



**Minutes of the Board of Directors Meeting
Tuesday, November 16, 2010, 8:30 a.m.
Treasure Mountain Inn**

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

Absent: Kevin Valaika, Myles Rademan (Ex-Officio) Ken Davis (Ex-Officio), and Georgia Anderson (Ex-Officio)

Others present: Colleen Burke, Eric Clark, Bob Kollar, Diane Foster, Ryan Smith, Mike Sweeney, Alex Butwinski, David Nicholas, Randy Winzeler, and Shane Barber

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

Minutes from October 19, 2010 Meeting

Monty Coates motioned to approve the minutes from the October meeting. Stephanie Johnson seconded the motion. The motion passes with no discussion.

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

Website

Mary Black raised her concern regarding the grammar and misspellings on the website. She asked that the issue be rectified prior to the site being promoted. Andy Beerman explained that the website has not officially been launched and now is the time to raise these concerns. A number of Board members offered to assist Alison Butz in reading through the numerous pages.

Jan Wilking asked what the HPCA's rights and policies were with regards to changing merchants' content. Colleen Burke, with the Chamber and Visitors Bureau stated that their policy reserves the right for them to change a business's content. Monty Coates stated that the website is the HPCA's and should reserve the same right. Jan asked that the HPCA follow a similar policy.

Kids Day

Tana Toly Ireland wanted to share with the Board the success of Kids Day which was held on November 13th. Alison Butz explained that the date was moved one week forward to accommodate an author signing at Mangelsen Images of Nature. Tana stated that it was a success for Red Banjo Pizza and heard it was for the other businesses that participated. Jill Rathburn stated that Livin' Life Park City saw a number of local families out. Andy Beerman asked Tana and Jill if they could organize a similar event this spring.

Chamber Bureau Membership

Colleen Burke, Membership Director for the Park City Chamber and Visitors Bureau, addressed the Board regarding the benefits of being a member to their organization. Colleen stated that approximately 40% of the HPCA are members to the Chamber. Colleen handed out the Annual Report which contained talking points regarding the benefits of membership which she asked the Board members to use when talking to their neighbors about joining. Colleen outlined the web marketing efforts along with the international, legislative and media exposure that the Chamber pursues on behalf of its membership.

Jill Rathburn asked what the membership fee was based on. Colleen explained that the fee was based on square footage of the business and the average membership fees are between \$200 and \$300 per year.

Rick Anderson asked about the decrease in meeting and conventions coming to Park City. Colleen stated that the decrease in that sector was due to the current economy. The Chamber is seeing an increase for 2011 and they also launched a backyard marketing campaign to recruit additional meetings to the City. On December 3rd, the Chamber will host a meetings and convention summit at the Canyons Resort.

Stephanie Johnston also highlighted the trainings throughout the year produced by the Chamber as a great benefit of membership.

Andy Beerman asked Colleen why 60% of the HPCA are not members. Colleen concluded that for most it is a financial reason. She also deduced that with the turn-over of businesses the benefit of the membership is lost and those businesses feel the Chamber will continue to promote Park City whether they are a member or not.

Monty Coates stressed that the Chamber was a member driven organization and it is necessary for those members to provide input and participate on committees.

The HPCA Board thanked Colleen for her presentation and her participation with the HPCA.

December Meeting

Alison Butz asked what the attendance would be for the December 21st meeting. It appeared there would be more than the number needed for a quorum.

The HPCA Board meets the 3rd Tuesday of the month. In December, the 3rd Tuesday falls on December 21st. Alison Butz requests a quick discussion regarding the number of Board members able to attend the meeting.

2011 Budget Review

Alison Butz explained that the HPCA Board reviewed and discussed the proposed 2011 Budget at the October Board Meeting. The budget was updated, per the discussion, with funds to attend the National Main Streets Conference. Two additions were called out on the spreadsheet. The first a small increase to the software budget to cover the on-line fee for QuickBooks. The HPCA books will be moved to the on-line system for 2011 to allow Board members access to running reports and the ability to see the financials for the organization at any time. The budget was increased by \$120.

