



BOARD OF DIRECTORS MEETING

Tuesday, January 19, 2021

Join URL: Join Zoom Meeting

<https://zoom.us/j/97050369955?pwd=dTc1RDZ2VXbmxNTVJcDJXQVpMz09>

Phone: +1 346 248 7799 | Meeting ID: 970 5036 9955# | Password: 816467#

8:30 am - 10:00 am

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

- 8:00 am Roll Call
- 8:35 am Minutes from December 15, 2020
- 8:40 am Public Input (Any matter of business not scheduled on agenda)
- 8:45 am Questions on Items included within the Written Update Section
 - a) Marketing and Communications Snapshot
- 8:55 am Budget and Finance Review
- 9:05 am Car-Free Sundays | 2021 Discussion
- 9:20 am Old Town Liquor Store
- 9:35 am Park City Chamber and Visitors Bureau
- 10:00 am Adjourn Regular Meeting

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.

- January 19, 2021
- February 16, 2021
- March 16, 2021
- April 20, 2021
- May 18, 2021

DRAFT
MINUTES OF THE BOARD OF DIRECTORS MEETING
Tuesday, December 15, 2020
Zoom – online meeting platform
Minutes by Alison

8:01 am Meeting was called to order.

BOD Attendance: Rhonda Sideris, Mike Sweeney, Puggy Holmgren, Tana Toly, Greg Ottosan, Monty Coates, John Murko, Shirin Spangenberg Ron Wedig, Colby Larsen, Jessica McCleary, Jana Potter, Seth Adams, Stephen McKay, Ed Shaul, Bob Kollar, John Kenworthy, Steve Joyce (City Council Liaison), Alison Kuhlow (Executive Director), and Meisha Ross (Marketing Director).

Absent: Kate Serpe, and Ted Eberle.

Minutes from November 17, 2020 Meeting

Jana Potter proposed a motion to approve the minutes from October 20, 2020. Mike Sweeney motioned to approve the minutes. The minutes were unanimously approved.

Items not on the Agenda

No items were brought to the Board's attention.

Written Updates

No items were brought to the Board's attention.

Budget and Finance Review

Alison Kuhlow gave an overview of where the actual expenses are compared to the budget. Rhonda Sideris inquired about FY22 and potential reductions in income. Alison mentioned that the loss will be approximately \$16,000 from no Convention Sales Licenses being issued for Sundance 2021.

Jonathan Weidenhamer, Economic Development Manager with Park City Municipal, stated the City was not looking to eliminate the \$40,000 parking revenue annual funding and that the City is willing to be a safety net.

Budget and Finance Review

Alison Kuhlow gave quick review of budget information provided within the meeting packet.

Sales Tax Reporting

Sales Tax number for Main Street through Q3 of 2020 were made available. Bob Kollar identified some outliers in that VRBO remits their sales tax once a year so the lodging numbers will be skewed.

Ron Wedig raised concerns regarding the prohibition on alcohol sales after 10 pm. For many establishments, this is right when they get going. Ginger Wicks, with the Restaurant Association, has set up a meeting with the Utah Department of Health, for restaurants to provide input to hopefully get it repealed.

Park Silly Sunday Market | 2021 Discussions

Jenny Diersen, Park City's Special Events Manager, clarified that the Park Silly Sunday Market's contract goes through October 2022. The Board discussed the need to receive input from merchants regarding their desire to have Car-Free Sundays in 2021. The Events Committee will take the lead on the survey and consolidation of information.

Park City Chamber and Visitors Bureau

Jennifer Wesselhoff, CEO of the Park City Chamber and Visitors Bureau providing insight into her first 90 days plan to the Board. Jennifer also reviewed Destimetrics lodging data.

Adjourn

Jana Potter motioned to adjourn the meeting at 9:00 am. Monty Coates seconded. The motion passed.

Next meeting January 19, 2021 at 8:30 am

January 19, 2021

BOARD PACKET

WRITTEN UPDATES

Marketing and Communications Snapshot

CURRENT MARKETING EFFORTS

Our holiday and Snow Globe Stroll campaigns generated nearly 8.5 million impressions and more than 30,000 clicks to www.historicparkcityutah.com.

