



BOARD OF DIRECTORS MEETING
Tuesday, May 21, 2019
Wasatch Brew Pub, 2nd Floor Meeting Room
8:30am - 10:00am

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In Attendance:

Michael Barille, John Kenworthy, Ashley Williams, Mike Sweeney, Susan Meyer, Cristina Aguirre, Puggy Holmgren, Ed Shaul, Shirin Spangenberg, Greg Ottoson

Absent:, Scott Thompson, Emerson Olivera, Rhonda Sidaris, Meredith Risley, Colby Larsen

Other Present:

Lisa Phinney, Meisha Lawson, Johnny Wadsen, Jonathan Weidenhammer, Becca Gerber, Linda Dugins, Kate, McChesney Jenny Dierson, John Oswald, Sandra Morrison, Lynn Ware Peek, Kevin Valaika and Beth Bynan

JK called the meeting to order 8:40am. Lisa sent around a roll call sheet at 8:35am Michael welcomed everyone opened the meeting at 8:40am.

Minutes from March

Mike motioned to approve minutes from March 19, 2019 Motion from Mike S. to approve. Seconded by Greg O. Approved

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

JK had the opportunity to have dinner with the governor and discussed liquor laws. The governor wanted to know JKs opinion on the current laws. They found some common ground on hanging our hat on the historic district and resort town as long as we focus on family dining and not alcohol.

JK put together a group with Kevin, Ronnie, etc. to come up with a letter and meet with Senator Stevenson. JK will be looking for support from the board and merchants. The hope is to get a code that allows 50/50 food to alcohol or at least 60/40. Over 2000 seats have been lost.

Kevin discussed the difficulty meeting the 70/30 percentage currently required in restaurants. Kevin reminded the group that there was some advertising that happened that rubbed the Governor the wrong way so this is a good opportunity to revisit the relationship.

Shirin asked who will be on the committee. JK stated The City will be heavily involved and he has a group ready. The Restaurant Association will not be included.

Jonathan told JK to possibly involve the Chamber and think about putting some financial backing around it. Kevin asked if it is county specific? John reiterated that the focus is "family dining." Kevin used the example of Moab. Do they have the same issues?

Deer Valley had the governor to the resort mid-March. They are aware of the employee issues and dining/restaurant issues.

JK will look to Matt Dias for guidance. Kevin reiterated that there are 1500 less kid seats; 1500 less seats in general in restaurants.

Michael said Steve from DV called to discuss the parking situation with restrictions on powder days, etc. In Steve's records, it was a situation that they've faced in the past. What has happened in the past, as well as last winter, their parking staff tries to direct to other free parking locations in the city. During the week they pushed people into town or middle school. The question is does the HPCA have any consternation over that?

Higher utilization on or near Main Street may lead to spending on Main. Would it be worth a co-op to promote dining before or after skiing?

Johnny Wadsen is putting together the data on the parking from the winter and didn't notice a spike but will bring the data to another meeting. There were busy days in China Bridge on powder days for sure.

Sandra asked if the re-direction meets The City's needs. Shouldn't we be intercepting them at the Ecker Hill Park and Ride and encouraging free transit?

Jenny added that Ecker opened in November and they actively worked with DV to promote employee and guest parking out there.

Sandra suggested putting the sign not directing to China Bridge but maybe on 80 saying "DV Lot full. Use public transit."

JK asked if there was a timeline for Homestake? How long do we have it for? Jonathan said the housing project going on that lot is in design right now. We will have it for this coming winter but the following summer it is uncertain.

Michael said he and Steve also discussed employee parking and can we coordinate with other resorts how to maximize parking elsewhere and ridership of the free bus.

Lynn stated there is a feasibility study occurring right now.

Jonathan reminded everyone to help us to help you. Remind The City where we stand, what our position is through position papers.

Sandra brought up that two employees don't have a bus to ride any more during the off season. They no longer travel on Bonanza road.

Michael said there is some confusion in the off-season. While we encourage employees to ride the bus, we eliminated certain bus routes.

Shirin stated she would like to incentivize her staff for taking the bus but has no way to track. Jonathan said they used to have cards and contests and they are happy to work on this in the future.

Linda D. had a staff member ask if they could park at China since Homestake is closed. They can use the north side of Marsac for free. If they don't want to pay. Shoulder season China rates are reduced with the first hour free, after 5pm.

Annual Meeting Reminder

Michael reminded all that we have the HPCA Annual Merchant Meeting Thursday May 30, 2019 from 4pm to 6pm at OP Rockwell.

- Review topics that will be represented at the meeting; budgeting, marketing, trashing and recycling.
- Trash & Recycling contract is up for renewal in November so we will be having discussions on satisfaction of existing contract, what needs we want met, glass recycling, flexibility of handling high volume days, etc.
- Alison Kuhlow will be consulting for the Trash & Recycling contract.
- The City will be there and will have information on housing, parking and transit.
- The Transit component of the meeting was discussed by JK. Input is requested at this meeting. There is a goal to reduce traffic in Old Town by 25%, for example.
- Shirin asked how they want input? JK said at the Annual Meeting.
- Meisha is having Lucy create a flyer to be distributed by board members to the surrounding businesses and via email by Lisa.

