



BOARD OF DIRECTORS MEETING
Tuesday, July 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

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| I. | Roll Call | 8:30am |
| II. | Minutes from June 19, 2018 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) | 8:40am |
| IV. | Executive Committee (Michael Barille) | 8:45am |
| | <ul style="list-style-type: none">• Thank you to the current Executive Committee for their service• Nominations and Proposed New Executive Committee• Vote to approve new Executive Committee | |
| V. | Discussion of absentee board members and need to replace | 9:00am |
| | <ul style="list-style-type: none">• Two Restaurant Positions that need more active representation | |
| VI. | Update on Proposed Additional Summit County Transit and Transportation Tax | 9:10am |
| | <ul style="list-style-type: none">• Tom Fischer, County Mgr. presented the County's case at our last meeting• County Council subsequently voted to levy both taxes; timing and amounts in packet | |
| VII. | Summer Event Updates (Jenny Diersen) | 9:15am |
| | <ul style="list-style-type: none">• Reminders on upcoming summer events, potential impacts and mitigations, etc. | |
| VIII. | Parking Program Updates (Michael Barille) | 9:35am |
| | <ul style="list-style-type: none">• Have made suggestion to Kenzie Coulson for re-establishing a parking committee to review parking data, evaluate schedule for shoulder seasons, examine issues and successes with event parking, etc.• Also have a meeting planned with the Data manager to discuss the types of data that would be useful in decision making and evaluating parking rates and policies | |
| IX. | Budget Updates (Michael Barille) | 9:45am |
| | <ul style="list-style-type: none">• Funding decreased from Restaurant Tax Grant offset by additional BID licenses collected from Sundance / Type II CSL licensees this year• Executive Committee and Executive Director are suggesting a cost of inflation adjustment to BID licenses effective for the coming licensing year• Proposed budget outlined in packet with some adjustments to marketing approach to focus on improved digital content and more interactive programming over the next couple years | |
| XI. | Reminders | |
| XII. | Adjourn Regular Meeting | 10:00am |

Next Meeting August 21st, 2018

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

Pending Discussion Items:

- Additional New Board Members
- Upper Main Street Vibrancy and appropriate programming

WRITTEN UPDATES

Summer Event Reminders

- 4th of July Recap - Transportation Survey – Look for a summary of results where and when?
 - Arts Fest – August 3, 4, 5
 - Discuss impacts and outreach
 - Tour of Utah – August 12 on Main Street, Impacts in Summit County on August 11
 - Discuss impacts, timing, and outreach
 - Quick Public Art Update – China Bridge & Olympic Display
 - Upcoming Council Agenda Items:
 - Sundance Economic Development Impact Report– July 19 (Work Session)
 - Park Silly Market Mid-Season Review – July 19
 - Discussion centered around how to work with HPCA member businesses to add some vibrancy to upper Main St. possibly using the event permit as a tool for increased flexibility (F&B offering at Wasatch? Games in Miners Park or in front of Egyptian, Something in small plaza below Blue Iguana?
 - Arts Fest Supplemental Plan (Regular Business July 19) – no major operational changes from last year, included HPCA in some pre-event media to highlight the district, will be programming at Brew Pub lot, parking updates for Friday locals versus remainder of the weekend?
 - Fee Reduction Recommendations for Special Events (Tentative July 19, may be pushed to August 2)
 - Film Code Next Steps – Tentative to Council in August 2
 - Special Events Next Steps – Mid August to Council

Budget Summary

Below is a narrative outlining the primary changes in this year's budget both in sources of revenue and in the allocation of funds to our primary activities as an organization.

Professional Services and Contracts:

All three staff of the HPCA serve on a part-time contract basis and both salaries and staff hours are proposed to remain unchanged for the coming fiscal year. In future years, it may make sense to bring forward a discussion about moving towards at least some full time salaried positions in order to have the personnel resources to implement additional programming, outreach, and marketing initiatives. For this year we would like to have the staff focus on developing this strategic vision with the current board and on establishing some of the tools that will allow us to expand our efforts in the future but within the currently defined contracted number of hours and responsibilities.

