



BOARD OF DIRECTORS MEETING
Tuesday, August 21st, 2018
Wasatch Brew Pub, 2nd Floor Mtg 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.

HPCA Regular Meeting

(Please review written update section prior to the meeting.)

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| I. | Roll Call | 8:30am |
| II. | Minutes from July 17, 2018 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:40am |
| IV. | Summer/Fall Events Review (Jenny Dierson) | 8:45am |
| | <ul style="list-style-type: none">• Arts Fest & TOU Recap• Parking Data Related to Events• Shoulder Season Opportunities | |
| V. | Marketing Discussion (Meisha) | 9:00am |
| | <ul style="list-style-type: none">• Key Metrics & Indicators• Holiday Events Discussion | |
| VI. | Officers and Board Members (Michael) | 9:15am |
| | <ul style="list-style-type: none">• Executive Officers – Request to Vote• Board Vacancies | |
| VII. | Position Papers – Review (Michael) | 9:35am |
| XII. | Adjourn Regular Meeting | 10:00am |

Future Meetings

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

Next Meeting September 18, 2018

Written Update Section

Summer / Fall Events review – Jenny Diersen from the City staff and our own Events Subcommittee members will recount our most recent events review meeting and objective for upcoming policy and event planning decisions. A recap of Arts Festival and Tour of Utah will be included as well as a quick preview of key fall events and upcoming City Council decisions. A broader discussion also occurred during the last Events Subcommittee meeting to continue to encourage the City to invest resources in qualified personnel to investigate parking data and policy as it relates to events. The committee also expressed the desire to support the intensive outreach efforts Jenny and her staff perform leading up to major events to communicate directly with business owners and their staff. Lastly in another cross over issue there was discussion supporting the continued exploration of ways to create shoulder season opportunities to eliminate barriers to parking and welcome locals to the district in bigger numbers. Jenny will also provide a short update on the Suede Alley Garage public art project outlined at our last meeting with updates on key days for participation and planned improvements by the artist.

Marketing – Meisha Lawson-Ross will spend a few minutes to update the group on our seasonal marketing efforts including relaying key success metrics and indicators for the past season and highlighting our approach for upcoming campaigns. Meisha will also introduce a conversation that will first go to the Events Sub-Committee and then return to the board about potential choices between investment in some of our traditional holiday events versus other ways of generating vibrancy and awareness about the district as a holiday shopping and entertainment destination.

Officers and Board Members – We will introduce and request an official vote to support a new slate of Executive Officers including: Sandra Morrison, Past President; John Kenworthy, President; Rhonda Sideris, Vice President; and Lori Harris; Treasurer. Approving this slate for the Executive Officers Committee will allow us to move forward with setting a meeting schedule that works for that group and the ability for them to continue their role in setting agendas for the full board and providing direction to the Executive Director and Staff of the HPCA on an ongoing basis. Additionally, we still have 3 board vacancies to fill including slots for: 1 Restaurant, 1 Professional Services, and 1 At Large representative. We have received a couple recommendations for restaurant representatives from Firewood, Handle, and Crystal Park Cantina. Our suggestion for the At Large representative is to reach out to the two additional candidates in that category who recently ran when Colby Larsen won his seat. If board members have additional recommendations, please forward them to Michael Barille.

Position Paper Basics:

What are they? – Our position papers are meant to go beyond our mission and vision and reflect our organizing principles as an organization. They could be described as a combination of our declaration of independence and bill of rights rolled into one. Most importantly they are meant to reflect our consensus position on the most important ongoing issues facing the district and create strength in a position that comes through consistency of the message.

Why do we have them? – The HPCA position papers are our way of officially documenting the issues we as a group are most concerned about. It was also our intent that they would help the City and other partners to have a means of easily digesting our point of view and understanding where their policy making decisions would support our goals and vice versa. Lastly, help us as a group from becoming too hyper focused any single issue and to promote the overall health of the district.

Why are we reviewing them now? – Sandra Morrison, Past President and John Kenworthy, current president – elect both felt that over the next couple of months we should remind ourselves of these foundational positions, make sure that all new members of the board have had a thorough chance to review and understand them, look back on what we have accomplished and look forward to what still needs action; and lastly to begin a new round of input on any amendments or additions we want to make to these documents. More generally, they are the basis for our strategic planning and budgeting and something we need to review and update on a periodic basis to maintain our organization health and to focus our efforts on the issues most important to membership.

The Topics:

1. Political Representation – Meant to maintain our group cohesion the power of our message by setting some ground rules for our public communication.

