



**Minutes of the Board of Directors Meeting
Tuesday, February 15, 2011 8:00a.m.
Treasure Mountain Inn**

BOD Attendance: , Rick Anderson, Jill Rathburn, Meisha Lawson, Kevin Valaika, Andy Beerman, Monty Coates, Tana Toly Ireland, Myles Rademan (Ex-Officio), Ken Davis (Ex-Officio) and Alison Butz (Executive Director)

Absent: Stephanie Johnston, Jan Wilking, Tim Mertens, Maren Mullin, Mary Demkowicz, Nancy Rosen, Mary Black, Lori Harris, and Georgia Anderson (Ex-Officio)

Others present: Colleen Burke, Bob Kollar, Dave Nicholas, Alex Butwinski, Christie Dilloway, Thea Leonard, Terry Knechtel, Puggy Holmgren, and Mike Sweeney

The meeting was called to order at 8:10 a.m.

Minutes from December 14, 2010 Meeting

The Board held off on approval of the minutes since there was no quorum at the meeting. The minutes for December will be placed on the march Board meeting.

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

Military Deals via the Chamber Website

Colleen Burke, with the Park City Chamber and Visitors Bureau stated that they now have a location on the website where merchants can specifically list out deals to members of the military and their families. She asks that the deals be at least a 30% reduction on a product or service. It is up to the individual merchant to define if it is just active members of the military that receive the deals or if it also includes families or retired service people.

Vice-President Resignation

Tana Toly Ireland turned in her resignation from her position as Vice President. Tana explained that she has accepted a job with Breeze Rentals for Utah which requires her to promote other areas of Park City and the state, outside of Historic Park City. She continues to work at Red Banjo Pizza so requests to remain on the Board of Directors. Alison stated the election of a new Vice President will be placed on the agenda for March's meeting.

Thank You to Park City Police

Office Terry Knechtel is now assigned to the Historic Park City area and will attend our Board Meetings. Puggy Holmgren thanked the officer for the quick response by the Police the previous evening to an incident on Main Street.

Infrastructure

Alison Butz updated the Board on the activities of the Infrastructure Committee, which has met and provided input to IBI Group regarding potential designs for the Brew Pub Parking Lot, Miners Park and Coalition Park. A group of key City staff has reviewed the designs and determined that there were no "fatal flaws" with the proposed design.

Dave Nicholas with IBI Group presented the Board with the design concepts for the three areas. The design for the Brew Pub Parking Lot shows the construction of a deck on top of the existing parking, which would result in a loss of 7 parking spaces from the lot. On the deck there is a proposed ice rink, 2 LED screens, and two buildings which would house restrooms, skate concessions, and maintenance facilities. The deck would have two levels that connect out to the Main Street sidewalk.

The location of a building at the south end of the property now acts as a gateway and entrance to Main Street which would benefit the properties on the west side of the street.

Rick Anderson asked if the option to close the portion of Main Street adjacent to the new plaza is retained with this design. Alison confirmed that through a Master Festival License process the street can close. Dave estimates the capacity of the plaza to be 1,500 people which is approximately twice the size of Town Lift Plaza.

Ken Davis inquired as to if the ice would run 365 days of the year. Dave Nicholas stated that only if a synthetic product was used, could the operation run year round. Myles mentioned that an area in Crested Butte Colorado recently took out their synthetic ice rink.

Regarding the funding, Tana Toly Ireland asked if voters would need to approve use of the funds for a plaza. Alison Butz replied that the funding mechanism would be through the Capital Improvement Project (CIP) Budget. The City Council could determine the source of the funds such as the Main Street RDA or City General Fund. No public vote would be required, however public input would be received during both the design and budget process. Andy Beerman further clarified that the budget for all three plazas, included proposed improvements to the sidewalks is under the \$8-9 million dollars the City was prepared to spend on a plaza near the Post Office.

Bob Kollar commented on the design and size of the open spaces, wanting to make sure that there is sufficient area for events to locate on the plazas. Dave stated that it is always a design challenge between fully-flexible space versus pedestrian friendly spaces.

Mike Sweeney asked if the design for the Brew Pub Lot would accommodate the Mustang Car Show needs. Bob Kollar responded that it would be too small, but could accommodate a car show the size of the Classic Car Show held on lower Main Street in July.