Marketing:

Digital Media / Marketing - Meisha and I continue to want to keep HPCA at the forefront in developing digital content and especially interactive content that educates and informs our customer base. We are in the process of researching other destination districts and what tools have helped them to create additional vibrancy and to reach out to new customers. Meisha and I are suggesting a couple year commitment to updating the platform for our web site to increase our flexibility in creating and promoting more interactive content that is mobile format friendly and directly engages visitors to our district. We want to develop content to help them find what they are looking for and that encourages the conversion of visitors to customers. We believe this will take about a \$10,000 investment this year to lay the groundwork for a more nimble website and interactive map of businesses in the district. In order to maintain our marketing budgets at reasonable levels this will mean moving

away from some of our traditional print and SEM efforts, but we think this is a reasonable trade off and a positive investment in our future. Our hope is to develop a platform that can grow with us and allow us to explore things like digital coupons, digital messaging to market sales and special offers, as well as district programming and events.

Analog - While Meisha and I place great importance on creating sophisticated digital; we also see a need for some self-generated fun and vibrancy within the district. We would like to set aside a small portion of the marketing budget to help businesses develop programming. At the most basic level this could be as simple as purchasing some yard games to invite families to the district and create a more interactive fun environment. These funds could also be utilized to help augment an artistic window display, to assist an HPCA member that wants to put on a cooking demonstration or provide a special F&B offering for an event, an outdoor artist demonstration, or a contest for customers.

Reduced Revenue(s):

- Restaurant Tax Grant - We received \$35,000 of a requested \$51,000 our lowest award since 2009 with last year's grant having been just over \$40,000. We were not alone among applicants receiving much less than the amount requested. The restaurant association and the chamber were among the few organizations to be fully funded. Meisha and I are trying to learn from the way those organizations position themselves in the application process and in documenting return on the funds allocated to see if we can strengthen future applications. We are also in favor of taking a slightly different approach to how we approach Wasatch Front marketing this year which will be outlined as we review the marketing budget.

New Revenue:

- CSL License BID Fees (Sundance) - In a new agreement with the City we were able to collect \$21,141 in BID license fees from Type 2 CSL licensees who occupied spaces within the district during Sundance. Approximately 87 spaces were licensed within the BID and we expect this number to remain relatively steady as long as overall economic conditions remain favorable.

Unallocated Revenue / Projected Surplus: As currently proposed the budget includes about \$9,000 in unallocated revenue from CSL BID license fees. We are also still evaluating the amount of Restaurant Tax Grant funding from last year that will carry over into this year's budget, but this is estimated at around \$3900 which would increase surplus accordingly. I would propose a couple primary designations for surplus dollars:

1. Additional Marketing funds for small budget overruns to achieve the outcomes outlined in the marketing overview.
2. Begin a small Cash Reserve to protect against unexpected inflation of costs in events, insurance, printing, supplies, etc. I would also like to build a small cushion for future years in case we see unexpected decreases in revenue from grants or other funding sources.
3. Finally, I'd like to begin setting the organization up for success to be able to move towards a more full time staff, more sophisticated marketing content, and home grown programming of key areas and periods of the year.

Follow up and accomplishments from FY 17-18:

Last year we outlined a concern about ongoing year to year budget over runs due to cost of solid waste and recycling services out pacing the fees collected for those services. This condition was correct by working with the Trash and Recycling Sub-Committee to establish a new fee schedule which was enacted by the Board of Directors last fall. We are happy to report that with the help of the expertise on both these bodies we are no longer operating at a deficit in the Trash and Recycling account and working with a balanced budget.

We also outlined the concern about the additional need for services during the Sundance Film Festival and the financial and operational strain this placed on the organization. This resulted in two changes the HPCA was able to enact with our partners at the City last year to improve our situation. First a \$100 flat fee for additional trash and recycling services was collected by Republic Services and coordinated with the issuance of all CSL licenses within the business improvement district last year further contributing to our solvency in those accounts. In addition, the City agreed to begin collecting BID fees from all Type II CSL licensees which has slightly improved our overall budget outlook and allowed us to make up for shortfalls in projected grant awards as outlined above.

