



BOARD OF DIRECTORS MEETING

Tuesday, November 19, 2019

Park City Library

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 October 15, 2019 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 8:45am
 - Trash and Recycling Committee Update
 - Marketing Update
 - Savor the Summit Update
- V. Food Trucks 8:50am
- VI. Commercial Vehicle Loading Zones 8:55am
- VII. Park Silly Sunday Market Contract Feedback Review 9:10am
- VIII. Main Street Community Policing Update 9:20am
- IX. Adjourn Regular Meeting 9:30am

HPCA Closed Session Meeting

9:55am

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.*

- | | |
|-------------------|----------------|
| January 21, 2020 | April 21, 2020 |
| February 18, 2020 | May 19, 2020 |
| March 17, 2020 | June 16, 2020 |

Pending Discussion Items:

- PCMC Infrastructure \$500,000
- Autumn Aloft – HPCA Sponsorship
- Position Papers
- 2019 Budget
- HPCA Membership Communications Plan
- Autumn Aloft Event Review Presentation



DRAFT
Minutes of the Board of Directors Meeting
Tuesday, August 20, 2019
Rockwell Room
Minutes by Shirin Spangenberg, Treasurer

BOD Attendance: Michael Barille, John Kenworthy, Mike Sweeney, Susan Meyer, Shirin Spangenberg, Greg Ottoson, Brian Miller, Kate Serpe, Ashley Williams, Cristina Aguirre, Puggy Holmgren, Monty Coates, Jessica McCleary, Amanda Young, Cristina Aguirre, Ted Eberle, Ed Shaul and Alison Kuhlow (Executive Director).

Absent: Colby Larsen.

Other Present: Meisha Lawson, Lynn Ware Peek, Jenavieve Soto, Beth Bynan, Travis Axtell, John Murcko, Kelli Murcko, Renee Conley, Maggie Alvarez, Bob Kohler, Maren Mullin, Jenny Dierson, Johnathan Weidenhammer, Ginger Wicks, Maria Alexander, Ivonne Timar, Emily Means, Julie Hutchinson, Michael Dremmar, Malia Denali

Minutes from September 17, 2019 Meeting

John Kenworthy asked for a motion to approve the minutes from September 17, 2019. Rhonda Sideris motioned to approve the minutes. Ashely Williams seconded. The minutes were unanimously approved.

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

Shirin Spangenberg confirmed she will take minutes and the new format is not as extensive as has been in the past. Alison Kuhlow explained that KPCW is looking for a panelist for the Project for a deeper understanding to speak about employee retention.

Agenda Format ^[SEP]

Alison Kuhlow walked the Board through the new agenda format which includes written updates. Questions on Items included within the Written Update Section
Alison Kuhlow explained that the review of the P & L and Balance Sheet was postponed.

Park City Summit County Arts Council Letter of Intent ^[SEP]

The Park City Summit County Arts Council is a new member of the HPCA and is located at the old Zoom restaurant at 660 Main Street and at 692 Main Street. Partnership between the HPCA and Arts Council can enhance activations on Main Street, The Letter of Intent outlines ways the organizations can partner together. A letter of intent is not legally binding

PSSM Feedback Process

The City is seeking input from the HPCA on two items; 2020 operational changes and the contract extension for operations after 2020.

The HPCA planned two open houses for the beginning of November and will communicate dates to the members. The additional topics at the Open Houses are holiday activation and trash and recycling.

The HPCA intends to continue efforts to draw attendees from the market further up the street.

Action Item: board to bring at least 3 other businesses to one of the two meetings

Organization Top Priority

The Board reviewed the results of board survey which highlighted employee attraction and retention receiving the top votes.

A thorough discussion occurred, and the Board concluded prioritizing communication with members as the activity that could positively benefit the organization. Once a plan is established it would asset with all future goals. Becca Gerber did state she would check up on communication from City provided to users of the Homestake Lot.

