



Minutes of the Board of Directors Meeting
Thursday, March 24, 2011 8:00a.m.
Park City Museum

BOD Attendance: Rick Anderson, Stephanie Johnston, Jan Wilking, Tim Mertens, Maren Mullin, Mary Demkowicz, Meisha Lawson, Andy Beerman, Monty Coates, Tana Toly Ireland, Lori Harris, Nancy Rosen, Kevin Valaika, Mary Black, and Myles Rademan (Ex-Officio), Georgia Anderson (Ex-Officio), Ken Davis (Ex-Officio) and Alison Butz (Executive Director)

Absent: Jill Rathburn

Others present: Bob Kollar and Sandra Morrison

The meeting was called to order at 8:05 a.m.

Park Silly Sunday Market

The Board of the Historic Park City Alliance (HPCA) called an emergency meeting to discuss the recent changes to the Park Silly Sunday Market organization. Andy Beerman explained that in the month of March, four (4) members of the PSSM Board of Directors resigned from their positions due to concern regarding the management and financial viability of the organization. The two managing directors for the event, Becca Gerber and Jamie Atlas also resigned from their positions.

The City has since taken a look at the Master Festival License and contract they hold with PSSM. In response to concerns regarding the financial viability of the organization, the City is looking to hold their funding in an escrow account to reimburse direct expenses. The reimbursed expenses will be limited to marketing and expanded activities. Bob Kollar further explained that the City will be conducting an audit of the books for PSSM over the two weeks to ensure their committed funds are spent as outlined in the contract.

The Board, as a whole, felt the market is a benefit to Main Street and is an event that represents the District as a fun, friendly and vibrant environment. Discussion centered on the future and potential success of the market in 2011 with the hopes that the changes in the management can ensure the market remains for the entire summer.

Myles Rademan suggested the Board draft a position paper, similar to those drafted for other topics of interest to the HPCA. Maren Mullin agreed that a document outlining the HPCA's thoughts would be a good step for the organization as it moves forward in coordination with PSSM. Alison Butz recommended the position paper include points regarding the event's addition of vibrancy to the district and draw of both locals and visitors. Andy reminded the group that the HPCA, through the contract with the City, retains a position on the PSSM Board. Alison stated that she can add language asking for confirmation of D & O insurance prior to the HPCA appointing a person.

Maren Mullin made a motion to form a position paper on the Park Silly Sunday Market. Jan Wilking seconded the motion. The motion was approved. Stephanie Johnston abstained from voting on the motion.

Alison thanked the Board for their attendance and stated that a draft position paper would be drafted and sent to the Board for review that day.

Adjourn

The meeting adjourned at 9:00am.