



## BOARD OF DIRECTORS RETREAT AND MEETING

**Tuesday, June 17, 2014**

**Treasure Mountain Inn**

### **Current Mission statement:**

The purpose of the Alliance is to promote, enhance and encourage activities and an environment that will be beneficial to the businesses in the historic Main Street area of Park City, and increase the profitability thereof, by developing a consensus of opinion and leadership through open communication among property owners, business owners, tenants, residents and governmental agencies involved within the boundaries of a special improvement district (the "District").

### **Proposed Mission Statement**

To promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City while informing and building consensus (among the majority of?) among property owners, merchants and governmental agencies and the community at large. (Not sure you want community at large?)

### **HPCA Regular Meeting**

I.	Roll Call	3:00pm
II.	Minutes from May 20, 2014	3:05pm
III.	Public Input (Any matter of business not scheduled on agenda)	3:10pm
IV.	Introduction of newly elected Board Members	3:15pm
V.	Board Officer Elections	3:20pm
	a. President	
	b. Vice President	
VI.	Ex-Officio Members Confirmation (Myles, Georgia and Matt)	3:35pm
VII.	Confirm modification to vision statement	3:40pm
VIII.	2013-14 Budget Approval	3:50pm
IX.	Feedback on Spring into Historic Park City Promotion and discussion on Fall Events/Promotions	4:00pm
X.	Questions on Items included within the Written Update Section	4:25pm
XI.	Review Board Responsibilities and Activities for the Annual Meeting	4:40pm
XII.	Adjourn Regular Meeting	4:45pm

### **Written updates included within the packet:**

Infrastructure Improvements Update

Marketing and Communications Snapshot

**Note: This future meeting schedule is TENTATIVE and subject to change.**

**July 15, 2014**

Board Self Evaluation

Main Street Tenant Mix - Background

**August 19, 2014**

Main Street Tenant Mix - Discussion

**September 16, 2014**

Transportation and congestion – Background

**October 21, 2014**

Transportation and congestion – Discussion

**November 18, 2014**

**December 16, 2014**

**Pending Discussion Items:**

- Swede Alley development
- Future Olympic Bid
- Mountain Accord Presentation

**DRAFT**  
**Minutes of the Board of Directors Meeting**  
**Tuesday, May 20, 2014 8:30a.m.**  
**Treasure Mountain Inn**

**BOD Attendance:** Maren Mullin, Lori Harris, Puggy Holmgren, Stephanie Johnston, Kevin Valaika, Monty Coates, Jan Wilking, Ron Wedig, Emerson Oliveira, Elisabeth Flaherty, Matt Gebo (ex-officio), Andy Beerman (ex-officio), Myles Rademan (ex-officio) and Alison Butz (Executive Director).

**Absent:** Susan Meyer, Tim Mertens, Sandra Morrison, Charles Mudd, Ken Davis (ex-officio), and Georgia Anderson (ex-officio).

**Others present:** Meisha Lawson, Craig Sanchez, Michelle McDonald, Kate Boyd, Mike Sweeney, and Tim Henney.

The meeting was called to order at 9:47 am.

**Minutes from April 15, 2014 Meeting**

Puggy Holmgren made a motion to approve the minutes. Elisabeth Flaherty seconded the motion. The minutes were unanimously approved.

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

No input was given.

**Consideration of the appointment of Restaurant member to the Board**

Alison Butz explained that Jesse Shetler contacted both Maren Mullin and herself regarding his desire to resign from the HPCA Board. Jesse felt he could not commit to a level of participation he felt necessary to be a Board member. Alison explained that Jesse's term expires in June of 2015 and he represents the restaurant category. Currently Ken Davis sits as an ex-officio board member and was placed in the position when he was the current Past President of the organization. Ken owns a business that would fit the restaurant category. Stephanie Johnston nominated Ken Davis for consideration of appointment to the vacant restaurant position. Puggy Holmgren seconded the nomination. There were no other nominations or discussion.

Lori Harris made a motion to appoint Ken Davis to the open restaurant position. Kevin Valaika seconded the motion. The motion was unanimously approved.

**Questions and Discussion on Items included within the Report Section**

Monty Coates asked a question about the Trash and Recycling Budget. Alison was able to clarify that the Trash Budget does run with a deficit that is funded by previous billing variances.

Lori Harris asked Craig Sanchez the protocol regarding seeing construction workers parking in China Bridge now that they are required to park elsewhere. Craig stated that if you can indicate the car and/or construction site he can follow up on the concerns.

