



**Minutes of the Board of Directors Meeting  
Tuesday, May 17, 2011 8:30a.m.  
Treasure Mountain Inn**

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

**Absent:** Meisha Lawson, Jill Rathburn and Tim Mertens

**Others present:** Lindy, Rob, Sandra Morrison, Dave Nicholas, Puggy Holmgren, Christa Graff, Jesse Shetler, Bob Kollar, Jonathan Weidenhamer, Alex Butwinski and Mike Sweeney

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

**Minutes from April 20, 2011 Board Meeting**

Rick Anderson motioned to approve the minutes from the April meeting. Tana Ireland seconded the motion. The motion passes with no discussion.

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

Tana Ireland thanked the merchants for participating in Kids Day. The event was a success. She asked that we look for additional participation for the fall event and also recommended the locations with activities be designated with balloons. Georgia Anderson asked if word got out to the elementary schools. Tana stated that it had, however since the business F'n Hot was on the flyer, they would not post it in the school. Alison Butz thanked Tana for her work in distributing the flyer and helping with PR.

Nancy Rosen, who is working with Relay for Life asked the merchants if they could provide volunteers and/or meals for their event on June 11<sup>th</sup> through the 12<sup>th</sup>. The Fieldhouse is hosting the event and there will be approximately 100 – 200 participants.

Ken Davis stated that he is concerned regarding the street parking adjacent to the outdoor dining decks within the street. He had previously requested the HPCA ask the City to stripe spaces adjacent to the decks to maximize parking. Jonathan Weidenhamer stated that the City has held their position regarding striping parking all along Main Street. Andy Beerman explained that the HPCA did request the striping just next to the decks which was rejected. Andy agreed to address this issue with the City again.

Ken Davis also stated his concerns regarding the proposed bulb-outs as part of the infrastructure plan. He stated that he believes they do not beautify the streetscape; instead they become locations for snow buildup in the winter and are not consistent with the historic look of Main Street. Andy Beerman stated that bulbouts and other items included within the Infrastructure plan would be discussed as a separate item on the agenda.

Mike Sweeney announced that the Bonanza Park District planned to hold an Open House on Wednesday, May 25<sup>th</sup> as part of the pre-MPD phase of their project. The Open House will run from 6 to 7:30pm at the Blind Dog. Alison Butz asked Mike to forward the information on the open house so that it could be passed on to the membership.

**Election Results**

Alison Butz stated that the ballots for the 2011 election were due at 5:00pm on Friday, May 13<sup>th</sup>. The results elected the following as members of the HPCA Board; Sandra Morrison, Kevin Valaika, Tim Mertens and Puggy Holmgren. The new terms start in June.

Andy Beerman thanked Monty Coates and Nancy Rosen for their time and efforts on the Board. Andy also stated that he did not want the organization to lose momentum of people interested in being a part of the discussion and asked the board if they would be willing to consider appointing some of the candidates as Ex-Officio members. The board concurred.

## **Visioning**

Alison Butz explained that the Board reviewed the position papers at the March meeting as well as the past year accomplishments at the April Board meeting and membership meeting. In keeping with the nature to include as many merchants in the decisions regarding the future of the HPCA, Andy Beerman and Alison suggested a Visioning Meeting in June where the entire membership would be invited to review the revised statements. The evening of Tuesday, June 14<sup>th</sup> was selected for the meeting. From the input received on June 14<sup>th</sup>, a subcommittee may be formed to distill the information prior to the Board approval.

## **Infrastructure**

At the April Meeting the Board determined the Infrastructure Plan should be kept whole and recommended as a whole, but should also prioritize the projects. Alison Butz provided an overview of the survey responses completed by the merchants with regards to prioritizing the proposed projects.

Dave Nicholas, with IBI Group, reminded the Board of the original goals of the project which was to enhance the pedestrian experience and that is what prompted the addition of the bulb-outs to the plan. It may be that the bulb-outs are more appropriate at intersections and those should remain as strong recommendations within the report

Rick Anderson requested clarification as to if enhancing the pedestrian experience was the sole goal or just the primary goal. Andy Beerman clarified and stated that there were two main goals: walkability and gathering places.

