

December 9, 1990

Cambridge Town Council
Cambridge, Ma.

To Whom It May Concern:

I am a businessman who understands quite well the notion of businesses existing to make a profit. However, both my wife and I are outraged over the surprise waiting for us upon leaving your infamous Galleria Mall yesterday.

We arrived at the level "C" parking garage at precisely 10:15 a.m. and were looking forward to an enjoyable few hours of shopping and, perhaps, seeing a friend of ours who works there. Of course, we thought paying for parking wouldn't be so bad since the first hour and one-half was going to cost ninety-nine cents.

We were marvelled at the cleverness of the "scratch-card" promotion the mall was having and at the sheer beauty of the mall itself. I had an appointment at 4:00 p.m. and noticed the time - around 2:40 p.m. and told my wife we should get going. Upon leaving the parking garage, I handed the attendant my parking stub and she proceeded to tell us we owed twenty dollars!! Luckily, my wife keeps a little extra in her purse, so I, in great disbelief, paid the money. Upon getting home we decided that until the parking rates become more realistic, we and many, many other people simply would go to other Massachusetts malls or even to New Hampshire.

Granted, the Galleria mall has some serious money to recoup, but the idea of a maximum of \$24 for parking and to be penalized \$20 for anything over four hours of time spent in your mall is patently ridiculous and not in keeping with the present state of the economy in mind. I've spoken to other people who know your mall

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in name only, and they look at me incredulously at the idea of ever having to pay to park for the "privilege" of shopping and doing business in Cambridge. Frankly, I know the only response my wife and I will receive is a standard form letter saying I should have checked with the parking personnel beforehand, so that I could have avoided my shock later. To be honest with you, I and my wife really wouldn't mind parking at all at your garage if the rates were more reasonable, that is a flat rate per hour and perhaps penalizing those who only stay at the Mall a short time.

This probably won't mean much to you but we and our friends cannot in good faith do business in your facility under the present parking rate structure. My God, I've never paid twenty dollars for parking anywhere in Boston!!

I believe your thinking has to switch from making a high profit on each individual customer and never getting repeat business to charging much more reasonable rates and keeping your mall bustling with activity. If you do this you'll have to turn people away because Cambridge-side Mall will become the shopping magnet it is intended to be.

I and my wife look forward to your response. Thank you for, at least, reading this letter.

Mark and Jacqueline Catanesi
152 Lycamore Street
Roslindale, Ma. 02131

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Comm. from Mark & Jacqueline Cantanese,
152 Sycamore St., Roslindate regarding the
parking at the Galleria Mall.

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In City Council,

December 17, 1990

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City manager
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