



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

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

Absent: Nancy Rosen, Kevin Valaika, Mary Black, and Myles Rademan (Ex-Officio),

Others present: Bob Kollar, Jonathan Weidenhamer, Alex Butwinski, Sonny Miller, Shawn Irvin, and Mike Sweeney

The meeting was called to order at 8:15 a.m.

Minutes from February 15, 2011 Meeting

Monty Coates motioned to approve the minutes from the February meeting. Rick Anderson seconded the motion. The motion passes with no discussion.

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

No items were raised during the open public input session.

Introduction of New Businesses

Rick Anderson, as part of the HPCA Board Mentoring Program, invited Sonny Miller to the meeting to introduce himself and his business. Sonny Miller and his wife opened Intuitions, an Astrology Boutique, at 314 Main Street in December. The boutique is the second location for them, with their first being in Chicago. Sonny explained that his wife provides readings and they also sell books, candles and crystals.

The Board welcomed Sonny to the street and wished him success.

Election of Vice President

Tana Toly Ireland, at the last meeting, resigned from her position as Vice President due to a new job she has taken that requires her to promote other areas of town. Her role at Red Banjo Pizza remains and she felt she could still remain on the Board in that capacity.

Alison Butz explained that the Board could appoint someone to take the remainder of the term, which expires in June. Jan Wilking asked Maren Mullin if she would be interested in the role as Vice President. Jan then nominated Maren for the position. Rick Anderson seconded the nomination. Andy Beerman asked if there were any other nominations. Seeing none, a vote was called and Maren was elected as Vice President.

Swede Alley Liquor Store

Rick Anderson apologized for not raising this question during the public input section, but asked for an update on the recent listing of the Swede Alley Liquor Store on the DABC's list for potential store closures. Jonathan Weidenhamer stated that the City is in contact with the DABC and is investigating way to ensure the liquor store can remain in the District. Alison Butz stated that she could write a letter on behalf of the organization stating the importance of the store not just for sales, but for the visibility and perceived accessibility of liquor to tourists. Alex Butwinski stated that he will keep the group informed as to actions they can take.

Infrastructure

Alison Butz updated the Board on the activities of the Infrastructure Committee, which has met and provided input to IBI Group regarding potential streetscape improvements which include the following:

- 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 Butz, in the absence of Dave Nicholas with IBI Group, walked the Board through a slideshow presentation that outlined the improvements listed. The one foot (1') sidewalk increase was in response to requested improvements needed for pedestrian flow and more room on sidewalks. The one foot expansion did not require the removal of street parking or any changes to the two-way traffic flow on Main Street. Andy Beerman mentioned that as part of the attractions and "bread crumb" trail, stamps and impressions can be imbedded in the sidewalk as part of visual interest and can tie back to Park City's history.

When reviewing enhancements to bulb-outs, Mike Sweeney mentioned that he is currently receiving concerns from his tenants regarding the growth of the trees in front of their storefronts. He recommends that the bulb-outs be planted with low vegetation. Georgia stated that when they relocate the lights to the edge of the curb, with the expansion of the sidewalk, it might keep the store windows from being sprayed when the flower baskets are watered. This nuisance results in a need for business owners to more frequently clean their store windows.

Ken Davis stated concerns with regards to the potential one-way direction of 4th Street. He also stated that the red curbs on the street do have a use and are currently used as drop and load zones for shuttle vans and taxis. Mary Demkowicz, along with other Board members stated pedestrian traffic along 4th Street is dangerous. The addition of a sidewalk could make it safer. Andy Beerman stated that load zones along the street are a need and could be looked at in the context of the improvements. Maren Mullin asked if placing bulb-outs in red zones meets the Fire Department's needs. Alison responded that the questions will be asked of Dave Nicholas.