Kevin Valaika stated that if the bulb-outs were heated they would increase pedestrian circulation especially at the Egyptian. Evenings when the Egyptian Theatre has events, lines in front of the theatre often disrupt the pedestrian traffic on the east side of the street.

Mary Black stated that she believes the proposed bulb-outs at the intersection of Main Street and Heber Avenue were the most appropriate. Rick Anderson stated that he worries bulb-outs at that location would disrupt traffic circulation.

Kevin Valaika stated that a lot of the proposals that the Board has reviewed over the last year have been controversial, such as the dining decks in the street. That sometimes looking outside of the box provides us with a unique solution.

Tana Ireland asked if the Board should wait until all the street dining decks are in place prior to continuing the bulb-out discussion. In her opinion, the Egyptian Theatre bulb-out is the most appropriate.

Dave Nicholas stated that the Executive Summary is nearly complete and he recommended the Infrastructure Committee review the document prior to Board approval at that the final discussion regarding bulb-outs take place among that committee. Monty Coates asked if the reconstruction of the new bulb-outs, with the removal of the planters, could be added to the discussion. The group agreed that it could.

When the existing bulb-outs were constructed, it was explained that it was to help slow down traffic on Main Street as well as enhance the overall aesthetics. Mary Demkowicz asked how many pedestrian/vehicle accidents have occurred in the past. To everyone's knowledge, there has only been one in the past five years.

Rick Anderson returned to the comments where people stated that the bulb-out by the Egyptian is the most appropriate. He stated that the lines in front of the Egyptian only occur approximately 2 nights a week for 6 months time. To eliminate valuable street parking for the limited number of days that the lines interrupt the sidewalk traffic may not be the best solution.

Jon Weidenhamer stated that under the current City Budget process, the downtown improvements are slated for \$14million in projects to take place in 2013 and 2016. He stated he clearly understands the Board's position that they wish the projects be reviewed as a whole. As part of the FY2012 budget, the remaining RDA funds are allocated for additional design and engineering for the projects. The additional design and engineering will provide more detailed budgets for next year's budget discussions.

Kevin Valaika asked Jon how the proposed downtown projects overlap with OTIS. Jon stated that OTIS includes improvements to Swede Alley and 9<sup>th</sup> Street, but does not include any improvements for Main Street. With regards to the City's ability to fund the downtown projects, Jon stated that at this time staff has proposed a combination of funding which includes a property tax increase.

Andy asked if the City staff has considered a sales tax bond for funding of the projects. Alex Butwinski stated that the City is anticipating static sales tax growth in the future, and while there are two potential projects on the table that may increase sales tax collection, the amount of increase is unknown.

Stephanie Johnston asked if an increase to the Transient Room Tax (TRT) is off the table as to potential funding. Jon stated that it was. Jon also stated that while the City Council has been presented with a proposed property tax increase, it is not set to start until 2014. The City Staff realizes any increase to the property tax is controversial; they plan to begin public open houses and discussions in the fall to determine the current community sentiment.

Myles Rademan feels the City is not going to see the growth the community has seen over the last 20 years and that future decisions should be based on the potential rate of return of a project.

Stephanie Johnston requested the City meet with her owners when discussing an evaluating a potential property increase. Jon agreed to such meeting.

Alex stated that a majority of the discussion will center on the increase versus a reduction in the level of City services.

Andy stated that the Infrastructure Committee will review the Executive Summary and provide the Board with a recommendation of adoption via e-mail to make sure the report can be in the City's hands as soon as possible.

### **Dining Decks**

Steve McComb submitted a request to the Planning Department regarding an awning for his decks at both Cicero's and Bistro 412. The Planning Department has requested the HPCA make a determination on the awnings due to our comments in the Outdoor Dining Deck Position Paper recommendations which listed that decks should not be enclosed and also made reference to the height of decks. While the awning is not an "enclosure" of the decks, Alison Butz explained that it was best for the HPCA to review the mock-up and ensure there are no visual obstructions to the adjacent businesses which was the intension of the enclosure and height recommendations. The Board reviewed photos of Bistro 412 without the awning and one with a mock-up of the awning. The Board viewed a photo of the awning from the side as shown on the manufacturer's website along a photo of Bistro 412 without the awning. Steve has stated that the awning would be closed in the evenings.

