



**Minutes of the Board of Directors Meeting
Tuesday, October 18, 2011 8:30a.m.
Treasure Mountain Inn**

BOD Attendance: Andy Beerman, Puggy Holmgren, Maren Mullin, Kevin Valaika, Mary Demkowicz, Jan Wilking, Meisha Lawson, Jill Rathburn, Tim Mertens, Meisha Lawson, Stephanie Johnston, Sandra Morrison, and Ken Davis (Ex-Officio) Myles Rademan (Ex-Officio) and Alison Butz (Executive Director).

Absent: Ron Wedig, Lori Harris, Rick Anderson, and Georgia Anderson (Ex-Officio).

Others present: Jonathan Weidenhamer, Jude Grenney, Shaylee Johansen, Teri Whitney, Monty Coates, Bob Kollar, Alex Butwinski, and Mike Sweeney.

The meeting was called to order at 8:42 a.m.

Minutes from August Board Meeting

Maren Mullin motioned to approve the minutes from the September meeting. Mary Demkowicz seconded the motion. The motion passes with no discussion.

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

Meisha Lawson updated the Board on the Thriller Dance event hosted by Park City Mountain Resort on October 29th. This year PCMR is partnering with Thrill the World and expects approximately 250 people on Town Lift Plaza for the event.

November Meeting Date

The 3rd Tuesday in November falls on the 15th. Due to out-of-town schedules, there has been a request to move the November meeting to Tuesday, November 22nd. The Board was supportive of moving the meeting from the 15th to November 22nd.

Infrastructure Update

Alison Butz stated that she has been working with Park City Municipal on a Request for Qualifications (RFQ) for the following services.

- Prepare schematic design and design development for proposed plaza areas including 1) Brew Pub Lot, 2) Miners Park Renovation and 3) Trolley Turnaround/Coalition Park. Concept plans were presented in the Historic Park City Improvement Plan as a basis of design. Goal is to refine and modify as required based on public input to create final program and layout. Plazas should include complimentary uses, attractions and amenities.
- Prepare estimates construction budgets for all improvements included in scope.
- Prepare phasing and implementation plan for all improvements

The timeline for all work to be complete is March 15, 2012. The proposed budgets would then be added to the City Council's discussion of the Capital Improvement Project list up for discussion in the spring of 2012. Alison stated that two members of the HPCA would sit on the selection committee and there would be monthly meetings with the HPCA's Infrastructure Committee.

City Tour Highlights and Discussion of Current Maintenance Issues

Myles Rademan presented a slideshow to the HPCA Board that highlighted the City Tour that visited Estes Park and Fort Collins this year. Myles emphasized that efforts in the short term should focus on maintenance of existing infrastructure. Jude Greeney stated that enhancements of the walkway from Swede to Main next to the Egyptian Theatre could be a great project for the Park City Public Art Advisory Board. Maren Mullin stated that she is a member of the art board and would bring the topic up at the next meeting.

Jill Rathburn stated that the district looks best in the winter and the lights across the street add to the atmosphere of the area. Jill also asked regarding the status of the Post Office on Main Street. Jan Wilking stated that they have committed to staying on the street for the time being.

The Board thanked Myles for his presentation.

3rd Quarter Financial Statements

Alison Butz explained that the current financial statements for the organization were provided to the Board through a separate attachment in their packet e-mail. Discussions of the 2012 budget will begin in November. The Executive Committee has discussed the organization going to a fiscal year of July 1 to June 30 to match our funding sources. The HPCA's accountant sees no issue with that plan and recommends the organization prepare a 6 month budget to cover from January 1, 2012 to June 30, 2012 to facilitate the transition. The Board was supportive of the change in fiscal year. Alison confirmed she would return in November with a budget for January 1 to June 30, 2012.

Update from Association Social

Action Requested: No action requested at this time

Members from the Park City Board of Realtors, Lodging Association, Chamber and Visitors Bureau, Restaurant Association and Kimball Junction Business Association attended the HPCA's Social on September 28th. At the meeting the groups agreed to meet on a quarterly basis to keep in touch with each other. The Kimball Junction Business Association has agreed to host the next gathering.

Also at the meeting, the Executive Committees of the organizations agreed to also meet quarterly with agenda topics to increase the coordination between all groups.

Kevin Valaika reminded the Board that the Park City Restaurant Association was holding their cocktail contest on Tuesday, October 25th at Red Rock Brewery.

Events Update – Alison Butz

Alison Butz explained that the Events Committee is scheduled to meet at 9am on October 25th to review the final surveys from the summer's events and review and provide feedback on the proposed events for the winter.

