



**Minutes of the Board of Directors Meeting
Tuesday, April 12, 2011 3:00p.m.
Treasure Mountain Inn**

BOD Attendance: Rick Anderson, Nancy Rosen, Kevin Valaika, Tim Mertens, Maren Mullin, Mary Demkowicz, Meisha Lawson, Andy Beerman, Tana Toly Ireland, Lori Harris, and Ken Davis (Ex-Officio) and Alison Butz (Executive Director)

Absent: Mary Black, Stephanie Johnston, Jan Wilking, Monty Coates, Jill Rathburn Georgia Anderson (Ex-Officio), and Myles Rademan (Ex-Officio)

Others present: Bob Kollar, Jonathan Weidenhamer, Alex Butwinski and Mike Sweeney

The meeting was called to order at 3:15 p.m.

Public Input (Any matter of business not scheduled on agenda)

Alison Butz asked the Board if the June meeting date could be moved from June 21 to June 14. Alison has a family reunion scheduled for the week of the 21st. The Board was comfortable with changing the meeting date.

Rick Anderson asked about the status of MIDA. Mike Sweeney stated that the proposal for development by the Home Depot is no longer in play and that they are looking at the lodging component at the Jordanelle. Alex Butwinski further clarified that the triangle parcel, located by Home Depot, is no longer in consideration. Rick Anderson wanted to recognize Jan Wilking for his efforts on this issue.

Tana Ireland stated that she wanted to recognize the two businesses that have closed after this winter season; Sugar Buzz and Village Keepsakes. Tana asked if there were other businesses that have closed. Alison stated that she had not heard of others. Andy Beerman stated that due to the proposed construction at Treasure Mountain Inn, the Morning Ray would be closing after the weekend and may not reopen in their current configuration. Rick Anderson stated that Sonny Miller, with the Astrology Boutique, was planning on reopening this summer.

Tana asked what the status of the Main Street Mall was. Nancy Rosen, a tenant of the mall, stated that the earliest they would start construction would be in the fall but there was a stronger potential for them to begin next spring.

Minutes from December 14, 2010, March 15, 2011 and March 24, 2011 Meetings

Rick Anderson motioned to approve the minutes from the three meetings. Maren Mullin seconded the motion. The motion passes with no discussion. Alison Butz requested clarification that the motion was for approval of minutes for all three meetings. Rick clarified that the motion made was for all three meeting minutes.

Infrastructure

Alison Butz reviewed the actions to date that included two Open Houses where input was received from merchants and members of the community on the proposed concepts for infrastructure improvements to the area. The comments received from the attendees are included as a separate attachment in the e-mail with the Board's packet.

Input from the open houses highlighted three areas that the HPCA needs to make sure the final report addresses. Those areas being pick-up and drop-off spots for taxis, the holiday light program and heating of the sidewalks. The heating source for the sidewalks should include an understanding of the impacts to energy use, carbon emissions and cost.

At this time the HPCA must evaluate the individual parts to the overall concept and prioritize the projects. The individual concepts are listed below:

- Brew Pub Plaza with Ice Rink
- Modifications to Miners Park
- Coalition Park Improvements
- One foot (1') width increase to sidewalks
- Additional bulb-out
- Consistent and frequent placement of street furniture such as benches and trash cans
- Heated sidewalks
- Changes to sidewalk material

Alison explained that the City Council held an initial discussion regarding the Capital Improvements Budget on April 7th which contained a request for almost \$12million in improvements over the next 5 to 10 years for Historic Park City. At the meeting the Council reviewed potential funding for the downtown improvements as well as other projects. The funding sources included a property tax increase, special assessments, transient tax increase and/or a change in the percentage of transient room tax allocated to the transit fund.

Jonathan Weidenhamer, in the presentation to the City Council, suggested that a few projects, from the concepts be tried as a start such as the bulb-outs. However, it appeared through the comments received the bulb-outs were the most controversial items of the plan. Rick Anderson concurred that he felt the bulb-outs were controversial especially when they removed street parking. Due to that response he felt the bulb-outs should have the lowest priority.

Andy Beerman asked the Board to look at the concepts philosophically as an overall plan that was developed together to meet the goals of the District. If the plan were to be taken apart as pieces, momentum could be lost and/or certain elements of the plan may never be implemented.

Alison Butz stated that during the City Council meeting it appeared that staff was suggesting a lower budget that would not encompass all the improvements but that would be implemented sooner. She stated that she felt it would be better to wait a few additional years (5 – 7 instead of 3 -5 years) and receive funding for the entire plan. Alex Butwinski stated that he felt the likelihood of funding was in the 5 to 7 year range for the projects.

Maren Mullin stated that the responses she read from the open houses were positive, with the exception of comments on the bulb-outs. She asked if the Board would support an overall plan with the elements as shown minus the bulb-outs. Rick Anderson stated that he felt that some of the proposed bulb-out locations were in highly sensitive areas. Ken Davis asked if the existing bulb-outs could be modified with the removal of the planters to see how they work as a first step. Rick felt strongly that the bulb-outs would need to be heated to ensure they would not become an area for snow storage in the winter.