Savor the Summit Update

Ginger Wicks, with the Restaurant Association provided a brief overview of the reasons why they decided to not hold Savor the Summit in 2020.

Members representing participating restaurants in the event provided public comment and the Board agreed to pursue discussions with the Restaurant Association to see if the event could return in 2020.

Committee Membership

Alison Kuhlow asked the Board members to notify her of the committee they wish to work on.

Adjourn

Rhonda Sedaris motioned to adjourn the meeting at 10:05am. Greg Ottoson, seconded. The motion passed.

Next meeting November 21, 2016 at 8:30 am at the Park City Library

November 19, 2019
Board Packet
Written Updates

Trash and Recycling Committee Update – *Information provided by Alison Kuhlow*

The HPCA's Trash and Recycling Committee met on October 30. At that meeting the Committee reviewed the pick-up frequency for the common dumpsters in the winter and made plans for monitoring the Brew Pub containers for overflow.

The Committee also reviewed a 7-month contract extension for Republic Services to provide trash service for Main Street. Prior to the contract's expiration in June, the City will pursue requests for trash and recycling services and work with the HPCA to develop a more comprehensive system. As part of the contract extension, additional costs of businesses have increased, and the merchants will see a 10% increase in trash costs. An increase in December is typical with the start of each new contract year with Republic Services.

HPCA Marketing and Communications Snapshot – *Information provided by Meisha Ross*

Holiday Activation

'HOLIDAY' WINDOW WALK - MERCHANT PARTICIPATION NEEDED

Goal: To drive traffic to Historic Park City during the holiday season and to encourage visitors to stroll the entire district during their visit.

A walking window display tour highlighting local artists and their artwork with participating merchants.

HOLIDAYS ON MAIN – NOVEMBER 29 – DECEMBER 1 - MERCHANT PARTICIPATION NEEDED

The Historic Park City Alliance encourages you to open your doors to the Park City community November 29 – December 1 as we welcome the Holiday Season. In conjunction with the Park City Gallery Association Gallery Stroll and the Annual Electric Parade, you are encouraged to think outside the box and encourage our community to kick off the holidays in Historic Park City. Activation ideas include: Elf on the Shelf antics, Crafts to include Gingerbread House, Cookie or Stocking Decorating, Holiday music, Holiday Specials, Small Business Saturday offers extended through the weekend, or a visit with Santa.

The Historic Park City Alliance has scheduled appearances from Santa and his elves Friday, Saturday, and Sunday. In addition, the Electric Parade is scheduled for Saturday, November 30.

12 DAYS OF CHRISTMAS – NOVEMBER 29 – DECEMBER 10 - MERCHANT PARTICIPATION NEEDED

The goal of the 2019 12 Days of Christmas promotion will be to drive engagement and growth on Historic Park City and participating merchants' social channels. Each day, we will share a giveaway and encourage our audience to tag three friends. Participating merchants will be required to share the content on their channels. Participating merchants must provide a giveaway for their day. The Historic Park City Alliance will make every effort to accommodate all interested merchants. Please submit your interest here.

OTHER WAYS TO BE INVOLVED

- Request a holiday stocking decal for your window.
- Contact Meisha Ross to collaborate on give recommendations for social.
- Write a letter to the editor sharing how shopping local and supporting Main Street businesses support the Park City community.
- Distribute Holiday coloring pages for the Santa Mailbox.
- Distribute Holiday wishlists to your customers
- Share these details and encourage your neighbors to get involved.
- Reach out to Meisha Ross or Alison Kuhlow with your ideas or questions.

CAMPAIGN MESSAGES	ADDITIONAL INFO
Event	Encourage visitors to support local this holiday season with attendance at the Holiday Open House and Electric Parade. Communicate Historic Park City Holiday events and festivities.
Support Local	Encourage visitors to support local this holiday season on Park City's Historic Main Street

Holiday Event Activation

- The Electric Parade is scheduled for Small Business Saturday, November 30, 2019.
- Our 2019 Holiday Event Activation will primarily take place November 29 – December 1.
- *We encourage member businesses to activate their business during this weekend. Additional details will be available soon with ideas and turn-key opportunities to participate.*

Successes

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

Facebook

Historic Park City Utah
Published by IG HistoricParkCity [?] · October 20 at 1:08 PM · 🌐

A little preview of what's to come. Peep our story for more 📖 📖

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,000 people.

