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 (Sandra) 8:30am

II. Minutes from May, 2017 (Sandra) 8:35am

III. Public Input (Any matter not scheduled on agenda) (Sandra/Michael) 8:40am

IV. Demand Based Parking Implementation Plan (Kenzie Coulson, Parking Mgr.) 8:45am

• Summary of additional outreach meetings and concerns heard
• Infrastructure Implementation Timetable
• Discussion of fees and other program specifics
• Schedule for Apps and other user technology tools
• Planned outreach prior to program start up
• Schedule for additional meetings and input
• Board Member questions and input

V. Update – Chain / Format Based Business Ordinance 9:30am
(Bruce Erikson, Hannah Tyler, Jonathan Weidenhamer)

• Ordinance is up for first public hearing and review in front of the Planning Commission on Wednesday July 26th. Look for an email reminder from Lisa with link to staff report and agenda.
• Confirm amended Tenant Mix Position Statement prepared based on discussion at HPCA’s June meeting and direction by the Board.

VI. Budget Updates 9:45am
• Trash and Recycling Fee attached to CSL licenses moving forward with the City
• Chamber Grants came in less than half of the requested amounts with greater focus from the Chamber on events generating overnight stays ($7500 requested, $5000 budgeted, $1500 received) – will be following up on our community oriented events with the Chamber and City Events staff to see if alternate funding exists or to talk about scaling back our event participation this year.
• $4,147 remainder from fiscal year 2016 in Restaurant Tax which will help us maintain proposed marketing initiatives.
• Working with Republic Services to arrive at proposed CSL related Trash Fee as well as increase to normal monthly service fees to arrive eliminate current deficits in the Trash and Recycling Accounts to be reviewed with Trash and Recycling Committee next week.

VII. Committee Items and Member Mtg Reminder 9:50am
• Trash and Recycling Committee – Important Review of both Trash and Recycling Fees
• Marketing Committee – Meisha to lead special session before members mtg

VIII. Adjourn Regular Meeting

**Future Meetings** – Watch for notice on the HPCA Annual Meeting
Note: This future meeting schedule is TENTATIVE and subject to change.
August 15, 2017
September 19, 2017

**Demand Based Parking Implementation & Transportation Improvements**

Kenzie Coulson, the Parking Supervisor for Park City will be at our meeting to provide a summary of recent progress and updates on schedule and what to expect in the next couple months from this initiative. Additional outreach meetings are scheduled for later this month July 19th at 1:30 at the Library and at 6:30PM at a location on Main Street. Proposed hours, rates, and seasonality for new parking rates will be presented to City Council on July 20th. Because of the short projected turn around we felt it important to preview some of the proposed changes with our members this month. The combined input received thus far continues to influence the implementation plan for demand based parking in a positive manner. The HPCA continues to be committed to moving forward as a partner with the City in positively impacting the availability of parking in the district during periods of peak utilization but is equally steadfast in seeking to secure concurrent commitments to alternative parking and transportation solutions that provide affordable and realistic options for employees, business owners, and locals to keep our district running.

Proposed Implementation Plan Highlights:

- Peak Season would run from December 15th to April 15th and again from June to September
- Peak Hours would begin at 5PM
- Proposed Rates on Main Street would increase from the current $1.50 / HR to $4 / HR during peak hours and peak season. Daytime rates on Main Street would increase from $1.50 - $2. Off Peak rates for Main Street would decrease to $1 / HR during the day and $2 / HR in the evenings. Main Street is proposed to include a 3 hour maximum at all times and all seasons.
- Similarly in China Bridge Parking Garage rates will remain FREE until 5PM and then jump to $3 / HR during peak hours and peak season (with the first hour free) and $1 / HR for off peak evenings.
- In Summary
  - China Bridge remains a free option until 5PM for all employees and visitors with no time limits or passes required.
  - Daytime employees who stay past 5PM would only be charged for the extra time they are parked after 5PM.
  - Evening employees would incur fees ranging from $21 - $27 a day if they chose to park in China Bridge for an entire shift. Sandridge and North Marsac would be primary alternative FREE options for employees.
  - As currently proposed Blue Square passes would increase from $300 to $400 and Green Dot passes would be eliminated altogether.
  - Sundance passes would increase from $450 to $550
Questions and Concerns:

- If a daytime employee parks in China Bridge all day and leaves at 6 PM is there no charge with the first hour free starting at 5PM?
- In developing the plan has an assessment of the inventory of employee spaces needed to accommodate the average number of employees working downtown in peak and off peak seasons been completed? If so, how does the inventory at North Marsac, Sandridge, and potentially at The Yard match up?
- Are plans underway to provide a conveniently located replacement or replacements for the spaces at The Yard when that area is redeveloped? With similar transportation service / frequency?
- What lots will be held for carpool participants? Are the 40 Carpool passes / spaces proposed enough to meet demand or to provide an adequate encouragement for those who choose to adjust their schedules and habits? What will the standard be to qualify for the carpool lot and with what projected inventory actually needed? Does requiring 3 per car instead of 2 work for employees? Change the capacity required?
- Could a Green Dot alternative that allows unlimited daytime and evening parking until? 6PM 6:30PM? be developed at an affordable price given that it was the most popular permit? (still no late evenings or special event exceptions) Perhaps restricted to a certain area of the garage?
- Others expressed by the Board?

City Infrastructure Updates

Lynn Ware-Peek and Jonathan Weidenhamer may provide brief updates on the primary infrastructure projects with potential to impact member businesses this summer. Updates on the Brew Pub Plaza and Schedule are expected as well as a report on progress towards completion of sidewalk improvements for this year.

Tenant Mix and Vibrancy

Park City Municipal Planning and Economic Development Staff continue to press forward with additional tools to manage tenant mix and vibrancy as has been laid out over the previous several months as the Storefront Enhancement Ordinance made its’ way through the process. Prior drafts of these ordinances have been shared as part of the HPCA Board reports in March, April, and May.

Tenant Vibrancy – Hope to have an update from Staff on when this code change will be presented to Council.

Tenant Mix – The City staff at Council’s direction is advancing an ordinance limiting the number of chain businesses in the Historic Downtown business district. The definition of a Chain business will likely be fashioned after similar ordinances on the books in unique historic downtowns and be similar to prior draft definitions researched and discussed with the HPCA’s Tenant Mix Subcommittee. Ten (10) similarly operated and managed locations is the current threshold to be considered a chain. The proposed ordinance establishes a cap on the number of chain businesses in both the HCB and HRC portions of the Historic District. As the HPCA Board suggested both zone districts would be covered by the ordinance with a different cap for each. Currently the proposed languages caps the number of Chains at 9 in HCB and 19 in the HRC. As resolved at our meeting last month the Tenant Mix Position Statement has been amended to reflect the Board’s support for the proposed ordinance, our history in working with the City on this issue, and the reasoning behind the HPCA’s position. Also as previously discussed two caveats are listed to reflect that we are primarily a business owner / operator organization and that we support future / ongoing analysis of the health of the historic business district against like competitors and of the specific caps proposed. Please find the amended Tenant Mix Position Statement attached to this report. Please ready the prepared draft and be prepared to vote to affirm that it accurately reflects the Board of Directors direction provided last month as a culmination of the staff and board member efforts on this issue.
Website Analytics Review

- Website visits for May 23 – June 22 were up 15% compared to the prior year. Total visits for the reporting period was 7,719
- Traffic was up 5% compared to the prior month.
- Mobile traffic is more than 50% of web traffic

VISITOR ACQUISITION – Organic traffic was up 23%.

MID-YEAR CHECK-IN

- We launched the new website in early June 2016. The goal for the site redesign was to improve site navigation creating an easier / more positive user experience and improving the mobile experience. (We are currently seeing more than 50% of our site traffic coming from a mobile device.)
- Site traffic for January – June 30, 3017 is tracking 20% higher than 2016. Site visitors are staying on the site longer and viewing more pages. For reference, we had 48,000 site visitors for the first half of 2017 compared to 40,000 in 2016.
- Top cities for site visitors include SLC, Los Angeles, Park City, Snyderville, Draper, New York City, West Jordan, South Jordan and San Francisco.
- The new site is meeting the goal of driving increased traffic to member category pages. Top pages are Shop, Eat / Drink, Maps / Parking, Events, Summer Blog, About, Stay, Arts & Culture & News.

Why does this matter, and what do we do with it? Keeping a close look on site analytics and user behaviors helps us to position Historic Park City in the marketplace. Our visitor is interested in you, the boutiques, restaurants, arts & culture and lodging availability on the street. Our visitor is interested in news & events, and they want to participate in events.

How can you use this information?

- Is your business listing accurate and up to date? Is your listing photo compelling? Yes, awesome. No, let’s fix it. Do you host events or have specials? Submit your event to our website - https://historicparkcityutah.com/members
- Use our strategies, tactics and reporting to help you with your business!

SOCIAL MEDIA - We received 42,000 Facebook impressions during the reporting period. Visual content continues to perform well.