The Board asked Craig to clarify if there was a stop work order issued for 692 Main Street and the Silver Queen. Craig stated that they were actively working on Monday and did not know if there was an order. Monty asked if the work can be expedited. Craig stated that the Utah laws do not allow the Building Department to require work to continue quicker.

Stephanie Johnston thanked Craig for the placement of the stop sign at the intersection of 9<sup>th</sup> Street and Park Avenue. The construction of the covered walkway made it difficult to make the turn if cars were not stopping.

Maren asked if there were any specific questions Board members had in regards to the marketing and communications snapshot. Meisha Lawson did provide an update on Kids Day held the previous Sunday. She stated that between 2pm and 4:30pm there was a steady crowd of approximately 100 people in Miners Park. Matt Gebo asked what the proposed changes were to the 4th July post parade. Alison stated that both she and Meisha have attended meetings and the last notice was that some of the organizations that provide park activities may want to move to Main Street. Meisha stated that she will contact Tommy and return with information for the Board.

Kate Boyd updated the Board regarding the requirement for the Park Silly Sunday Market to charge taxes on liquor sales. The State Tax Commission stated that they are not required to charge taxes and that the decision was made by Angela Simmons.

Craig Sanchez stated that Miller Construction was setting the vertical elements at 7th and Main on Thursday. The project will not be entirely complete by the first Park Silly Sunday Market, but the City is closely coordinating with them.

**Adjourn**

Motion by Jan Wilking and seconded by Stephanie Johnston. The meeting adjourned at 10:04am.

**Next meeting June 17, 2014 at 3:00 pm at the Treasure Mountain Inn**

**June 17, 2014**  
**Board Packet**  
**Items Scheduled for Discussion**

**Introduction of New Elected Board Members – Alison Butz**

*Action Requested: No action requested*

Restaurant – Judy Cullen

Retail – Puggy Holmgren

Retail – Becca Gerber

At Large – Sandra Morrison

**Board Officer Elections – Alison Butz**

*Action Requested: Elect a President and Vice President*

The officers of the Alliance shall be elected by the Board of Trustees at its annual meeting, and shall each hold office for a term of one (1) year. Since the June meeting is the first meeting with the new elected Board, it was determined that it was the most appropriate time for the Board of Trustees to vote for new officers.

Except for the President and Past President, the other officers may serve an unlimited number of consecutive terms. A new President is elected every year, provided that the same individual may only serve two (2) full consecutive terms as President (i.e., any interim term to fill a vacancy of less than one (1) year shall not count towards the two (2) consecutive term limit). After an individual has served the maximum two (2) full consecutive terms as President, they are automatically disqualified for a period of one (1) year from serving as President.

**President**

The President shall be a current voting member of the Board of Trustees. The President shall be the chief executive officer of the Alliance and shall, subject to the control of the Board of Trustees, have general supervision, direction and control of the business and officers of the Alliance. The President shall preside at all meetings of the Board of Trustees and of the Members. The President shall have the general powers and duties of management usually vested in the office of chairperson or president of a corporation, and shall have such other powers and duties as may be prescribed by the Board of Trustees.

**Vice-President**

The Vice-President shall be a current voting member of the Board of Trustees. In the event of the absence or disability of the President, the Vice- President shall perform all the duties of the President, and when so acting shall have all the powers of, and be subject to all the restrictions upon, the President. The Vice-President shall also have such other powers and duties as may be prescribed by the Board of Trustees.

At the time of this report, the following Board members have expressed interest in fulfilling the following positions.

President – Stephanie Johnston (existing Vice President)

Vice President – Puggy Holmgren and Ron Wedig

Secretary/Treasurer – Lori Harris (existing Secretary/Treasurer)

**Past President**

The individual who served as President during the preceding term of office shall be the Past President. The Past President need not be a current member of the Board of Trustees (i.e., the Past President may have served as President in the last year of their term as a Trustee). The Past President shall advise and counsel the President, and shall have such other powers and duties as

may be prescribed by the Board of Trustees. If a vacancy occurs in the office of Past President, it shall not be filled until the expiration of the term of the current President. At this time Maren Mullin would fulfill the role of Past President.

### **Ex-Officio Members – Alison Butz**

*Action Requested: Confirmation of the individuals who will serve in ex-officio positions.*

The By-laws state that at any given time up to a maximum of four (4) optional non-voting or ex-officio Trustees who need not be Members of the Alliance may be placed on the Board of Trustees in an advisory capacity from time to time as provided for in these Bylaws by the Members.