2,231 People Reached	259 Engagements	Boost Post
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👍👍👍 Maky Perez, Bonnie Kaminsky and 138 others · 6 Comments 10 Shares

👍 Like 💬 Comment ➦ Share 📌

Post Details

Historic Park City Utah
Published by Meisha Ross [?] · November 6 at 5:47 PM · 🌐

Deck the halls with boughs of holly
Fa la la la la, la la la la (fa la la la la, la la la la)
'Tis the season to be jolly.

Who else is ready for the holidays...we're seeking artists to help deck our halls. Learn more!... See More

HISTORICPARKCITYUTAH.COM
Holiday Window Walk Call for Artists
The Historic Park City Alliance is looking for artists to create holiday...

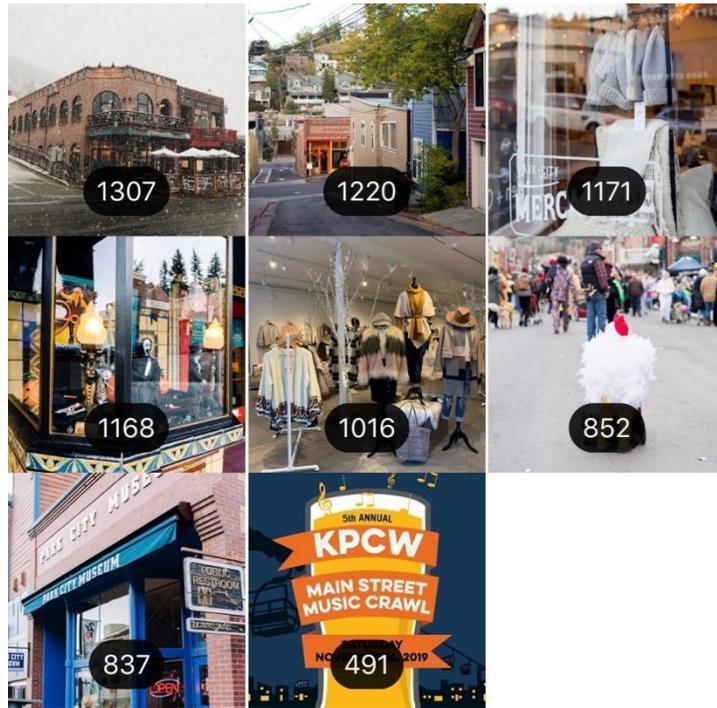
✔️ **Get More Likes, Comments and Shares**
Boost this post for \$20 to reach up to 4,000 people.

1,096 People Reached	107 Engagements	Boost Post
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👍❤️ 41 💬 2 Comments 6 Shares

👍 Like 💬 Comment ➦ Share 📌

Instagram



Savor the Summit Update – *Information provided by Meisha Ross*

The Restaurant Association announced at its Membership Meeting today that they will operate Savor the Summit in 2020. The participants and HPCA are grateful to the Restaurant Association for the opportunity to investigate changes for the event and for their agreement to host Savor in 2020. Many thanks to John Kenworthy for rallying the troops and to Doug Illman for taking the time to talk with each 2019 participant confirming their interest in participating under a new fee structure.

There are milestones set for restaurants to express their intent to participate and to determine the length of space they will take. All participation fees are due on January 1, 2020. At that time, the Restaurant Association will issue a press release announcing the continuation of Savor the Summit 2020.

Board Packet

Discussion Topics

Food Trucks – *Alison Kuhlou*

Action Requested: Provide feedback and confirm the HPCA's stance regarding food trucks.

