



BOARD OF DIRECTORS MEETING
Tuesday, March 19, 2019
Wasatch Brew Pub, 2nd Floor Meeting Room
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.

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.

HPCA Regular Meeting

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|------|---|--------|
| I. | Roll Call | 8:30am |
| II. | Minutes from February, 2018 | 8:30am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:35am |
| IV. | Marketing Committee Updates (Meisha Ross) | 8:40am |
| | <ul style="list-style-type: none">• Met to review strategy and spending priorities for this grant cycle• Also discussed Committee ideas for new strategies and observed needs• Meisha and Michael will continue to refine and prioritize ideas based on board and committee input to refresh our approach• Interactive marketing campaign for holidays or spring campaign, highlight free parking times and ease of access, optimize social media and app presentation, cameras, etc. | |
| V. | Robotic Imaging – Dave Chawaga | 8:50am |
| | <ul style="list-style-type: none">• Informational session on how robotic imaging can be applied to marketing, SEO optimization, and virtual sales• Existing modeling available and ways it could be utilized | |
| V. | Trash & Recycling Committee updates | 9:05am |
| | <ul style="list-style-type: none">• Increased volumes at shared containers and cardboard recycling linked to economic trends for the district• Resulted in multiple code enforcement complaints and clean-up efforts• Committee recommending that we work with the City to identify area for increased capacity at Brew Pub Lot and Suede Alley shared sites for trash and recycling• In the interim pick up frequency has been increased through the end of the season• Concept Plans for improved capacity enclosures will be reviewed with the committee• City will tentatively cover cost of infrastructure and HPCA will authorize increased fee for the additional service – details to return to the committee and the board• Observed need for more glass recycling | |

- VI. HPCA / Old Town Economic Recap *9:20am*
- Review 2018 sales tax data and trends
 - Other municipal revenue streams generated within the district (Resort Community Tax and Parking Revenues)
 - Current primary budget allocations from these revenue streams
 - Public improvement successes and sacrifices
 - Projected potential for new projects
 - Timeline for increased funding flexibility and support for more ambitious public improvements
- VII. Treasurer Vacancy, resolution for temporary fulfillment of duties *9:55am*
- VIII. Adjourn Regular Meeting *10:00am*

Future Meetings

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

Next Meeting April 16th, 2018 unless rescheduled to accommodate annual member meeting scheduling.



Historic Park City Marketing Committee Update

Meeting Date: March 7, 2019
Attendees: Susan Meyer, Ed Shaul, Shirin Spangenberg, Rhonda Sideris, Michael Barille and Meisha Ross

Meeting Goal: Identify opportunities and discuss big ideas for the coming fiscal year.

[Key Opportunities]

- More locals on Main Street
- Shoulder Seasons
- Spring – Resort Closing – Savor the Summit
- Fall - October 1 – Nov. 15
- Holiday – Nov. 16 – Dec. 16
- Spring
- Partnerships with lodging and group / corporate business.

[Big Ideas]

to help us drive visitation and tell our story through digital and physical tools and events.

• Digital Content

- Install a web cam to help visitors see real-time what is happening in Historic Park City. A webcam will allow our regional audience to visit our website and see real-time what is happening in the district helping to further our messaging that shoulder seasons are a wonderful time to visit and encouraging day of visitation.
- UPDATE: Meisha met with Sarah Myers from the Park City Chamber to learn more about their webcam. Sarah is asking her webcam vendor if we are able to iframe her webcam on our website. Additionally, Meisha will connect with two webcam vendors to inquire about an additional cam on Main Street. Estimated year one expenses equal \$7,000 to include the camera, installation, and monthly fees.

• Interactive, Engaging Experiences

- In today's environment, consumers want to spend their time and resources on experiences. In order to gain market share, the Historic Park City Alliance plans to build out interactive experiences that support our goal of positioning the district as the center of community, communicate the character and offerings of the area to the right people and to make their experience fun, friendly and memorable.
- Examples of experiences include the 12 Days of Christmas during the holiday period, a Silver Mining campaign during the spring, and a search for the golden leaf during the fall.
- Identify physical opportunities on the street to drive traffic, i.e. a Chalkboard Wall or other public art installations.