From November 1, 2020 through January 3, 2021 we saw 63,000 visitors. During this same time in 2019 we saw 24,500 visitors. A detailed website analytics report has been provided with this report.

More than 2,000 visitors land on the Interactive Snow Globe Stroll experiences page accessible via the QR codes on the Snow Globes.

Upcoming Projects include developing a media campaign for January – March to support additional street visitation through the ski season and the April – June shoulder season. The marketing committee will begin planning for FY2022 with a detailed review of FY21 and discussion on opportunities moving forward.

SOCIAL MEDIA SUCCESSES

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

Post Details



Historic Park City Utah

Published by Later [?] · ★ Favorites · December 23, 2020 ·

👉👉 How about an evening appreciating the alpenglobe in an Alpenglobe at Butcher's Chop House and Bar? Reservations Required 🍷🍷
<https://www.butcherschophouse.com/copy-of-alpenglobe>



✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

1,414 People Reached **160** Engagements [Boost Post](#)

👍👍👍 Ricardo Rick, Jill Enriquez Forker and 66 others 9 Shares

👍 Like 💬 Comment ➦ Share 🗑️

Post Details

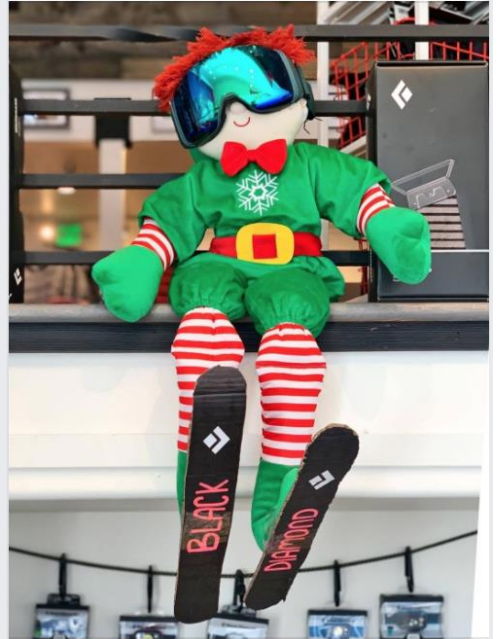


Historic Park City Utah

Published by Later [?] · ★ Favorites · December 1, 2020 ·

This little guy's name is Snowie. He and his buddy Jingle can be found around Main Street through December 24. Rumor has it they head back to the North Pole each night to report back to Santa. Have you seen Snowie & Jingle around Main Street the last few days?

Keep an eye out...I'm sure they'll find a bit of trouble between now and Christmas Eve.



✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

912 People Reached **30** Engagements [Boost Post](#)

👍 Mary Lord, Ákos Pelyhe and 10 others 4 Shares

👍 Like 💬 Comment ➦ Share 🗑️

Post Details

Historic Park City Utah
Published by Later [?] · ★ Favorites · December 30, 2020 · [🌐]

Using only one word, how would you describe Historic Main Street?



✔ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

961 People Reached **134** Engagements [Boost Post](#)

👍❤️ 18 8 Comments

👍 Like 💬 Comment ➦ Share 🗑️

INSTAGRAM

Any ▾ Impressions ▾ Last 30 Days ▾

 12.6K	 2,313	 1,859
 1,801	 1,523	 1,424
 1,354	 1,254	 1,219
 954	 933	 848

January 19, 2021
DISCUSSION TOPICS

Budget and Finance Review

Action Requested: No action required.

Please review the following documents, included at the end of this packet, in preparation for Tuesday's Meeting.

Car-Free Sundays | 2021 Discussion

Action Requested: Review the proposed process and survey questions to determine if the HPCA pursues Car-Free Sundays in 2021.