Alison outlined the second request which is for a membership fee for the Salt Lake Chamber and Visitor Bureau. The HPCA was a member many years ago and Monty Coates requested Alison review the membership. The membership includes placement in their Visitor's Guide which is published twice a year, brochure placement in their Visitor's Center and not only the list of all conventions held in Salt Lake City, but also the contact information for the planner. Seeing the success in group purchases of the Gift Card, Alison recommends this membership for that benefit alone. The cost of a yearly membership is \$390.

In addition to those additions, Alison explained that the cost for the accountant to complete the tax return has increased by \$200.

The Board excused Alison Butz for a final discussion regarding her compensation.

Jan Wilking then moved to approve the 2011 Budget. Nancy Rosen seconded the motion. The budget was unanimously approved.

Outdoor Dining Deck Position Paper Update

Alison Butz explained that on Tuesday, November 2nd, the HPCA held a meeting to discuss the future of Outdoor Dining Decks in the street right-of-way. An open invitation was provided to all businesses within the District to complete the survey and attend. A copy of the draft position statement was e-mailed to Board members for review and a final copy was sent to Park City Municipal last Tuesday to be included within the Staff report for the November 18th City Council Meeting. A copy of the position paper was included at the end of the packet.

Mary Black asked if the DABC regulations concerning the proximity of the decks to the indoor restaurant were clarified. Alison Butz stated that the issue has not yet been resolved outside of the terms previously stated.

Andy Beerman expressed frustration regarding the participation in the discussion and wished there was more open dialog with the Restaurant Association and those participating restaurants that voiced concerns through that process rather than the HPCA's.

Tana Toly Ireland stated she understood the Restaurant Association's position to be backed by the fine dining establishments who do not want to open 7 days a week and therefore do not want to operate an outdoor dining deck, in the public right-of-way 7 days a week. She also stated that many of those same restaurants do not want to open for lunch.

Andy Beerman stated that the HPCA does not intend to change the position paper prior to the City Council Work Session discussion. Rick Anderson asked if a compromise could be reached by allowing less than 7 days a week service during the slow months. Nancy Rosen stated that an empty deck is a detriment to the street, and the restaurants should refrain from installing the deck until they are willing to offer 7 days a week service. If that means they are installed in July, then so be. Andy reiterated that these decks are taking public parking spaces out of play and should thereby be replaced with a viable use. Lori Harris confirmed that an empty deck is not lively and vibrant, which are the goals of their placement.

Ryan Smith asked if adjacent businesses could share a deck, such as Main Street Pizza Noodle and Riverhorse. One could offer lunch, the other dinner. The Board did not object to the idea.

Andy explained that the City Staff Report did not address the ground floor business permission needed for restaurants that are located on either an upper or lower floor. He also stated that he would like to see that the fee charged for use of the spaces is fair and benefits the street.

Mike Sweeney stated that the HPCA does not require businesses to operate during certain hours, nor do they require businesses remain open 7 days a week. He asked why the decks are different. Monty Coates replied that the decks are different since they use the public right-of-way. Andy Beerman concluded the discussion by stating that the decks are privileges and should be used as economic drivers to the street. The HPCA intends to review these each year in order to minimize conflicts and to ensure the program is fair to all businesses.

Jan Wilking moved to approve the position paper as drafted, and recognized that it is in conflict to another organization. Mary Demkowicz seconded the motion.

Rick Anderson asked for clarification that only a restaurant located on Main Street could operate a deck. Alison Butz asked the motion add clarification that the restaurant must have a business license for a restaurant on Main Street.

The motion was approved with one abstention.

Infrastructure Update

Alison Butz outlined as part of the budget discussion last meeting, that the Alliance has spent \$29,418 of the available \$40,000 of parking revenue funds. The Executive Committee discussed, per some initial recommendations from the Infrastructure Committee, a joint contract with a firm to assess all proposed infrastructure improvements. There is a need for all the ideas, once proposed, to be looked at in relation to each other to accurately assess timing. For example, when the power is being installed for the electric trolley, what other improvements can occur at the same time under the road so there is only one timeframe of disruption. Initial discussions show the City is interested in partnering with the HPCA on the cost of this assessment.