- **Bringing the Locals to Main Street**

- The marketing committee feels strongly that bringing locals back to Main Street is critical to the success of the district. In order to make locals feel welcome and wanted, the committee is exploring a “Local Pride Contest”.

- **Telling Our Story**

- What is our story?

Historic Park City is the gem among riches. Nestled in the valley flanked by Park City Mountain Resort on one side, and Deer Valley on the other, it is the heart and soul of our mountain town and the epicenter of all that is fun and wild. Since silver was discovered in the hills, there have been booms, busts, fires, and freezes, but the town’s adventurous spirit has never dimmed. Historic Park City’s has a rich and storied past: it began as a raucous silver town, nearly faded into history as a ghost town, and then re-invented itself as a ski town that grew into a world-class destination and host to global events such as the 2002 Winter Olympics and the Sundance Film Festival.

At the center of Historic Park City is Main Street--home to over 200 unique businesses and the trailhead to your mountain town adventure. Visitors can shop among over 100 independent boutiques, dine at 50 one-of-a-kind restaurants, relax at a restorative spa, ride the town lift to play in the mountains, stay in style within a short walk of everything, revel in our spirited nightlife, discover something to treasure from our lively art community, connect with someone who can help you start a life in Park City, or meet within the heart of a mountain town. In today’s Park City the riches lie above ground and the prospects are looking good.

- Use the existing boiler plate to drive content efforts for the year. Content will include blog posts, photography, and social media.
- Audit existing 3rd party sites to make sure we are speaking to these attributes and responding appropriately to user generated content.

- **Corporate and Group Business**

- Organize FAM Tours to Main Street with seasonal employees.
- Identify merchants to provide a behind the scenes experience.
- Create collateral for corporate groups.

Main Street

Estimated Taxable Sales

Estimated Taxable Sales		
Rank	GEO	FY 2018
1	Deer Valley	\$ 276,886,555
2	Main Street	\$ 187,940,464
3	Entryway	\$ 137,174,994
4	Treasure Mountain	\$ 130,877,306
5	Prospector	\$ 75,865,950
6	Rest of City	\$ 49,095,632
7	Park Meadows	\$ 16,702,589
8	Thaynes	\$ 13,964,161

The Main Street Sector is only behind the Deer Valley Sector in terms of sales revenue generated. Besides Deer Valley, Main Street generates a good deal more revenue than any other sector. (See Table 1)

Table 1

For FY 2018 the Main Street Geo increased sales in every sector besides other. (see Figure 1).

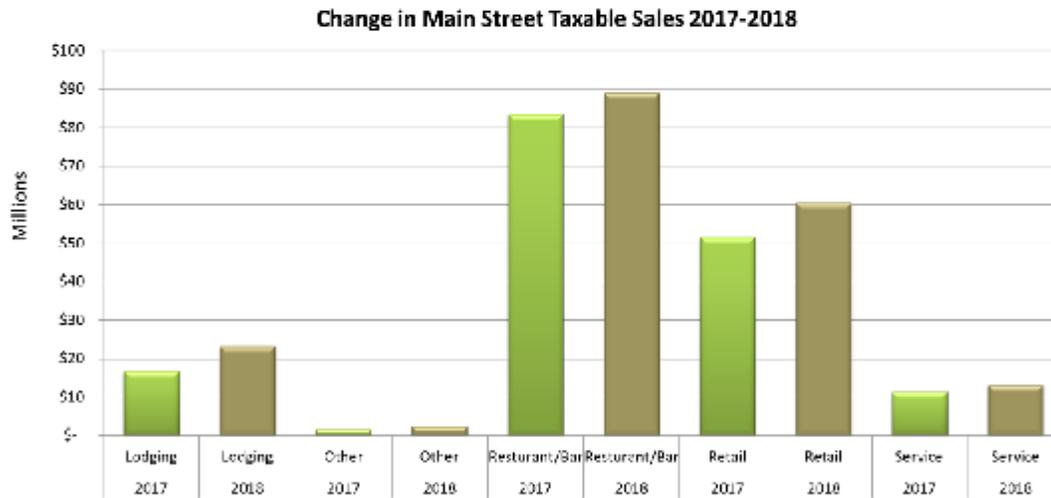


Figure 1 – FY 2018 compared to FY 2017 by Industry Sector

Stand Out Fact

Main Street demonstrates strong Restaurant/Bar sales, (see Figure 2) more than doubling any other Geo.