At the last board meeting, the Events Committee was given the lead to solicit input from merchants regarding their desire to have Car-Free Sundays in 2021. The Events Committee met and developed three scenarios where merchants are asked about Car-Free Sundays. The survey will be sent to all primary contact for each business to ensure the decision maker for the entity is the one providing feedback. Three (3) 30-minute Listening Sessions will be scheduled so that merchants can receive clarification on any questions they may have prior to completing the survey.

After the survey is out and a reminder is sent, Alison Kuhlow will compile a list of businesses who have not yet responded. At that point she will reach out to the Board to solicit help in reaching out to the remaining businesses.

Once the survey closes the Events Committee will review the data collected and make a recommendation for the Board to review at the February meeting.

Below is a DRAFT of the Car-Free Sundays 2021 Survey

2021 Car-Free Sunday Survey

It is unlikely that the current Health Department Regulations to reduce the spread of COVID-19 will be lifted by the Summer of 2021. Last year the merchants supported Car-Free Sundays running from June through October. Car-Free Sundays made Main Street a pedestrian only zone to allow for more physical distancing which is felt to draw more to the area to shop and dine.

Car-Free Sundays allowed businesses to move their operations outdoors.
Photos

This survey is to help determine if Car-Free Sundays will benefit businesses again this summer. Since much is unknown, we've provided three scenarios on which we would like your input. The HPCA Board will review the input and determine if planning logistics for Car-Free Sundays in 2021 should begin.

Often our surveys do not provide the in-depth information you need to accurately determine your point of view. To help, we've schedule (3) 30-minue Listening Sessions where we are available to answer specific questions about logistics that may impact your decisions. A video of one of the meetings will be available for those who find that the times are inconvenient.

A few things to keep in mind for 2021.

- Keeping Heber Avenue closed has not been determined.
- China Bridge Parking Garage filled with vehicles on Car-Free Sundays.

- Closing Main Street reduces the parking capacity in the area by 175 spaces.
- PSSM is moving forward with planning for their 2021 Event. The event will occupy their historical footprint but will have a significantly reduced density of vendors to meet Health Department guidelines.
- China Bridge Parking Garage reaches capacity on Park Silly Sunday Market Days.

Scenario #1.

Current Health Department Regulations, including restrictions on capacities within restaurants and bars, remain. The Park Silly Sunday Market has determined they will not operate any portion of their event on and around Main Street.

- Do you support Car-Free Sundays from June through September?
- Would you participate and bring your business outdoors on Car-Free Sundays?
- What other information should we keep in mind for Scenario #1?

Scenario #2.

Current Health Department Regulations, including restrictions on capacities within restaurants and bars, remain. The Park Silly Sunday Market will operate within their historical footprint every Sunday from June through September.

- Do you support Car-Free Sundays, in conjunction with PSSM, from June through September?
- Would you participate and bring your business outdoors on Car-Free Sundays?
- What other information should we keep in mind for Scenario #2?

Scenario #3.

Health Department Regulations are removed (Hurray!) and businesses can operate at full capacity. The Park Silly Sunday Market will operate within their historical footprint every Sunday from June through September.

- Do you support Car-Free Sundays, in conjunction with PSSM, from June through September?
- Would you participate and bring your business outdoors on Car-Free Sundays?
- What other information should we keep in mind for Scenario #3?

Old Town Liquor Store

Action Requested: No action required.

Tiffany Clason, the Director of the UDABC, contacted Alison Kuhlow to provide further background on the reason the Old Town Liquor Store is temporarily closing after Saturday, January 16. Staffing at the Liquor Stores in Park City has been a challenge that is often discussed at the Park City Restaurant Association Meeting with regards to the store in Prospector Square. Tiffany explained that they are having difficulties hiring employees for these entry level positions. The UDABC has no plans to permanently close the store and wanted to ensure the HPCA that they will be transparent throughout this situation as they look to fill the positions as soon as possible.

Park City Chamber and Visitors Bureau

Action Requested: No action required.

Supplemental Information and Explanations FY21 January

Balance Sheet

- The Accounts Receivable line lists \$(114,840.89) is a result of old payment information from 2017 as well as a Journal Entry between FY20 and FY21. Alison Kuhlow and Shirin Spangenberg are working with Bountiful Peak Advisors to clear this amount. The line should read \$0.