As the Board reviewed the plans for the intersection of Main Street and Heber, Andy Beerman noted that the improvements would provide more of an entrance to the street. Tim Mertens asked if it would bottleneck traffic and further back up vehicles along the street. Monty Coates stated the Infrastructure Committee asked the same question of Dave Nicholas and Dave's response was that it would actually help the traffic movement. The design also reduced the pedestrian crossing of the street.

The designs also included improvements to the entryway to the Summit Watch Plaza. Stephanie Johnston stated that when the bollards were placed along the street they saw more vehicles driving up onto the plaza. The Board thought this may be one location where planters were more appropriate to prevent the vehicle traffic onto the plaza. The location of an additional bulb-out beneath the pedestrian bridge across Main Street was in a location where delivery trucks currently stage.

Georgia Anderson asked if the previous idea of holiday lights was part of the proposal. Alison Butz stated that the discussion for the holiday lights is part of what started the discussion. When looking at the lights along all the buildings it was decided that it be best that they all are powered together. In order to do that, new electrical lines would need to be installed in the sidewalks. Andy stated that the idea is still part of the overall plan and that adding power outlets to the streetlights for events is also included.

With regards to the bulb-out remaining open and clear to facilitate snow removal, Maren Mullin suggested rotating art installations. The Board was open to the idea.

Mary Demkowicz asked how the dining decks would be incorporated into the new plan. Alison Butz stated that the timeline of the proposed improvements is 5 to 10 years out. The Infrastructure Committee saw an evolution of sorts where over time the dining decks may turn into the planned bulb-outs. Andy Beerman stated that perhaps the location of the bulb-outs would be in front of restaurants. Monty Coates expressed that parking in close proximity to his business is more important than a bulb-out in front of his business. Rick Anderson stated, as a restaurant owner, he was not totally convinced that outdoor dining and use of bulb-outs/decks in the street is the best solution for his business. Rick did state he was supportive of the bulb-outs shown along the red curbs.

Andy Beerman reiterated that the proposed improvements, especially the plazas, are to bring locals back to Main Street. They provide activities and a place to gather. Tim Mertens asked if the HPCA could poll locals to why they do not visit Main Street. Andy Beerman gathered that many of the responses would be perception versus reality such as ease to park. Rick Anderson felt changes to the parking, whether closure of the street and/or street parking for events is confusing and can be one of the reasons why locals are hesitant to visit Historic Park City. Andy Beerman stated that Phase 2 of outreach is the start of a Locals Day which hopes to bring locals to the street. Perhaps free parking on the street can occur during this event or during a slower time of the year.

Bob Kollar asked the group if they felt parking in China Bridge is convenient. Rick Anderson stated that paid parking on Main Street is not a deterrent for visitors. Andy Beerman reminded the Board that paid parking and the issues associated with it were outlined in a position paper and the Board previously agreed to not try and change the status.

Mary Demkowicz asked the group to be aware of the impact to the adjacent neighbors to the proposed plazas. Andy Beerman stated that many people moved to old town to be close to the activities, but often impacts from noise and events can drive the residents over the edge. Rick Anderson stated that the programming of the plazas would be key to maintain balance. Maren Mullen suggested an online survey for locals and visitors to provide feedback. This could provide insight to issues to address.

Alison Butz explained that two open houses have been scheduled to receive input from merchants and neighbors to Historic Park City. This process is crucial in gaining support from all that benefit from the addition of community plazas, parks and streetscape improvements. The dates, times and locations are: Monday, March 21st from 4 to 6pm at Alpine Internet Café and Thursday, March 24th from 9 to 11am at the Park City Museum

Jonathan Weidenhamer asked about the noticing for the open houses. Alison explained that notices would be to old town residents and merchants in the District. Jonathan stated that as City Staff, he will need to balance the needs and requests from all areas of town. Alex Butwinski stated that he views Historic Park City as one of the three economic drivers for town. He sees many of the items shown as part of the plan are remaining items from the 2003 list of improvements for the District.

Rick Anderson asked if there is consensus among the group as to which projects to prioritize. Alison Butz stated that comments taken from the two open houses will assist the Board in their final analysis.