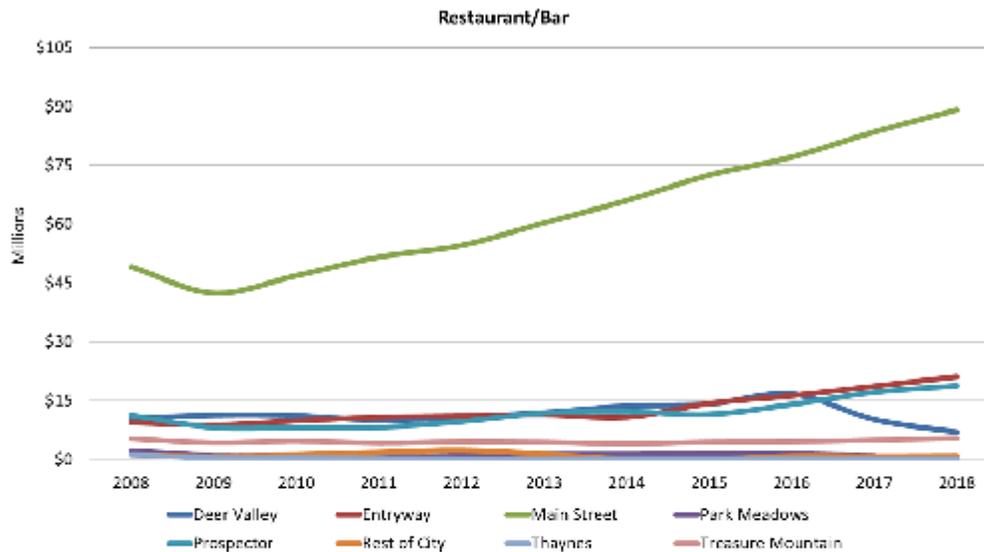


Figure 2 – Restaurant/Bar Industry Estimated Taxable Sales by Geo

Growth

Main Street has seen good growth over the past decade. The average growth since FY 2008 currently stands at 9.09 percent, this growth rate is

significantly larger than reported in FY 2009 at the time of the economic downturn. Main Street ranks second in absolute growth since FY 2008.

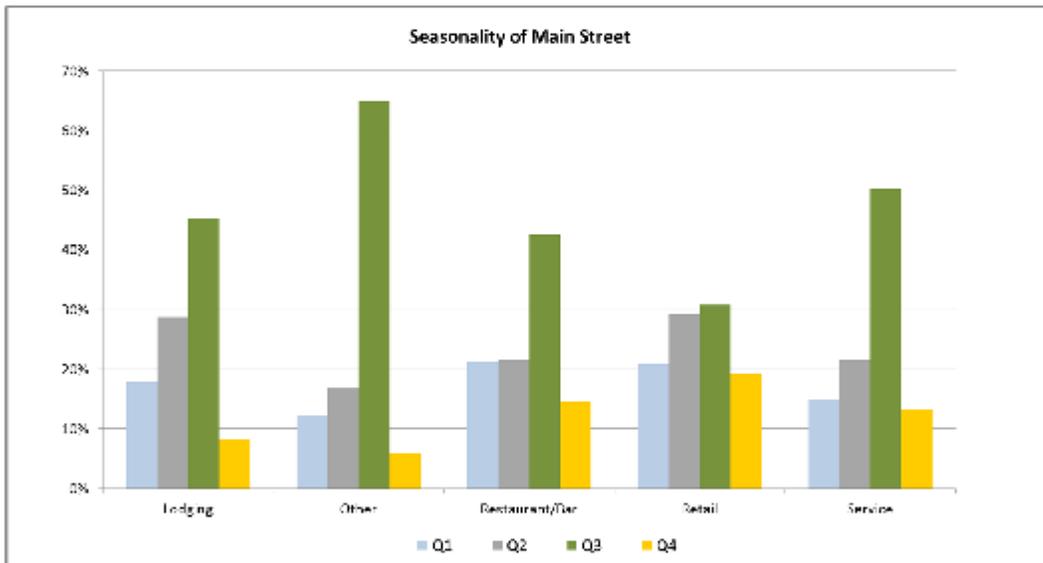
Absolute Growth Since 2008		
Rank	GEO	Growth
1	Deer Valley	\$ 132,589,180
2	Main Street	\$ 77,909,963
3	Treasure Mountain	\$ 36,122,084
4	Prospector	\$ 15,850,058
5	Park Meadows	\$ 11,809,958
6	Entryway	\$ 4,902,987
7	Thaynes	\$ (4,848,990)
8	Rest of City	\$ (15,011,997)