Future Budget and Revenue Plans

Initiatives to provide programming, develop meaningful interactive digital content, and to secure staff time to execute these initiatives will take more than a small cash reserve every year and that is why the executive committee and I are exploring the ability to execute a BID fee increase for the coming year. BID Fees have not been raised since 2009 and so even just a cost of inflation increase on the order of \$100 per business license would be very impactful and greatly increase our ability to execute our own plans or to partner in more significant fashion with the City and others to create a more vibrant business climate within the district. At future meetings Meisha and Michael will conduct some forward looking sessions with respect to how we market and program the district to introduce the board to successful strategies being utilized elsewhere, potential partners in this effort, and to solicit additional ideas and volunteers to help in creating new programming, content, and outreach efforts.



COUNTY MANAGER
July 12, 2018

THOMAS C. FISHER

Dear Business Owner:

On June 27, 2018, the Summit County Council voted to impose a 0.25% sales tax increase to fund transportation improvements. This decision was made in response to legislation the Governor signed into law in March 2018, challenging counties to impose new sales taxes to fund transportation and transit enhancements that could address the mobility needs of the state in the context of a rapidly growing population.

Summit County Council approved the 0.25% (one quarter of one percent) sales tax increase in June to take advantage of retaining 100% of the revenues collected within the County for the first nine months of the new tax. After July 1, 2019, these monies will be redistributed statewide.

The County Council also unanimously voted to impose a second sales tax increase, effective July 1, 2019, to be used for transit-related projects only. The additional 0.20% (one fifth of one percent) sales tax instrument was authorized by the same 2018 legislation and places the County in an extremely favorable position when competing both for Federal grants and against other, higher priority projects around the state.

The Utah State Tax Commission will notify you of both tax increases and the accompanying timelines for collection, but it is the County's intention to alert you of this issue to give you as much advance notice as possible, so that you can update your software systems and inform customers of the new tax(es), particularly those who had booked business with you prior to the increases.

What does this mean for you and your business?

Both the 0.25% and 0.20% sales tax increases apply to retail sales and leases of tangible personal property, products transferred electronically, and certain services. Unprepared food and food ingredients (i.e. groceries) are exempt from the sales taxes. You, as the seller of the product or lodging stay, must collect the tax from the buyer and remit it to the Tax Commission monthly, quarterly, or annually using form TC-62PC, Sales Tax Payment Coupon.

Businesses will be required to charge the additional 0.25% sales tax by October 1, 2018.

I appreciate the challenging position these new taxes put you in as a retailer and wish to provide any assistance you need to prepare for communicating about and collecting these taxes.

I hope this letter is informative and helpful. Please do not hesitate to contact me or anyone on the Summit County staff with questions or for assistance at mobilitymatters@summitcounty.org or by phone at (435) 336-3200.

A handwritten signature in cursive script, appearing to read "Thomas C. Fisher".

Thomas C. Fisher
Summit County Manager (435) 336-
3200 tfisher@summitcounty.org



DRAFT

**Minutes of the Board of Directors Meeting
Tuesday June 19, 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, Meisha Lawson Ross, Whitney Ryan

Absent: Lori Harris (Available via phone), Emerson Olivera, Scott Thompson, Melissa Berry

Others present: Tom Fischer, Carolyn Rodriguez, Mary Ann Cirullo, Linda Dugins, Myles Rademant, Jonathan Weidenhamer, Kenzie Coulson, Michelle MacDonald, Emily Elliott, Lynn Ware-Peek,

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

MaryAnn Cirullo asked if the art proposal in the packet would be addressed. Michael said that Jenny would address it in the meeting.

Board of Directors Election

Michael announced the five openings and welcomed new Board Members.

- Shirin Spangenberg
- Meredith Risley
- Mike Sweeney
- Colby Larson
- Rhonda Sideris

Michael asked new board members to introduce themselves. Rhonda moved to PC in 1976 and owns a 135 year old house. Rhonda owns 820 Main and manages 4 HOAs and owns Park City Lodging.

Meredith is the GM of the Wasatch Brew Pub and has lived in PC since 1999 where she attended the UoU.

