Training and Coaching your Employees
Recruiting talented employees is hard --- what is your strategy to retain them? In this **2 Hour** Session, we will discuss the importance of creating a work environment designed to *retain* and *develop* others through motivating, training and coaching programs.
Wanda Brown, MBA, International Parking Institute, Senior Trainer
Introduced by: Kris Singh

2:00 – 2:45pm

Educational Session 2

Canterbury

The Path to CAPP – Information you need to know. Walk through a Case Study of a persons' path to CAPP certification Learn all about the requirements, benefits and ROI of becoming certified and employing a CAPP; testing and recertification processes also discussed.
Brian Scoggins, CAPP, Director-SP+/CSO Division; Isiah Mouw, CAPP, Sr. VP, Republic Parking
Moderated by: Pam Corbin

3:00 – 3:45pm

Educational Session 3

Canterbury

Preparing for the Future.....Adaptive Re-Use of Parking Structures
The average new parking structure is designed for a 50-year life. But with the explosion of Uber, Lyft, driverless cars, and the changing attitudes of Millennials toward driving, will the parking demand be there for your garage in 25 years? What factors need to be considered during planning & design if a garage needs to be converted to retail, office, industrial or other alternative future use?
Gary Rider, PE, Managing Principal/VP – Walker Parking Consultants
Moderated by: Lissette Hernandez

4:00 – 6:00 pm

PGA Ballrooms A, B, C

Last Exhibit Hall/Vendor Time - Exhibit Hall Closing
Vendor Door Prize Drawings

6:00 – 7:00 pm

Exhibitors Break Down Booths

7:30 – 11:30 pm

British Ballrooms A, B, C

Disco Ball w/ Gregg Jackson Entertainment – “Down Memory Lane”
Photo Booth. DON'T FORGET TO DRESS IN YOUR 70'S – 80'S BEST! Prize for best Costume & Door Prizes.....Dinner & Lots of Dancing & Bar (credit cards accepted)

FRIDAY, December 1

8:00 – 9:00 am

PGA Ballrooms A, B

CONTINENTAL BREAKFAST

9:00 - 10:00 am

Canterbury A

Round Tables Discussions –
University: Moderated by: Chip Chism, Univ. of W.FL; Kris Singh, Univ. of Central FL

Canterbury B

Municipalities: Moderated by: Angelo Rae, City of Lakeland; Pam Corbin, City of Orlando

10:15 – Noon

PGA Ballrooms A, B

2017 Conference Closing Event –
Carol Easterling Grand Prize Award Winner Announced
Tracie Saunders, CEA Chair

2017 Annual FPTA Business Meeting Agenda:
Call to Order *Chester Escobar, President*

Approval of 2016 Annual Business Meeting Minutes
Trish Everitt, Secretary

2017 Financial Report *Alex Argudin, Treasurer*

Committee Reports:

- Awards of Excellence *Vicky Gagliano*
- Carol Easterling Award *Tracie Saunders*
- Conference Planning *Marilyn Etheridge*
- Education *Pam Corbin/Kris Singh*
- Marketing *Trish Everitt*
- Membership *Mark Santos*
- Board Nominations *Lissette Hernandez*
- Rules Committee *Mark Santos*

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| | Other Association Business – open to members | |
| | Presidents Award & Farewell to 2017 FPA Board Members | Chester Escobar |
| | <i>Gavel passed to President Elect – Lissette Hernandez</i> | Chester Escobar |
| | FPTA Board Election Results | Lissette Hernandez, President |
| | Door Prize Drawings | Kris Singh |
| | <i>(must be present to win)</i> | |
| Noon | Adjournment of 2017 Conference | Lissette Hernandez |

Thanks to our conference attendees, vendors, sponsors and friends! Please join us at

MARRIOTT SAWGRASS RESORT & SPA, December 4 – 7, 2018 in Ponte Vedra Beach, FL