Average Annual Growth Since 2008		
Rank	GEO	Avg. Growth
1	Park Meadows	24.44%
2	Main Street	9.09%
3	Deer Valley	8.52%
4	Prospector	7.19%
5	Treasure Mountain	6.86%
6	Thaynes	4.80%
7	Entryway	4.56%
8	Rest of City	-6.89%

Seasonality

Main Street has shown the third most seasonality of all the Geos, with an average of 43.5 percent of their estimated taxable sales coming in Quarter 3 (based on a historical average). Figure 3 demonstrates Main Street's seasonality over the years, broken down by industry sectors.

Portion of Yearly Sales in Quarter 3		
Rank	GEO	FY '08-18
1	Treasure Mountain	59.5%
2	Deer Valley	54.2%
3	Main Street	43.5%
4	Prospector	43.4%
5	Thaynes	37.8%
6	Entryway	37.7%
7	Rest of City	30.2%
8	Park Meadows	28.1%





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In Attendance:

Michael Barille, John Kenworthy, Lori Harris, , Ed Shaul, Mike Sweeney, Susan Meyer, Shirin Spangenberg, Cristina Aguirre, Meredith Risley, Colby Larsen

Absent: Rhonda Sideris, Greg Ottoson, Scott Thompson, Emerson Olivera, Puggy Holmgren

Other Present:

Lisa Phinney, Meisha Lawson, AshleyWilliams, Bob Koller, Jonathan Weidenhammer, Lynn Ware Peek, , Johnny Wadsen, Michael Kaplan

JK called the meeting to order 8:40am. Lisa sent around a roll call sheet at 8:35am Michael welcomed everyone and let everyone know this meeting was bumped back a week to give everyone a chance to catch our breath after FIS & Sundance.

Minutes from December 18, 2018

Mike motioned to approve minutes. Ed seconded. Minutes approved.

Public Input (Any matter of business not scheduled on agenda) – None at this time.

Board & Officer Needs

- Lori Harris – Treasurer is beginning to transition to becoming a part time resident and we want to wish her best of luck on a new set of adventures. Lori moving to NY and will be partnering with Ashley Williams who will eventually take over Mary Jane's.
- Need to fill Lori's Executive Board position and board seat. Lori would like to nominate Ashley to replace her to keep the continuity.
- Michael would like to have someone with financial background and if you're interested please let Michael or Lori know as soon as possible.
- By-laws do state we can nominate someone to fill a remainder of the term.
- JK asked Ashely to tell us about herself.
- Ashley has been with MJ's for five years and has a passion for retail, the store, the community. Ashley builds relationships with clients and has a great relationship with Lori. Appreciates the chance to meet everyone and possible entertain the board position.
- Michael asked Ashley if she sees any trends in retail she would like to add to the meeting? Ashley is interested in learning about the HPCA.
- Shirin made a motion to bring Ashley on board. Mike seconded. Welcome Ashley!

Sundance Debrief (Jenny Diersen, Jon Weidenhammer)

Michael stated that we have done a good part of this at a committee level but feel free to reiterate any updates. Michael felt the hourly parking after first weekend, Employee Parking & Trans, Load Out Restrictions went well.

What Michael would like to know is how the volume affected your business during the Sundance & FIS timeframe.

Shirin said the Escape Room as an entertainment venue suffered a big hit having the double whammy of Sundance & FIS. Her business suffered where they usually bounce back.

The other issue Shirin had was the police presence at Gateway. A couple officers were amazing but there was one man that would not let anyone to drive onto Heber and into Gateway which frustrated her.

Jenny & Michael would like to reiterate that they can get those things fast almost instantly. Text or a phone call is best during that timeframe.

Mike Sweeney had a great experience with Jenny Dierson and thought the police department did a great job.

One observation Mike has is the One Way street by the post office. He said it is a positive change but needs to be promoted better. Signage can be improved.

Michael said the introduction of that one way was bumpy but the second go-around went much better.