The following people are recommended to service on the HPCA's Board as ex-officio members.

Matt Gebo – Park City Mountain Resort

Georgia Anderson – Deer Valley Resort and Deer Valley Signatures

Myles Rademan – property owner and former City official

Andy Beerman – former President (Past Past President)

### **2013-14 Budget Approval – Alison Butz**

*Action Requested: Consider approving the 2014-15 budget.*

A draft budget for 2014-15 was reviewed by the Board at the May HPCA Board Meeting and the Executive Committee. The draft budget has been included for consideration of approval.

### **Operating**

The income sources for the FY15 Budget are as follows:

BID Revenue:	\$63,180
Parking Revenue:	\$40,000
Restaurant Tax Grant:	\$46,490
Chamber Event Grant:	\$21,000

The provided copy of the budget shows the accounts and sources of revenue. The Restaurant Tax Grant amount has been confirmed. If the Chamber Event Grant amount is reduced during the grant award the budget shows which line items would be unfunded.

The proposed FY15 Budget is estimated with an excess of \$3,771. This will allow the organization cover unanticipated expenses.

\$5,000 is allocated for Parking Management incentives. This amount is allocated within the Parking Revenue source and may be used in conjunction with City efforts to maximize parking to accommodate guests.

The Money Market Account is currently at \$20,617.30. Due to how close the HPCA Budget runs, I recommend we not return the \$5,000 until the HPCA receives the BID check around 7/1/14. The HPCA continues to hold \$25,000 in contingency funds each year.

### **Trash and Recycling**

The FY15 Trash and Recycling Budget is predicted to operate at a loss of \$5984. The Trash and Recycling Committee budget high for rebates of the Franchise Fee. Even with over budgeting of this account, the Trash and Recycling Account is anticipated to run in the black through 5/1/17. The Trash and Recycling Committee is aware of this and continues to discuss small increases to the Franchise Fee to be able to full cover the operations of Trash and Recycling in the future.

## **Gift Card**

Notice has been sent to StoreFinancial regarding our desire to end our contract in July. The contract runs through July 17, 2014. Depending on StoreFinancial's process, the HPCA may need to pay a portion of the July program fee. \$250 has been budgeted for potential costs to finalize the contract and to make it to the July 17<sup>th</sup> date if that is a requirement. The insurance agent who assists the HPCA with the insurance for the Gift Card program has been notified of our desire to cancel the insurance in July and he anticipates a small refund.

## **Autumn Aloft**

A separate budget has been created for Autumn Aloft so that all event expenses can be separately tracked. Autumn Aloft will utilize the Gift Card checking account to keep funds separate from the general HPCA operating money. The total budget for Autumn Aloft is \$44,188.

## **Confirm Modification to Vision Statement – Alison Butz**

*Action Requested: Consider amending the HPCA's Mission Statement*

During the work performed with Maddy Shear during the May HPCA Board Meeting, it was suggested that the current Mission Statement be simplified. A copy of the existing statement and proposed statement are included below.

### **Current Mission statement:**

The purpose of the Alliance is to promote, enhance and encourage activities and an environment that will be beneficial to the businesses in the historic Main Street area of Park City, and increase the profitability thereof, by developing a consensus of opinion and leadership through open communication among property owners, business owners, tenants, residents and governmental agencies involved within the boundaries of a special improvement district (the "District").

### **Revised Mission Statement**

To promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City while informing and building consensus (among the majority of?) among property owners, merchants and governmental agencies and the community at large. (Should we add community at large?)

## **Feedback on Spring into Historic Park City Promotion and discussion on Fall**

### **Events/Promotions - Meisha Lawson**

*Action Requested: Provide feedback on the Spring into Historic Park City Campaign and the Fall Peek of Historic Park City*

The Spring into Historic Park City campaign focused on highlighting a focused activity each Sunday between April 27 and June 1. There was also free parking available each of the Sundays.

- April 27, 2014 – Spring Street Sale
- May 4, 2014 – Boutique Bounce
- May 11, 2014 – Mother's Day Brunch at participating restaurants.
- May 18, 2014 – Kid's Day - Face Painting, Magician, Balloon Art
- May 25, 2014 – Live Music in Miner's Park – Memorial Day Weekend
- June 1, 2014 –Artist Demonstrations in Historic Park City

### **By the Numbers**

- When compared to 2013 our website traffic was up 5% and visitors were up 11%. May 2013 was a strong month in regards to website traffic.
- We gained 218 Facebook fans during this time frame. 121 of them were a direct result of the Facebook sponsored stories we ran.
- Media outreach and advertising in market April 21 – May 31.

