



**BOARD OF DIRECTORS MEETING**  
**Tuesday, October 16, 2018**  
**Wasatch Brew Pub, 2<sup>nd</sup> Floor Meeting Room**  
**8:30am - 10:00am**

**In Attendance:**

Michael Barille, John Kenworthy, Sandra Morrison, Rhonda Sideras, Puggy Holmgren, Cristina Aguirre, Ed Shaul, Mike Sweeney, Meredith Risley, Susan Meyer, Colby Larsen, Lori Harris (by phone)

**Absent:** Scott Thompson, Emerson Olivera, Shirin Spangenberg

**Other Present:**

Lisa Phinney, Meisha Lawson, Kenzie Coulson, Bob Koller, Jenny Dierson, Jonathan Weidenhammer, Linda Dugins, Ken Davis, Lynn Ware Peek, Mary Ann Cirullo, Hannah Tyler, Johnny Wasden

**Public Input:**

**Loading Zones**

Michael heard from Sandra about loading zones and parking spaces along Heber Ave by the old Kimball Building. Sandra went to the Planning Commission meeting and a resident asked about the latest conditional use plan that took all of the spaces in front of the Kimball and turn it into a loading zone allowing for only 3 cars.

The other issue was the location of the public busses and emergency vehicles accessibility there. The parking on the Main Street side of the old Kimball building has been striped red and no parking allowed.

Michael expressed similar concerns when there a change in use for businesses, the parking needs to follow. Michael said that intersection is a bit different and requires a bit of extra attention.

Jonathan said it is more than a broader issue and concern. The first concern was to get the paid parking into place. Then next concierge vehicles, loading zones and drop offs. There is an interim loading zone at The Post Office and they are testing that out.

Jonathan recommending pushing to re-band the parking committee and having their voices be heard.

Michael said to the broader policy regarding delivery vehicles, he does think it needs more thought. Largely it is a volume issue, too many vehicles in a small space.

Jonathan said he and Alfred will meet and will be working on this issue.

Puggy mentioned that the busses going the route they are due to Heber being closed is actually a good route and she would like it to stay permanent. Busses are turning east on 9<sup>th</sup> and it has smoothed things out a lot.

Sandra thinks getting people as high up the road as possible is the goal. Puggy's feedback was that it seemed to really help.

**Trash and Recycling Committee Update**

Michael updated the group on the trash & recycling updates. The committee has met each of the last two months. Recommendations and direction from the committee include the following:

Due to the increase of activity, there has been an increase of pick up and we currently have a deficit. We are going to try to spend from the current cash reserve in the Trash and Recycling account to pay down the operating deficit that has been built up in ongoing services provided by Republic Services and our recycling provider.

**Food Trucks**

Jonathan Weidenhammer, Park City Economic Development Manager present an update on proposed changes to City Code regarding Food Trucks and their use within City limits and at specific proposed locations within the Historic District.

Jonathan said that food trucks on private property will be tough. Hannah and Jonathan will present to City Council on Oct. 23<sup>rd</sup> regulation for food trucks on private property primarily due to location.

Hannah stated that any private property that applies will have to have their location meet certain criteria and go through the use process with the Planning Department.

Jonathan reminded all that The Utah State legislature made recent changes requiring communities to allow food trucks to be permitted on private property in any zone that allows traditional restaurants.

Regulating food trucks on public property is a bit more involved.

For food trucks on public property Jonathan is recommending City Park, The Marc, Ice Rink, Bob Wells Plaza. Jonathan would like to try 1-2 food trucks and have them have the same health inspections, affiliated with local business, minimized competition, pay full taxes and hopes it will add vitality.

Rhonda Sideris asked why The City would recommend Bob Wells with the noise, gathering, etc.

Jonathan said Council Comments have mentioned the lack of late night food options in the district as at least one rationale for considering this policy. It is a fair question and they will have to look at the noise and test it.

Colby's feedback was that it shouldn't create a lot of noise? Jonathan said the trucks themselves don't, but the gathering of people could.

Mary Ann Cirullo stated she with masses of people, police presence will be required and asked who would pay for that? She feels that food trucks are getting away with murder. If you start food trucks after 9:00pm, what about those restaurants open until 11:00pm? Mary Ann is not opposed to food trucks, she just does not want them in Old Town.

Jonathan said to come together and find a win-win. He understands where Mary Ann is coming from and wants to find a win-win.

Cristina provided feedback stating she enjoys food trucks. She said at 9:00pm people will be going to their venue and hitting the food truck after their event is over. It isn't thousands of people hanging around. Cristina feels that parking won't be an issue either. Retail is closed, restaurants close between 9pm-11pm, and she just doesn't feel it will be an issue.

Susan thinks it will add vibrancy and fun and excitement to the street.

John K. said when big shows get out from Park City Live, there are 1000-2000 people exiting at once so there is a large group at times on Main Street. There will be policing required and it will be a completely new dynamic.

Mike S. stated we should try it and see what happens. He asked if they would be allowed at construction sites. Jonathan stated that they already are allowed there.

Sandra asked if the food trucks would pay into the BID? We would need to pay for their trash.

Jonathan said that through the licensing fee, The City can pay the HPCA.

Jonathan said that the cost for the parking in Bob Wells can be set by The City and will bring that forward to Council.

Michael stated that he outlined in the report the loss of parking. – A significant number of parking stalls would be lost to accommodate as many as three food trucks, their support / tow vehicles, and potential employee vehicles. These spaces could be lost for a significant portion of the day to allow proper set up and during peak days of the week and during peak season. This is infrastructure that is in short demand as evidenced by the City's parking rates and policies and for which businesses in the district have contributed significantly. If the location is not reconsidered altogether compensation for that loss of spaces should be significant. At least as expensive a lease as our brick and mortar businesses pay for outdoor dining decks a starting point. However, spaces consumed by dining decks are not during peak season when parking demand is highest and thus a peak season rate should be reflected.