2. Transportation and Parking Management – Seeks to maintain a balanced approach between use of alternate modes and individual vehicles to access the district and between ease of use for guests and the employees needed to staff a successful business. Recognizes that there is a give / get dynamic in our relationship with the City on this issue and the need to demonstrate balance in a common sense approach.
3. Infrastructure – This paper states our goals for public improvements and use of tax dollars generated within the district for infrastructure improvements. Also speaks to the qualities we want those improvements to impart on the user / customer experience one finds in the district.
4. Events – Provides policy guidance for the type of size of event that member business find to be worthwhile and synergistic to a strong business environment. Also lays out some specific targets for how we interact with events and vice versa as well as operational suggestions.
5. Main Street Business Environment – Similar to the even position this piece attempts to communicate and even broader range of activities (filming, construction, temporary parking closures, etc.) that create impacts to business and their clients and to provide a framework for evaluating and mitigating their impacts.
6. Branding and Marketing – Lays out the memberships direction for the what, where, when, and how we want to market the member businesses in our district.
7. Tenant Mix – This position was updated and modified in the last year to support the City's Effort to develop the correct balance of regulatory controls on both the mix of national formula based businesses and for maintaining the vibrancy and historic character for which our district is renowned.
8. Trash and Recycling – Simple statement to remind us of our reason for organizing to advocate for and manage basic services. Lays out cost objectives, key components, and basic sustainability goals.
9. Outdoor Dining Decks – States our basic support for this summer vibrancy element of the district but also the condition of that support in terms of number, design consistency, review, and communication about their use.
10. Affordable / Employee Housing – Added to our list of position as the City made development of new affordable housing a top priority. Meant to remind the City and Affordable Housing partners of the importance of making employee housing part of the affordable housing discussion in every housing initiative. Reinforces the impact affordability of employee housing has on the ability to recruit and retain good employees and for our mutual goals of managing transportation impacts in a sustainable manner. Encourages inclusionary practices for incorporating some new employee housing within the historic district and immediately proximate to our boundaries.

Each of our positions papers also starts with a Goal Statement that acts as a good summary of that position and ends with an action statement to guide ongoing outreach and actions for that issue.

HPCA MARKETING & COMMUNICATIONS SNAPSHOT AUGUST BOARD MEETING

WEBSITE PERFORMANCE – JUNE 1 – AUGUST 15

- We continue to enjoy increased traffic to our website compared to last year. Current traffic is tracking 14% above last year at nearly 23,000 website visits for the period.
- Visitors are visiting about 2.5 pages per visit and are spending 1:45 on the site.
- Top visited pages are the home page, shop, events, eat and drink, maps & parking.
- We continue to see very strong growth on organic traffic. This is likely a result of our continued content efforts and the work we constantly do on our website to maintain an optimized site.
- Mobile traffic continues to outpace desktop and tablet traffic.
- A full report can be viewed here - <https://megalytic.com/r?token=9c3c2b439834c48c65b29010f35e2d3f>

HPCA EVENTS UPDATE

- Planning for Halloween is in progress. Park City Municipal has recommended a 100% fee waiver. Park City Fire Department has also waived fees for this event.
- The Electric Parade is scheduled for Small Business Saturday, November 24. As we begin work on this event, I'm looking for feedback from the Board of Directors, Events Committee, Executive Committee, and membership on how to move forward.
 - **Please consider your thoughts on the Electric Parade and provide input at the Board meeting or directly to Meisha at info@meishalawson.com or 435.659.9283. We will be discussing this information further at our September Events Committee meeting as well as releasing in the September member email communication.**
- This event was created to drive traffic to merchants. It is short and sweet by design, but does it do what you want it to do?

PROS

- One of our most visited pages on our website and a media darling.
- A visual delight and a reason to come to Historic Park City.
- From an event perspective, the event is relatively inexpensive to organize. The event costs close to \$3,000 to produce. We spend less than \$2,500 in operational expenses for the event (prizes, insurance, city services). \$500 is a grant from the Park City Chamber Bureau. Park City Municipal waives 50% of city service fees.

CONS

- It is a struggle to get participation. The 2017 event was bigger and brighter than we've seen, but we've also seen very limited participation in years past.