TOP PERFORMING SOCIAL MEDIA POSTS

<table>
<thead>
<tr>
<th>Title</th>
<th>Type</th>
<th>Photo</th>
<th>Date/Time</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy Memorial Day from Park City!</td>
<td>Holiday</td>
<td>Photo</td>
<td>5/29/17 2:31 PM</td>
<td>2457</td>
</tr>
<tr>
<td>We're only about a month out from the biggest party on Main Street!</td>
<td>Holiday / Event</td>
<td>Photo</td>
<td>6/1/17 12:54 PM</td>
<td>2501</td>
</tr>
<tr>
<td>Post</td>
<td>Type</td>
<td>Description</td>
<td>Date</td>
<td>View Count</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
<td>------------------------------------------------------------------------------</td>
<td>------------</td>
<td>------------</td>
</tr>
<tr>
<td>Who's getting dinner and drinks downtown tonight?</td>
<td>Weekend</td>
<td>Photo</td>
<td>5/27/17 4:51 PM</td>
<td>2742</td>
</tr>
<tr>
<td>Happy long weekend! Kick it off with the monthly gallery stroll tonight!</td>
<td>Weekend</td>
<td>Photo</td>
<td>5/26/17 8:27 AM</td>
<td>2913</td>
</tr>
<tr>
<td>Summer in Park City simply can't be beat. It just can't.</td>
<td>Summer</td>
<td>Link</td>
<td>5/23/17 9:30 AM</td>
<td>3999</td>
</tr>
<tr>
<td>We understand that parking downtown is a hot topic, so please join us tomorrow night and add your comments to the discussion.</td>
<td>Parking</td>
<td>Photo</td>
<td>5/30/17 7:00 AM</td>
<td>4351</td>
</tr>
</tbody>
</table>
DRAFT
Minutes of the Board of Directors Meeting
Tuesday June 20, 2017 8:30 a.m.
Treasure Mountain Inn

BOD Attendance: Michael Barille, Sandra Morrison, Lori Harris, Melissa Barry, Judy Cullen, John Kenworthy, Greg Ottoson, Michael Diamond, Craig Elliott, Puggy Holmgren, Cristina Aguirre, Susan Meyer, Chris Retzer Ed Saul, Whitney Wall, Karen Flinn
Absent: Emerson Oliveira, Ginger Ries (ex-officio), Scott Thompson, Mike Diamond

Others present: Lynn Ware-Peak, Lisa Phinney, Tim Henney, Mike Sweeney, Jonathan Weidenhamer, Meisha Lawson Ross, Mary Anne Cirino, Emily Elliott, Michelle McDonald, Bruce Erikson, Hannah Turpin, Blake Fonnesbeck

Sandra asked for a motion to approve the Minutes from May 16, 2017. Karen Flinn made a motion to approve the minutes. John Kenworthy seconded. Unanimous approval of the minutes.

Public Input
Items not on the agenda:
Mike Sweeney discussed supporting the Health Inspector for the Summit County.
Jesse from No Name signed the petition of support.
Mike would like a letter from the HPCA to be sent to the County supporting Leslie.
Judy commented that The Restaurant Association doesn’t take a stand one way or another. The question here, is it outside the HPCA’s mission as board?
Sandra agrees and suggests restaurants support if they choose to.
Mike responded that it is important as an organization that we are taken care of so need to support the people supporting the code.
Michael will look into the bi-laws to see if we can and should support this.

Lisa reminded everyone that a permit is needed for sidewalk sales.

Bruce & Hannah provided an update on ordinances:
The City took proactive action to set up a special improvement district to enhance storefronts and ordinances. What’s the situation? We believe that the challenge of chain stores on Main is a threat to authenticity but is not an immediate threat. We want to be proactive.
- Regulate conventional businesses.
- Commercial Business Zone & Main Street National Register Historic District.
- JK asked if it includes Zoom? Yes.
- 10 Chain businesses per 100 store fronts.
- Based on committee feedback, we are going to move RE Offices.
- Original proposal was 20% storefront or 20 conventional Businesses. That would allow 1 chain for every…Looking to cut it down to about 15%
- Conventional Business drive people to Main Street while local businesses provide a more personal customer service and maintain authenticity.
- Jonathan talked about the research Bruce & Hannah accomplished. We do not have a lot of tools but think we can be pretty effective with what we had. Jonathan asked for a number from HPCA.
- Kimball Garage & Zoom – Bruce & Hannah have been consistent in protecting the historic district.
- Judy asked if this is crafted to stand up to any legal challenge? Bruce said that is the intention. Having a slightly higher threshold is what is in discussion right now. 1 chain every 6-7 storefronts will help keep the street vibrant and keep restaurants busy.
- Emily asked if 10 businesses have 10 different landlords? What is protocol if one moves out?
  - Bruce said no they are not. If a CB moved out, another CB would move in.
• Hannah stated we are not tying it to location.