JK thanked The City for the Sundance midweek improvements with the Tuesday adjustments went great. The snow removal was impressive as well.

Mike said from economic point of view, his tenants did very well. Vail did very well keeping skiers moving.

Mike Kaplan gave feedback that the first weekend was overwhelming and we are getting a new phenomenon of people watching in cars. The other issue was volunteers for traffic control. They were making Hillside one way for example. Lots of complaints about Lyft and Uber, stopping and turning around.

Shirin said she'd love to see a designated bus lane.

Jenny stated that due to snow loads, some roads do need to become one way for snow removal.

Regarding the bus lane, it is something Alfred and his team are addressing. During the snow months, it becomes difficult to have delineated bus lanes.

Jenny stated they don't have the authority to regulate Lyft, etc. They are working with them to improve things. The relationship with Uber is less than it is with Lyft but they do continue to share with what they do and don't want to see but it is very difficult to regulate them.

JK stated the drive from Flanagans to Wells Fargo was an hour more than once; leaving Silver Lake to Wells Fargo was an hour and a half.

Jenny stated she saw more traffic this year and sees that business decreases the second week but in no way is "slow."

Colby was asked for feedback. Colby schedules his SLC staff so they can carpool together. He also noted that galleries in general suffer a bit business-wise. It's hard to sell to people that aren't there as a husband-wife.

Ed said the DV stores most likely saw increase on Main. At the resort the numbers were big, then decreased a bit and picked up again.

Lori said last year was probably their best year in years. Although they did well this year, their Sundance business has flattened out. The demographic has changed. Not as many women are here.

Lisa said the Beavis gallery reported a record numbers in Jan but really low numbers in February.

Ashley stated she had no problem parking and thought it was traffic was awesome compared to last year.

Cristina really appreciates Homestake lot started at 8am and used it quite a bit. There were times she could not use it because it was full, which is great because people are using it.

Cristina tried to use the Brew Pub Lot for run in and run out business but ended up in a perfect storm of closed streets and it took her an hour to get to DV.

Meredith said they were very busy and business was great. The police would move people along which was great but did notice they were ticketing quite a bit. Their staff all made it on time but Meredith also prepped them to leave home with extra time.

Jenny would love to know where employees are parking? Richardson Flats, Homestake, etc.

Meredith asked if there were extra busses used? Jenny said yes they ordered extra busses and are still gathering data.

Michael wanted to talk about “dynamic pricing” for goods and services, he would love to compile a list of businesses who are not increasing prices due to the festival.

Jonathan said that with the HPCA's position papers, that is a good idea for positive thinking.

JK said there is “surge pricing” among restaurants and there is a great comradery among businesses to share products so they don't need to make that hour and a half drive to the store. They do have a discount for locals and that stays consistent.

JK discussed the new liquor laws and how they affected businesses. Thousands of kids are no longer allowed in many businesses. JK stated the liquor laws need to change or businesses will not be able to sustain.

Michael said that is something we can message and work on with The City.

JK said they removed the license that allowed minors in. The restaurant has to close at midnight and you can't sell liquor after midnight.

Michael Kaplan said in the last few years we have lost 4-5 restaurants and that combined with the non-family friendly liquor laws, Main Street will suffer.

Meisha added that from a local's standpoint, it limits the desire to want to come to Main Street.

Michael wanted to talk about the trash Issues. Please call Republic Services or Michael if you see overflowing trash bins.

Michael is working on contacting those with shared containers. Mike asked why there is no pickup on Sundays. Michael is working on that with Jon but some of those schedules are out of our control.

Mike S. wanted to comment on parking. The first three days of Sundance, it was full. After that they did not have to have a parking attendance. The garage didn't fill after that.

Marcine Brown, owner of DiJore talked about the Flagpole lot use. She noticed escalating pricing and there was nobody in that lot.

Jenny said the goal of the pricing in that lot was to keep people parked there long term. She agreed that the second week the lot was not full and the feedback can be used for planning next year.

Jonny said it takes all of this feedback to help us plan the future. A survey did go out and has closed but please keep feedback coming.

Marcine said using that for long term parking congested it more. People are going in and out for tickets, not using it for long term. Customers had to go to China Bridge and the one-hour parking hindered her business.