City Council directed City staff to explore the market for food trucks on public property and a process allowing two food trucks to operate in Swede Alley was passed. The current food truck agreement for the Bob Wells Plaza allows for food trucks to vend from 9 pm to 2 pm Thursday through Saturday, only two weekends a month.

City staff confirmed there is no state or other legal requirement requiring the City to locate food trucks near or around Main Street. However, City staff is returning to the City Council on November 21 to ask for direction to keep the program as it is or expand it and allow food trucks on Main Street.

Main Street does not lack vibrancy and there are minimally six (6) bars/restaurants that serve food, at a reasonable price, until 1am. Input provided at the HPCA Open Houses and via email and discussions shows unanimous support to not expand the program beyond its current approved form.

Commercial Vehicle Loading Zones – Alison Kuhlou

Action Requested: Provide feedback and confirm the HPCA’s stance regarding the Commercial Vehicle Loading Zones.

The City Council Reviewed City staff’s proposal for locations for the Commercial Vehicle Loading Zone trial to launch in December. The City Council reviewed the following zones and provided staff direction to seek HPCA’s input prior to their anticipated program approval on November 21, 2019. The following breakdown of spaces was recommended by City staff.

Recommended Base Paid/Permitted DLS Zones			
Location	# parking spots	\$/spot/day	forgone rev. 4 mo
Brew Pub,	3	\$20	\$7,200
Chimayo	3	\$20	\$7,200
Post Office*	0	\$0	\$0
Tupelo/ Museum	3	\$20	\$7,200
Zoom/7th Street	3	\$20	\$7,200
(sub) total	12		\$28,800
Expanded Paid Zones Option			
Spur, 350 Main*	3	\$20	\$7,200
Flanagan's	3	\$20	\$7,200
Bear Bench	3	\$20	\$7,200
(sub) total	9		\$21,600
total	21		\$50,400
* ok for staging after 9 pm		** ok for oversize vehicles	
DLS, No Permit or Payment			
Swede parallel spots** at KPCW	9	\$0	\$0
Bob Wells Plaza	17	\$9	\$18,360
	26		\$18,360
combined	47		\$68,760
Expanded DLS Zones, no Permit			
Brew Pub lot (portion)**	8	\$9	\$8,640
9th Street Turnaround**	0	\$0	\$0
Galleria	10	\$2	\$2,172
Historic wall Lot	20	\$9	\$21,600
sub total	38		\$23,772
** ok for oversize vehicles			
All options combined	85		\$92,532

