



BOARD OF DIRECTORS MEETING

Tuesday, March 15, 2016

Treasure Mountain Inn

8:30am - 10:00am

Mission statement:

To promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City and the community, while informing and building consensus among property owners, merchants and governmental agencies.

HPCA Regular Meeting

- | | | |
|------|---------------------------------------------------------------|--------|
| I. | Roll Call | 8:30am |
| II. | Minutes from February 16, 2016 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:40am |
| IV. | Community/District Topics and Issues | 8:45am |
| V. | Questions on Items included within the Written Update Section | 8:50am |
| VI. | Visioning 2016 | 9:00am |
| V. | Adjourn Regular Meeting | 9:40am |

Written Updates

Future Meetings

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

April 19, 2016

May 17, 2016

June 21, 2016

July 19, 2016

August 16, 2016

September 20, 2016

October 18, 2016

November 15, 2016

December 20, 2016

Pending Discussion Items:

- Swede Alley Development
- Taxis and Shuttles
- Workforce Shortage
- Future Olympic Bid

DRAFT

**Minutes of the Board of Directors Meeting
Tuesday, February 16, 2015 8:30a.m.
Treasure Mountain Inn**

BOD Attendance: Lori Harris, Craig Elliott, Becca Gerber, John Kenworthy, Susan Meyer, Jan Wilking, Melissa Barry, Maren Mullin (ex-officio), Ginger Ries (ex-officio), Whitney Wall (ex-officio) and Alison Butz (Executive Director)

Absent: Samantha Davis, Ron Wedig, Sandra Morrison, Caleb Flowers, Emerson Oliveira, and Georgia Anderson (ex-officio).

Others present: Monty Coates, Larry Cullen, Rick Anderson, Christie Dilloway, Craig Sanchez, Michael Kaplan, Bob Kollar, and Tony Tyler.

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

No public comments at this time.

Community/District Topics and Issues

There were no comments made during this agenda item.

Kimball Garage Design

Alison Butz introduced Tony Tyler and Craig Elliott as the owner and architect for the Kimball Garage. At this time the HPCA is not being asked for support of this project.

Tony introduced himself as the business owner and reviewed design philosophy. The goal is to respond to commerce and add an effective retail corner. It is not to maximize every square inch of space. After completing the first design, the owners went back to the drawing board and switched architects. Craig is the architect and has drastically changed the scope of design. They want to renovate and restore some aspects of the building, including the historic garage, that have gone away, and revitalize the space.

Tony works with Columbus Pacific Properties. Tony is the local contact. Columbus Pacific Properties is a retail expert in shopping centers to office space. CPP also has experience in student housing properties.

John Kenworthy asked Craig where he is in the process with the City. Craig responded that they submitted the initial design for the Historic District Design Review and are responding to some feedback currently.

Craig discussed the concerns from Parkites which includes the intended use of the building. Craig responded that it is a prime retail spot. There is a lot of bed base that has struggled during off seasons. The new part of the project looks at how to add event space to enhance nightly rentals. The goal is to revitalize that area during off times.

Craig showed a video showing new design ideas. The Kimball will be renovated and a building will be added. Lower level will be retail. There will be a gathering space as well. The second floor will be event space with access to a roof terrace.

John asked about the elevation of the lower space. Craig responded about 2 ½ - 3 feet below Park Avenue is. John commented that it could be a really cool bar. It is about 5,000 square feet that can be broken up for multiple uses.

Bob Kollar asked if the lower area was enticing to a national chain.

Craig said it probably does not fit their needs. Tyler said that it is preferred to have a local tenant. It would be a gamble for a large chain that doesn't understand the Park City dynamic.

Tyler talked about the old garage door that was filled in with concrete in the 70s. They are proposing to cutting that space back in to create light and visibility.

Craig talked about the Main Street side and the retail space. The Heber Avenue level can be broken into many different configurations.

Tony asked if Craig could talk about why the retail is tweaked out on the Heber Ave side. Craig responded that there are two different grids that intersect. On the corner, we have turned the building to respond to the grids on Main Street.

John asked for total occupancy. Craig responded is 480 for upper level for a standing use.

Craig stated they looked at the use and the parking requirements. It is under the 1.5 FAR requirements for the property. Tyler said he thinks most people utilizing the space will be hotel guests filling beds. There is a bus drop off carved out as well. Primary use for this building is weddings.

Craig described the arrangement of the retail spaces can be expanded into each other or kept separate. As you decrease the size of the space, you increase the pool of businesses. The smallest space is just under 400 square feet of space. There can be professional office space and there is 821 square feet in upper space that can be for this use. Retail #3 is almost 2600 sq. feet. Lower level is about 5000 square feet. From a synergy perspective, a restaurant would be utilized there. The next level: overall space is 7,400 square feet, possibly for retail. Heber Ave corner is the prime space. It will be 3200 square feet. It could be broken up into small spaces as well. It is designed so the middle-Heber Ave space has a separate entrance so it could be leased out.