HISTORIC PARK CITY ALLIANCE

BALANCE SHEET

As of January 15, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Autumn Aloft Checking	46,917.29
Operations Checking	2,017.24
Reserve - Money Market	92,812.82
% withheld	33,661.85
Total Reserve - Money Market	126,474.67
Trash and Recycling Checking	5,637.87
Total Bank Accounts	\$181,047.07
Accounts Receivable	
Accounts Receivable	-114,840.89
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$ -114,840.89
Other Current Assets	
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$66,206.18
Other Assets	
Bond Deposit	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$66,206.18
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	-25.00
Total Accounts Payable	\$ -25.00
Credit Cards	
Zions Credit Card - closed 10/9/2019	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
Deferred Revenue	89,458.05
Total Other Current Liabilities	\$89,458.05
Total Current Liabilities	\$89,433.05
Total Liabilities	\$89,433.05
Equity	
Opening Bal Equity	0.00
Retained Earnings	-96,173.29
Net Income	72,946.42
Total Equity	\$ -23,226.87
TOTAL LIABILITIES AND EQUITY	\$66,206.18

HISTORIC PARK CITY ALLIANCE

FY21 OPERATING - BUDGET VS. ACTUALS

July 2020 - June 2021

	FY21 OPERATIONS		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
Income				
BID License Fees	52,488.00	51,273.00	\$52,488.00	\$51,273.00
CSL Fees	16,038.00	16,235.00	\$16,038.00	\$16,235.00
Interest Income	58.50		\$58.50	\$0.00
Total Income	\$68,584.50	\$67,508.00	\$68,584.50	\$67,508.00
GROSS PROFIT	\$68,584.50	\$67,508.00	\$68,584.50	\$67,508.00
Expenses				
Annual Dues and Licenses			\$0.00	\$0.00
Chamber of Commerce	55.00	55.00	\$55.00	\$55.00
Licenses and Permits		45.00	\$0.00	\$45.00
Total Annual Dues and Licenses	55.00	100.00	\$55.00	\$100.00
Marketing			\$0.00	\$0.00
Kiosk		500.00	\$0.00	\$500.00
Total Marketing		500.00	\$0.00	\$500.00
Operating			\$0.00	\$0.00
Bank Charge	47.00		\$47.00	\$0.00
Insurance D&O		970.00	\$0.00	\$970.00
Insurance Workers Comp	896.71		\$896.71	\$0.00
Post Office Box Rental	130.00	118.00	\$130.00	\$118.00
Signage	52.00		\$52.00	\$0.00
Software	14.17		\$14.17	\$0.00
GSuite	156.62	480.00	\$156.62	\$480.00
Office/General Administrative Expenses	264.12		\$264.12	\$0.00
QuickBooks Payments Fees	381.70	920.00	\$381.70	\$920.00
Total Software	816.61	1,400.00	\$816.61	\$1,400.00
Supplies		300.00	\$0.00	\$300.00
Total Operating	1,942.32	2,788.00	\$1,942.32	\$2,788.00
Professional Services			\$0.00	\$0.00
Accounting	5,810.00	1,000.00	\$5,810.00	\$1,000.00
Contract Work	37,150.00	63,600.00	\$37,150.00	\$63,600.00
Total Professional Services	42,960.00	64,600.00	\$42,960.00	\$64,600.00
QuickBooks Payments Fees (385)	76.34		\$76.34	\$0.00
Total Expenses	\$45,033.66	\$67,988.00	\$45,033.66	\$67,988.00
NET OPERATING INCOME	\$23,550.84	\$ -480.00	\$23,550.84	\$ -480.00
NET INCOME	\$23,550.84	\$ -480.00	\$23,550.84	\$ -480.00