Meredith has been with Wasatch Bew Pub & Squatters since her time at the U.

Shirin owns Curbit Recycling, Park City Food Tours and Escape Room Park City in the Gateway.

Colby owns several galleries on Main Street and has been here for about 15 years. Owns Park City Fine Art, Pando, the Blue Gallery, Prospect Gallery and Old Towne Gallery.

Michael thanked the new board members as well as Jill Johnson and Monty Coates who are willing to fill in on some of the committees.

Meisha asked for an updated list of Board Members. Lisa will update the website.

Discussion of Proposed Additional Transit and Transportation Tax – (Tom Fischer, County Mgr. & Caroline Rodriguez & Regional Transportation Planning Dir.)

Tom Fischer stated that Bill 136 was passed by the legislature which changed transportation tax in order to encourage passage by counties. In 2015 the 4th quarter was adopted which was .25% sales tax for transportation purposes. That .25% sales tax at the time needed voter approval. One item they changed this year is that voter approval is not needed. An incentive that was put in front of county councils was the way this tax works is that it goes through a redistribution formula. Through that, all cities in Summit County would get some distribution of that, based on that formula.

The other incentive is that if counties put this into place by July 1st, the County would retain 100% of the revenue. It would not be distributed throughout the state.

All counties are considering it, 17 counties have adopted it.

This is a big ask at this point. County Council has had 2 discussions in their work sessions. Staff has been meeting with as many groups as possible in order to get feedback back to the council.

Use is a general transportation allocation. It covers both transit and transportation.

They're also proposing a 5th quarter tax. The sense of urgency is less. The 5th quarter is .2% with 100% allocation to county and specific to transit.

Council is asking for feedback from your perspective. An easy way is an email address mobilitymatters@summitcounty.org for feedback.

Michael asked how the money would be spent.

Tom stated that the Express Bus was a large chunk of the spending, e-bike programs, Kilby Road Park & Ride lot in front of Ecker Hill Middle School, & the project on 248 by The City which is under environmental review.

The thoughts of Council and Staff around these taxes are around what the next big needs are. Bus rapid transit on 224, for example.

One big area from a county perspective is the Kimball Junction area. The County would need to bring local funds into that.

John K. reiterated that on June 19th we are being asked for feedback for the decision on 27th. It is use it or lose it money.

Sandra asked if Wasatch Co. adopted it, Summit County would see some of the money? Yes. Tom believes he would know by the 22nd if it was a go or not.

Susan asked what the sales tax would become if it were passed? Carolyn said 8.9% in Park City and 7% in the county and if you calculate that with the transient room tax it is 12.9%. The restaurant tax would be .9%

Susan asked if that puts us at the highest tax rate? Tom stated Moab is higher and we would be 2nd.

Rhonda stated that there is a great video available from Jana at the county explaining all this. Rhonda recommended that as soon as the decision is made, to get the word out. It was very contentious last year when The City implemented a TRT tax at the midnight hour. There are groups already reserved for 2020. Please let property groups know asap so they can change their software.

Rhonda said Jana stated the funds will be allocated to widen Chalk Creek road.

Rhonda asked Tom to state again when the moneys would get redistributed; 5th quarter – 100% forever, 4th quarter – first year only. 50% POS/50% population formula.

Sandra asked if we could adopt the 5th quarter and not the 4th? Yes, but remember there are restrictions on use.

John K. talked about how is this sustainable? If we are trying to maintain economic diversity, how do the hard working people sustain living here?

Tom said that's the exact feedback that should be given.

Shirin talked about the employee's rising costs and how difficult the staffing pool is.

Michael stated that there many factors at play, like the development in Empire Pass, and to a certain extent we have shifted our employee base to outside of the county and we have traffic issues to deal with.

Sandra asked if this could fund a bus to Heber? Yes, it could.

If Michael had to condense the feedback it would be that there is a concern on the rising costs of living here and we would like to see some specific efforts on employees and to help businesses survive.

Michael to email Tom that feedback.

Sandra asked Rhonda if people are afraid of "sticker shock?" Rhonda said not really but groups see the increase.