Egyptian Winter Kick-off – November 5

The Egyptian Theatre is planning a winter kick-off event on Saturday, November 5th. The event has requested to close the Brew Pub Parking Lot for a concert and beer garden. They are also requesting a 20 minute closure of upper Main Street between the Brew Pub Parking Lot and 4th Street to accommodate a parade.

Mountain Town Music Concert – December 9

Mountain Town Music is interested in programming a concert on Friday, December 9th. Additional information on this event is forthcoming.

FIS Freestyle World Cup Concert – February 1

Deer Valley is again hosting the FIS Freestyle World Cup this year and is proposing a concert on lower Main Street. More details will be provided as the event draws near.

Holidays in Historic Park City

Holidays in Historic Park City is a collection of activities during the November – December timeframe. The HPCA has secured free parking on Main Street from November 25 through December 16. \$5,000 has been granted through the Restaurant Tax Grant process for the marketing of activities with Clear Channel. No funding was received in 2011 from the Chamber for our activities. It is the intention to promote individual activities of our members from Black Friday through New Years and to book carolers for the weekends of December 3 and 4, 10 and 11, 17 and 18 and then every day from 19 to Christmas Eve. The Light Parade is scheduled for Wednesday, December 21st. I am seeking out groups to hold photos with Santa in the area to have additional draw.

The budget for the event would fund the carolers, insurance for the parade and posters and anticipate needing \$3000 to \$3500 which can be requested from the parking revenue funds. The proposal was sent to the members of the Holiday Committee.

Andy Beerman stated that as the Board continues to identify additional events for the HPCA, the Board needs to also secure additional volunteers to help with events. While Alison is able to organize events, use of her time on events is not at its highest and best use.

Olympic Commemoration

Bob Kollar stated that the Utah Athletic Foundation and US Ski and Snowboard Association are looking at holding an event in Park City to commemorate the 10 year anniversary of the Olympics. At this time the organizations are looking at boosting the activities scheduled on February 1st for the Freestyle World Cup. Tim Mertens supported partnering with an existing event to maximize the anniversary event. He stated he had seen minimal success in past years with organizations trying to plan a standalone event. Puggy Holmgren asked if events were being planned at Park City Mountain Resort and Deer Valley. Meisha Lawson stated PCMR was pursuing their own event.

Maren Mullin reminded the Board that the Locals' Thursday event has been extended to November 17th. Ken Davis asked what the feedback has been. The Board stated that their October meeting discussion focused on the slow growth of the event and that there has been a positive response from the community. Maren stated that the HPCA will pursue the event for the spring time period. Kevin Valaika believed the free parking on Main Street was helping drive the event's success. Jan Wilking stated the PR value throughout the year is positive.

Future Topic – Discussion on International Employees

Alison Butz mentioned the HPCA was approached by an attorney regarding their ability to assist with arranging employment visas for businesses. The attorney is interested in discussing their services with the Board if the Board decides the topic is of interest to the organization. The Board stated that they were not interested in a presentation or discussion on this topic.

Temporary Business Licenses

Mike Sweeney asked for time at the Board meeting to further discuss the status of temporary business license regulations at the City. Shaylee Johansen, an event organizer planning an event at The Yard, presented her current difficulties in obtaining licenses to hold a trade show event at The Yard. Shaylee explained that she was receiving contradictory directions from City staff and was now required to pull a business license for every entity displaying at her event.

Andy Beerman stated that the HPCA has been following the new interpretation of the licenses and have been involved in discussions regarding changes to the code. Mike Sweeney recommended the HPCA support an “umbrella” license that can be filed for a location that would list the associated businesses operating on the premises, therefore reducing the need for paperwork from each separate entity. Andy stated that Mike’s suggestion is in line with communications already sent to the City from the HPCA.

Teri Whitney stated that the new interpretation of the code is impacting how conventions are interpreted at hotels and conference centers. She stated that she will communicate her concerns through the Park City Lodging Association. Alex Butwinski clarified that no additional changes or updates to the code have been presented to the City Council since their discussion of the topic in September. He recommended the entities talk with Tom Bakaly, since the Council is responsible for adopting the code, but interpretation is done by the City staff.

Andy Beerman asked Mike Sweeney what he is specifically requesting from the HPCA. Mike clarified that he would like the HPCA to pursue clarity and fairness with the code changes and that the code changes should encourage business, not deter it. Jill Rathburn stated that it sounded like the current code is not supportive of businesses and aren’t businesses the customers? Mary Demkowicz concurred and added that it sounded as if the current regulations are prohibitive.

Alex Butwinski encouraged the group to talk with the City Council during the time allotted for items not on the regular agenda. There is no City Council meeting scheduled for this week, but he suggested the group appear at the next week’s meeting.

Adjourn

Motion by Jill Rathburn, seconded by Puggy Holmgren. The meeting adjourned at 10:22am.

Next meeting Tuesday, November 22, 2011 at 8:30am