HISTORIC PARK CITY ALLIANCE

AUTUMN ALOFT: BUDGET VS. ACTUALS: FY21 OPERATING - FY20 P&L CLASSES

July 2020 - June 2021

	AA - RESTAURANT TAX GRANT		AA - SPONSORSHIP		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
Income						
Grants					\$0.00	\$0.00
Restaurant Tax Grant	1,520.00				\$1,520.00	\$0.00
Total Grants	1,520.00				\$1,520.00	\$0.00
Total Income	\$1,520.00	\$0.00	\$0.00	\$0.00	\$1,520.00	\$0.00
GROSS PROFIT	\$1,520.00	\$0.00	\$0.00	\$0.00	\$1,520.00	\$0.00
Expenses						
Contract Labor					\$0.00	\$0.00
Event Management	1,500.00				\$1,500.00	\$0.00
Sponsorship Coordinator			850.00		\$850.00	\$0.00
Total Contract Labor	1,500.00		850.00		\$2,350.00	\$0.00
Marketing	20.00				\$20.00	\$0.00
Operating					\$0.00	\$0.00
Software			107.96		\$107.96	\$0.00
Total Operating			107.96		\$107.96	\$0.00
Total Expenses	\$1,520.00	\$0.00	\$957.96	\$0.00	\$2,477.96	\$0.00
NET OPERATING INCOME	\$0.00	\$0.00	\$ -957.96	\$0.00	\$ -957.96	\$0.00
NET INCOME	\$0.00	\$0.00	\$ -957.96	\$0.00	\$ -957.96	\$0.00

HISTORIC PARK CITY ALLIANCE

FY21 TRASH AND RECYCLING - BUDGET VS. ACTUALS

July 2020 - June 2021

	RECYCLING AND TRASH		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET
Income				
CSL Fees	3,159.00	2,962.00	\$3,159.00	\$2,962.00
Grants	7,300.00		\$7,300.00	\$0.00
Interest Income	0.11		\$0.11	\$0.00
Trash and Recycling Franchise Fees	936.68	13,500.00	\$936.68	\$13,500.00
Total Income	\$11,395.79	\$16,462.00	\$11,395.79	\$16,462.00
GROSS PROFIT	\$11,395.79	\$16,462.00	\$11,395.79	\$16,462.00
Expenses				
Operating			\$0.00	\$0.00
Bank Charge	15.00		\$15.00	\$0.00
Total Operating	15.00		\$15.00	\$0.00
Trash and Recycling			\$0.00	\$0.00
Recycling Contract	7,300.00	22,560.00	\$7,300.00	\$22,560.00
Trash Contract	5,523.19		\$5,523.19	\$0.00
Total Trash and Recycling	12,823.19	22,560.00	\$12,823.19	\$22,560.00
Total Expenses	\$12,838.19	\$22,560.00	\$12,838.19	\$22,560.00
NET OPERATING INCOME	\$ -1,442.40	\$ -6,098.00	\$ -1,442.40	\$ -6,098.00
NET INCOME	\$ -1,442.40	\$ -6,098.00	\$ -1,442.40	\$ -6,098.00