Summer Event Updates

- Headed to Council Wed. 5.29.19 for Sundance de-brief. She has included feedback from the HPCA and other stakeholders.
 - Pros – engagement leading up to festival & debrief and hanging parking rates for second week and changing the Homestake times. These came directly from feedback from the HPCA.
- Outreach for summer events will be Tuesday next week.
- This first push is primarily Park Silly focused. For each event you will see additional outreach.
- What Jenny is seeing is that the owner/manager is getting the information but the employees are not.
- Jenny wanted to point out the additional art on the street. Shirin asked if there was more coming? Jenny said yes and she's working in phases.

Susan added that the murals in side China Bridge are gorgeous. Well done.

Park Silly Sunday parking rates are status quo – 10am to 5pm is \$5/hour, maximum \$18 for the day.

Shirin asked for the art story to be maybe put on our website, etc. Meisha agreed that it would be good to do that. Action Needed

It's time for annual Board of Director Elections for open seats on the board.

- 2 Restaurant representatives, 1 Retail, and 2 At-Large representatives.
- We will close nominations on Tuesday the 28th of May and open member voting via on-line balloting for one week from May 30th to June 6th.
- Meredith has been promoted and Amanda will be standing in when she can.
- Please spread the word and submit interest to Lisa.

JK asked to vote to extend nomination period to May 30, 2019. Motion to extend seconded by Susan. Motion passes.

Renewal of HPCA Contract to Represent the District

Michael discussed a recommendation to renew the HPCA's contract to represent the downtown business district and co-manage our basic services and infrastructure will be brought to City Council most likely at their June 6th meeting.

The proposed renewal language will include some additional reporting standards on our annual activities and budget allocations that staff feels are consistent with best management practices.

Michael asked to have a couple members of our Board of Directors present to speak in favor of continuing the contract as an avenue for providing input on City policies, having a place at the table in the management of the basic services and infrastructure in our district, and partnering to promote the amazing range of services, experiences, and products our members provide.

Jonathan added that the BID when the city put out an RFP to manage the City's goals. There are 5 performance standards in there, including trash. Through the process there will be a few tweaks and being more clear on performances, ie, marketing, trash, etc.

Shirin asked what the timeline is? Jonathan said June 6th City Council.

Michael summarized that the bigger issues is that we just need to look at if we want to expand our scope we will need to look at office space, manpower, etc.

PC Chamber Main Street Mixer Event

Linda Dugin discussed the Chamber's monthly event.

- A progressive mixer on Main Street, designed to highlight the member businesses we have on Main, get our membership and locals onto Main Street, and celebrate what a great place it is. We've scheduled the event to take place from approximately 5:00 PM – 8:00 PM on Tuesday, June 11 and will be capping the event at 100 attendees.
- They've mapped out a route that involves alternating between bar/restaurant stops and non-alcohol/store stops. They're hoping to incorporate short tours for some of the segments, using the expertise of local vendors.
- Confirmed so far is working with O.P. Rockwell, Egyptian Theatre, Dugins West, Main Street Museum, and Park City Ghost Tours, and have a couple of other stops/partnerships in the works.

HPCA is excited about growing the potential of this event in conjunction in the chamber and if you would like to participate in some fashion please contact Heather Cook.

Heather Cook
 heather@visitparkcity.com
 Office: (435) 658-9620

Greg asked what the frequency is? Kate responded that it's about 2 per month but if a member wants to add, contact the Chamber and ask to have a mixer. Becca added that there is about a year waitlist for mixers. Typically these are at one location.

Specifically, the Main Street mixer – this is the first time. Meisha added one to two is the goal and the focus for us would be to familiarize front line staff on the street.

Construction Notices

Lower Main (between 8th and 9th) will be closed due to repairs on the Town Lift on the mornings of May 20th and 23rd. A crane will be set up starting around 7AM to service the bull wheel. Work should be complete by Noon.

Heber Ave will experience partial closures on May 20th for pavement patching related to last the water main repairs completed last fall.

Shirin asked if the water repair is complete? Michael believes it is and the paving will finish it. Park Ave is the next big project. Becca said the large water geyser at the resort was repaired last week and no further update at this time.

JK reminded all that Flanagans will be catering the Annual Meeting so please spread the word and asked if we will create a flyer. Meisha will be having designer create a flyer.

Shirin asked for Board members to commit to the annual meeting to meet and greet, help out. Puggy and Susan agreed to be there. Mike S. will as well. Lisa will check with Cristina.

Kevin reminded the group of the Utah Olympic day coming up in June and thanked JK for bringing the laws to the forefront with the governor. JK added we need to stay laser focused on family dining, not alcohol.

JK asked for a motion to adjourn. Shirin motioned to adjourn at 9:40am. Puggy seconded. Meeting adjourned at 9:40am.