



BOARD OF DIRECTORS MEETING
Tuesday, March 20th, 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

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| I. | Roll Call | 8:30am |
| II. | Minutes from February 20, 2018 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:40am |
| IV. | Event Reminders and Updates (J Diersen) <ul style="list-style-type: none">• March for Life• Thin Air | 9:00am |
| V. | HPCA Board Candidate Discussion (Michael) | 9:15am |
| VI. | Marketing Strategic Planning Input (Meisha Lawson-Ross) <ul style="list-style-type: none">• Survey Questions• Re-Cap of input to date• Board Member survey participation and feedback | 9:25am |
| VII. | Parking Program Updates (Kenzie Coulson) <ul style="list-style-type: none">• Seasonal Rate Changes• Parking Task Force – Phase II• Summer Events and Next Steps | 9:40am |
| VIII. | Reminders <ul style="list-style-type: none">• City Council – March 29th – Sundance Debrief – HPCA will submit a summary memo of Member Input and Recommendations which was included with the packer. Interested Board Members should attend the Council Debrief next Thursday to reinforce the points of emphasis in our memo. | 9:50am |
| IX. | Adjourn Regular Meeting | 10:00am |

Future Meetings

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

Next Meeting April 17, 2018

Pending Discussion Items:

- Revisit Brew Pub Improvements & Priorities for Main Street Improvements
- Future Olympic Bid?

Marketing Strategy and Board / Member Participation

This is the time of year we plan the marketing initiatives and grant applications are due March 31st. Meisha would like to hold a few marketing committee meeting to get input from merchants and the board.

FOR DISCUSSION – 2018-19 MARKETING

- We have created a survey to help merchants provide input on our marketing and communications efforts. The survey is available at <https://www.surveymonkey.com/r/hpcamarketing>. The survey will be available through March 23.
- Bringing locals to Main Street
 - Why don't they come to Main Street?
 - Why do they come to Main Street?
 - What could we do that would encourage them to come to Main Street more?
 - How should we communicate with locals?
- Do you think The Main Attraction accurately communicates Historic Park City to locals / visitors to Park City? Would you like to see this tagline incorporated more in our marketing efforts?
- Printed Materials
 - Do you feel the Historic Park City printed map is valuable to our guests?
 - Do you think an interactive map would be a valuable asset?
 - Do you support additional printed collateral to increase awareness of the district?
- What do you think our #1 focus with marketing Historic Park City should be?

SPRING HOURS & EVENTS / SPECIALS?

- What is your schedule this spring? Share with us for inclusion in our spring outreach efforts. <https://www.surveymonkey.com/r/2018HPCAspring>
- Spring Messaging:
 - Locals – Rather than focusing on the hard sell, we'd like to try a more emotional approach with the goal of emotionally connecting with locals. For example:
 - Gather to signify entertainment
 - Sharing to represent Dining
 - Supporting to indicate shopping
 - Tying it together with a call to action to Be A Parkite on Main Street.
 - The Wasatch Front messaging would follow a more traditional approach of communicating the merchant mix and the experience of spending a day in Historic Park City.

WEBSITE PERFORMANCE – JANUARY 23- FEBRUARY 22

- Compared to 2018 web traffic was up 16%. Total visits were 8,575.
- Visits were down 5% compared to the prior month.

SOCIAL UPDATES

- We received nearly 11,000 impressions through our Facebook efforts from January 23 – February 22.
- We currently have 5,000 Facebook followers and 1,900 Instagram followers

Parking Updates

Kenzie Coulson will provide some brief updates to the parking plan for the upcoming shoulder and summer seasons during the scheduled time on our agenda. Per input from City Staff parking rates are currently slated to decrease for the spring shoulder season starting April 15th through the end of May. Parking Rates on Main Street will be reduced to their lowest amount since inception of paid parking at \$1 / hr. during the day and \$2 / hr. after 5 PM. **China Bridge rates are proposed to remain unchanged; free before 5 PM and \$3 / hr. after 5PM with the first hour free.** Suede Alley

lots will move to \$1.50 / hr. after 5PM. City Parking and Transit Staff have expressed a desire to provide a bit of a break for the shoulder season but to maintain the positive gains in use of alternate modes and reduced scarcity of parking for the Summer and Winter Peak Seasons. One potential item for discussion would be a request to see greater rate consistency across locations for the shoulder season.