Dave Nicholas then unveiled the design for the Trolley Turn-around area and Coalition Park, at the corner of 9th Street and Main Street. He stated that the size of this park is similar to the Brew Pub Plaza. He outlined amenities such as a pop-jet fountain, kids play area and elevated plaza along the street sides of the plaza.

Andy Beerman felt the design of this area designates it as the trailhead to Main Street and provides a draw and reason for people to venture up the bicycle trail from City park.

The final space for review was Miners Plaza. Dave's design showed a more open area which would allow for the placement of tents, but also included a raised area for a stage opposite a fireplace with seating area. The restrooms were relocated closer to the sidewalk.

Mike Sweeney asked if there has been a shadow study of the area to determine how the shade effects the area. Dave stated that one has not been completed, but could be pursued.

At the March Board Meeting, redesign of the sidewalk and gutter with the potential addition of heat will be reviewed along with vegetation and street furniture.

Myles stated that the group needs to consider the annual maintenance and operational costs of these venues. Those costs are sometimes overlooked during the planning phase and can be cut during hard times which would result in ineffective spaces.

Ken Davis asked if there is a demand for the ice rink. Thea Leonard stated that she felt a ice rink would bring up more kids and families. Jill Rathburn supported the idea of a rink since many people are looking for non-ski activities. En asked if some investigation can be done on smaller City ice rink successes.

Jill asked if the size of the rink is adequate for hockey. Dave stated that perhaps for exhibition games, but that it is not regulation size. He stated the rink would not have dasher boards, but could accommodate the addition for special events.

Myles stated that there should be a sign at the entrance of the parking garage beneath the Brew Pub Plaza showing available spaces since it appears that it would be difficult to turn around in the garage if there were other cars behind you.

Rick Anderson stated that he was in favor of the move of a plaza space to the Brew Pub from the Post Office. With the loss of only 7 parking spaces, the impact was small. Jon Weidenhamer stated that the City Council previously reviewed a plan for commercial and park space at the Brew Pub Lot. The City Council was more in favor of creating passive space than new commercial opportunities.

Thea asked Myles his opinion on the plaza with regards to his previous statements of wanting the Post Office plaza to have Main Street frontage. Myles stated this design met the requirement of his previous statement. Rick Anderson wondered if the placement of the trees would block view of the plaza and therefore cut it off. Dave answered that shade and vegetation is needed in this area and trees are relatively unobtrusive.

Kevin Valaika stated that his preference was to start with the plaza at 9th Street and Main Street since it appeared easier to construct and would be a lesser cost. He felt going with the lower risk first was best. Alison stated that the prioritization of the projects, by the Board, would be addressed in a future discussion. Rick Anderson felt the construction of the Brew Pub Plaza would be a key first step since it would be an additional draw to the area.

Andy Beerman thanked the Board for their discussion and Dave Nicholas for his work so far. He reminded the group that the study was co-commissioned with the City.

Mentoring Program

Alison Butz explained that at a previous meeting, Maren Mullin took a quick moment to propose a mentoring program for new businesses. Each year, new businesses join the HPCA with presence on Main Street and Park Avenue. The businesses all face the same start-up issues and have many of the same questions related to signage, permits, advertising, and HPCA business/meetings.

Maren suggests the HPCA implement a Main Street Mentors Pilot Program to assist the new businesses within our district. The program will begin with Board Members as Mentors and perhaps filter out to other business owners who want to participate in helping to make new members more successful in their businesses. Maren requested the Board members review her proposal. The Board agreed to return to the discussion at the February meeting where Alison Butz would provide a list of new tenants.

At the meeting a few Board members selected businesses to mentor from the list. There remains 5 businesses still needing a Board contact. Alison stated that she would e-mail the remaining list to the Board since there is a significant number of members gone from this meeting.

Franchise Fee Reimbursement Review

Alison Butz reminded the Board that the implementation of the Franchise Fee on the Allied Waste bills was to collect funds for the Mobile Recycling Program. There are businesses on the street who continue to contract for their own recycling to meet their specific needs outside of the program provided by the HPCA.

At the time the Franchise Fee was set, the Trash and Recycling Committee committed to reimbursing those businesses with their own contracts the amount of the Franchise Fee paid.

