



**Minutes of the Board of Directors Meeting  
Tuesday, June 14, 2011 8:30a.m.  
Treasure Mountain Inn**

**BOD Attendance:** Andy Beerman, Sandra Morrison, Puggy Holmgren, Maren Mullin, Kevin Valaika, Mary Demkowicz, Jan Wilking, Stephanie Johnston, Rick Anderson, Jill Rathburn, Tana Ireland, Ken Davis (Ex-Officio), Myles Rademan (Ex-Officio), Georgia Anderson (Ex-Officio) and Alison Butz (Executive Director)

**Absent:** Mary Black and Tim Mertens

**Others present:** Dave Nicholas, Dick Peek, Bob Kollar, Ron Wedig, Mark Harington, Jonathan Weidenhamer, and Mike Sweeney

The meeting was called to order at 8:35 a.m.

**Minutes from May 2011 Board Meeting**

Mary Demkowicz motioned to approve the minutes from the May meeting. Stephanie Johnston seconded the motion. The motion passes with no discussion.

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

Tana Ireland mentioned that the Harley Davidson store is planning an event in August. At this time the event will either be held on a Sunday or Friday evening. Rick Anderson asked if the Events Committee reviewed the proposed event. Alison Butz responded that the event has just been propose and has not been reviewed by the Committee. Andy Beerman asked the Board their thought on Sundays or Fridays. Tana believed the street would remain open to traffic and just parking would be utilized from 4<sup>th</sup> Street to the Brew Pub Parking Lot. Rick Anderson stated he would prefer the event to be on a Friday evening. Ron Wedig agreed. Kevin Valaika stated that the area in front of Shabu is already packed on Sundays from the Park Silly Sunday Market. Andy Beerman stated the HPCA would follow-up on the event and suggests a Friday evening.

Myles Rademan reminded the Board that applications for Park City's Leadership Class would become available the next week. City Tour will go to Estes Park and Fort Collins and is scheduled for September 7<sup>th</sup> through 11<sup>th</sup>.

Georgia Anderson mentioned that the Wednesday night concerts begin next week. Shabu is listed as one of the sponsors for the event.

**Introduction of New Board Members**

Andy Beerman welcomed Sandra Morrison and Puggy Holmgren as new board members serving their first term. Kevin Valaika was welcomed back for his first term as well. Gratitude was expressed towards Monty Coates and Nancy Rosen for their service.

**Board Officer Elections**

Alison Butz explained the officers of the Alliance are elected by the Board of Trustees annually. Each shall hold office for a term of one (1) year. Since the June meeting is the first meeting with the new elected Board, it was determined that it was the most appropriate time for the Board of Trustees to vote for new officers.

At the time of the meeting following members of the Board of Trustees expressed interest in running for the following positions.

President – Andy Beerman

Vice President – Maren Mullin

Secretary/Treasurer – Rick Anderson

Jan Wilking asked if there were any other Board members interested in serving on the Executive Committee. No others indicated an interest. Jan Wilking nominated Andy Beerman, Maren Mullin and Rick Anderson. Mary Demkowicz seconded the motion.

Andy Beerman expressed to the Board that he has an interest in running for the City Council this fall. If he were to be elected he plans to resign from President in January.

The nomination and election of Andy Beerman as President, Maren Mullin as Vice-President and Rick Anderson as Secretary/Treasurer unanimously passed with no discussion.

### **Ex-Officio Members**

Alison Butz explained the By-laws state that at any given time up to a maximum of four (4) optional non-voting or ex-officio Trustees who need not be Members of the Alliance may be placed on the Board of Trustees in an advisory capacity from time to time as provided for in these Bylaws by the Members.

At this time it the Board has appointed three Ex-Officio members:

Ken Davis –former President

Georgia Anderson – Deer Valley Resort and Deer Valley Signatures

Myles Rademan – property owner and former City official

Alison asked the Board to reaffirm the existing Ex-officio members and asked if there was an additional member the Board wished to appoint. Andy Beerman stated that he had a discussion with Colin Hilton with the Utah Olympic Park regarding his interest in serving on the Board. Colin stated that he would like to keep up-to-date on our conversations, but that he could not commit to serving the HPCA Board at this time.

Rick Anderson asked if the existing Ex-Officio members were still willing to serve in this capacity. The three agreed. Rick Anderson nominated Ken Davis, Myles Rademan and Georgia Anderson to Ex-Officio members for a new term. Jan Wilking seconded the motion. The motion was approved unanimously.

### **City Attorney Legal Update**

Mark Harrington requested time before the HPCA Board to address some concerns regarding issues that impact businesses. The three issues were protestors, street artists and timeshares. The three issues have received constant legal review and there may be changes in interpretation of these activities in the future due to expanding uses within the public right-of-way.

Mark stated that since the 1980s, Park City has been concerned with activities occurring outside of a building and have actively monitored and regulated items such as street vendors, decks and signs. The current expansion of outdoor dining into the street does begin to impact previously prohibited activity.