HPCA Member Input Summary for City Council Sundance De-brief

Economic Impact – HPCA Executive Director, Michael Barille has spoken with a significant percentage of HPCA members, the HPCA Events Sub Committee, and conducted a discussion with the HPCA Board of Directors. In terms of the economic benefits to individual businesses attributed to Sundance (essentially year over year sales) many businesses are now reporting that Sundance has been flat or down year over year for the past several years and significantly down for the second half of the festival. Observationally merchants have attributed this dynamic to the fact that in terms of visitation and traffic town is generally back to normal for an in-season week and weekend for the second half of the festival but with peak event restrictions to circulation and parking in the Historic District. The consensus among HPCA Members is that during the second half of the Sundance Film Festival volume of visitors and the demographic of visitor is different than during the first half of the festival and much more in line with a standard winter in season weekend. Therefore, the desire among HPCA members would be to see circulation and parking controls significantly relaxed and to look at operational plans for the second half of the festival that more closely mirror our standard winter weekends.

Additional HPCA Input

Hits / Positive Changes and Observations for Sundance 2018 – The following is a suggested list of items that were positive adjustments from operational and permitting changes for this year's festival based on HPCA Staff and Member observations.

- Engagement / Dissemination of Information – Door to door outreach from City Events and Public Information staff was frequent, timely, and appreciated by reporting members. Continuing this level of engagement on a predictable schedule is important to the HPCA.
- New Load Out Restrictions – restricting hours for load out to early morning hours prior to prime business hours and arrival of most visitors was a success and help to mitigate the sense that the street was “closed” or uninviting midweek.
- Employee Parking and Transit from the Homestake and Richardson's Flat lots – The vast majority of reports from business owners and employees were that those that utilized these parking options and transportation to and from the lots had a positive experience. Exceptions were the opening Saturday when weather and traffic accidents slowed all traffic. And a few other reported delays during opening weekend.
- Pedestrian Crossing Management – Use of paid staff to monitor crossing both at intersections and midblock has been reported and was observed to make significant improvements to flow of traffic and in providing a better guest experience.
- Use of City Park for Demonstration – Many members have reported that holding the Respect Rally in City Park rather than as a march on Main Street resulted in fewer impacts to businesses and their employees. Transit restrictions up Park Ave into Old Town due to the rally has been mentioned as the only negative impact to the approach. There is broad support for encouraging future first amendment events to follow this model.
- Neighborhood Access Restrictions – The use of public safety staff to limit circulation to and through surrounding neighborhoods was reported to have positive overall impact to circulation through the district and in reducing impacts to residents.

- Solid Waste and Business Licensing Fees from CSL licenses – Cooperation from our partners at Republic Services and in the City Finance and Economic Development Offices to institute more representative fees for those creating temporary installations for the festival has helped to mitigate financial impacts to the HPCA from increased demand for core services. Very few complaints about licensing costs were expressed.

Misses / Changes to Festival related operations and permitting where further improvement or changes are needed – Members have reported a number of frustrations with changes implemented for the 2018 Sundance Film Festival. Some of these issues created operational frustrations or customer experience issues. Others had direct financial impacts. A summary of the issues expressed to HPCA Staff thus far follows.

- Flat Rate Parking Historic District Access – Initial stated target for China Bridge pricing structure was to charge \$8 / HR with a maximum daily rate of \$60. Just before the festival it was determined that neither the new technology or the parking management staff employed for the festival was able to implement an hourly rate. Staff *may* have also felt that a flat rate would better manage congestion and those searching for parking. Member observations, however, indicate that an hourly rate is a necessary and desired option where the standard pricing structure is modified for an event. The HPCA believes that demand-based pricing for parking was intended to be dynamic and able to account for differing rates and utilization for example during the opening weekend of the festival versus the remaining 10 days of the festival.
- Parking Data - The HPCA looks forward to viewing parking counts from the both halves of the festival with the Parking Management Staff. Observationally, China Bridge appeared to be minimally utilized (often under 50% occupancy) especially after the opening weekend. This is of particular concern to the HPCA membership for the lack of access this policy seemed to communicate to visitors and locals alike especially as the festival week wore on. Typically, our members see a shift in clientele the second half of the festival that include destination visitors that are partially here for the festival and partially for the other great offerings in our community. This is supported by the increased numbers seen at area resorts and ski rental businesses during the second half of the festival. Members also tend to see **locals** perhaps with visiting guests the second half of the festival. In 2018, very little of this activity was observed and revenues appear to be down as a result. Having the option to pay an hourly rate at China Bridge (even at an increased rate) is in the view of our membership essential to preserving the locals bringing guests contingent, business lunch meetings, and tourism visits from those who chose to avoid the first weekend of Sundance which are important to revenues for the businesses who attempt to operate as normal during the festival. These businesses are critical to providing a local and authentic flavor to the Historic District during the festival.
- Load In for Festival Venues and CSL Licensees – While the new restrictions on hours for Load Out were generally viewed as successful; the days leading up to opening Thursday saw Load In conditions that were at best chaotic and certainly negatively impacted access to local businesses, deliveries, service providers, and guest experience. HPCA would like to explore similar time restrictions to govern Load In during the several days prior to the festival as were applied to Load Out for midweek.
- Sponsor Venue Management – There were several complaints most specific to the Chase Lounge regarding poorly managed lines, unruly patrons, and poor clean-up of trash and other incidentals to operations. These impacts not only obstructed access to neighboring businesses but created an environment that was intimidating and unappealing for their patrons. HPCA Staff will work with City Events Staff and Sundance Operational Staff to improve Venue management and responsiveness.