ALTERNATIVES

- Any event will depend on participation to ensure its success. The Electric Parade has been nice because we can pull participation from the greater Park City community. Alternative events include:
 - Greater focus on the Window Display Contest to include greater incentives for merchants for participation. Reintroducing a public voting system and creating a launch party experience for attendees to view the displays.
 - A Downtown Shopping Spree / Shop the Street Experience where visitors are given a passport of some kind and entered to win prizes based on purchases. One option would be to reimburse a customer for their purchases on Small Business Saturday up to a certain amount.
 - Other Ideas?



DRAFT

Minutes of the Board of Directors Meeting Tuesday July 17, 2018 8:30 a.m. Treasure Mountain Inn

BOD Attendance: Michael Barille Sandra Morrison, John Kenworthy, Greg Ottoson, Puggy Holmgren, Ed Shaul, Cristina Aguirre, Shirin Spangenberg, Meredith Risley, Mike Sweeney, Colby Larson, Susan Meyer, Whitney Ryan, Lori Harris, Rhonda Sideras

Absent: Emerson Olivera, Scott Thompson, Melissa Berry

Others present: Jenny Dierson, Mary Ann Cirullo, Linda Dugins, Myles Rademan, Jonathan Weidenhamer, Kenzie Coulson, Kate Boyd, Meisha Lawson Ross, Lisa Phinney (Departed at 9:00am), Doug Illman

Minutes from June 19, 2018 – Sandra asked for a Motion to approve – Rhonda motioned with one change; Rhonda owns 8 HOAS, not 4. Seconded by Ed Shaul.

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

- John K. asked for introduction of new attendees.
- Meredith Risley, representing Wasatch Brew Pub introduced herself.
- Kelly Murko introduced herself, owner of Firewood. Currently the GM while they find a new one.
- Ken Whipple, Park City Jewelers introduced himself.

Ken Davis asked about A-frames and the sign ordinance. Has it changed? Ken is seeing a lot more signage lately. Jonathan stated they have no changed but there are certain restrictions surrounding right-a-ways.

Mike Sweeney stated his signs have to be on his side of the street, maintained by them, etc.

Rhonda asked about the signage regarding events, Gallery Stroll, for example.

Jonathan said that Jenny ultimate has the authority to approve event sign plans. Mike Sweeney offered to help Ken with his signage.

Michael discussed Main Street vitality, specifically on Park Silly Sundays, on upper end of the street. Michael has received calls and emails to address this. Michael was on the street this past Sunday and there was good traffic on the upper end, not as much as the lower street. Lynn and Jonathan were present as well. Maybe there is more opportunity in Miner's Lot, the Brew Pub Lot, with music, F&B, yard games, etc. They will continue to look at it and asks the HPCA to participate and help.

Puggy stated that Mountain Town Music is supposed to be programming that space.

Puggy has not seen any music there. Meisha stated that we did add their schedule to our website and they should be out there. Michael observed one Sunday there was music. Puggy has not heard any.

John asked a new guest to introduce himself. Doug from the new Crystal Park Cantina at 412 introduced himself. JK stated that there is a Restaurant Position on the board becoming available.

Kimberly Applequist introduced herself. Recently opened Pepper Palace, behind Atticus, a retail location selling hot sauces, etc.

Jude Grenney, owner of JGO Gallery introduced herself as well.

Michael thanked everyone for joining us and discussed the board positions and executive positions.

Sandra's term as president is over. John is going to submit himself. If anyone else is interested in applying, contact John or Michael.

We also have had 2 restaurant members who have not attended many, if any, meetings this year. Scott Thompson and Emerson Olivera may need to be replaced. We will be looking for nominations for at least one more restaurant slot and maybe one at-large position. We will email you to make sure you are aware of the openings.

Michael provided an update on Proposed Additional Summit County Transit and Transportation Tax

- Both were approved. Details in previous packet.
- Our message to Tom was that if it did get approved, we would like to see a focus on getting employees here from outside of Summit County, would make us feel better about the approval.
- Michael and John are involved in those discussions and will keep you updated.
- John stated that according to the recent slogan that came out, 80% of the Bond is affecting business owners and second home owners.
- John stated that a united voice is vital. Being heard is important but having one voice is vital.
- Rhonda thinks the message is wrong. She disagrees with "Don't worry, it's going to be on the business owners and second home owners." Rhonda wrote a letter to the mayor as well.
- Rhonda told the group that there is an event at 8/20 in the old Rio Grande building to show the public what Treasure Hill will be.
- Lori asked when the .2% tax will start? July 1, 2019.