John mentioned spral and stated we desperately need a solution for transportation.

Events Policy Updates (Jenny Diersen)

Michael stated that Jenny will discuss events, how they get approved, the angst among the community with the saturation of events vs. maintaining vitality. Council has given Jenny & Jonathan specific instructions on how to balance events.

Michael said they would also discuss event parking and tweaks based on feedback to him by Main St. businesses.

Jenny stated that they were asked to go to Council in May to discuss Special Events next steps, the past year of mitigation and finding a balance between businesses, residents and stakeholders.

Exceptions to the changes are 1st Amendment events and resort property events. They have the facilities and venue to handle large events.

Jenny gave a high level overview of the changes.

- Blockout peak weekends; Sundance, 4th of July, Tour of Utah, Savor the Summit. This includes level 1 events.

Michael asked where this is in the process? Jenny said they're hoping to get approval late July.

- Any events that are currently on the calendar for blackout weekends, they will stay until they withdraw their application.
- There will be a limit on the number of level 3 events annually to 42.
- There will be a quarterly application deadline. Currently there is a rolling application deadline of 30, 60 or 90 days. This will streamline the process and they will be able to see how the calendar lays out. This one can be challenging for resorts and others because dates and talent isn't always booked far in advance.
- There is a proposal to schedule "Quiet Weekends" where there will be no events or limited events. The weekend before the 4th was specifically programmed this way to give the community a break.

Michael asked that over a number of years the quiet weekends would eventually be truly quiet and null of events?

Jonathan stated that there is still community feedback to be worked through and meetings with Park Silly, etc.

- Protecting shoulder seasons to only allow compelling events which was a direct request of the SEAC. (Running with Ed, Shot-ski, etc.)

Jonathan said while Council is being responsive to the community, it is also looking out for the businesses.

Sandra asked about filming?

Jenny said they are also working on some film regulation changes and can update the HPCA later about that.

Michael said that the goal is to direct filming to quieter times.

Susan made a comment about the Latino event and pointed out that event needs some special consideration. It was well attended and a very special event. Susan would like to see that event supported.

Michael asked Jenny to explain the caps and what happens if you move from a level 1 to 3 event, for example.

Jenny stated that this would allow Council to have more background to implement these changes. Council has ultimate authority and even if we hit a cap, they can override it. The Events Dept. reaches out to all applicants every October for the upcoming year.

Level 5 cap will be somewhere around 8 events per year.

Michael said the two things he would like to poll response on is the quiet weekends and shoulder seasons.

Shirin stated as a yearround business, she doesn't want to see shoulder seasons quiet. If we are going to take events away from the summer, let's put them in the shoulder season.

Michael stated that the two largest events for HPCA are during shoulder season, Autumn Aloft and Halloween so he would like to continue to garner input and feedback on these changes.

Lori would like to see shoulder season busier and less events during busy times.

Sandra provided feedback that during a non Park Silly weekend they did 4 times the revenue.

Emily pointed out that Park Silly does bring people to Main Street and when they advertise and market, upper Main Street benefits.

Jenny asked that feedback be given to Michael or Jenny prior to the next Council meeting.

Rhonda complimented The City on digesting all the information.

Lynn asked Jenny to review 1st Amendment events. For example, we can't say no to 1st Amendment Events.

Jenny said 1st Amendment Events are special. Applicants should come to The City to apply. Jenny stated they can not regulate time, place or manner. Typically, The City doesn't receive applicants within the required deadlines.

Some 1st Amendment events are recurring, for example the St. Mary's march.

The larger ones are impactful and as soon as The City knows they're happening; they're immediately working with the group to mitigate impact.

Michael suggested that the 1st Amendment events would be a good topic for the next sub-committee meeting.

Lynn added that if you are in a specific industry, lodging, restaurant, etc, form a group that has a different perspective than you and meet about different events.

Lynn commended the HPCA for the size of the board that showed up today. Going forward, Michael stated this will be our size and we welcomed new Board Members.

Jenny stated that she is always available and if you see something happening, let her know in the moment if possible.