Andy Beerman asked that every Board member attend the meeting and bring at least two other merchants and neighbors with them to the open houses.

Park Silly Sunday Market

Jill Rathburn asked if the Board could provide clarification on the status of the Park Silly Sunday Market. Andy Beerman summarized the developments to date which includes the resignation of the PSSM Board due to what they felt was fiscally irresponsible behavior by the event founder. After the Board resignation, Jamie Atlas and Becca Gerber, the market organizers, resigned. Kimberly Kuehn is the sole remaining Board member and organizer for the organization. A brief conversation with Kimberly showed that she was interested in keeping to the LOI submitted by the HPCA.

Jonathan Weidenhamer was able to provide the Board and update on the City's view of the event. They are reviewing the contract between the City and PSSM to ensure all the requirements are being met. They City will take steps to make sure none of the City's funding will be used for salaries.

Andy asked if something were to happen and the market did not take place what would happen to the committed funding from parking revenues. Jonathan stated that the money is committed for use within the District since the money is generated by the District.

With one remaining Board member, a question was posed as to how many are required for PSSM. Since the PSSM is a 501c3 organization, their by-laws would state the requirement.

Andy Beerman stated he was gravely concerned due to the HPCA's representative on the PSSM Board resigned and wants to make sure the PSSM is set up for success.

Jill Rathburn, who has previously participated in PSSM, stated her concern for signing up for 2011. What happens if the market does not move forward? Jonathan stated that he will have further updates regarding the City's review the following week.

Visioning

Alison Butz reminded the Board that as conditioned through the adoption of the Position Papers last May, the Board agreed to a yearly review. While it has not been yet one year since their adoption (May 2010), the review has been scheduled for March to review steps taken in the areas and to add any additional points of discussion prior to the Annual Meeting which is scheduled for April 12th. The adoption of the papers will be schedule for May that way any additional comments received at the Annual Meeting can be added.

Alison reviewed updated on each topic covered by the position papers. Discussions in the Board Meeting, since the adoption of the Code of Conduct policy, have focused on what is best for the District and has moved away from discussions and impact to the businesses of individual Board members.

The addition of the Political Representation position paper has helped clarify communications from the HPCA Board to the City and other organizations. There have been no issues raised to date with regards to this policy.

Since the adoption of the Parking Management policy, the Parking Management Committee has accomplished the following:

- prolonged grace period for expired meters
- warning tickets for first time violators
- purging of parking violation after three years
- vehicles actively loading and unloading, with hazard lights blinking, will not be ticketed; and finally
- enforcement officers will be required to act as ambassadors to the street (to be closely monitored by Park City Municipal staff).
- Free parking for three weeks in December

The Infrastructure Committee has been hard at work. The following is a summary of accomplishments to date.

- Joint contract with the City for consultant to develop concept designs for public areas within the District
- Contract with IBI Group (member of the HPCA) for development of concepts
- Coordination with City Departments on needed infrastructure improvements for the area
- Three reviews, before the Board of Directors, of draft concepts
- Two open houses planned in March for merchants and the public

The Events Committee began work in May and found success in the following areas.

- Developing an Event Evaluation Matrix

- Reviewing each and every event that takes place in the District and evaluating it with the criteria outlined in the matrix
- Conducted surveys of merchants after each event
- Conducted post event evaluation of each event and with comments received through the surveys made recommendations on improvements for 2011.
- Provided the City with a letter summarizing all requests to the City in October for 2011 events including the Park Silly Sunday Market and Park City Kimball Arts Festival.