Summer Event Updates (Jenny Diersen)

- Arts Fest & Tour of Utah
- Arts fest is almost identical to last year. Jenny and her staff will do outreach, door to door, on Main Street and Lisa will send out an email blast.
- The one difference is the parking rates. Last year's AF rate was \$20 cash or card, no re-entry. Based on feedback, we will be going with an hourly rate. Friday is the normal daily rate. The rest of the weekend is \$5/hour, max rate of \$18. We do take the parking away from Brew Pub & surface lots.
- Employee lots are as per usual. All of Main will be re-opened at midnight on Sunday after the festival.
- Details on Event Notice Attached.
- Sandra asked what time does Main close on Friday. 3:00am on Friday morning.
- Michael asked when will outreach occur? Jenny said the week of July 31st.
- Cristina asked if hang tags will work? Jenny said yes, they will work but we ask that you park at North Marsac first.
- Rhonda stated that resident passes are needed to access Swede Alley but there are poachers on Chambers Ave. Jenny is following up with Kenzie but she knows that the Streets Dept. does barricade.
- Friday night of Arts Fest reminder, there will be increased residential enforcement.
- Mike asked how they will run 9th Street? Jenny said transit only will be going through that area. They discourage gathering in that area.
- The bollards will go up at 7th street.
- Mike said when we have parades, lower Main needs to figure out how to go in and out of garage.
- Cristina mentioned the parking rate change after 9pm? Jenny said there is a max of \$18, no free first hour fee as far as she knows but will double check. Arts Fest is such a high impact, free parking will be at the resorts and High School.
- Ken asked about access to his business. Jenny stated they will make sure that businesses will have access to their business on Swede Alley.
- Local's night is Friday, reminder.
- Meredith asked about wrist bands. Employees can pick up wrist bands at Kimbal Art Center.
- Tour of Utah finish line is at the top of Main, near TMI. Paid parking rate is \$20 flat rate from 8:00am – 5:00pm.

- China Bridge will need to close due to bikers coming down Marsac. See flyer for more details.
- A question was asked how much the City is making off of all of the parking? One business reported a sales decline of \$350000 in the first year of paid parking.
- Jonathan answered that it is a work in progress, data is being collected and there are new data staffers who can help answer this more appropriately. It is worth restating that the paid parking is not to generate revenue for the city it is to mitigate traffic and parking.
- Shirin asked when a report comes out if we can get it? Yes, the City is refining a Dashboard and Robbie is working on that.

Parking Program Updates (Barille)

- Robbie reached out to Michael to discuss the dashboard and reporting. There is an ongoing dialogues regarding reporting.
- Committee suggestion was brought to Kenzie so data can be looked at, rate structures, etc.
- Lynn stated that a few things came up for her while listening to the parking discussion was to remind everyone was that the parking program was to create vibrancy and available parking on Main Street. 80% of parking was being taken up by employees so it was time to try to something different.
- Lynn stated that to hear people did not know about the plan is surprising because outreach was drastically increased.
- Lynn also stated that there has been positive feedback, especially from restaurants who have changed up their staffing schedules a bit to make it work for all.
- There was a question about validation. Michael stated that Kenzie is willing to address that and businesses will need to supplement that plan.
- Shirin talked about maybe a survey to see who knows about various plans and who doesn't.
- Susan noticed that fewer clientele are coming from the Wasatch Back. Do we let second home owners and those clients that reduced pricing exists?
- John reminded everyone that this program is 8 months old. There will be pains and glitches. We are looking for milestones as a group and as a team. Look at the garage, it's looking much better.
- Jude asked for a paragraph to cut and past into newsletters to let their clients know? Yes.
- Lynn mentioned that Kenzie did to a pilot program with a few businesses. Thomas Anthony was one of those businesses.
- Reminder that it is FREE til 6pm on the garage. Communication to locals has to increase.
- Sandra asked about Sunday parking. The garage was down to 13 spaces at 2pm. Are there changes on the horizon? Michael asked if she thought that was a good thing or a bad thing? Sandra said it generated a lot of traffic jams.
- Jenny said when there is about 50 spots, we say there is "Limited Parking" and not "Lot Full." We are seeing parking at the High School is increasing and we are monitoring all of those things.
- Michael said at about 12:30 on Sunday the garage was about 65% full however the market crowd seems to be a later crowd.
- Kate stated that they also count the bikes at the bike valet, there were almost 220 bikes in the bike valet. They counted about 14,000 people that came to the market. The people are getting here. We are week 7 and Park Silly is doing their part to advertise and inform about parking.
- Shirin asked if there has been a decrease in attendance? No. Not at all.

Regular Meeting Adjourned to discuss Budget with the Board Members at 10:00am.