



BOARD OF DIRECTORS MEETING

Tuesday, June 16, 2020

Join URL: <https://us02web.zoom.us/j/84815075942?pwd=M0kzRUZ1aTY4eWVYd3lUSFE4cVc3Zz09>

Phone: +1 346 248 7799 | Meeting ID: 84815075942# | Password: 545826#

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 May 19, 2020	8:35am
III. Public Input (Any matter of business not scheduled on agenda)	8:40am
IV. Questions on Items included within the Written Update Section <ul style="list-style-type: none">● FY20 P & L and Balance Sheet● Marketing and Communications Snapshot● Trash and Recycling Update	8:45am
V. Outgoing Board Members	8:50am
VI. Board Officer Elections	8:55am
VII. Ex-Officio Members Confirmation	9:00am
VIII. Professional Services Position Vacancy	9:05am
IX. HPCA Marketing Update	9:10am
X. FY21 Budget Approval	9:15am
XI. Outdoor Operations Monday through Saturday	9:25am
XII. Car-Free Sunday Debrief	9:40am
XIII. Adjourn Regular Meeting	10:00am

Note: HPCA is an organization for and by its members. All member opinions are welcome and thorough discussion is encouraged. From time to time deference will be given to Board of Directors so that business on the agenda may be completed. However, our goal is to foster an environment where all feel welcome to speak, all opinions are heard, and no one feels intimidated to participate.

Future Meetings

Note: This future meeting schedule is TENTATIVE and subject to change. Let Alison know if you wish to be included on the calendar invite for all Board Meetings.

July 21, 2020

August 28, 2020

September 15, 2020

October 20, 2020

November 17, 2020

December 22, 2020

DRAFT
MINUTES OF THE BOARD OF DIRECTORS MEETING
Tuesday, May 19, 2020
Zoom – online meeting platform
Minutes by Shirin Spangenberg, Secretary/Treasurer

BOD Attendance: John Kenworthy, Rhonda Sedaris, Mike Sweeney, Susan Meyer, Shirin Spangenberg, Greg Ottosan, Ashley Williams, Monty Coates, Bob Kohler, Jessica McCleary, Ed Shaul, Colby Larsen, Cristina Aguirre, Kate Serpe, Ted Eberle and Alison Kuhlow (Executive Director).

Absent: Puggy Holmgren

Minutes from February April 21, 2020 Meeting

Colby Larson asked for a motion to approve the minutes from April 21, 2020. Monty Coates motioned to approve the minutes. The minutes were unanimously approved.

Meeting Recording

A copy of the entire meeting is available here.

<https://drive.google.com/file/d/1TPrijDzIupygARqLRHGZVSeKGAUVjsZ/view>

Adjourn

Rhonda Sedaris motioned to adjourn the meeting at 9:56 am. Cristina Aguirre, seconded. The motion passed.

Next meeting July 21, 2020 at 8:30 am

June 16, 2020
BOARD PACKET
WRITTEN UPDATES

P & L and Balance Sheet – Information provided by Alison Kuhlow

Current P&L reports for Operations, Autumn Aloft, Grants and Other Restricted Funds and Trash and Recycling are included at the end of this packet, along with a current balance sheet for the organization.

Marketing and Communications Snapshot – Information provided by Meisha Ross

CURRENT MARKETING EFFORTS

With a new month comes a refreshed creative and evolved marketing campaign. We are currently running three campaigns in with different geographic parameters.

- In the Wasatch Front and regional drive markets; we are messaging the variety of shops, restaurants, and experiences.
- In the Wasatch Front, we are messaging Car-Free Sundays.
- In the Wasatch Back, we are messaging Shop Local and Car-Free Sundays.
- A press release on car-free Sundays was distributed Wednesday, June 10.
 - We received coverage on ABC4
 - We're working with Fox 13 on a Big Buddah show the week of 6/15.
- A newsletter was distributed to our consumer database Friday, June 12.

Shop, Dine & Stroll
in Historic Park City

**SUNDAYS
on MAIN are
CAR-FREE**

The Historic Park City Alliance
encourages you to support
LOCAL FIRST.