HISTORIC PARK CITY ALLIANCE

RESTRICTED FUNDS BUDGET VS. ACTUALS: FY21

July 2020 - June 2021

	CARES GRANT		CHAMBER EVENT GRANT FY21		PARKING REVENUE FY21		RESTAURANT TAX GRANT FY21 MARKETING		RESTAURANT TAX GRANT FY21 SNOW GLOBES		TOTAL	
	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET	ACTUAL	BUDGET
Income												
Grants											\$0.00	\$0.00
CARES ACT Grant	20,500.00										\$20,500.00	\$0.00
Chamber Event Grant				10,000.00							\$0.00	\$10,000.00
Restaurant Tax Grant							59,896.95	99,724.20	155,973.00	155,973.00	\$215,869.95	\$255,697.20
Total Grants	20,500.00			10,000.00			59,896.95	99,724.20	155,973.00	155,973.00	\$236,369.95	\$265,697.20
Parking Revenue					79,664.71	79,664.71					\$79,664.71	\$79,664.71
Total Income	\$20,500.00	\$0.00	\$0.00	\$10,000.00	\$79,664.71	\$79,664.71	\$59,896.95	\$99,724.20	\$155,973.00	\$155,973.00	\$316,034.66	\$345,361.91
GROSS PROFIT	\$20,500.00	\$0.00	\$0.00	\$10,000.00	\$79,664.71	\$79,664.71	\$59,896.95	\$99,724.20	\$155,973.00	\$155,973.00	\$316,034.66	\$345,361.91
Expenses												
Annual Dues and Licenses											\$0.00	\$0.00
Ski Utah							334.50				\$334.50	\$0.00
Total Annual Dues and Licenses							334.50				\$334.50	\$0.00
Marketing							499.92				\$499.92	\$0.00
Advertising											\$0.00	\$0.00
Assets (video, photography, content)							1,517.17	7,600.00			\$1,517.17	\$7,600.00
Brand								900.00	6,980.00	15,000.00	\$6,980.00	\$15,900.00
Local											\$0.00	\$0.00
Fall					2,293.13	2,620.00					\$2,293.13	\$2,620.00
Holiday	1,755.00				1,046.41	6,150.00					\$2,801.41	\$6,150.00
In-Market					4,676.43	9,852.86					\$4,676.43	\$9,852.86
Spring						3,000.00					\$0.00	\$3,000.00
Winter					1,103.78						\$1,103.78	\$0.00
Total Local	1,755.00				9,119.75	21,622.86					\$10,874.75	\$21,622.86
Wasatch Front											\$0.00	\$0.00
Fall							11,920.68	17,000.00			\$11,920.68	\$17,000.00
Holiday							11,756.33	14,000.00	26,261.18	25,000.00	\$38,017.51	\$39,000.00
Spring											\$0.00	\$17,000.00
Summer							10,288.35	13,524.20			\$10,288.35	\$13,524.20
Total Wasatch Front							33,965.36	61,524.20	26,261.18	25,000.00	\$60,226.54	\$86,524.20
Website/Interactive Experience							600.00				\$600.00	\$0.00
Total Advertising	1,755.00				9,119.75	22,522.86	43,062.53	84,124.20	26,261.18	25,000.00	\$80,198.46	\$131,647.06
Digital Content								2,600.00			\$0.00	\$2,600.00
Events											\$0.00	\$0.00
Early Winter Installation				10,000.00					126,224.84	125,640.00	\$126,224.84	\$135,640.00
Event Insurance									3,486.98	4,508.00	\$3,486.98	\$4,508.00
Total Events				10,000.00					129,711.82	130,148.00	\$129,711.82	\$140,148.00
Kiosk					514.59						\$514.59	\$0.00
PR Contract					5,000.00	23,000.00	16,000.00	13,000.00			\$21,000.00	\$36,000.00
Total Marketing	1,755.00			10,000.00	14,634.34	45,522.86	59,562.45	99,724.20	155,973.00	155,148.00	\$231,924.79	\$310,395.06
Operating											\$0.00	\$0.00
Software	98.10										\$98.10	\$0.00
Office/General Administrative Expenses	163.46										\$163.46	\$0.00
Total Software	261.56										\$261.56	\$0.00
Total Operating	261.56										\$261.56	\$0.00
Trash and Recycling											\$0.00	\$0.00
Recycling Contract	4,700.00										\$4,700.00	\$0.00
Trash Contract	13,783.44										\$13,783.44	\$0.00
Total Trash and Recycling	18,483.44										\$18,483.44	\$0.00
Total Expenses	\$20,500.00	\$0.00	\$0.00	\$10,000.00	\$14,634.34	\$45,522.86	\$59,896.95	\$99,724.20	\$155,973.00	\$155,148.00	\$251,004.29	\$310,395.06
NET OPERATING INCOME	\$0.00	\$0.00	\$0.00	\$0.00	\$65,030.37	\$34,141.85	\$0.00	\$0.00	\$0.00	\$825.00	\$65,030.37	\$34,966.85
NET INCOME	\$0.00	\$0.00	\$0.00	\$0.00	\$65,030.37	\$34,141.85	\$0.00	\$0.00	\$0.00	\$825.00	\$65,030.37	\$34,966.85