



BOARD OF DIRECTORS MEETING
Tuesday, April 17th, 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

- | | | |
|-------|--|---------|
| I. | Roll Call | 8:30am |
| II. | Minutes from March 20, 2018 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:40am |
| IV. | Summary Report on Park City Chamber Summer Visitation Survey | 8:45am |
| V. | Summer Events & Parking Program Updates (Kenzie Coulson) | 9:15am |
| | <ul style="list-style-type: none">● Reminder of Seasonal Rate Changes● Summer / Fall Event Parking Proposed Rate Structure● Main Street Parking and Transportation Assessment Committee – [Data Review Implementation Phase II] | |
| VI. | Updates to Vibrancy Ordinance (Jonathan Weidenhammer / Michael Barille) | 9:35am |
| | <ul style="list-style-type: none">● Posted hours is encouraged but propose to remove this requirement from ordinance● Ideas about ways to promote / incentivize vibrancy? | |
| VII. | Marketing Update (Lisa) | 9:45am |
| | <ul style="list-style-type: none">● Locals Appeal / Parking Coupon: PSA, coupon code for parking app, also on web site● Promotion Dates: 4.15.18 – 5.31.18 | |
| VIII. | Reminders | 9:55am |
| | <ul style="list-style-type: none">● Street Paving● New Board Members, have interested parties contact Michael Barille<ul style="list-style-type: none">○ Submissions by May 4th○ Elections – May 11th○ Welcome new board members at the May meeting – May 15th | |
| IX. | Adjourn Regular Meeting | 10:00am |

Future Meetings

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

Next Meeting May 15, 2018

Pending Discussion Items:

- Revisit Brew Pub Improvements & Priorities for Main Street Improvements

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.

Reminder - 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.

Proposed Summer Event Parking Rates

Event Staff Member	Event	Dates	Times	Historic Pricing Garage	Proposed Pricing Garage	Meter Rate Changes?	Supplemental Parking	Additional Staffing in Garage	Residential Signage
TY	Park Silly	14 Sundays (no market August 5, 12, 19)	8am-5pm	Free - piloted \$10 per entry Miners Weekend in 2017	\$5/hour, max daily rate of \$18	All meters \$5/hour - North Marsac Permits, Gateway Permits	Park City High School	PEO to monitor	Yes
CP	Savor the Summit Weekend	Friday, June 15 5pm - Sunday, June 17 5pm		Free	\$5/hour, max daily rate of \$18	All meters \$5/hour - North Marsac Permits, Gateway Permits	Park City High School	PEO to monitor	Yes
JD	4th of July	Wednesday, July 4, 2018	8am-1pm	Historically free, piloted \$20/entry in 2017	cash upon entry - \$30	Meters Bagged	Park City High School, Resorts and possibly Richardson Flats	Yes	Yes
CP	Kimball Arts Festival	Fri 5pm, Sat, Sun (resume normal charge at 5pm Sunday)- all day		Historically, \$20/entry	\$8/hour, max daily rate of \$30	Meters Bagged	Park City High School and Resorts	Yes	Yes
CP	Tour of Utah	Sunday, August 12, 2018	8am-5pm	Historically \$20/entry	cash upon entry- \$30	TBD	Park City High School Possibly Resorts	Yes	Yes
CP	Miners Day	Monday, September 3, 2018	8am-1pm	Free - piloted \$10 per entry Miners Weekend in 2017	\$10/entry due to queuing issues	Flag Pole, Swede, Bob Wells meters modified	Park City High School		Yes
CP	Halloween	Wednesday, October 31, 2018	1pm-5pm	Historically free, piloted \$10/entry in 2017	cash upon entry- \$20	Flag Pole, Swede, Bob Wells meters modified	Park City High School	Yes	Yes

***Homestake would run as normally scheduled. If employees are using Homestake in the morning, they can catch existing transit to Main.*

Generally, the proposed event parking strategy is consistent with the policies of:

- Encouraging alternate modes of travel during peak events to leave some prime parking for customers of member businesses
- Minimizing congestion in the historic district
- Encourage prime district parking to turn over and become available for customers when events have ended
- Use Parking Revenues to provide transportation options for customers and employees year round

HPCA MARKETING & COMMUNICATIONS SNAPSHOT

SPRING MARKETING

- Our spring advertising campaign is in market April 17 – May 28.
- We have weekly ads in the Park Record.
- We have ads running on KPCW through May
- We have ads on KLS.com and DeseretNews.com through May
- We have Facebook and Google ads running through May.
- Our Park City direct mail will be distributed this week.

2018-19 PLANNING

- Grant and fee waiver applications have been submitted.
- We meet with the Restaurant Tax grant committee April 30 or May 1 to review our applications.

WEBSITE PERFORMANCE – FEBRUARY 23- MARCH 22

- Compared to 2017 web traffic was flat. Total visits were 6,700 for the month.
- Visits were down 15% compared to the prior month. This is normal for us as our visits start to slow once we get into February.

We typically see visits pick up with our advertising efforts in the shoulder season.

(DRAFT of Direct Mail)



Park City's Free Public transit (parkcitytransit.org) operates seven days a week, or this shoulder season enjoy a **complimentary parking session**.

FREE PARKING CODE

To redeem, download the Go Park City app in the App Store or Google Play or visit parkcity.org/park. Once you are ready to park, create your parking session and enter code FN9TLRF for one complimentary parking session on Main Street. *Complimentary parking session valid April 15 – May 31. Code valid for one session per user.*

EXPLORE

Galleries | Boutiques | Bars & Restaurants
Nightly Entertainment



historicparkcityutah.com