SEE LIST OF OFFERINGS [HERE](#)



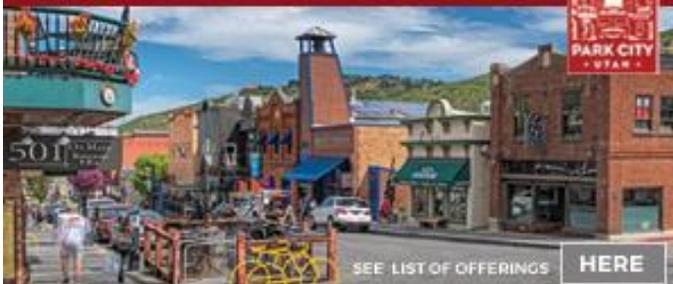
Shop, Dine & Stroll in Historic Park City

THINK LOCAL FIRST

The Historic Park City Alliance encourages you to support **LOCAL FIRST.**

FREE PARKING

SEE LIST OF OFFERINGS [HERE](#)



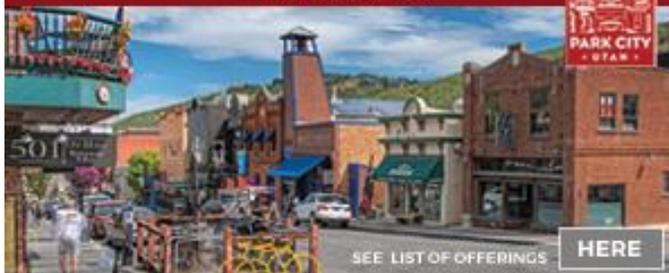
Shop, Dine & Stroll

**EXPLORE
HISTORIC PARK CITY**

Home to over 200 unique restaurants, shops,
galleries, theatres and businesses.

FREE PARKING

SEE LIST OF OFFERINGS [HERE](#)



Media Plan

Wasatch Front			
Flight	Publication	Channel	Message
6/10 - 7/9	Facebook	Social	Sundays
6/10 - 7/9	Facebook	Social	Explore Main
6/10 - 7/9	Google	Search	Explore Main
6/10 - 7/9	Google	Search	Sundays
6/10 - 7/9	City Weekly	Digital	Sundays
6/10 - 7/9	City Weekly	Digital	Explore Main
6/10 - 7/9	Programmatic	Digital	Sundays
6/10 - 7/9	SL Mag	Digital	Explore Main
6/10 - 7/9	SL Mag	Digital	Sundays
6/11/20	SL Trib	E-mail	Sundays
6/12/20	SL Trib	E-mail	Sundays

Wasatch Back			
Flight	Publication	Channel	Message
6/10 - 7/9	Google	Search	Local
6/10 - 7/9	Google	Search	Sundays
6/10 - 7/9	Facebook	Social	Local
6/10 - 7/9	Facebook	Social	Sundays
6/10 - 7/9	Park Record Online	Digital	Sundays
6/10 - 7/9	Park Record Online	Digital	Local
6/17 - 7/16	KPCW	Radio	Local
6/17 - 7/16	KPCW	Radio	Sundays
13-Jun	Park Record	Print	Sundays
17-Jun	Park Record	Print	Local
20-Jun	Park Record	Print	Sundays

6/17/20	City Weekly	Print	Combo
6/17 - 7/16	Blip	Outdoor	Sundays
6/17 - 7/16	Blip	Outdoor	Explore Main
6/17 - 7/16	KRCL	Radio	Explore Main
6/10 - 7/9	Programmatic	Digital	Explore Main
17-Jun	SL Trib	E-mail	Explore Main
18-Jun	SL Trib	E-mail	Explore Main
24-Jun	City Weekly	Print	Explore Main
25-Jun	SL Trib	E-mail	Sundays
2-Jul	SL Trib	E-mail	Explore Main
8-Jul	City Weekly	Print	Sundays
9-Jul	SL Trib	E-mail	Sundays
9-Jul	SL Trib	E-mail	Explore Main
15-Jul	SL Trib	E-mail	Sundays
22-Jul	City Weekly	Print	Explore Main
23-Jul	SL Trib	E-mail	Explore Main
29-Jul	City Weekly	Print	Sundays
30-Jul	SL Trib	E-mail	Sundays
Summer / Fall	Mtn Express Mag	Print	Explore Main

24-Jun	Park Record	Print	Local
27-Jun	Park Record	Print	Sundays
1-Jul	Park Record	Print	Local
4-Jul	Park Record	Print	Sundays
8-Jul	Park Record	Print	Local

