

From: Sexton Smith, Barbara [mailto:Barbara.SextonSmith@louisvilleky.gov]

Sent: Friday, March 16, 2018 8:46 AM

To: [REDACTED]

Cc: [REDACTED] Robinson, Christa

Subject: Re: follow up on food truck meeting

Good morning All -

[REDACTED] I very much appreciate and understand your perspective and want a reasonable resolution as much as you do. Based on your question below, it is my understanding that [REDACTED] is, and has been, your main point of contact. [REDACTED], please let me know if that has changed.

If my memory serves me correctly, as soon as this issue was brought to my attention we began meeting to develop possible solutions. And, as soon as we were asked to post "No Food Truck" signs in various locations we did just that.

Upon my request, at one point [REDACTED]'s team researched what other cities were doing and it was my hope a group would work together to design a potential plan for our city that we could move forward with. Is anyone working to do this? I am prepared to do my part with the legislative process and or modifications in how Metro administers permits. I need to know exactly what the group wants.

[REDACTED] please let me know how you want to proceed.

Barbara Sexton Smith
Metro Councilwoman Fourth District
Office 502-574-1104

On Mar 12, 2018, at 10:26 AM, [REDACTED] wrote:

[REDACTED]
My email was not intended to declare that you and your organization aren't doing anything. We and I do appreciate the hours you have spent facilitating the meetings and hope you continue to do so. My frustration (along with the other business and real estate owners) lies in that we can't seem to identify a point person that can take the action necessary to lead this and correct the situation before even more damage is done. Losing sales is one thing- it hurts and is putting all of the restaurant owners in serious peril. [REDACTED]

The allowance of a wild west situation with patently unfair rules that give food trucks an enormous advantage at our expense is another. It threatens our very existence (not to mention the entire ecosystem that supports the restaurants) and is a storm we can't sustain. [REDACTED] point is that allowing only food trucks (ignoring the legitimate festivals and special events) to reserve unlimited meters for \$15 a day is discriminatory and competitively unfair.

This is not about finger pointing and crying the same song. It is about the fact that for over a year we have suffered from the same unfair rules and now the only thing in the fact set that is changing is that Metro Council is running to eliminate the one counter balance that was in place to hold the flood back. At the same time PARC (who is the main purveyor of the problem) declares that they have to wait for the court system to play out before implementing a solution that could balance the field. And in all honesty all we hear is Metro say they have to react to what they think the case will be, PARC say they have to wait for courts and follow the Metro rules, DDC say we are facilitating conversations but don't have authority to do much else (don't

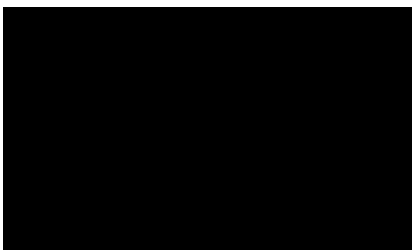
2. These reservations should be open to any enterprise to reserve meters not just Food Trucks (limiting to only food trucks is discriminatory)
3. Raise the price of the reservation to \$150 a day from \$15 using the economic theory that it is not how much the meter makes but how much money the city loses in commerce by not having a fluidity that permits the businesses in the CBD to have clients and customers come and go easily and there is a premium price for locking up a spot for 24 hours at a time
4. Limit any one individual or company to no more than 2 reservations per 30 day period (122 food trucks as well as other types of vendors everyone should have a shot)
5. Increase the pumping the meter fine to \$500 violation to make it a strong deterrent
6. Allow police to ticket and tow as well as PARC employees for violators
7. Any meter is fair game if rest of the rules apply

I believe this is simple, fair, does not disadvantage anyone (if they claim we are limiting the spots and that is unfairly advantaging the fixed real estate locations then they can rent store fronts just like the rest of us unless we want to have a tent city- public parking is not subsidized real estate for rent by the city for businesses it is intended to facilitate commerce by providing customers and clients to bring money to the city to spend)

Barbara this is straightforward, controllable, fair, and legal and allows us to have time to more fully figure out a solution. Reality is fixed location restaurants can't compete with cash based, 2 employee, out of Metro registered, food trucks that are mobile and pay 1/15 the rent for prime space, and leverage/feed off of the tax based infrastructure while siphoning off the marginal customers that allow the restaurants to survive (it's the last 15-20 in the door that make the difference between profit and loss)

As to the research of various solutions and other cities I am not sure that anyone ever took ownership of that initiative and our group really is not qualified to do that. It was my assumption that the City would want to have that information in order to figure out how to protect its own interests (particularly given that the Mayor's office helped create the problem by pushing the initiative and the City is being sued). The City also has the deepest resources so I and the rest of the owners probably assumed that the City would do that. I may have assumed incorrectly but again I don't think anyone clearly took the ownership of that task and at this moment we all sit in peril.