Alison Butz further explained that she had the ability to have a quick conversation with Jonathan Weidenhamer, Economic Development Manager for PCMC. Movement on this proposal has been quick. Jon provided the City Council with an updating outlining Staff's intention of sharing in the cost of hiring a consultant to coordinate with HPCA Infrastructure Committee and City Staff to determine future needs and projects. The deliverable will be a comprehensive plan to identify planned projects and opportunities for other projects or programs that can improve the attractiveness, functionality and user experience. Alison expects the total cost to be about \$20,000, with the City's share not to exceed \$10k. The City expects the HPCA to procure the consultant with our participation on selection. The HPCA has approximately \$10,000 remaining in the Parking Revenue funds for this project.

Items that will be addressed include:

- Outline all potential projects, timing and construction mitigation
- Gathering areas, Pocket Parks, and Town Plaza
- Events
- Streetscape improvements
- Brew Pub parking lot
- Executive summary with prioritized project list, budget, and timeframe

David Nicholas with IBI Group has been a member of the Infrastructure Committee. IBI Group has worked on a number of projects for Park City Municipal Corporation and has the experience and understanding to complete a project of this scope. A copy of the scope has been sent to the IBI Group and they are preparing an estimate and timeline for the Board's review at the meeting. A copy of the scope for the project was included at the back of the packet and Alison handed out a draft agreement from IBI Group.

Jan Wilking raised concerns that the scope was too narrow and did not bring attention to items such as affordable housing in the District. He hoped the proposed project was as in-depth as the study Bozeman, Montana completed. David Nicholas stated that the Bozeman plan cost between \$75,000 and \$80,000. Dave also stated his concerns regarding the size of the project. He wanted the study to provide tangible projects which would then be implemented. He stated that areas can be identified for locations and opportunities for housing but would not go farther in-depth than that.

Andy Beerman reminded the scope as outlined during the Visioning Process, which included items like benches, light poles. He stated that when infrastructure is pulled together and it can then be matched with the City's priorities from transportation, sustainability and engineering.

Tana Toly Ireland asked if the priorities outlined during the General Plan outreach sessions would be included. Alison Butz replied that she assumed they would since Thomas Eddington, the Planning Department Director, would be included within meetings.

Jan Wilking felt one of the most impactful discussions will be regarding the zoning surrounding Main Street. He asked if a broader discussion could take place at the beginning of the process to highlight all issues. Andy Beerman agreed that such discussion could be added to the process.

Rick Anderson asked if an RFP was going to be issued. Alison Butz responded that since the contract is below \$20,000 the HPCA would follow the City's policies which allows for a single source bid. IBI Group is located on Main Street and has done work with the City and has been identified by both groups as a qualified firm.

Rick Anderson moved to approve \$10,000 of the parking revenue funds be used towards a joint infrastructure project with the City. Monty Coates seconded the motion. The motion was approved with the caveat that the Executive Committee review the terms of the contract.

Sundance Update

Alison Butz highlighted the events from the last Events Committee meeting where Sarah Pearce and Kenzie Coulsen updated the Events Committee on the plans for the 2011 Festival. Dave Gustafson with Park City Municipal was at the meeting and provided an overview of street parking during the two week period. At that time Dave outlined a plan where street parking would be eliminated on both sides of the street from the Tuesday before the festival through the final Sunday. Needless to say, the committee had a strong reaction to the plan and a smaller group requested a meeting with the City.

The smaller group met with Chief Wade Carpenter and Captain Rick Ryan of the Park City Police Department. As discussed in the meeting, the Historic Park City Alliance (HPCA) is supportive of the elimination of street parking on both sides of Main Street beginning Thursday, January 20th. The HPCA is in agreement that the pedestrian traffic seen during the first weekend of Sundance is overwhelming and the elimination of street parking allows for vehicles to drop and load without double parking. This maintains the traffic flow along Main Street, which is critical for public safety in case of emergency. The HPCA requested the street parking be reinstated on the east side of Main Street, from Tuesday, January 25th through the afternoon of Friday, January 28th and opening Main Street on both sides of the street Sunday morning January 30th.

As a compromise the City returned with a recommendation to open east side parking on Tuesday, Wednesday and Thursday until 5pm at night.

