



Milwaukee County

Supervisor Marina Dimitrijevic, 4th District

Supervisor Gerry Broderick, 3rd District

Chairman, Parks, Energy & Environment Committee

November 3, 2009

For Immediate Release

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IT'S TIME TO SINK LAKEFRONT PARKING METERS

County Board should remove parking tax and restore public access to our greatest natural resource

Milwaukee, WI – Milwaukee County Supervisors Marina Dimitrijevic and Gerry Broderick are urging residents to contact the County Executive and County Supervisors to oppose the installation of parking meters along Lincoln Memorial Drive, Veterans Park, McKinley Marina and Bradford Beach.

“We have not received the real cost to install, operate and enforce these parking meters, but the most costly aspect of these meters cannot be measured with dollars. Taxing the use of our lakefront is wrong, and it’s unfair for our future generations,” Supervisor Dimitrijevic said. “Why would we tear up our most prized natural public asset just to make some spare change? I seriously don’t know what’s worse for Lake Michigan, invasive zebra mussels or the installation of parking meters?”

“This lakefront tax must be stopped. UWM has already indicated that it might withhold its annual \$100,000 payment for student and staff parking at the lakefront. Parking meters would also severely restrict public access to this beautiful natural resource,” said Supervisor Broderick, Chairman of the Parks, Energy & Environment Committee. “There is still time for County residents to contact their County Supervisor and the County Executive. Tell them to take these parking meters out of the budget.”

On Wednesday, both Supervisors will present an amendment to the Finance & Audit Committee removing the meters from the 2010 County Budget.

“Everything in this year’s County Budget is sink or swim, and we don’t need a Mythbusters episode to prove to everyone that parking meters can’t swim,” Supervisor Dimitrijevic added.

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