Alison asked what the philosophy is about renting space. Tyler responded that he supports local retailers. It's not only driven by economics. There will be a careful approach to renting the space. To put a national brand, for example, could de-value the rest of the space. In his opinion, all the smaller spaces will go with local businesses.

Becca asked what the cost per square foot will rent for. Tyler does not have a firm number yet. Becca asked if there was a maximum to keep small businesses in mind. Tyler responded that \$30 per square foot is not out of the question but again, no price has been determined. Smaller spaces may be more per square foot but less per month.

Michael asked for a timeframe. Tyler wants it to start as soon as possible. Design has been underway for 6 months so hopefully the plans can be approved quickly. There have been many revisions. The goal is to focus on the Kimball building first and deliver for next ski season. Tyler stated they don't want that corner dark for another ski season. Additional renovation targeted for summer 2017 completion.

Maren Mullin asked about employee parking and offsite parking. Tyler responded that parking on the property received strong opposition. Plans have not quite made it that far. Discussions with Town Lift have occurred and lease discussions are underway for parking. However, it is costly other options are being discussed.

John asked about the "in-lieu fee" program and whether the Kimball had contributed. Tyler responded that in order to fund the China Bridge lot, property owners contributed an amount and became exempt from fees.

John asked about the additional of a more intense use, above what was calculated when they paid into the "in-lieu" fee. Alison thanked Craig and Tyler for updating the HPCA and will stay in contact.

Minutes from December 15, 2016 Meeting

Lori asked for a motion to approve the minutes from December 15, 2016. John Kenworthy motioned to approve. Susan Meyer seconded. The minutes were unanimously approved.

Franchise Fee Reimbursement

Alison explained that every February the Trash Committee reviews applications from companies who obtained recycling services outside of the mobile recycling center provided to BID members. The total amount is \$1,700 to

be reimbursed. Alison asked for a motion to approve. Judy Cullen motioned to approve. Lori seconded. The reimbursements were approved.

Visioning 2016

Alison discussed prior initiatives to turn the HPCA from reactive to proactive in setting goals. Surveys were sent to merchants and employees for their input. Alison would like to initiate this for March with surveys, and Open Houses to try to set some new goals.

John expressed his opinion about parking and wants to look at it from a developer stand point. John wants to know, by code, what are the number of spots we are short. A solution would be that when square footage is added the building owner or tenant should be required to add parking. John also discussed the need for a transportation solution.

Becca responded that HPCA has always had a very strong voice however, it has many different opinions. The visioning will help HPCA to have one voice again and the visioning will bring everyone onto the same page.

John stated that the visioning isn't effective without a lot of the numbers we need. Craig Elliott stated that it is not possible to get the numbers. The code numbers do not reflect the issue accurately.

Rick responded that the prior visioning process was very beneficial and necessary for the organization. Alison stated that it helps prioritize time and tasks.

Sundance De-brief

Craig Elliott said he sublet his conference room. Parking works out well for him during Sundance. Craig took the bus and walked a lot and found it very easy. The first week was busier than the rest.

John Kenworthy stated Flanagan's had an all-time best Sundance and all-time best day. The first Saturday was busy. No Name also did their best days on the first Friday and Saturday. The activation of the Bob Wells plaza helped. Business breeds business. John was impressed with tents and structures that Sundance brought in. Sales increased every day but one.

Rick Anderson found the first weekend to be terrific however business dropped off substantially, more so than other years.

Monty said the first week for us is slower. We did better the second week. Our demographic is the skier so their sales pick-up when skier traffic returns.

Jan Wilking stated that he works offsite during Sundance. Uber in the Flag Pole parking lot worked well. He was very surprised at the amount of businesses that shut down the second week. Jan stated that it didn't "feel" as busy on Main Street this year.

Alison stated that Uber moved 5,000 people in 4 days from the lot. Official Sundance numbers are not in yet.

Maren stated she saw fewer film people and more spectators. It seems as if there were fewer people in town due to the storms back east.

Judy stated that the WBP had their best day on Saturday. It is frustrating to not have use of the Wasatch Brew Pub lot. The first Friday and Monday there is a broadcast booth in the restaurant. The process to have this happen is very tedious and the response from the City is dismal. It didn't feel as busy this year. The numbers were pretty even to last year.

The Restaurant Association tried to get the message out that restaurants were open and not renting out their space, Ginger Ries said. There were 60,000 visitors to the website so the information is being sought out.

Lori Harris said she had great numbers the first weekend, the numbers dipped way down in the middle of the week and then ok at the end. She asked what the demographics are for the second weekend. Since we remove parking, it feels like a ghost town. We need to push to get parking back. Alison agreed that it felt much slower the second week.

Maren asked if we can get garage parking counts. Alison will follow up.

Judy stated that the message of how busy the first weekend impacts people wanting to visit the second weekend. They think it is just as difficult. We are a victim of your own success. The marketing campaign should push for the second week and a better perception. John agreed that the perception needs to be changed.

Susan mentioned that she rents out her space and it costs her approximately \$500 in upgrades. Two winters prior Susan had to spend \$2,200 on upgrades. This year she had to spend \$17,000 to widen a staircase for Sundance capacity. Susan made zero profit for renting out space. Occupancy normally is 140 people. During Sundance it drops to 40 people. When second bathroom was added, it increased the occupancy to 80 people.