Andy has also approached the adjacent businesses to both the Cisero's and Bistro 412 decks. Only OC Tanner had an objection to the proposed awnings.

Monty Coates, who has a business adjacent to Cisero's deck, did not feel that the awning escalated the blockage of his business over what was currently seen with multiple umbrellas. His larger worry was escalation of the situation with Cisero's adding sides and/or a longer valance to the awnings.

Andy Beerman stated that he was happy that the Planning Department was allowing the HPCA to self regulated them and determine the appropriateness of the awnings. He did remind the board that the Position Paper regarding the decks did stated that they could not be enclosed and also limited the height of the decks in order to ensure adjacent businesses would not be blocked.

Georgia Anderson, Kevin Valaika, Jess Shetler, Stephanie Johnston, Puggy Holmgren, Mary Black and Jan Wilking all felt the awning provided a cleaner look and were in favor of its use.

Tana Ireland felt the awning could be safer and able to withstand the wind gusts that are seen on Main Street. Mary Demkowicz concurred regarding safety, but stated that she felt it opened up the design standards.

Mike Sweeny stated that each operator should be able to choose the structure that best works for them and he felt the awning was less obtrusive than umbrellas.

Sandra Morrison stated that she worries about walls and signs on the awnings. The awnings do block the features on the historic buildings.

Maren Mullin asked if the awnings could be angled/tilted. Rob with Cisero's stated that they can not. Andy stated that while the awnings are cleaner, he worries that the envelope is being pushed and may set precedent in other areas.

Jan Wilking made a motion to approve the use of the awnings on the street dining decks. Kevin Valaika seconded the motion. 5 Board members voted in favor of allowing the awnings, 4 opposed. The motion passed.

### **Ice Rink**

The Park City Ice Arena was contacted by the Sky Lodge in December of 2010 to look at the possibility of creating an ice rink on the resort's property. This was followed by a formal proposal by the Sky Lodge to the city to create a partnership in the creation of an ice rink on Main Street. City Staff evaluated the proposal and recommended the City proceed with a Letter of Intent between Park City Municipal Corporation, the Sky Lodge, Inc., and Sundance Partners, LLC. An ice rink on Main Street will create an additional revenue stream for the city, but more importantly add an attraction that will provide great entertainment for both residents and visitors, and increase visitation to Main Street. The City believes the project will provide the city with some feasibility information regarding possible future rink development on Main Street.

The Letter of Intent outlines the direction of an agreement in which the Park City Ice Arena will partner with Sky Lodge to provide operational equipment, personnel, and expertise to maintain a safe skating environment. Staff worked to estimate the expense of this project including equipment (\$25,000) and personnel (\$25,000) to be around \$50,000. The equipment would be purchased out of the CIP fund with the understanding that \$25,000 of the revenue created from the rink would be credited back to the fund. The equipment cost would be a onetime cost and the majority of the equipment could be used at the ice arena if the Main Street rink ceased operations. The Sky Lodge will contribute \$15,000 to PCMC to cover staffing costs associated with the operations of the ice rink. Staff estimates that the revenue that will be generated through admissions and skate rental will be around \$50,000. Sky Lodge will be paid back \$15,000, which will be taken out of the revenue from admissions and skate rentals.

The revenue forecast shows the rink breaking even the first year and generating positive income in the following years. All costs and revenues were estimated using a three month season. Weather would be the largest factor in the length of the season due to the fact the rink would not have any refrigeration. The ice rink would be located in Zoom's outdoor patio. Due to the difficulty of keeping ice without refrigeration, the rink would have shades along the sides to protect the ice from the sun.

