



BOARD OF DIRECTORS MEETING
Tuesday, November 20th, 2018
Wasatch Brew Pub, 2nd Floor Meeting 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.

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.

HPCA Regular Meeting

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| I. | Roll Call | 8:30am |
| II. | Minutes from October 16, 2018 | 8:35am |
| III. | Public Input (Any matter of business not scheduled on agenda) <ul style="list-style-type: none">• Construction Impacts | 8:40am |
| IV. | Food Trucks (Jonathan Weidenhammer) <ul style="list-style-type: none">• Update on changes to City code regarding Food Trucks | 8:50am |
| V. | Event Updates (Jenny Diersen, Meisha Ross) <ul style="list-style-type: none">• Event Subcommittee Updates• Park Silly Market Recap• Electric Light Parade / Small Business Saturday | 9:00am |
| VI. | C-PACE - Financing Program for Energy Upgrades (J. Weidenhamer) <ul style="list-style-type: none">• C-Pace Handouts, Information & Registration Form | 9:20am |
| VII. | Position Paper Reviews – Events (M. Barille, Dave Nicholas, J. Weidenhamer) <ul style="list-style-type: none">• Prior Historic Park City Improvement Plan, Streetscape Schematic, & Brew Pub Schematic• Infrastructure – Background• Current Updates• Next Steps | 9:25am |
| VIII. | Subcommittee Interest & Sign-up (See Lisa or Michael Barille) | 9:55am |
| IX. | Adjourn Regular Meeting | 10:00am |

Future Meetings

Note: This future meeting schedule is TENTATIVE and subject to change
Next Meeting December 18th, 2018

Written Update Section

Trash and Recycling Committee Updates

The committee did not meet last month but will look to schedule a meeting before Christmas to review financial updates and volumes from both vendors.

Food Trucks

Jonathan Weidenhammer, Park City Economic Development Manager will present a brief update to our conversation at last month's meeting regarding licensing of food trucks within Park City limits and how their use will be governed on both private and public / city owned property.

Event Updates

Jenny Diersen from the City staff and our own Events Sub-committee members will recount our most recent events review meeting and objectives for upcoming policy and event planning decisions. The HPCA Events Sub-Committee spent the majority of our November meeting discussing Park Silly Sunday Market's most recent season and more specifically the most effective way for HPCA and the Silly Market Working Group to arrive at a more synergistic relationship between the market and the use of the business district as a venue for the event. Number of days of operation, the recent experiments with off days, hours of operation, event location, and parking mix were all topics of discussion. Feedback from community members, customers, and merchants were recounted. Some committee members observed a trend for the market to drive sales by growing the number of attendees and booths with premium space rental fees. This was contrasted with markets elsewhere that appear to have smaller footprints with a greater emphasis on agricultural and artisan products and speculation that booth fees may be one factor in product mix. The committee discussed these dynamics and how they can influence whether an event is either in more direct competition with local merchants or creates synergy and complimentary product offerings. The market management was also complimented on their operational aptitude and willingness to contribute knowledge and effort to area non-profits and community events. There is also recognition of the difficulty in attracting agricultural products especially to a Sunday market in Utah. The Silly Market policies of making booth space available to local merchants and willingness to coordinate marketing strategies was also noted. As was the attempt to utilize the post office parking lot as a hub for agricultural products.

In the short term the Committee direction was for staff to work with Silly Sunday Market management and City events staff to **encourage** the most local and authentic product mix possible with a renewed emphasis on artisanal and agricultural products. As a starting point we will discuss options for incorporating more locally grown and crafted products into the market emphasizing products produced in the district whenever possible. Old Town Cellars, Wasatch Brew Pub, Pink Elephant Coffee, Cow's Ice Cream, Alpine and High West Distilleries were all mentioned in a quick recount of products with roots on Main Street. Several other examples were cited from the greater Summit / Wasatch County area.

Over the next couple months the HPCA Staff have been directed to develop an event feedback survey relative to the Silly Market that will seek to parse out issues such as: which types of businesses perform better or worse on Market Sundays and why, which types of businesses perform better on off Sundays and why, discernable merchant preferences with respect to hours of operation, operating days in the season, footprint expansion or consolidation, product mix, and willingness to participate in special promotions or other opportunities related to the market. The survey will be relatively brief and have an opportunity for open ended suggestions. The goal for this survey will be to have it ready for release to HPCA membership sometime after Sundance and to utilize the information in order to have constructive discussions with City Events and Economic Development Staff and Silly Market Management during the lead up to consideration of the market's contract renewal over the final two years of the current contract. This recognizes that complexity and length of those discussions as well as the importance HPCA has placed on helping to provide better definition to how use of the district as an event venue is managed and coordinated with our members.

C-Pace Financing

Park City has opted in to a new financing program from the Governor's office of energy development. C-PACE, also known as Commercial Property Assessed Clean Energy, provides zero down and up to 100 percent private financing for up to 30 years for commercial building improvements. Improvements can include energy efficiency upgrades, renewable energy systems, water conservation measures, seismic upgrades, hybrid elevators and escalators, electric vehicle infrastructure, and parking automation.

C-PACE is a great option for building owners who want to upgrade the energy efficiency of their property, and developers looking to install above-code efficiency improvements. [Learn more here.](#)

Are you a local contractor who would like to be included as an approved C-PACE contractors? Fill out an application and attend the two-hour training. The next training is in Salt Lake on November 7th. [Registration here.](#)

"We're proud to advance Utah's economy and air quality through the Utah C-PACE District, allowing building owners to achieve affordable energy costs while making important upgrades," said Laura Nelson, the Governor's energy advisor. "With the energy savings from the improvements, it's possible for building owners to be cash flow positive from day one."

