



**Minutes of the Board of Directors Meeting
Tuesday, August 16, 2011 8:30a.m.
Treasure Mountain Inn**

BOD Attendance: Andy Beerman, Puggy Holmgren, Maren Mullin, Kevin Valaika, Mary Demkowicz, Jan Wilking, Sandra Morrison, Meisha Lawson, Rick Anderson, Ron Wedig, Lori Harris, Ken Davis (Ex-Officio), Georgia Anderson (Ex-Officio) and Alison Butz (Executive Director)

Absent:, Tim Mertens, Jill Rathburn, Stephanie Johnston, Tana Ireland, and Myles Rademan (Ex-Officio)

Others present: Joe Rametta, Dave Nicholas, Dan Grund, Bob Kollar, Alex Butwinski, and Mike Sweeney

The meeting was called to order at 8:39 a.m.

Minutes from July Board Meeting

Maren Mullin motioned to approve the minutes from the July meeting. Meisha Lawson seconded the motion. The motion passes with no discussion.

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

Rick Anderson introduced Dan Grund with Jiberish, a new business located at 314 Main Street. Jiberish carries men's clothing for a demographic of ages 13 to 25, and the Park City location is their 2nd flagship store. The Board welcomed Dan to the meeting.

Joe Rametta, the Chair of the Park City Rotary's Miners' Day Celebrations spoke to the Board regarding HPCA support of the event and encouraged the Board to reach out to the membership for their involvement in the event. Street vending, parade entry and earlier opening of the businesses were suggestions he offered. He asked those interested contact Sandra and Jan, who are also members of the Park City Rotary Club.

Mike Sweeney addressed the Board regarding his concerns with the current Sign Code. Ken Davis echoed his concerns and concurred that a separate committee should be formed to review the current regulations. Maren, Jan, and Sandra expressed interest in participating.

Alison Butz notified the Board of Tana Ireland's resignation. Tana is moving to Colorado to pursue a career advancement. Alison explained that Tana's term expires in June and that the vacancy will be filled at a future meeting per the terms outlined by the By-laws.

Andy Beerman addressed the Board with regards to the HPCA's current Code of Conduct and his current campaign running for the City Council. Andy stated that he would clearly state which role he was representing when making public comments regarding various topics. He asked the Board if there was a great concern to let him know and he would resign from the position of President. The Board was comfortable with Andy remaining as the HPCA President.

Infrastructure Update

The final Infrastructure Summary was submitted to Park City Municipal with a request for placement on a future City Council Work Session Agenda. The City is anticipating the discussion on September 15th. Alison Butz needs to contact Jonathan Weidenhamer, upon his return from vacation, to reconfirm the date. Alison stated that she would know the exact time of the presentation by Monday, September 12th and would notify the Board.

Dave Nicholas, with IBI Group, stated that the City Council would have the visuals and report prior to the meeting and that the Work Session would allow them to give a preliminary introduction of the project. The request to the City Council on September 15th is use of the remaining RDA funding for further engineering. Rick Anderson was encouraged about the meeting format as it allows a two-way dialog to occur.

Rick Anderson mentioned concerns about current talks of the future of the Post Office. He asked the Board if the HPCA should come up with a position on the potential use of the property for a plaza. A plaza in that area would eliminate parking which is key to some of the adjacent businesses. Alison Butz reviewed the previous plans the City had for the Post Office. Alex Butwinski clarified that the City was not currently drafting plans or addressing a future use for the Post Office property. Rick expressed continued concerns that if the Post Office property entered into the future infrastructure plan discussion it may derail the current plans. Alex encouraged the HPCA to present their comprehensive plan to the Council and address the Post Office as part of the presentation.

Andy Beerman stated that he would rather see a plaza at the Post Office, than none at all. Puggy Holmgren mentioned that there was a large group within Park City strongly opposing the removal of the Post Office. The HPCA Board concurred that the Post Office use would be preferred to remain on Main Street.

Andy Beerman reminded the Board that the Brew Pub was selected since it was already owned by the City. Andy met with Stan Castleton, the developer of the Main Street Mall, and Stan mentioned the desire to purchase the Brew Pub lot from the City. The HPCA is not the only entity with plans for the land. The Board felt it would be best to have a position on the Post Office prior to the Work Session scheduled for September 15th. Maren Mullin asked if the Infrastructure Committee could meet prior to the Work Session to address the issue. Andy agreed that the committee could address the topic and asked the Board Members to attend.