2021 GRANT UPDATES

HISTORIC PARK CITY MARKETING AND COMMUNICATIONS \$106,100

RECEIVED // FULLY FUNDED

In today’s environment it becomes more important than ever to drive regional traffic to Park City. As we rebuild and enter recovery, Historic Park City is well positioned to utilize our market position to drive traffic to support our small business economy. This year’s grant application is larger than normal, because we will need to make a larger impact in the market. Historic Park City merchants will see significant impacts to current business closures due to higher rents and costs of doing business as well as the large percentage of small, locally owned businesses on the street. We look to execute several strategic marketing campaigns to support these small businesses.



HISTORIC PARK CITY EARLY WINTER ACTIVATION

\$155,973

RECEIVED // FULLY FUNDED

In the immediate future, the Historic Park City Alliance believes creating an interactive winter experience will help set Park City apart as visitors plan where to spend their discretionary income. We also expect visitors to be more cost sensitive as we pave a path toward recovery. Promoting early season allows us to offer a price sensitive Park City experience. Creating an early season experience unparalleled in other destinations will set Park City up for success by kicking off the

winter season with something new and exciting to promote.

SOCIAL MEDIA SUCCESSES

A quick glance at our most successful social media posts for May.

FACEBOOK

Post Details

Historic Park City Utah
Published by Meisha Ross [?] · May 2 · 🌐



City Government of Park City, Utah
May 2 · 🌐

City crews installed 10 hand sanitizer stations along Main Street. Your health and safety continue to be our top priority as we enter into the Stabilization Phase.

1,493 People Reached **288** Engagements **Boost Unavailable**

👍❤️👍 91 4 Comments 13 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

1,493 People Reached

109 Reactions, Comments & Shares 📊

88 Like	88 On Post	0 On Shares
4 Love	4 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
13 Shares	13 On Post	0 On Shares

179 Post Clicks

20 Photo Views	0 Link Clicks 📊	159 Other Clicks 📊
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NEGATIVE FEEDBACK

1 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

Historic Park City Utah
Published by Meisha Ross [?] · May 21 · 🌐

Our list of open businesses keeps growing and parking remains free on Main Street, Swede Alley and in China Bridge! See you on Main. #supportlocal
<https://historicparkcityutah.com/news/may-on-main>



HISTORICPARKCITYUTAH.COM
May on Main
Friday, May 1 the Summit County Health... **Learn More**

5,369 People Reached **889** Engagements **Boost Again**

Boosted on May 21, 2020 By Meisha Lawson Ross Completed

People Reached	4.6K	Link Clicks	304
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[View Results](#)

