



**Minutes of the Board of Directors Meeting
Tuesday, September 20, 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, Rick Anderson, Ron Wedig, Lori Harris, Myles Rademan (Ex-Officio) Georgia Anderson (Ex-Officio) and Alison Butz (Executive Director)

Absent: Meisha Lawson, Stephanie Johnston, Sandra Morrison, and Ken Davis (Ex-Officio).

Others present: Christa Graff, Dave Nicholas, Tyler Poulson, Thea Leonard, Diane Foster, Bob Kollar, Alex Butwinski, and Mike Sweeney

The meeting was called to order at 8:37 a.m.

Minutes from August Board Meeting

Rick Anderson requested a change to the minutes to reflect the discussion of the Arts Festival and requested the minutes reflect that he requested China Bridge open for free public parking after 6pm on Friday, Saturday and Sunday of the Arts Festival.

Maren Mullin motioned to approve the minutes from the August meeting with the two changes indicated by Rick Anderson. Jan Wilking seconded the motion. The motion passes with no discussion.

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

Rick Anderson asked the Board to consider writing a letter to the Chamber asking them to market more to the summer golf visitor. Rick stated that there are many golf groups that come to Park City, but he is not seeing advertising and believes an increased effort could positively impact the businesses. Kevin Valaika stated that he sees a good number of golfers in the summer and feels they are a good demographic for the restaurants. He feels it would be a good idea to market especially when many of the private golf courses allow some public use. Rick stated that if he receives support from the Board he would then present this topic to the Chamber's marketing committee.

Christa Graff stated that she will place golf publications on her list of publications she sends press releases to. Diane Foster sees the golfer as the summer equivalent of the skier. Andy Beerman asked if the board was supportive of writing a letter. Tim Mertens made a motion for the HPCA to write a letter to the Chamber regarding golf. Puggy Holmgren seconded the motion. The motion passed.

Infrastructure Update

Andy, Dave Nicholas and Alison Butz presented the Infrastructure plan to the City Council the previous Thursday. They group gave an overview of the proposed improvements and garnered support from the City Council to pursue a request for proposals for further design and engineering of the projects. The goal is to receive more detailed budget numbers prior to the start of the Capital Improvement discussion in March of 2012.

During the presentation the HPCA was able to receive support from the Council on additional maintenance of the sidewalks and light poles in the short term. Funding for the infrastructure improvements has not been defined and will be a topic at a future Council meeting. Georgia Anderson stated she attended the Council meeting and felt they had a great presentation.

Locals Thursdays Update

Alison Butz updated the board on the efforts with locals Thursdays. Currently there are 44 businesses participating. Lori Harris stated that her Thursdays are good, but she is not seeing locals. Alison Butz stated that the media of the special is increasing. An ad is run in the Park Record every Wednesday and they are looking into KPCW ads. Hilary Reiter is heavily promoting the event on Facebook and Twitter which has over 600 followers.

Maren Mullin stated that we knew we would be building the event the first season and it is on track. Jan Wilking confirmed that the HPCA should continue the promotion and build interest. Andy Beerman agreed. Tim Mertens said the key to grow the event is with the restaurants. He feels the knowledge of the event is out there, now we need to get people to attend. Thea Leonard stated that the event is a perfect lead up to a gathering space. In the future the group should look to add programming and a band. Georgia Anderson recommended information on the event should be sent to major employers such as the resorts, chamber and hospital.

Jill Rathburn asked if we should extend the offer through November since it is still a slow time for businesses. Lori Harris asked if others are giving the offer to non-locals. Maren Mullin stated that it was up to each business to decide how they make their offer. Andy Beerman stated the locals' event was to start with a low investment and build. He is okay if it takes awhile for it to succeed. The organization can afford to be patient. Jill Rathburn asked if the participants could be identified with balloons or other markers. Maren Mullin stated that she would look into something. Lori Harris asked if the group is interested in extending. Alison Butz stated that she would look into the parking. Tim Mertens was supportive of extending the event. Alison stated she would send an e-mail to the participants regarding extension.

Jill Rathburn asked if there will be a holiday promotion this year, are we planning the parade. Alison Butz concurred that that event is being planned separately.

Park City Sustainability Department - Styrofoam Containers

Tyler Poulson with the City's Sustainability Department stated that he would like to discuss the potential of restaurants using a material other than polystyrene for to-go containers. He stated that the main concerns with polystyrene is that it is made with petroleum, it is hard to recycle and there is some initial research showing there are health concerns with its contact with heated food. He stated that there has been no formal discussion regarding a ban or ordinance, and is starting with the organizations first. He asked what the HPCAs stance and reception to the idea.