Andy Beerman restated that he felt the plan was developed to work together. Maren Mullin asked for clarification on the goal of the discussion. Andy clarified his request by asking if the Board would rather support taking pieces of the project or work towards getting approval of the entire plan. Mike Sweeney stated that with his experience it was best to receive approval for the entire plan with phasing. Dave Nicholas, with IBI Group, agreed that the group should work to obtain overall approval.

Andy stated that there was \$500,000 remaining in the RDA which could pay for the full design of the entire concept plan and funding for the overall project could be phased and part of the phasing would be determined by the engineers who would give input on which elements would need to be constructed first. Mary Demkowicz agreed with Andy philosophy.

Andy asked if the Board would prioritize the plaza at the Brew Pub Parking Lot first. The plaza would provide a location for events and minimize the closing of Main Street. Bob Kollar clarified that a plaza of that size would not prevent the need to close Main Street for larger events such as the Arts Festival. Andy stated that he understood the point; however the plaza would provide an opportunity for smaller, community oriented events to take place on the street. Tana Ireland stated that the location of new events on the street was a higher priority for her than sidewalk improvements. Mike Sweeney stated that his first priority would be sidewalks, circulation and snowmelt followed by improvements to Miners Park.

Maren Mullin stated that heated sidewalks appear to be the highest priority. Rick Anderson pointed out that heating the sidewalks and the construction involved to do so would be a major disruption to businesses. Andy stated that the City, at some point, will need to reconstruct the sidewalks. Mike Sweeney stated that the project could be timed to begin in April and conclude in June for a portion of the street so to not disrupt the busy summer weeks.

Maren Mullin asked if a survey could be sent to merchants asking them to prioritize the improvements into phases. Andy supported the idea and stated the Board could review the input and vote at the May meeting. Kevin Valaika agreed that a comprehensive plan with phases was the best option and liked surveying the merchants. Alison Butz agreed to send out a survey the following week.

Rick Anderson asked if there was the potential of extension of the RDA. Andy stated that since it was already renewed once, there was no hope for further extension to fund the proposed projects.

Since the timeline for the final report would be extended by the Board's decision to survey the merchants, Andy asked Alison to draft a letter to the City explaining the situation. Maren Mullin made a motion to send a survey to the merchants and decide on phasing at the May Board Meeting. Nancy Rosen seconded the motion and the motion was unanimously approved.

Sundance Wrap-up

Alison Butz explained that the Events Committee met in February to review the comments received from the Post Event Surveys sent for the 2011 Sundance Film Festival. At that meeting the Committee addressed three concerns.

1. The removal of street parking, on both sides of Main Street, after the first weekend.
2. The loss of sponsor venues/presence on the street after the first weekend.
3. Need to partner with Sundance and Chamber to better market the 2nd week of Sundance as a cultural tourism benefit to skiers.

While the decision to remove parking on both sides of the street was done under the guise of "public safety" it appears by all accounts that traffic on the weekdays of the 2nd week was down significantly. The Events Committee recommended encouraging the replacement of parking on one side of the street during the weekdays.

Many merchants noticed that the sponsor venues closed the 2nd week of the festival. The Events Committee recommended that incentives could be offered to maintain their presence which would then help justify additional marketing of the second week.

Due to the need to end the meeting on time to make it to the Annual Meeting set to begin at 5pm, Andy Beerman asked if the item could be extended to the May Meeting. The Board agreed.

Park Silly Sunday Market

Alison Butz reviewed the actions that took place after the March 24th Meeting where the Board voted to draft a Position Paper on the Park Silly Sunday Market (PSSM). The Position Paper was sent to Kimberly Kuehn, the City Council and City Staff. Since that time, Kimberly did provide the HPCA with a response; unfortunately that response did not address any of the questions and concerns outlined in the Position Paper.

Rick Anderson asked about the meeting with PSSM prior to the Board's Position Paper. Alison explained that she and Andy had met with Becca and Jamie to review plans in the fall and then met with the Board in February. Both parties were close to signing a letter of intent outlining the 2011 operations plan prior to the resignation of the Board.

Tim Mertens asked what the communications were between Alison and Kim. Alison stated that Kim sent an e-mail two days after the March Board Meeting requesting representation for juries and also included a request to meet to outline 2011 plans. Alison stated that she responded that the Board had just met and that she would get back to Kim regarding the PSSM's HPCA Board liaison. The Board then met on March 24th.

Maren Mullin asked if PSSM was requesting a HPCA Board Member. Alison stated that the specific request was not made. At this time there has been no confirmation of D & O insurance.

Kevin Valaika supported the HPCA putting someone on the PSSM Board. He stated that it couldn't hurt to participate. He asked about the time required of Board members. Mike Sweeney stated that he spent 15 to 20 hours a week last summer, but that it would be up to the individual as to what they could contribute. Tim Mertens agreed that that working with PSSM and getting them the responses they need would not negatively impact the HPCA.

Kevin Valaika stated that he would be willing to sit on the PSSM Board once D & O insurance could be confirmed. Nancy Rosen offered to be a back-up to meetings if Kevin was unable to attend. Both stated that they would be willing to sit on the PSSM Board in the capacity of an Ex-Officio member until the D & O insurance could be confirmed.

Adjourn

The meeting adjourned at 4:40pm.

Next meeting Tuesday, May 17, 2010 at 8:30am