The objective of the creative strategy was to better define and promote its brand to maintain a long-term competitive advantage. They are seeking a distinct brand message that is inclusive, descriptive, and immediately recognizable. The Board agreed to work on a limited scope towards marketing due to minimal resources and other top priorities. The priorities were listed as:

- 1) Public Relations
 - 2) Brand Message
 - 3) Leveraging our Partners
 - 4) It was discussed that we should pursue a Holiday promotion *if* the City provides free parking from Thanksgiving-Christmas this year.
- Formally changed the name of the organization to Historic Park City Alliance
 - Developed a tag line: The Main Attraction
 - Received a grant and contracted with Graff PR to communicate information about the organization
 - Developed a brand look to be used on the website, brochure and future collateral
 - Launched a new website
 - Holiday Promotion that included free parking and activities for 12 days in December

The position statement for the outdoor dining decks was developed later in the year and included insights gathered during a separate meeting held in the fall to address the additional decks planned for 2011. This information was shared with the Park City Planning Department and all recommendations were accepted for the 2011 process.

While there is no formal position statement on Trash and Recycling, the work of the committee is key to the HPCA completing its designated tasks as outlined by the BID.

- Variance and Repayment
- Reduction of Service Levels, therefore reduction in cost
- Recycling Contract Renewal with Good Earth Recycling
- Trash Contract Renewal between Park City Municipal and Allied Waste

Alison Butz then asked the Board what items did they feel need updates. Jill Rathburn stated that she felt the new website was great and asked what types of traffic are seen. Alison stated that they are running between 45 to 80 hits a day. It does rise during events up to 300 a day. Andy Beerman stated that the site has key search terms, and the longer the site is on the web, the higher it will rise in results. It is already moving up on most searches.

Andy Beerman stated that he sees next steps being refinement of the SEO (search engine optimization) for the site, increase in social media and additional blogging. A request for additional assistance for the organization will be presented at a future meeting. Jill asked the benefits of the PR Agency over the past year. Alison stated that she asked Christa to provide an overview of the accomplishments over the past year which includes an enhanced relationship with the Chamber of Commerce's media trips, Ski Utah and State of Utah.

Andy Beerman updated the Board on current conversations with the City regarding the event recommendations made in the fall which include the request for the Mustang Car Show to change the date of their event and the relocation of the Triple Crown Softball Parades off of Main Street. He stated that his most recent conversations with City Officials as positive in that they view the HPCA as a "stakeholder" in the discussions. He wanted confirmation from the Board regarding their previous decision to evaluate events on their own merits. That the loss of an event should not result in a

request, from merchants, to bring it back the next year. The Event Committee's recommendations and final approval by the Board needs to hold strong as the field of events held on Main Street changes.

Tana Toly Ireland expressed the benefits seen from events are not seen by all along the street. Andy reminded the Board that they are not just representing their businesses, but the District and that not all events benefit everyone and that each event is looked at with regards to the criteria set by the Events Committee.

Bob Kollar stated that the review of each event is important and that the criteria remain the same for each evaluation. Maren Mullen stated that if people are upset with the Board's recommendation made for each event in the Fall then they must make sure they participate in the Event Surveys. More participants will equal better results. Bob Kollar encouraged the HPCA Board to continue speaking in a unified voice regarding events.

Rick Anderson asked about the Tour of Utah. Bob Kollar stated that they are looking at holding the event in Park City on a Tuesday instead of a Saturday. More information will be provided at a future meeting.

Andy Beerman stated that his discussions with City officials were regarding the cumulative effect of closures on Main Street. As one of the three economic drivers in town, and only a limited number of days in the summer for business, the impact of all the closures erodes the ability for merchants to make their bottom line. Mike Sweeney asked if the total revenue impacts from an event be included within the event review criteria. Monty Coates explained that the item is already included.

Tim Mertens asked if more effort can be placed on getting members to Event Committee meetings. Alison Butz stated that she can notice the members of those meetings to encourage additional participation. Jill Rathburn asked if a full wrap-up from the Sundance Film Festival has been conducted. Alison Butz stated that it had not, and that she could schedule it for the April Board Meeting.

Adjourn

The meeting adjourned at 10:30am.

Next meeting Tuesday, April 12, 2010 at 3pm



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.