Ryan Smith asked if there was the ability to make Main Street one-way for the first 4 days of the festival to alleviate the gridlock. Andy Beerman stated that is part of the discussion for future festivals including a taxi dispatch location. He stated it was unlikely that both of these items would be implemented for the 2011 Festival.

Nancy Rosen stated that her business is on the side of the street designated for drop and load. She explained that their store is often filled with exhaust from the taxis sitting and idling their vehicles. She asked if the City would enforce their anti-idling policy. Diane Foster, with the City's Sustainability Department, was happy to announce that she would be presenting an anti-idling ordinance at the City Council meeting on December 2nd. At this time anti-idling is a resolution which cannot be enforced.

Tana Toly Ireland asked if Sundance restricted parking, for the Egyptian, could be condensed and if the snow could be removed to allow for more street parking. Alison stated that she will address the item with the City.

Andy Beerman stated that the compromise could not have been reached without the research and information Rick Anderson presented at the meeting with the Park City Police Department. Andy thanked Rick for his efforts.

Holiday Activities Update

The 2010 Holiday Calendar, beginning on December 18th, is designed to enhance the holiday atmosphere in Historic Park City with carriage rides, carolers, Santa on the Town Lift, Electric Parade and concludes with the Gallery Stroll on December 29th. The Holiday Committee set to begin with an 11 day event and plans to grow the event to include an additional weekend in December each year. The goal is to provide a great atmosphere for families and visitors.

The Holiday Committee is looking to promote all the holiday activities occurring in the District. Activities at the Museum, Kimball and Egyptian have been pulled and added.

Lori Harris asked why the activities were added during the busiest time of the month. Alison explained that the Holiday Committee felt it was easier to program the busy time to ensure success. The plan is to draw upon the success seen this year and extend the activities earlier each year.

Ryan Smith asked if the promotions need to be in the form of a sale. Alison disagreed and stated that promotions could be in any form.

Tana Toly Ireland asked Alison for clarification as to when holiday lights can be turned on. Alison stated the City Codes allow for holiday lights from November 1 through April 15. Lights can be of any color but cannot move or flash. Jill Rathburn asked Alison as to when lights and store windows should be complete to be photographed. Alison asked that the displays be complete by December 1.

Ryan asked Meisha Lawson, with Park City Mountain Resort, if they could communicate the times more for Santa's arrival on Town Lift. He asked if it could be added to that day's snow report.

MIDA Update

Jan Wilking has been actively following the discussions between Park City Municipal Corporation, Summit County and MIDA (the Military Installation Development Authority for the State of Utah). He has asked to provide the Board with an update.

The three parties entered into a Memorandum of Understanding in efforts to identify land for development to benefit the military. The land currently owned by the Air Force is referred to as "Red Maple" and is located along the Hwy 248 entry into Park City. In an effort to preserve the land as open space and direct development to an area where existing development is located, the parties identified two locations in unincorporated Summit County on which a commercial project could be constructed under MIDA control and from which revenues could be derived to, among other uses, support the Recreational Facility.

The development of the parcel would be subject to a density limitation restricting the development to not more than 1,250,000 square feet to a maximum of 1,500,000 square. The construction of retail at this scale would have impacts to Historic Park City.

The proposed development would ultimately benefit a Recreational Facility/Hotel that would be located in Wasatch County. Jan predicts the proposed development would negatively impact the District.

Jan stated awareness and legislative steps as his current goals to prevent the development. He feels this discussion is the largest land use decision the County will face.

Diane Foster, City representative, explained that the discussion with the military has been a 13 year process. The military can no longer fund recreational facilities with public funds. While there has been a discussion in the community about subsidized room rates at a number of properties the Air Force has made it clear, to the City and County, that they would like a facility of their own.

Currently the City and County are negotiating down the density of the proposed development, along with potential phasing.

Mary Demkowicz and Andy Beerman asked Diane and Jan what steps the HPCA could proceed with to assist. Jan asked for a monthly update from the City as to the state of the negotiations. Andy asked Diane to keep the HPCA in the loop on the discussions.

Adjourn

Tana Toly Ireland moved to adjourn the meeting and Jan Wilking seconded motion. The Board voted to adjourn the meeting at 10:45am.

Next meeting Tuesday, December 21, 2010