Locals' Thursday Update

Since the last Board Meeting, a small group met to discuss ideas for Locals' Thursdays. The group concurred that the efforts for 2011 should be placed on securing businesses to offer specials and/or host events on Thursdays. The budget would focus on the marketing of the event to make sure there is good attendance. In the future, the event could include more outdoor components including music.

The City is supportive of the free parking on Thursdays and has written a Manager's Report to the City Council outlining their support.

Alison Butz stated that there were 34 businesses interested in offering specials and/or hosting events which met the minimum of 30 participating business to be able to market the event. An ad will be placed in the Park Record every Wednesday to list participating businesses. Sandra Morrison stated that the Museum will offer free entry in October. Andy Beerman thanked Alex and the other Council members for their support of the free parking.

Trash and Recycling Update

Rick Anderson stated that the Trash and Recycling Committee met on Wednesday, August 10th. At the meeting the Committee reviewed the 2010 Allied Waste services for the district. At the meeting the Committee also discussed the projected shortfall of \$4,000 in the 2011 Recycling Budget. There appears to be the ability to continue to keep costs of Allied Waste's services stable while addressing the shortfall in the Recycling Budget by working with the variance from 2010 services.

Ken Davis clarified that the \$4,000 is the amount anticipated for rebates at the end of the year. The amount is unknown. Over the past 5 years trash fees have been reduced due to efficiencies in the program.

Since the last HPCA Board Meeting, Andy Beerman has had a brief discussion with Stan Castleton, the developer of the Main Street Mall Property. .

September Social

Alison Butz has contacted a number of organizations in the Park City community including the Board of Realtors, Lodging Association, Restaurant Association and Kimball Junction Business Association. All contacted were excited about getting together to get to know each others' Boards. The goal of the social is to increase communication between the organizations which may potentially lead to partnerships in the future. The Chamber of Commerce is interested in being a sponsor of the event with the HPCA.

A quick survey was sent to the leaders of those organizations to help pick a date for the event. The event has been scheduled for Wednesday, September 28th at Wahso. Jan Wilking asked if the president of each association could briefly

update the group on the major issues they face. Bob Kollar encouraged the HPCA look to relationships where organizations can work together on grants.

City Council Candidate Q & A

Alison Butz reminded the Board that in 2010, the HPCA welcomed Peter Corroon to their June Board Meeting. Mr. Corroon was running for Utah State Governor and the Board was able to understand his philosophy on small business and other issues pertaining to the HPCA such as tourism.

There are currently 5 candidates running for three open seats on the Park City Council. Meisha Lawson stated that she felt turnout for a Q & A session would be better if it was separate than the Board Meeting. Ken Davis stated that last time it was held in the morning at the Kimball Art Center. Rick Anderson felt the event should be just for merchants to the HPCA's issues could be focused on.

Alex Butwinski recommended that the Board hold their Q & A session early in the fall. He stated it was helpful when he ran. Kevin Valaika suggested holding the event at the Riverhorse. Sandra Morrison offered use of the Museum. Alison stated that she would work on the selection of a venue and would schedule the session for a morning in September.

Upcoming Event Overview

The Harley Event is scheduled to take place on Saturday, August 27th. Ron Wedig stated that the No Name Saloon requested additional parking for the Harleys in front of their business and the Memorial Building. Bob Kollar confirmed that the event was working with the Wasatch Brew Pub on food for the event.

Kevin Valaika mentioned that the Arts Festival's extension of their Saturday hours was positive for his business. Rick Anderson stated that his dinner business was up and felt the early opening on Friday was good.

Sandra Morison stated that by 1pm on Friday there was no employee parking. She requested the issue be address for the event next year. Rick Anderson asked what could be explored regarding use of China Bridge for the event. Rick Anderson requested China Bridge open for free public parking after 6pm on Friday, Saturday and Sunday of the Arts Festival. The night club business was down and that could be due to the lack of close parking in the evening.

Andy Beerman felt the event was successful and felt the reconfiguration due to the dining decks was a positive outcome. Kevin stated that Shabu was a food vendor for the event but was prohibited by the City to place additional signage on the deck. Alison Butz stated that she would work to address that for next year since it should fall under the MFL. Andy reminded the Boar that the Kimball's contract would be under negotiation this fall.

Adjourn

Motion by Jan Wilking, seconded by Maren Mullin. The meeting adjourned at 9:46am.

Next meeting Tuesday, October 18 at 8:30am