👍❤️👍 68 2 Comments 4 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

5,369 People Reached

81 Reactions, Comments & Shares 📊

72 Like	68 On Post	4 On Shares
2 Love	2 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares

808 Post Clicks

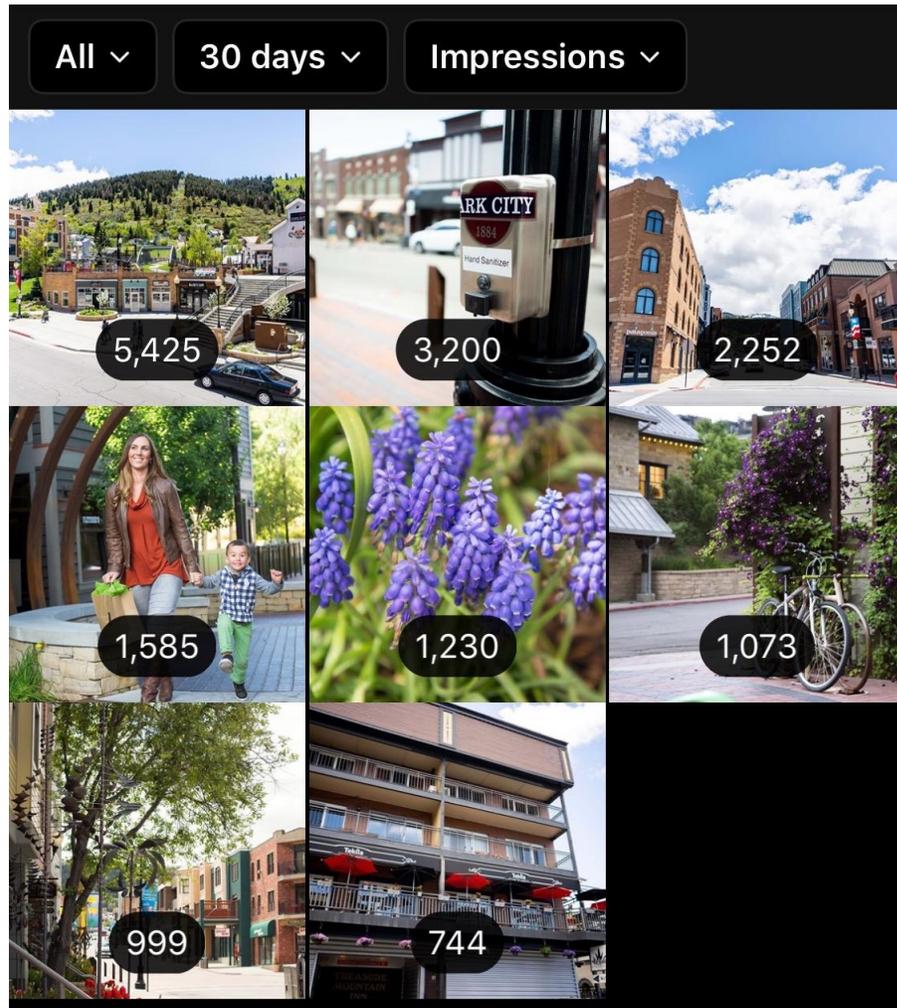
0 Photo Views	332 Link Clicks 📊	476 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

INSTAGRAM



Trash and Recycling Update – Information provided by Alison Kuhlow

The Trash and Recycling Committee met on June 11 to review operations for the upcoming fiscal year. The committee recommended developing a phased plan to begin billing the merchants utilizing the common trash dumpsters in Swede Alley. The HPCA has been covering trash bills since the end of March.

The committee also recommended developing a plan and potential ask for assistance in funding the Mobile Recycling Center for the current year. Detailed plans are in development and will be communicated to the Board for input via email over the next two weeks. A final Trash and Recycling Budget will be presented at the July meeting for approval of the changes based on the plan developed.

DISCUSSION TOPICS

Outgoing Board Members – Alison Kuhlow

Required Action: No action from the board is necessary.

Ashley Williams, Mary Janes
Cristina Aguirre, Egyptian Theatre
Susan Meyer, Meyer Gallery
John Kenworthy, Flanagan's on Main

Board Officer Elections – Alison Kuhlow

Action Requested: Elect a President, Vice President and Secretary

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.

Secretary/Treasurer

The Secretary-Treasurer shall keep, or cause to be kept, a book of minutes at the principal office or such other place as the Board of Trustees may designate, of all meetings of the Board of Trustees and Members, and, to the extent required by the Board of Trustees, meetings of any committee established by the Board of Trustees. The minutes shall include at a minimum an identification of the meeting held, the place, date and time of the meeting, the names of those in attendance in person at the meeting, the names of those represented by signed written proxy at the meeting, the manner of calling and giving notice of the meeting if applicable, a general description of the matters addressed at the meeting, and a description of any action taken, or proposed to be taken, at the meeting, including the results of any vote thereon.

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

- President – Rhoda Sideris (existing Vice President)
- Vice President – Tana Toly
- Secretary/Treasurer – Shirin Spangenberg (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 John Kenworthy would fulfill the role of Past President.

Ex-Officio Members – Alison Kuhlow

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.

Ted Eberle – Park City Mountain Resort

Ed Shaul/Carrie Westberg – Deer Valley Resort and Deer Valley Signatures

Bob Kollar – Park City Chamber and Visitors Bureau

John Kenworthy – Past President - Flanagan's on Main

Professional Services Position Vacancy – Alison Kuhlow

Action Requested: Confirm a member to fill the Professional Services four (4) year position on the Board.

Vacancies in the Board of Trustees, whether created by resignation, removal, death or otherwise, shall be filled as follows. A vacancy remains since no member applied for this position during the election.

The HPCA by-laws allow the following

(a) A majority of the remaining Trustees shall appoint an interim Trustee to fill the vacancy and serve until the next annual meeting of Members.