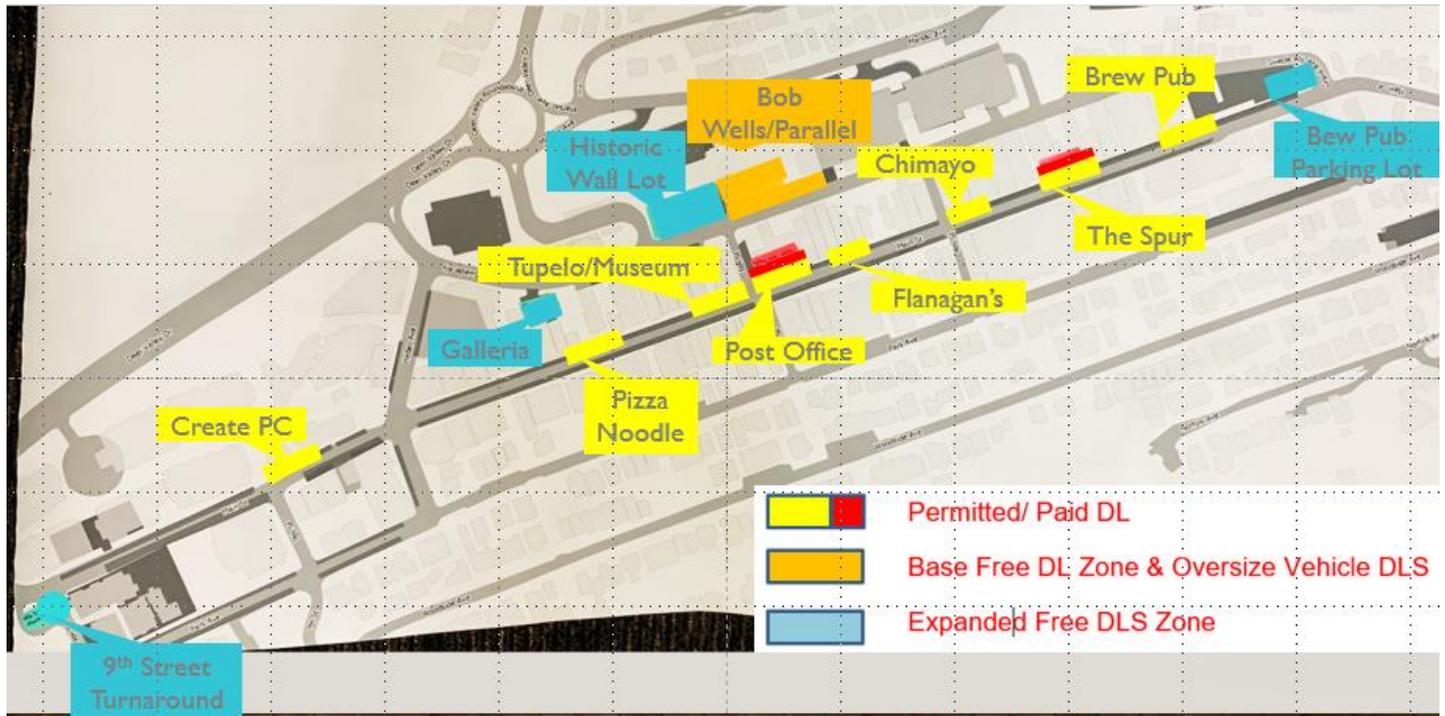
The Commercial Vehicle Loading Zone program was explained at the two open houses held by the HPCA. At the meeting comments were favorable regarding the trial program for the following zones.

- Brew Pub
- Chimayo
- Post Office
- Tupelo/Museum
- Zoom/7th Street
- Spur/350 Main
- Flanagan’s
- Bear Bench
- 9th Street turn-around.

Since the proposed program is a trial, those providing feedback felt the above locations gave adequate amount of drop off zones along the entire street.

Additional comments regarding the program included:

- Need for zones on both sides of the street
- Enforcement officers needed at each zone for success
- Addressing Main Street Trolley use during peak times of congestion



The HPCA requests the development of a procedure regarding comments received during the launch of the program, process for program modifications and communications.

PSSM Feedback Process – Alison Kuhlow

Action Requested: Provide feedback on the proposed process.

The City is seeking HPCA's feedback regarding the Park Silly Sunday Market and extension of their contract to operate on Main Street after 2020. Two open houses were held to receive comments from members. The Events Committee provided a high level of review of the comments received. Two received written comments and notes from the open houses can be viewed – [Java Cow](#), [McMillen Gallery](#), [open house notes](#).

Those members uphill from the Post Office see a significant drop in pedestrian traffic from the market. The HPCA launched an activation program to draw people to the top of the street. The program was launched towards the end of the market's season, so the results were not as anticipated. The HPCA will work to plan activations for summer 2020.

The overall comments regarding the Park Silly Sunday Market after 2020 were positive and a majority want to see the market continue. Concerns continue to remain regarding the event parking rate in China Bridge and the hours of operation. There were members that recalled the original proposal to close the market at 1:00pm to disperse the crowd to all areas of Main Street after the market.

Main Street Community Policing Update – John Kenworthy

Action Requested: No action requested.

Sargent Randall with the Park City Police Department will provide the Board with an overview of their Community Policing Policy for Main Street. In conjunction with the Restaurant Association, the HPCA is hosting a discussion with the Police Department and DABC at the Park City Library Community Room on December 4 at 10:00am. Information will be distributed to members to attend.