PS- how is this for the next version of this state of affairs
buses with bunk beds renting meters for \$15 a day and providing hotel or mobile hostel services when there is a festival or big concert - I am sure the OMNI would love that - maybe Derby mobile hotels



[REDACTED] is a regional firm headquartered in Louisville, Kentucky with additional offices in Nashville, Tennessee, Cincinnati, Ohio and New York, New York. We are a strategic advisory group focused on accountable execution. We provide three main services- strategic advisory, transactional advisory, and capital advisory. We help our clients achieve their goals and objectives with an emphasis on capital structure, operating efficiencies and revenue growth. Our team is comprised of multi-disciplined, senior level advisors with an average 25 years experience. Typical clients range from mid-sized, privately held companies to public corporations and governmental agencies that consider strategy and execution to be critically important now more than ever.



To: Matt Saltzman; Kirchdorfer, Robert; Smith, Tiffany R (PARC); Brown, Jeffrey E; Dennis, Sean; Martin, Sarah J; Rebecca Matheny
Cc: Robinson, Christa
Subject: RE: Food Trucks

Matt, I know this is extremely challenging and I would love to level the playing field immediately. However, I am working the process as fast as it will let me.

I would like to correct one thing in your email to me below. You wrote, "*You asked me not to go to press and I have not.*" I know I did not say that because it is not how I operate. I am always trying to get full transparency and do not advise differently. I encourage you to follow whatever path you deem best for you and your business.

Tiffany, Robert and Jeff – please see below and respond accordingly. I know each of your departments are involved with activity related to the food trucks. We need to find a way to level the playing field as it relates to our public right-always.

Barbara.

Barbara Sexton Smith
Fourth District Councilwoman
Louisville Metro Council
502-574-1104



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From: Matt Saltzman [mailto:mjs@pallaspartners.com]
Sent: Wednesday, May 2, 2018 3:09 PM
To: Sexton Smith, Barbara
Subject: Food Trucks

Barbara

I hope you are having a good Derby.

Unfortunately we are not and neither are a number of our neighbors. We are running out of money and patience with this topic. The trucks are literally eating our lunch, clogging up streets and encroaching on businesses that I have repeatedly said support the infrastructure of this City. You asked me not to go to press and I have not. At this point it has become a completely out of hand experience down here. They are feeding meters that regular cars can't park at, siphoning off customers in prime locations for \$15 a day, and essentially circumventing every intention of the business community.

WE CANNOT WAIT any longer. If we don't have something concrete by next week we will have no choice but to go to media and name names as they say. This has gone too far. I can receive 15 emails from Fischer campaign asking for money but can't get in to see him to discuss this issue. Enough is enough.

Please tell me your plan everyone is getting killed and losing money because of this nonsense.

Matthew Saltzman
Managing Director CEO
12305 Westport Rd. Suite 4
Louisville, KY 40245

Franklin Gray, Lisa A.

From: Sexton Smith, Barbara
Sent: Sunday, October 14, 2018 4:28 PM
To: [REDACTED]
Cc: Robinson, Christa
Subject: Vending Ordinance Food trucks

[REDACTED] I definitely do not want to limit competition and create fewer options. We need more options. Many people are misinterpreting the proposed Ordinance.

And, thank you so much for reaching out to me and expressing your concern. There is much public confusion about what the proposed DRAFT Ordinance does and doesn't do – it does not shut down food trucks. In the proposed DRAFT, food trucks are defined as Stationary Vendors – NOT as Mobile Vendors (moving ice cream trucks).

Please click the link below and read the proposed DRAFT Ordinance and a brief summary of the proposed changes.

Additionally, this is just the start of the process. We're scheduling at least two public hearings to be held in the Metro Council Public Works Committee and we have launched a 35 day online comment period to collect policy ideas and suggestions to apply to the final proposal.

Please click this link for clarification and online public comment:

<https://louisvilleky.gov/government/metro-council/proposed-changes-itinerant-vendors-peddlers-and-solicitors-ordinance>

Thanks for connecting, Barbara.

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Fourth District Councilwoman
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From: [REDACTED]
Sent: Thursday, October 11, 2018 10:42 AM
To: Sexton Smith, Barbara
Subject: Food trucks

Why do you want to limit competition and give fewer options for dining in Louisville? Please let the food trucks continue operating

Sent from myMail for iOS

Franklin Gray, Lisa A.

From: Sexton Smith, Barbara
Sent: Sunday, October 14, 2018 3:57 PM
To: [REDACTED]
Cc: Robinson, Christa
Subject: Vending Ordinance

[REDACTED] I agree with you – we need the industry to grow even more.

And, thank you so much for reaching out to me and expressing your concern. There is much public confusion about what the proposed DRAFT Ordinance does and doesn't do – it does not shut down food trucks. In the proposed DRAFT, food trucks are defined as Stationary Vendors – NOT as Mobile Vendors (moving ice cream trucks).

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From: [REDACTED]
Sent: Thursday, October 11, 2018 11:26 AM
To: Sexton Smith, Barbara
Subject:

Please support our local food trucks. These are great men and women who are running great local businesses putting money back into the community.