Notification of the reimbursement process was sent via snail mail, e-mail, and newsletters. Curb-It Recycling contacted all their accounts and gave them the application and I contacted all of Good Earth Recycling's accounts. The following requests were received by the HPCA. Alison has received copies of the Allied Waste bills and confirmation from the recyclers that these businesses had contracts from August 2010 through December 2010.

Below is a list of applications received. The Trash and Recycling Committee unanimously approved to recommend the reimbursement to the businesses listed below.

Business	Recycler	Total Franchise Fees Paid
Treasure Mountain Inn	Curb-It	\$165.44
Elliot Workshop	Good Earth	\$14.65
Marriot Summit Watch	Curb-It	\$494.87
Overland Sheepskin Co.	Curb-It	\$19.20
Expanding Heart	Good Earth	\$21.48
	Total	\$715.64

The Executive Committee approved the reimbursement of the Franchise Fee for all those who submitted applications.

Event Committee Update

The Event Committee met on February 14th to wrap-up comments collected for the Sundance Film Festival and to review the beginning thoughts for summer events

Park Silly Sunday Market Update

The Events Committee held a special meeting on October 26th to discuss the Park Silly Sunday Market. At that meeting there were four key elements that the group determined would be requested of the PSSM for 2011.

1. Keep the Farmers Market next to the Post Office on 5th Street.
2. Revise programming for Miners Park. The music programming did not draw people up the street, nor to the park itself. Perhaps the addition of merchant booths, kids face painting and other "destination" type activities could help.
3. Addition of another "attraction" further up the street. Perhaps this is a smaller activity outside of the Egyptian or on the sidewalk above the Brew Pub, etc.
4. Allowing the market to be relocated for 4 weeks (either consecutively or one each month) to upper Main Street.

Since that meeting Andy and Alison have met with Jamie Atlas and Becca Gerber and recently held a meeting with the PSSM Board. The Board is reviewing a Letter of Intent outlining that the area used for the PSSM will not change from 2010. The letter also outlines increased programming at Miners Park. The PSSM Board stated that they are not interested in expanding the festival this year and will focus primarily on continuing to build the foundation of their event which may allow for expansion in the future. The PSSM Board is set to meet on February 17th.

Mike Sweeney did state at the HPCA Board meeting that he feels 95% of what is outlined in the LOI will be approved.

Kimball Arts Festival

At the end of the 2010 summer events season, the Events Committee compiled comments regarding the Kimball Art Festival. The Kimball is beginning planning for the 2011 Festival. Alison and Andy have had an initial meeting with the Kimball regarding their plans. The comments from 2010 are included below.

From that meeting it appears that some of the recommended changes proposed to the Kimball will be realized. At this time the Kimball has no plans to erect a tent on Heber Avenue so there will be no early closure of the road. Since there will be no tent in that location, the Kimball is looking at a new location for the music.

Andy and Alison came to understand from the meeting that the Kimball will pursue a charge for non-locals for Friday night. The Board discussed the possibilities of an earlier opening on Friday and a later end time for Saturday. Andy stated that he does not believe the Kimball will open the Festival earlier, but stated that we could request a one-hour earlier start time. Last year the Kimball kept the Festival open until 7pm with no positive results. The Board stated they would like to see if the merchant booths could remain open until 7 since once they shut down, pedestrian traffic does too. All agreed that music until 7pm was not necessary. The Board also agreed that Sunday could close earlier with no negative impacts on business.

The Board stated concern regarding the process by which people pay on Friday evening and would like to see a way that 2nd homeowners are considered locals. After much discussion the conclusion was that everyone, including locals, should pay a nominal fee (under \$5). That way no one feels slighted by not being considered a local.

Andy stated that there was small discussion regarding the additional street decks for 2011. At this time there is no guarantee that people can keep the decks during the Festival. Rick Anderson asked if there might be favorable review of a plan for deck owners to pay for the booth spaces taken up by the decks. Both Andy and Ken stated that the decks displace more than just 2 -3 booths since the Festival needs to maintain a fire lane and with the booths set up in the center of the street, more space is displaced.

Adjourn

The meeting adjourned at 9:50am.

Next meeting Tuesday, March 15, 2010 at 8am