Jonathan thanked Jonathan and Hannah for taking this from the State legislature's handcuffs to coming up with some solutions.

John stated that the level playing field is key in this. He pays Art Festival \$1200 for the weekend, for example. We need to think about what the restaurants pay for parking vs. what food trucks will pay.

Jonathan restated what he is hearing is an even and equal playing field is what's important to this group.

Michael agreed and said maybe there is a compromise on time, perhaps start later than 9:00pm?

Rhonda asked if The State would allow restricting it to local establishments? Jonathan said that is the preferred criteria. Hann restated that criteria is for public property only.

Rhonda said between the PCARA, HPCA and PCLA, we need to band together on this.

Jonathan said the State is looking to take away Conditional Use Permits down the road so he agrees with Rhonda, yet is aware of what is coming down the pike.

Jenny Diersen from the City staff and our HPCA Events Sub-committee members met about two weeks ago and discussed the Sundance planning.

They looked at data from last year and feedback from the committee to determine parking rates. Last year was a \$40 flat fee for China Bridge.

Michael said there was a lot of feedback that \$40 was a huge barrier to entry especially during the second half.

Jenny said the second half was less full but it was at capacity during the first week. Following the feedback and input, it will be a \$40 flat fee the first half of the festival and the proposed rate will be \$5 per hour.

Jenny is working on the timing of when charging would start. She is looking at the rest of the transportation as well as far as Richardson Flats, Homestake, etc. As of now it will be as close to normal as last year as possible.

Jenny is looking at adding a supplemental plan to Sundance in mid-December.

Jenny said there will be an outreach in plan in place prior to going to Council.

Johnny added that he agreed that the \$5 per hour is definitely more inviting for that second week of Sundance to get people to Main Street.

Michael thanked The City for listening to the feedback and making the change from \$40/\$20 to \$40/\$5 per hour and to start it as late in the day as possible will create more vitality on Main St. during the day.

Mary Ann asked if that second week meant if she arrived before the 11:00am timeframe and left before charging started, it would be free? Yes. If you came in at 9:00am and left before 11:00am, yes, it would be free. The times have not be determined yet.

Jenny still encourages you to take the bus. ☺

Michael pointed out that the World Championships are coming the following weekend but we will most likely go back to normal winter rates during the week and then event rates on the weekend.

Jenny said that the Main Street event is the Sunday after the festival on lower Main Street.

Mary Ann added that the World Cup trophies are hand blown glass and gorgeous! A local business got the bid.

Jenny reminded all that Halloween is coming up and the rate will be a flat \$10 in China Bridge from 2pm – 6pm. They will be doing door to door outreach as well as getting the word out through the HPCA.

Electric Light Parade is next on Nov. 24<sup>th</sup>.

The USC Band will not be doing a parade this year. There will be a public event on Town Lift Plaza on Friday from 4:00pm-6:00pm

Jenny thanked Mike for hosting them on the lower plaza.

Michael asked for feedback on a rolling closure for a parade during shoulder season. Would there be push back on this? For future reference, we try to avoid it during peak season. Are we ok with it during shoulder season?

Susan asked if cars would be allowed on the street? Yes.

For the Egyptian, Cristina said it would depend on the time. As long as people could get to a show, there wouldn't be a problem.

Rhonda said the USC parade lines the street with spectators and supports the event.

John said that this is a great event that does bring a lot of locals to the street.

Jenny added that there are a debriefs coming up for Arts Fest and Park Silly at City Council. If you have debrief information, please streamline that to the committee.

Michael asked for feedback? Rhonda said that streets were busy at night during the Arts Fest.

Regarding the Shotski, Michael received feedback on access across the street and the type of crowd it draws. Michael would like to see us add an event that would be inviting to a family in addition to the ShotSki.

**Position Paper Reviews** – As a reminder as a follow up to our overview of position papers and how they are utilized to help guide the efforts of the HPCA we have included two of our position papers for more in depth discussion and review at our meeting last month. Of those first two Position Papers the HPCA Staff recommended further update and refinement of the Events position paper. We will briefly take any comments from Board Members on this position paper before moving the analysis and refinement on this paper to the Events Sub-Committee for further evaluation and recommendations which will be forwarded to the rest of the Board when completed.

1. Events – Provides policy guidance for the type and size of event that member businesses find to be worthwhile and synergistic to a strong business environment. It also lays out some specific targets for how we interact with events and vice versa as well as operational suggestions. An Events Evaluation Matrix has been utilized in the past to further focus the review efforts of HPCA Staff and the Events Sub-Committee. The Events Sub-Committee will work to make refinements to both the position paper and the Evaluation Matrix to reflect current conditions and to add specific guidance on the use of the Historic District as an event venue reflecting newly adopted and proposed criteria from the City's Event Code.

Rhonda asked what is happening in the Brew Pub lot? Jonathan said staging for the sidewalk repair.

Colby mentioned the lot behind the Gallery Mall is almost always empty. Suggested looking at the hours, food truck option, etc.

John asked about potential drop offs for the upcoming season. Jonathan said they are making adjustments in the parking department right now. Again, getting the paid parking underway was first priority. Jonathan does want to start working on the big next step, the concierge drop offs.

Jenny and Jonathan will be looking at 4<sup>th</sup> and 5<sup>th</sup> streets for Sundance and see how that goes.

John said the enforcements make a big difference.

Rhonda said the PCLA and the county are working on a survey to assess volume. Jonathan said DV has also been working on the for a while.

Ed motioned to adjourn the meeting. Puggy seconded.

Meeting adjourned at 10:00am.