DRAFT

**Minutes of the Board of Directors Meeting
Tuesday February 20, 2018 8:30 a.m.
Treasure Mountain Inn**

BOD Attendance: Michael Barille, Sandra Morrison, Judy Cullen, John Kenworthy, Greg Ottoson, Puggy Holmgren, Cristina Aguirre, Whitney Wall, Lori Harris, Susan Meyer, Karen Flinn, Ed Shaul

Absent: Lisa Phinney, Emerson Oliveira, Melissa Berry

Others present: Emily Elliott, Jenny Dierson, Jonathan Weidenhamer, Tim Henney, Kenzie Coulson, Becca Gerber, Bill Bishop and Franco Libertini.

Sandra asked for a motion to approve the Minutes from January 2018. Ed made a motion to approve the minutes. Puggy Holmgren seconded.

Public Input

John K. – There were a few locations that did not have Sundance permits and he heard it was \$5K fine. If that is true, it is not fair to the people who went through the whole permitting process.

Jenny stated they will discuss during the Sundance de-brief.

Treasure Hill Settlement Overview – Brew Pub Plaza Impacts, and Rationale
Michael invited everyone to ask questions and speak up.

Tim H. stated that Council on Thursday voted to move forward Treasure Hill alternative. A \$64,000 agreement, a \$6.4 million down payment. It will go to a vote in November to authorize or not authorize a bond for \$50 million to \$64 million. Depending on the results of the vote, we will close or not close. If we don't close, it will go back to the Planning Commission and previous form. If it does get approved and we close on the deal, the Treasure deal is gone, land is preserved and development rights will be upheld.

It wouldn't actually be \$64,000 million because \$6.4 will be used for down-payment, the bond would be \$58 million. \$58 is if we don't eliminate any additional projects other than BP Plaza, which has gone from suspended to cancelled. (Pending final budget phase approval)

With the new Treasure development, all projects are being looked at and examined across the board but the Brew Pub Lot is at risk.

Lori asked about the Resort Tax. Could that go toward the development or are we needing to re-build funds for future projects?

Tim said that is a conversation they are entering into with Council.

Tim said that we are in a unique situation with second homeowners picking up 80% of transit system. We can safely afford to do what we want to do, that doesn't mean we should. The budget discussion is a very open and transparent process. He believes Council will have a lot of input on this.

Sandra pointed out that the language in the sales tax increase stated it was designated for Main Street improvements. There was a commitment from the community for Main Street improvements. Increasing the sales tax increase was because people wanted Main Street improved at the time of the policy.

Tim stated that about \$10 million has been utilized for Main Street improvements.

Michael asked about open space. Tim stated open space has been at the top of the list and if we include Treasure, \$150million.

Michael asked if the budget hearings or vision sessions are the best way to provide input? Where should Main Street Merchants go to give input? Tim encouraged input. Council will be presenting

Time stated that there will be budget work sessions in May and June; there is a visioning session and Council retreat. Council will each be given 6 minutes to present their vision for the future. Dates: March 1st and 2nd.

Judy asked if there has been any discussion of the budget in regards to the Brew Pub Plaza in regards to aesthetics? Tim stated that the soils, water table and structure portion has not been able to value engineer.

Judy re-asked/reiterated, what would the hard cost be and what do we have to work with and build up?

Tim discussed parking not having parking at the Brew Pub and we heard across the board that parking was a necessity for this project.

Michael stated there is new context for that conversation and we would love to address that. Michael requested Jonathan's time to review.

Jonathan asked for a position to better goal set and stated that a conversation The City should be going through is a disposal process, get a developer to build retail spaces, parking, etc. and lower the bond.

Michael said that a position statement can be done and he will review with the board. He would also like to have a broader discussion on resort tax allocation.

Jonathan stated The City is completing the sidewalks and will be working with the Brew Pub on the deck, Trolley turnaround, bathrooms and other improvements.