Outlet	Impressions	CTR	Clicks	Costs	CPC
<b>Salt Lake Magazine</b>	144,007	0.26%	368	\$495	<b>\$1.35</b>
<b>Salt Lake Tribune</b>	183,946	0.10%	182	\$500	<b>\$2.75</b>
<b>Facebook</b>	60,884	2.06%	1,254	\$412	<b>\$0.33</b>
<b>Google</b>	34,848	0.73%	255	\$350	<b>\$1.37</b>
<b>Park Record Interactive</b>	20,000	3.15%	629	\$400	0.64
<b>Total Digital Campaign</b>	<b>443,685</b>	<b>1.26%</b>	<b>2,688</b>	<b>\$2,156</b>	<b>\$1.29</b>
<b>Park Record Print</b>	April 24, 27, May 3, 10, 17, 24 and 30			\$420	
<b>Total Ad Buy</b>				<b>\$2,976</b>	

Media Coverage		
Date	Outlet	Story
4/22/14	Deseret News	Spring Into Historic Park City
4/22/14	ABC 4 6 Good Morning Utah	Spring Into Historic Park City
4/22/14	Ski Utah First Chair	Spring Into Historic Park City
5/16/14	Park Record	Kid's Day
5/27/14	Park Record	Main Street Paint Out
5/27/14	Salt Lake Magazine	Main Street Paint Out

The fall Peek into Historic Park City campaign in 2013 included the following.

- Saturdays, September 28 – October 26
- A Peek of Historic Park City is a collection of family-oriented weekly specials and events. Events to include free parking on Main Street, hayrides, a merchant window display contest and more.
- Marketing & PR –Park Record, KPCW, KSL & Salt Lake Magazine
- Media Coverage – Park Record, KSL, ABC 4, KUTV, Salt Lake Magazine, City Weekly (travelbrigade.com), PCTV

## Written Updates

### 2014 Infrastructure Improvements – Information provided by Craig Sanchez

Sidewalk reconstruction tentative schedule:

6-6 to 6-18 Dolly's to Post Office

6-12 to 7-2 Southwest Indian Traders to north Park City Clothing Co.

7-7 to 7-25 North of Quiksilver to north of Yuki Yama

8-11 to 8-26 North of Yuki Yama to north of Olive and Tweed

8-25 to 9-12 North of Olive and Tweed to middle of Silver Queen



Miller Paving will be off of Main Street from the end of July until after the Tour of Utah (August 10<sup>th</sup>) which is approximately 2 weeks. For the remaining sidewalk work, Miller Paving will work on smaller sections – storm drain to storm drain for the remainder of the summer.

The Bear Bench Walkway design is being reviewed by the Planning Department and Miller Paving is working on obtaining bids for the work which will start after Labor Day.

At this time Miller Paving is also receiving bids for the City Hall Plaza construction. The City Council will receive two prices, one for construction this summer one for construction next spring. The City Council will review this information at the time of contract award which is anticipated in early July.

#### Marketing and Communications Snapshot – Information provided by Meisha Lawson

##### **Looking Ahead**

- Updates from Park City Municipal
  - 4<sup>th</sup> of July – Everything is planned on being at the park again this year. We also planned on keeping the street closed so people can mill around like last year. No major changes.
  - Tour of Utah - There is currently no planned activation above the expo, which we may extend as high as 4<sup>th</sup> street but typically stopped at 5<sup>th</sup> street. Everyone that would have activated wanted money, which no one has, and no one has stepped to the plate. HPCA is free to activate if you want. Currently we are discussing how we can leave upper main above 4<sup>th</sup> street, open to traffic.
- Autumn Aloft – Plans are moving along. We expect an update on our funding requests this week or early next week at which time we will put the pedal to the medal.
- Fall Promotions - Group Discussion on concepts.

##### **A Quick Look Back**

- 66,000 website visits and increase of 25% of the prior year.
- 55,000 visitors an increase of 25% over the prior year
- 2,212 Facebook fans an increase of 43%
- 680 Twitter followers an increase of 125%
- 363 Instagram followers from 0.