Melissa Berry sublets her space. The City inspects and if improvements are needed to be made she passes the cost onto renters.

Meisha reported on the communications standpoint. The blog on "What to do without credentials" is very popular. Meisha experiences Sundance without credentials to see what it is like and how to improve it.

Becca explained Aloha had more skier days than ever before. Becca rode the bus any time she visited Main Street and the buses were full. With Uber and the busses, she stated that the lots may have been emptier because people are opting not to drive. Becca did a ride along with the police department and it was one of the smoother nights. Sundance drastically increased its security budget. Police from Vail were in town. One bar had 1000+ people when their occupancy was 80. Safety definitely comes into play when The City inspects the businesses.

There were also last minute business license approvals so it would be interesting to see if that was profitable or not.

Alison stated that the bus ridership numbers were even to last year.

Judy asked about licensing and if the entity already has a license to broadcast, why does she need an additional license to have a live broadcast. Alison will follow up and get some answers.

Christie Dilloway observed the garage being empty quite a bit and would like to see the numbers of parking during that time. The employees do need parking and their hours do not always allow for them to take the bus. The people managing the paid parking do not have a lot of information. Deer Valley Drive's long line was frustrating as well. There has to be a solution to the bottleneck. Christie would like to see parking to come back to Main Street. It enhances the vibrancy of Main Street. John asked to get the numbers for parking. Alison will follow up.

John agreed with Christie's observation. The garage was underutilized from Tuesday through the second week.

Monty Coates discussed that his business was blocked off by stations from another business. There needs to be better management of the use so they do not block entrances of other businesses.

Alison will provide this information to the City in a report.

Adjourn

Lori Harris motioned to adjourn. Jan Wilking seconded. The meeting was adjourned at 9:59.

Next meeting February 16th 2016 at 8:30 am at the Treasure Mountain Inn

Written Updates

Marketing and Communications Snapshot – Information provided by Meisha Lawson Ross

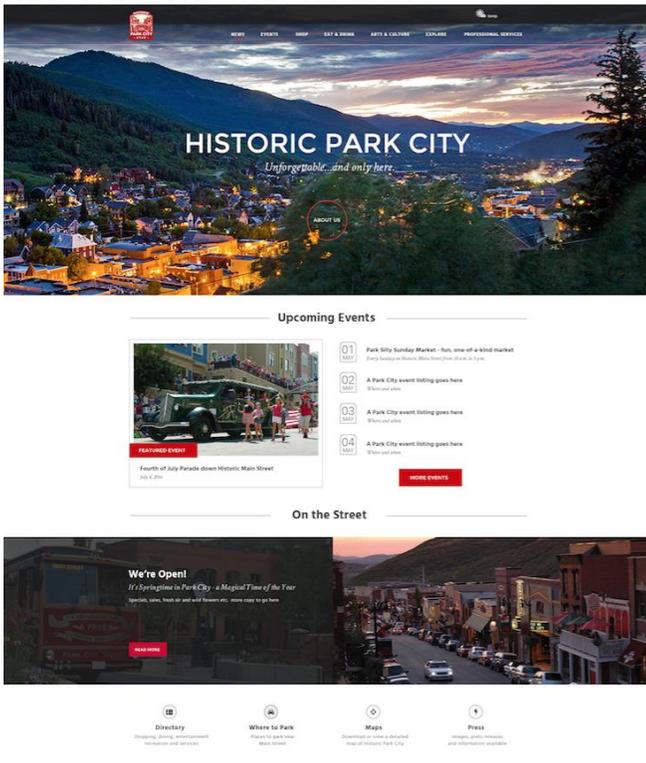
WEBSITE PERFORMANCE – JANUARY 22- FEBRUARY 21

- Compared to 2015 web traffic was down 15%. Total visits were 7,911.
 - o In 2015 we had a very successful blog post published January 21 that drove significant traffic.
 - o We ran an advertising campaign in February of 2015.
 - o Considering these two factors our website performance continues to track very positive. We've increased traffic significantly over the last several years. Compared to 2014 website traffic in for the reporting period was up 47%.
- Visits were down 8% compared to the prior month.

SOCIAL UPDATES

- We received nearly 40,000 impressions through our Facebook efforts from January 22 – February 21. This is very strong.
- We should be at 4,000 Facebook fans and 1,000 Instagram followers in the next few months. We continue to see growth in our Twitter audience as well.

NEW WEBSITE SNEAK PEAK



ADDITIONAL PROJECTS

- We will be preparing our grant applications to submit March 31. The grant applications lead our marketing efforts for the upcoming fiscal year.

Discussion Topics

2016 Visioning – Alison Kuhlow-Butz

Action Requested: Discuss ideas and topics that need to be addressed in order to to promote, enhance and encourage an atmosphere that is beneficial to the businesses of Historic Park City and the community, while informing and building consensus among property owners, merchants and governmental agencies

Alison Kuhlow-Butz will walk the Board through a brainstorming session.