Ron Wedig stated that the No Name converted a year ago. They used the money saved on paper towels (due to the installation of a hand dryer) were then used to cover the increased cost of an alternate material. Kevin Valaika stated he converted too. He stated that his main issue with polystyrene is the materials the fish is packed in. Rick Anderson stated he would hate to see regulations but felt the HPCA should take a position as an organization and encourage its members to use an alternate material. Alison Butz asked Tyler to explain some of the concerns with other materials. Tyler stated that in his research for alternative materials he found a product made with bamboo from China, but the shipping of the material from China would outweigh the benefit of it being an alternate material.

Maren Mullin asked if the City could put together a pdf of materials to use and not to use to make it easy on the restaurants. Kevin Valaika stated that he would like Tyler to present at the restaurant association. Georgia Anderson stated that Insa Riepen with Recycle Utah was a good resource when Deer Valley was looking for a green to go hot cup. Diane Foster stated that the potential PR should be encouraging language instead of "against". Ron Wedig stated that Sysco, Nicholas as purveyors could work with the merchants for a discounted cost and also the potential to streamline the process. Andy Beerman stated that alternative materials are available through the purveyors. Andy Beerman stated that perhaps the Restaurant Association should take point on the issue with HPCA support.

Rick Anderson asked what the status on the use of plastic shopping bags was. Tyler stated that the best alternative between paper and plastic is bringing your own bag. Puggy Holmgren stated that she uses plastic but recycles it. Diane Foster stated that merchants could look to provide their own branded cloth bag for \$1 and it would work as additional advertising for their business. Tyler stated that under Utah laws an additional tax cannot be placed on plastic bag use and with a ban it would encourage the use of paper which is not a preferred outcome.

Jill Rathburn asked what was happening with the no idling ordinance. Tyler stated it has been in place for 10 months. There is an online reporting form people can use to report a vehicle that has been idling. The City has seen good results with commercial idling and response from the companies. Most have an internal policy against idling.

Temporary Business license

Alison Butz explained the City stated it will pursue the requirement that all temporary businesses must obtain a business license, even when businesses coordinate and lease the same space during the same time period, similar to what occurs during the Sundance Film Festival. Lease rentals provide a substantial income for the merchants and it is unknown as to the future ramifications of enforcement of this policy. The City Council plans to discuss this issue in late September.

Mike Sweeney stated the proposed licensing structure just makes more work for staff and the temporary businesses and doesn't really add more regulations. He is concerned about the greater economic impacts. Andy Beerman stated that the purpose of the regulations, as stated by staff, is to regulate the activities better and to give more support to Sundance's sponsors. Maren Mullin stated that most merchants would prefer to work with Sundance's official sponsors, but there are not a large number of them and so many of the merchants need to look at other companies for rental opportunities. Kevin Valaika stated that it should be looked at as a pay to play price. Maren Mullin worried that philosophy would discourage activity that ultimately benefits the merchants. Mike Sweeney reminded the group that whatever regulation is passed, it is functioning 365 days a year. Alex stated that the regulations have not changed, just the enforcement. Andy Beerman stated that he understood the City is looking at new regulations.

Jill Rathburn stated that the timeframe to receive a license is important. Puggy Holmgren asked if the proposed regulations could be sent to the Board for review to allow more specific comment. Alison Butz confirmed she would send any proposed regulations to the Board members.

Raleigh Studios Motion Picture and Media Campus

Greg Erickson thanked the HPCA for the opportunity to present the current plan for Raleigh Studios Motion Picture and Media Campus. The proposed location for this project is on the south side of Hwy 248, at the entry of Park City on property owned by Greg, himself. Greg stated that the project would contain a motion picture studio and the associated offices needed for the production of television and movies. With the proposal there is an additional component of food service and a hotel. Greg highlighted the ability the project has to act as a tourism draw with the need for live audiences and displays of old television or movie sets. A site plan for the proposal is not complete.

Rick Anderson asked if the retail and food components would be open to the public. Greg confirmed that they would be, but purely for support of the main use. Kevin Valaika stated he would be supportive of a cafeteria if it was for the production crews, but not for the public. Mike Sweeney stated that the biggest issue is the location on the entry corridor and the amount of density allowed under current code. Greg stated that he is investigating alternative locations for the studio in Summit County.

Greg offered to stay after the meeting was adjourned to continue the discussion and answer any further questions.

Adjourn

Motion by Maren Mullin, seconded by Tim Mertens. The meeting adjourned at 10:06am.

Next meeting Tuesday, October 18, 2011 at 8:30am