(b) If the unexpired term of a vacancy in the Board of Trustees extends beyond the next annual meeting of Members, at said annual meeting the Members shall elect an interim Trustee to fill the vacancy and serve until the expiration of the regular three (3) year term.

Jana Potter, with Sterling Real Estate, express an interest to fulfill the four (4) year position.

The Board can approve Jana to take the Professional Services position and at the next Annual Meeting the members will confirm the vote.

FY21 Budget Approval – Alison Kuhlow

Action Requested: Consider approving the 2020-21 budget.

Budgets are included at the end of this document.

A draft budget for FY21 was prepared and reviewed by the Treasurer. The draft budget has been included for consideration of approval. All budget documents are attached at the end of this packet.

The FY21 budget is not impacted by current economic conditions. Budgeting for FY22 (July 2021 – June 2022) could be challenging. The HPCA's operations are funded by the BID fees. If there is a reduction in the total number of businesses on Main Street the HPCA's budget will decrease. Discussions regarding FY22 budget will begin in July.

FY16 Operating and Marketing

The HPCA reduced expenses to meet the anticipated revenue received in July from Park City Municipal.

Restricted Funds

The funds within this budget are determined during the time applications are prepared for the Summit County Restaurant Tax Grant and Chamber Event Grant. At this time, we are awaiting information on our Chamber Event Grant, all others were approved with full funding.

FY21 Trash and Recycling

The draft Trash and Recycling budget shows a deficit due to an anticipated reduction in franchise fees, on Republic Services trash bills, collected from the merchants. The Mobile Recycling Center operations is paid by these fees.

At this time the Trash and Recycling Committee recommended developing a phased plan to begin billing the merchants utilizing the common trash dumpsters in Swede Alley. The HPCA has been covering trash bills since the end of March.

The committee also recommended developing a plan and potential ask for assistance in funding the Mobile Recycling Center for the current year. Detailed plans are in development and will be communicated to the Board for input via email over the next two weeks. A final Trash and Recycling Budget will be presented at the July meeting for approval of the changes based on the plan developed.

FY17 Autumn Aloft

A separate budget has been created for Autumn Aloft so that all event expenses can be separately tracked. The HPCA will continue to own Autumn Aloft through the 2016 event. The Autumn Aloft Committee is applying for a 501c3 designation and should be its own non-profit organization by the 2017 event.

Marketing Update –Meisha Ross

Required Action: No action from the board is necessary.

Meisha Ross will provide a presentation at the Board Meeting on the current marketing efforts and engagement over the past week.

Outdoor Operations Monday through Saturday – Alison Kuhlou

Required Action: Provide direction regarding outdoor operations Monday through Saturday.

The HPCA received significant feedback regarding the potential of outdoor operations from Monday – Saturday mentioned in the email sent on Monday. This option was not part of the HPCA's request to City Council regarding Sunday, instead it was an option offered by the City to allow businesses to operate as creatively as possible during this time.

Summary of Monday – Saturday Option

A business may utilize the parking space in front of their business for outdoor operations Monday to Saturdays during the Summers. This could include dining and retail sales.

Businesses who utilize the space and want to keep furniture and other items out overnight will need to sign a lease with the City and add them as additionally insured on their insurance.

Space on the street not utilized by businesses would remain as parking spaces.

A survey was sent to members on Thursday, June 11 asking two questions.

- Do you support the use of parallel parking spaces for outdoor business operations Monday - Saturday during the Summer of 2020?
- Do you support businesses utilizing the sidewalk daily for sidewalk sales Monday - Saturday, as long as a 44" walkway is maintained?

The responses to the survey are being collected and will be emailed to the entire membership by noon on Monday, June 15. The survey is not a vote, just a straw poll to see where businesses stand. If the decision is too close to make, we will carry-out a vote.

If there is a majority opinion, the HPCA will communicate the response to City Hall.

Car-Free Main Street – June 14 Debrief - Alison Kuhlow

Required Action: Provide feedback to improve the car-free Sunday operations.

June 14, 2020 is the first car-free Sunday of the summer. Feedback from those attending the Board Meeting is important so that any improvements needed for the following Sunday can be reviewed and implemented. Board members are encouraged to talk with other merchants prior to the meeting to learn their positions on this issue.