John K. asked Jonathan if it is fact "all or nothing" with Treasure. If the bond fails, we go back to planning. Is there any wiggle room for failure of the bond?

Tim said currently that these are the two alternatives we currently have. Is it possible for other options to come in to existence? Yes. Right now we have these two option.

Sundance Debrief (Jenny Diersen, Kenzie Coulson, Jon Weidenhammer)

Michael asked for feedback on Sundance to be presented to The City as far as attendance and vibrancy. Michael has heard there seems to be a downward trend in terms of economic impact to businesses.

Jenny stated they are slated to go to City Council on March 29th to debrief so this feedback is very important. Jenny thanked the HPCA for all the feedback they have provided. There were a lot of changes this year and we value your participation.

Greg (Aloha Ski) - Flat to down for first weekend for retail sales. The second half of Sundance, we are seeing more skiers. Parking, that second half of the week was difficult for the guests who are not Sundance guests and are ski guests. The lot behind Aloha, for example, was blocked for 10 minute parking. There is no need for this on the second week of Sundance. The \$170 ticket you get if you do park there is ridiculous.

Sandra asked what Deer Valley numbers were. The second week, Sandra skied there and it seemed like a normal ski week.

Ed reported that after Tues/Wed things open up. If we could micromanage the week a bit, and not have blanket policies. it could be a successful thing. A sliding scale maybe?

Judy stated the first week was very busy, second week died down. As discussed in subcommittee meeting, Sundance is programming more events in SLC. Judy thinks that perhaps more people are staying in SLC in fear of parking issues, etc.

John K. supports City Hall in trying the flat rate. The flat rate did not work and he has faith that Kenzie will get the numbers and see we did have open spaces.

John K. also discussed the Brew Pub – A lot of the people who didn't want to do the second story because it would provide a lot more parking for other businesses and it would hurt the BP if we took away the parking there. His feedback was that it doesn't help businesses when a person has to pay \$100 to park, then come spend money in our establishments.

Sandra stated that having parking eliminated until Sunday gives a “ghost-town” feel to Main Street.

Michael restated that he wanted to be clear that Sundance is not trending up for businesses and believes we can return to business as usual on the second half of the week.

Jonathan asked if this group would like The City to work towards “business as usual” for the second week or do we want to go to Sundance and ask for more programming?

Sandra's experience has been that asking Sundance to stay the full 10 days has not been working.

Jenny stated that they did in fact ask Lyft for consistent transportation for all 10 days. It is important to hear from the HPCA which approach to take.

Sandra stated that tourists ARE here, they are just not on Main Street. Are we losing sales tax to Kimball Junction? Is no parking a disincentive?

Lori stated as a local she has attended Sundance for 23 years. It's always been busier the first week. That's going to continue be a problem for Sundance. As a merchant, when the women's March was here, business went down 40%. Mary Jane's sales are down two years in a row for Sundance. Mary Jane's used to have significant sales from Sundance.

Lori encourages us to return to normal operations for the second week.

Michael spoke on behalf of Monty. Monty stated it appears Sundance is becoming more of a millennial event and attendance is very different the second week.

Michael talked about creating vitality to the festival and its two components: Business owners feel we are an attraction already, even without events. Having said that, first half programming is advantageous to highlight the area for returning guests.

Lori added that we changed the load-out. That seemed to work really well. She would like to see that same thing done for load-in. Business was down on Wednesday due to all the load in trucks parking all day.

Meisha added that she works with Lespri and from their perspective, the first weekend is busy but second week is not. We are sort of telling the world we are closed (with parking removed.) Can we change the message?

Susan said for about 20 years she has rented out her business for Sundance. She would be very happy to move back in mid-week during the second week when her tenants move out.

Michael acknowledges there could be some operational issues transitioning into business as usual but would love to entertain discussion.

Michael discussed the hits and misses.

Hits – Huge thank you to Kenzie and her team for the Employee Parking & Transportation, Load Out Restrictions, Pedestrian Management, Neighborhood Access Restrictions, Rally at Park

Misses – Flat Rate Parking, Access to Historic District, Load In, Sponsor Venue Management Preliminary Numbers on fees from CSL licensees

Jenny will report back on the fines for CSL licenses and financial distribution; For Sundance there were 133 CLS, trending up from last year from 112. In past years the fee was \$372 and funds went to transportation. This year there were various fees, \$809, to offset various costs. Jenny will follow up on both issues.

Sandra asked if we get a portion of those fees?

Jonathan wants to use some of the funds to offset public safety fees.

Lori stated there is for sure a portion that comes back from the BID. Sandra asked if we got a portion for the fined monies?