Andy Beerman stated that he worried about the City's support of the ice rink. He stated that if the ice rink does well, the City will respond that an additional ice rink is not needed. However, if the ice rink does poorly, the City will state that an ice rink was tried on Main Street and did not work. The size, location and need for screening from the sidewalk are all aspects that will not compare to the ice rink proposed as part of the infrastructure plan.

Rick Anderson was concerned as to the length the conversations between the City and Sky Lodge had been taking place, with no update provided to the HPCA Board. He felt that if Sky Lodge wishes to pursue the idea with their own expenses, the HPCA would be supportive, however with the proposed public funding, it undermines the efforts the HPCA has taken in the joint study, with the City, on future improvements.

Maren Mullin stated that she believes the HPCA should not support the use of public funds for what is essentially a private ice rink benefiting one business. Monty Coates suggested the HPCA write a letter to the City expressing that the overall infrastructure plan is not complete and request the City delay their decision until the end of our process.

Mike Sweeney expressed that he was opposed to the use of public funds for a private venture.

Monty Coates made a motion to have the HPCA send a letter to the City Council expressing our concern. Maren Mullin seconded the motion. The motion was unanimously approved.

### **Events**

Tour of Utah has approached the City with interest to hold the prologue on Main Street on Tuesday, August 9<sup>th</sup>. The start of the event is planned on Park Avenue between the Kimball Art Center and Davanzas. The racers would proceed downhill to City Park, loop back to Park Avenue via 12<sup>th</sup> Street and head up Main Street using 9<sup>th</sup>. A prologue event is an event where each racer has an individual start and racers start approximately every minute. Tour of Utah anticipates the event to run from 4pm to 7pm.

At this time the finish line is planned across from the Brew Pub parking lot. The organizers are planning one video board, and the City has requested another by the Kimball on Heber where the expo is planned. Set-up duration is not yet known, but the City understands our request for the set-up to wait until later in the day.

The Events Committee was supportive of a noon closure for an event that runs from 3 to 5:30. Tana Ireland stated that an event of this magnitude, with television coverage, provides the district with great exposure. Andy Beerman thanked Bob Kollar for his work on this event.

Triple Crown Softball parades will be relocated to lower Main Street in an effort to resolve the congestion on Swede Alley and blockage of levels of China Bridge Garage for staging.

Rick Anderson asked what the status of the Mustang event was. Bob Kollar confirmed that it has been relocated to Red Stone. Monty Coates asked if a survey could be sent the week the Mustang event is held in Red Stone to gauge the reaction of the merchants with the removal of the event.

### **Sundance Film Festival**

Alison Butz explained that the Events Committee met in February to review the comments received from the Post Event Surveys sent for the 2011 Sundance Film Festival. At that meeting the Committee addressed three concerns.

1. The removal of street parking, on both sides of Main Street, after the first weekend.
2. The loss of sponsor venues/presence on the street after the first weekend.
3. Need to partner with Sundance and Chamber to better market the 2<sup>nd</sup> week of Sundance as a cultural tourism benefit to skiers.

While the decision to remove parking on both sides of the street was done under the guise of “public safety” it appears by all accounts that traffic on the weekdays of the 2<sup>nd</sup> week was down significantly. The Events Committee recommended encouraging the replacement of parking on one side of the street during the weekdays.

Many merchants noticed that the sponsor venues closed the 2<sup>nd</sup> week of the festival. The Events Committee recommended that incentives could be offered to maintain their presence which would then help justify additional marketing of the second week.

Andy Beerman asked if the Board would support the relocation of the festival off of Martin Luther King Day. The Chamber has conducted a study as to the impacts that the Sundance Film Festival has on skier days and visits when the Sundance Film Festival falls on Martin Luther King weekend. Monty Coates stated that Sunday is currently reviewing the impacts it would have on them and will present their findings to the chamber within the next week. Bob Kollar stated that it is 2013 when the Festival falls on MLK weekend. The Board supported this stance.

### **Adjourn**

Motion by Maren Mullin, seconded by Nancy Rosen. The meeting adjourned at 10:23am.

**Next meeting Tuesday, June 14, 2011 at 8:30am**