Preliminary Numbers on fees from CSL licensees; 104 CSLs, \$25K bid fees which his pretty steady. Slight increase. Jenny added as much as we can provide feedback is how we make the best plan for summer and future events. Michael to follow up with Beth on last years numbers - \$21K vs \$24K?

A transportation survey went out but please continue to give feedback to events.

Upcoming Event Reminders and Updates (Jenny Diersen)

Jenny talked about the first application deadlines that were due in December. There were 30 applications received. Currently there are no big changes in level 4 events.

14 events that are not returning; March for Our Lives, Thin Air Festival. The next big event Main Street will see is Park Silly.

The final summer calendar should be done the first week of April.

New events have withdrawn their requests to close Main Street. Currently events are down compared to last year.

Marketing & Mapping Updates (Meisha Ross)

The marketing committee will be meeting next week to discuss needs and wants. In the past we have focused on the shoulder season, for example.

Meisha stated that we continue to see strong growth in our web traffic with an increase of 14% in 2018 compared to 2017. 96,000 users and 118,000 sessions

We see highest visitation to the website in October, November and December.

- In 2018, our lowest traffic month was April with more than 5,500 visits. Our highest traffic month was October with more than 12,000 visits.
- So as we talk about events in these meetings, it is important to note that Halloween and Electric Parade are the highest days.
- In 2012, our highest traffic month was December with just under 7,000 visits. Our lowest traffic month was April with 2,500 visits.

As far as reporting goes, it stops there. We don't know if guests on the website actually come to the street. Meisha is working with Johnny in parking on further opportunities.

Next meeting is next Thursday at Java Cow.

For the mapping effort, we are trying to shorten the number of clicks to find a business and streamline the user's process.

Meisha added the goal of our website is to get people to your websites. The trend went from Home Page – Events to Home Page – Shop, which is huge.

Interactive Map Review

PROJECT SCOPE: Design and develop an interactive map using Google Maps that identifies each business on the street via a map. The primary function of the map is to identify business types and filter to additional information.

PROJECT MANDATORIES

- Using the Google map API for best interaction for guests visiting the HPCA site
- Ability to filter by categories
- Open a pop up with a read more link
- Mobile is priority
- General map may display will be on the home page and getting here page,
- The Category filtered version will appear on -each category landing page,
- Filtering within Categories
 - The map should filter out the different subcategories - Eat and Drink: International, Italian etc.
- A map will display on the business detail page with that businesses pin.
- Mobile view: pop-ups should contain name, phone# (click to call) and web url only
- Desktop: content from CMS, name, phone # and web url

MERCHANT REQUEST

Confirm content on your listing is accurate. Provide **50-character** description of your business by the end of March.

SPRING IS COMING!

Please keep an eye out for a call for participation in spring efforts. As noted above (and likely no surprise) April, May and June are our slowest times of year. As also noted above, the perception of activation is a strong driver in interest in the district.

Lisa asked if the kiosk idea has been revisited. Meisha had one idea to change it from events to directional.

Paper & Digital Map refresh in the works

- Digital Mapping Preview. Opportunities to customize. The goal is to streamline the search process for patrons so they are able to find products and services easier and faster.

Construction Updates

Michael said that several members have asked about the status of this project and felt an update was warranted as this project will definitely make an impression on visitors to the district as well as having infrastructure and circulation implications during and post construction. Below are the latest updates from City Planning.

Jenny & Jonathan have asked for a week's notice for demolition so they can get that information to us.

JK said for the March HPCA meeting, we have a chance to re-address the Brew Pub lot vibrancy and ideas for what to do with that space.

JK encourages everyone to attend the meeting on March 19th.

Shirin asked that we introduce people when they come in and for the newbies on the board to define some things that may be assumed, for example CSL licenses.

The HPB will be reviewing the latest reconstruction proposal hopefully in March. Staff is supportive of this project as this is a full reconstruction of the Historic building and previous proposals were only the partial reconstruction (or complete demolition). After the HPB reviews the full deconstruction, the final design approval is a staff level approval. Lynn Ware Peek added that she was pleased to hear that snow removal was a positive experience but asked Jenny to reiterate the sidewalk rules. Jenny stated it is the responsibility of the store owner to remove snow from sidewalks.

Adjourn Regular Meeting: Mike moved to adjourn. Shirin seconded. Meeting adjourned at 10:00am.