Michael asked for a follow up meeting with Jonathan to discuss finances. Michael met with Republic and they collected \$100 fees from only 30 business and we need to take a look at those numbers and process.

Michael recognizes that we need to have an elevated parking rate during Sundance, we would like to see it be more dynamic.

Michael talked to Jenny during the festival about Sponsor Management. The Chase venue had some issues with lines and trash. We will work on making improvements there.

Jenny asked for feedback on communication, whether it be attending meetings or the text alert, community guide or door to door. As we roll into summer, we are looking at communication efforts and would appreciate feedback.

Michael reiterated his timeline request, if we can hold Sundance to some deadlines, for example, we could do 3 releases and not more frequent ones.

Cristina stated that the the text message system was appreciated, especially the traffic issues.

Michael suggested maybe two text streams; one for emergencies and one for operations.

Jenny stated there are different key words and they try to keep alerts to transportation or urgent information. They try to use social media for more operational information.

Event Reminders and Updates (J Diersen)

Thin Air Festival – the first weekend in April. The event is partnering with the UYSA to do an Olympic parade on Friday and the concert will follow that evening.

There are new events being proposed for 2018, not all on Main St. They are working on the Tour of Utah, the weekend following the Arts Fest. They are planning the 2019 World Championships as well.

Sandra mentioned one weekend last year that there were no events; Many merchants responded positively to this.

Jenny stated Park Silly will take 3 weeks off; Arts Fest, Tour of Utah and the weekend off will be the third weekend of August. (Three weekends in a row.)

Sandra asked to be part of the discussion for 2019.

VII.

Kimball Updates – Jonathan

Construction goes through mid-May. Crane is supposed to come down March 31st.

Lori asked if Ben and Jerry's going in that space? Jonathan said no. Building will be finished around the 4th of July.

John K. stated that Bandits has sold their building and is now "Altitude." There is a lot of movement on Main St. 412 has signed a lease with a new restaurant coming online in April.

Lori stated that Athleta is also signing on Main Street. Jonathan confirmed that they anticipate they will be in by spring.

Sandra asked how many more spaces will be allocated for chain stores, south of Heber. Jonathan stated there are 2 more.

Jonathan stated that he will continue to meet with ad-hoc business committee about vitality, ordinances and Michael is part of those discussions along with Tim and Becca.

Sandra asked for an update on the LDS Church/Family History Center as it has been empty for a while? Not at this time.

John complimented the police enforcement this year. He shared seeing Wade out between 12am-3am and it was appreciated and impressive.

Franco Libertini from the PC Police and special agent Bill Bishop from the secret service discussed counterfeit money and Sundance. This year they changed their operations during Sundance. They created a special enforcement, a foot patrol unit to create more of a presence.

Michael agreed that having that presence on the street made a big difference and was appreciated.

Franco addressed counterfeit currency. The police department has noticed an increase and the quality has improved, which is a concern. The problem is the prosecution of these cases.

Franco interviewed Bill Bishop. Bill is the resident agent in charge in Utah dealing with counterfeit currency and came to talk about steps taken in Park City

Bill is a secret service agent and has been for 30 years. He served as a swat agent for the president.

Bill presented a trivia question: Why are we here? 1. Counterfeit Money. 2. Treason and 3. Crimes in the Constitution. Piracy.

Bill asked if any businesses were hit. Feedback was that Stein's was hit. Bill mentioned that when he was contacted by a business, it was discovered that the counterfeit money was Peruvian, which is not unusual.

The number one reason counterfeit money is not discovered is because it is not looked at. The best way is to compare bills side by side when there is a question. There are some obvious differences in real bills vs. counterfeit. The feel/texture is different.

TILT – shimmer. There is a number in the lower right hand corner of new bills. The color should go from copper to green. The bills that were green/black would shift from green to black in the lower right hand corner.

Watermark – The watermark needs to match; Ben Franklin in watermark needs to match the Ben Franklin on the bill.

Security threads are another way to determine counterfeit money. All genuine currency has red and blue fibers that run through them. These are harder to see by the naked eye.

Sandra asked if there was something that is most commonly seen on Main Street? Franco stated it varies but the \$20 is the most common or \$100 bills and suggested if you come across one of these bills, gather as much information as you can from these people (who their with, car they're driving, etc.)

Marketing Updates – Meisha

This is the time of year we plan the marketing initiatives and grant applications are due March 31st. Meisha would like to hold a few marketing committee meeting to get input from merchants and the board.

If you have any input, we would like your perspective on marketing initiatives. Meisha is looking at March 5th for an Open House style gathering for feedback. If you have any input, please email Meisha.

Adjourn Regular Meeting

10:00am