Summer Events Parking Program Updates (Jenny Diersen & Kenzie Coulson)

- Jenny stated that The Events Dept. has been focused on traffic in the last year and overall transportation.
- Events worked hard on signage and information on any changes in transportation.
- There was a challenge with All Resort going bankrupt during Sundance.
- Jenny and Kenzie worked with several departments and HPCA on more dynamic parking rates.
- Based on feedback for Park Silly and Savor the Summit, changes were made.
- Kenzie reviewed the parking event grid.
 - Kenzie discussed the success in the program with the park and ride usage; 300 cars parked at the High School; high turnover and the system is working. Ultimately parking has to make sure the streets move.
 - Kenzie said "Adding more busses" is not the solution to traffic.
 - Kenzie said she sees some opportunities for some tweaks for the peak seasons.
 - Kenzie encourages feedback through the parking dept. website. www.parkcity.org/parking

We started off with opening Park Silly Sundays with feedback that there was very little utilization on the street and garage.

We determined that moving the signage from the middle of the road helped with utilization the next week.

Michael reminded everyone that while the parking signage may have aided in the low numbers, let's look at collective factors too – it was early in the season, not as hot in SLC, etc.

Kenzie said one of the things they learned right off the bat is the idea that occupancy tells the whole story, it does not. It is a sliver in the data.

Jenny stated that outreach is very important and introduce Berenice and stated that the department is continually working on outreach. Please connect with the ways we are providing information, text alerts, HPCA Alerts, etc.

Cristina said that we have noticed our sales are down drastically and the one major complaint is parking. They are gathering data to provide it to the City. The data on the summer guest vs. winter guest is very interesting to see how that affects the parking rates. Cristina said we should add that into our metrics when determining fees.

Cristina also stated that safety is a concern in China Bridge. There is a blind spot and asked for mirrors. Kenzie said they have received that and are working on it.

Rhonda mentioned that there were not busses after an Egyptian event she went to and asked for a plan.

Michael said that is one thing to look at for sure.

Kenzie said that feedback from the HPCA about the evening Main St. goer prompted them to go to Council however they need to be careful to not add confusion and maintain consistency.

John asked if there could be some sort of volunteer validation? Kenzie responded that volunteers are similar to staff and where is the line?

John responded that on nights that it is quiet in town, we should take a look at a program to help volunteers.

Shirin would like to see the opposite too, when someone spends hundreds of dollars, can we validate them?

Kenzie asked for feedback on what exactly businesses want. For example validations. One challenge is that the meters are separate systems from China Bridge.

Susan wanted to mention that for businesses above the Post Office have taken a hit with the fees on Park Silly Sundays.

Mary Ann gave feedback on the artwork and said the parking garage is pretty well lit and the mock up for the artwork shows that it will significantly darken China Bridge.

Cristina added that she really appreciates staffing China Bridge 24-7.

Sandra asked about the rates, the 4th of July for example, is it \$20 until 1pm and then free until 5pm? Yes, correct.

Kenzie added that there is additional signage to try to draw cars up to prevent idling and circling.

Public Art in the garage – Michael stated that feedback was provided to the Public Art Council and there is ongoing dialogue with the artist.

Jenny stated that China Bridge murals are a priority to complete and the RFP had a number of criteria, history of China Bridge, connecting to Main Street, natural environment of Park City, etc. There were 6 proposals. KPCW, HPCW and the Public Art Council were involved in selection. The artist is from Virginia and will be doing a site walk next week. The background appears black, however it is a dark grey but the artist will look at the tones and possibly change to blue.

The key points for the proposal is that it is very engaging to the community. The flowers are native to our regions. The yellow will be changed also.

Michael added that there were some clear distinctions on maintaining the art in addition to the art itself.

The project will be completed by November 1st.

Jenny mentioned there will be Olympic displays as well in some of the pocket parks. The PAC is working with the OUP to obtain some Olympic items on Main Street by the end of the summer.

Michael asked for a motion to adjourn the meeting and asked everyone to re-read the packet as there is a great deal of information in there.

Myles reminded everyone Leadership applications are available and City Tour is to Boseman and Jackson.

Mike made the motion to adjourn. Puggy seconded.