Find out more by visiting the C-PACE website, or get in touch directly and we will help you navigate the process: luke.cartin@parkcity.org

Position Paper Reviews

Our goal for the November meeting was to coordinate a presentation and discussion on proposed, postponed, and previously planned infrastructure as well as the Infrastructure position paper. The current plan is to use the November meeting to frame the goals for this discussion, provide some historical background for members, and to poll the board on additional questions or areas of concern they have or would like more information about. Park City Municipal is currently without a City Engineer and thus a detailed accounting of completed, planned, and postponed projects will have to be delayed to a later meeting likely after Sundance.

Dave Nicholas from IBI Group will provide a summary of the process and findings that laid the ground work for HPCA's current infrastructure position statement and much of the City's improvement plans in the district.

Jonathan Weidenhamer, City Economic Development Director, will provide an update on the current state of funding for projects within the district with the recent voter approval of the Treasure Hill Open Space Bond and funding choices previously directed by Council. The goal will be to understand the current thoughts on priority of improvements and even maintenance to infrastructure within the Historic Business District and how HPCA can best participate in influencing and re-evaluating these priorities going forward.

HPCA Staff will be looking for guidance from Board Members and attendees on the information needed to give constructive guidance on current and future infrastructure planning so that we can work with the City Staff to gather the appropriate research for presentation at a follow up session(s) on Infrastructure in the district. As a starting point HPCA Staff is suggesting the following steps and information gathering for future presentation:

Infrastructure Status Updates:

- Review of Old Town Improvement Study (OTIS) projects recommended in the district
- Which of the OTIS projects are complete, still planned, or postponed?
- General health of subsurface infrastructure assessment and how well protected the district is from business interruptions due to emergency utility or street repairs
- Review of completed and outstanding projects from Main Street improvement plan
- Are there infrastructure projects that have not been previously identified but are a high priority for the health of the business environment? (Poison Creek flood controls, creation of loading zones or pick up/drop off zones for taxis and shuttles, signage improvements)

Financial Background and Transparency:

Funding Questions

- Where does the City stand with terms for purchase on Armstrong Property and use of available (AARCST funds? And what does available mean? 50% of revenue generated? 100% Something in between?
- What amount is being generated by ARCST annually?
- What amount is generated by standard local sales tax (within the district) annually?

- What amount is generated by property tax within the district annually?
- What amount is being generated by Paid Parking annually?
- What is the current distribution of these funds and what is a reasonable expectation for funding planning or projects within the Historic District annually over the next five years?
- What other funding sources (Grants? Event Fees? Etc.) could contribute to Main Street improvements?

Strategic Questions:

These questions and others suggested by the board will likely require some surveying of the general membership for input and prioritization.

- Of the above ground improvements previously identified and not yet completed which still have significant value to Main Street businesses and visitors. (Miners Park, Coalition Park, Brew Pub Plaza, etc.)
- Are there new projects that have risen to higher levels of priority based on new market dynamics, funding realities, or other physical or operational constraints? (storm water improvements, employee parking, transportation alternatives, event management / mitigation targeted improvements?)
- Should we explore alternatives to physical infrastructure and their comparative return on investment for the health of the business environment and customer experience. Is the City willing and able to consider funding alternative like cooperative efforts on programming, digital marketing and information resources, employee retention strategies, etc.?

The current HPCA Infrastructure position paper is included in its entirety below. As a Board we should recognize the additional information and realities that have come to light regarding the cost of previously planned designs and the availability of funds. We should also continue to push for transparency and discussion in the spirit of partnership with City Staff and Leadership to understand the full picture of revenue sources, how HPCA priorities can best align with Council priorities, and how to minimize process and maximize efficiency in achieving agreed upon priorities. We should work collectively with the City to refine our priorities in a way that best fits the current business environment and dynamics of the broader community. Refinements to our position paper are definitely in order but should be entertained after a robust review of new market realities, funding sources, and progress to date.

Infrastructure Position Paper

Infrastructure

Goal: Coordinate with Park City Municipal on the construction and maintenance of public infrastructure within the HPCA; to add vitality to the street with bookending venues.

It is the objective of the HPCA to promote Historic Park City as a fun, friendly and vibrant destination. Smart infrastructure, that supports both car and pedestrian traffic, is essential to fostering an alluring and navigable environment.

Our District should encourage visitors to linger, circulate and explore throughout the District. To accomplish this, we need to: 1) reduce physical impediments such as difficult sidewalk navigation; and 2) create attractions/draws along the street (from top to bottom) such as parks, plazas and art that encourage exploration. We are confident that easy access, a friendly atmosphere and prolonged exposure to our businesses will increase sales and diversify revenues.

Definitions: We are using a broad definition of infrastructure which includes: parks, public art/attractions, event venues, sidewalks, streets, signage, lighting, snow management and public transit. In sum, any physical component within the District that is owned and/or managed by the City.

Recommendations: The City has identified infrastructure improvements that include the reconstruction of sidewalks, improvements to existing plazas and the addition of new public gathering areas at a cost of \$14 million. The City has identified the increase in Resort City Sales Tax as the funding mechanism for these projects which are scheduled for completion by 2019.

Actions:

The HPCA will continue to champion these improvements and facilitate the construction for the maximum benefit and at the minimum impact to businesses.