Rick Anderson asked Mark what the current regulations were regarding 1<sup>st</sup> floor real estate offices. Mark stated that real estate offices can no longer expand into new locations. Real estate offices can remain in their existing locations as long as they keep a current business license.

Mark stated that there are issues that may arise in the future that the HPCA should formulate their stance on. Such issues include noise, hours of operation, street musicians and food trucks.

With regards to food trucks, Mark stated that regulations may look similar to those regulating ice cream trucks. Ice cream trucks are currently regulated as franchises.

Andy Beerman suggested the HPCA appoint a committee to review these items so the HPCA can develop a proactive stance to actively engage in discussion on these issues.

### **Budget Update**

Alison Butz outlined the current P & L statement. The HPCA is halfway through the fiscal year. At this time the City is anticipating our BID payment to be \$64,418.51. The HPCA typically receives this check in July with the start of the City's new fiscal year on July 1.

The HPCA has applied of \$37,500 in Restaurant Tax Grant funds. Preliminary reports show the HPCA recommended for \$35,000 to be used for website enhancements, radio advertising, and PR. Through the Chamber's event grant process, the

HPCA has applied for \$9,825 for Halloween and Holidays. The Chamber will make their grant recommendations to their board the beginning of July.

Not shown on the P&L is the balance of the Trash and Recycling variance which is \$21,884.94.

The Board asked if the HPCA could receive a cash advance on the BID payment prior to the planned payout in July. Alison Butz explained that the HPCA has been keeping the expenses as close to the budget and at the end of June the checking account does significantly decrease, but it is as anticipated.

### **Infrastructure Update – Impact Study**

Alison Butz reviewed the action of the past month. The Infrastructure Committee met and reviewed the first version of the Infrastructure Enhancements Proposal. Some edits were made, but overall, it looks great. Once the changes are complete, the Summary will be distributed to the Board members for review and input. The Infrastructure Committee did determine to eliminate the proposed bulb-outs as recommended improvements to the district. They have suggested, within the document, that the existing bulb-outs be reworked to enhance their ability to act as gathering areas.

Andy Beerman stated that the 2<sup>nd</sup> version of the draft summary would be circulated via e-mail. Once the Summary is complete the next step is to work with the City Council on adoption of the plan and funding. It is anticipated that the funding discussion will begin late summer.

To strengthen the funding discussion and need for improvements in Historic Park City, Alison Butz suggested that the HPCA pursue acquiring an economic impact study for the district. Success has been seen with City negotiations by other parties such as the Sundance Film Festival and Arts Festival when they were able to quantify their impact to the community. This could also suggest the potential ROI of the proposed improvements. Alison Butz is working on receiving a number of cost estimates for the project. The Executive Committee was supportive of the study as a priority.

Rick Anderson asked if it would be a joint study between the HPCA and the City. Andy explained that the HPCA would be the sole party commissioning the study and that it would be funded out of the HPCA's budget. Myles Rademan stated that the study should show the percentage of the City's overall budget is from the HPCA. The HPCA's value to the City is taken for granted and the results of this should show the value of the District. Myles stated that after the report is complete the HPCA should go on a "charm offensive" to make sure the community understands the value of the District.

Jon Weidenhamer stated the City was completing a Market Analysis of town. The City Council will review the results at their meeting on July 7<sup>th</sup>.

With regards to the report, Dave Nicholas stated that the bulb-outs were removed as a project recommended as part of the study. Andy Beerman stated that discussion of the bulb-outs would remain, but he did not feel the HPCA could advocate for something that received such negative feedback.

Sandra Morrison asked if the geothermal heating of the sidewalks remained within the report. Andy Beerman stated that it remained in the report but stated that further study is needed. Jon Weidenhamer stated that the City Council has a fuel strategy discussion and that their decisions may not be based on ROI, but rather on sustainability. He recommended the HPCA continue to look at geothermal as an alternative.

### **Events Update**

Alison Butz explained that the Tour of Utah withdrew their application to hold their race on Main Street and moved it to the Utah Olympic Park. There were a variety of factors, but most of it had to do with logistics. This is a big opportunity lost, and Andy has reached out to them to begin discussions for 2012.

Tana Ireland wanted to remind the Board that while the Bark and Art Gallery Stroll is encouraging people to bring their pets, pets are not allowed in restaurants.

Rick Anderson asked if the Kimball Art Center has been thanked for their new view regarding the dining decks. Alison Butz stated that she formally thanked the Kimball at a City Council meeting.

### **National Main Streets Conference Update**

Alison Butz recently attended the National Main Streets Conference in Des Moines, Iowa. The conference is part of the Main Street Program run by the National Trust for Historic Preservation. There were over 1,200 people in attendance and many of the current issues on the HPCA's task list were discussed such as marketing, community support, economic development and infrastructure. From this Alison stated she came to understand that the HPCA should increase their involvement with other Park City organizations such as the Restaurant and Lodging Associations. The Executive Committee has discussed a social gathering in September where Board members from other associations could gather and begin working more closely together.

**Adjourn**

Motion by Maren Mullin, seconded by Tana Ireland. The meeting adjourned at 10:15am.

**Next meeting Tuesday, July 19, 2011 at 8:30am**