• Mike S. asked if we are talking about lower Main Street?
  o Bruce discussed not wanting to over-regulate Marriott plaza and it’s his opinion that lower Main can use some help.
  o Mike said there should be no segregation between Lower Main & “regular” main.

• Jesse asked if there is a concern about lower Main looking like a factory outlet and based on storefronts that are down there would it make sense to do 10% down there?
  o Bruce agreed that is a good way to go and they would be happy to do that.

• Michael restated the Tenant Mix statement and asked the HPCA if we are supportive of this knowing we may have to change as needed.
  o Michael asked the board members if as a group, can we support this as a taking off point?
  o Craig stated that he would be careful at the percentages and how it will affect the rent.
  o Misunderstanding about national chain tenants. Generally they are rented out. Chains are not driving rents up.
  o JK talked about historic preservation.
  o Tim responded
  o Sandra asked the timing. Hannah stated the draft ordinance will be presented at the July 12th Commission Meeting.

• Emily asked how many property owners have been contacted personally about this?
  o Hannah stated a direct mail went out prior and as a part of this update; another will go out based on Utah Code.
  o Emily asked how many responded? Hannah stated maybe 10.

• Susan spoke to being a property owner and stated there may be a short-term risk but long term it can add value. We have to retain faith in the goals of the community rather than worry about it.
  o John agreed with Susan his compass is historic preservation and wants to keep the magic of Main Street. John is inclined to go with a smaller number.

• Monty applauds what they have come up with and thought Jesse’s suggestion was a good one.
  Suggested starting with hard numbers. Monty is not worried about competing with a chain on the street. He worries more about community. Chain malls are contracting throughout the country.
  o Mike asked if shopping was the only thing we desire on the street? He stated entertainment is the goal.

• Bruce said the best thing he could ask the Board is to measure the response of

• Planning and strategy is 50 years out. The measurement tool is “Will someone recognize Main Street in 30 years?”

• Craig asked if we can exempt chain stores that are in Summit Co. Hannah stated they are look at that and we may widen to Utah. Craig would support that.

• Michael asked for a poll. Lower Main & Upper combined 160 storefronts, 14 need definitions. 20 would be the threshold. If we went smaller district, 15 would be the number.

• Puggy asked if they are going to keep upper & lower separate? That may lead to lower moving up.

• Sandra clarified that we are sending a letter of support.

• Jonathan mentioned the vacancy ordinance. You will not get a liquor license during Sundance if you have been vacant year-round. Round of applause!

Kenzie
  o Kenzie talked about the electric, zero emission vehicles and the 10- minute intervals. They are creating efficiency on the 224 corridor.
  o Kamas commuter service pilot will launch Monday the 26th.
    o 3 Runs in to get people in at 7am, 8am, and 9am from Kamas Food Town.
  o Mary Anne asked about the Kamas route communication. How is it being promoted? There is a need for Spanish flyer and communication in Kamas.
Blake stated there are maps and flyers going out and the county is in charge of that. There is a mailer going out as well.

There has been some outreach to residents.

Tim suggested adding energy to The County’s outreach per Mary Anne’s suggestion.

Michael agrees that he understands that details need to be hammered out prior to PR and outreach but it is more important to have ridership and get the word out asap.

Puggy suggested going on Casa Domingo.

Next outreach meeting is targeted for July 19th.

Mary Anne – not taking into account the late night worker. Kenzie responded that we are providing a central park & ride for the 4am worker.

Jesse responded that what could’ve sparked it is the question “What are your fears & concerns?” Two biggest issues are safety and the late night worker.

Kenzie stated that she is doing outreach and onsite engagement.

John reiterated that this is Demand Based Parking – meaning during the day this won’t affect you.

Blake stated that these programs are design-built and they are trying to make as many options available as possible. There are pilots in place like the test cards to meet the needs of as many people as possible. A lot of effort and research is going into this and things will adjust as feedback needs.

Blake talked about the guaranteed ride home system. It is a program that if someone ends up stuck, there will be a taxi system to help.

Jesse mentioned that 4am is reasonable.

Jonathan
Brew Pub Plaza Update

Jonathan was asked if that road could be a 2-way road?

Michael felt this was a significant development as wanted to talk about it.

Jonathan important to get feedback to council and look at this as an Economic development tool.

Thursday June 29th is the discussion in front of City Council.

Sandra asked if a letter would be helpful. Yes.

Michael talked about it inhibiting pedestrian traffic.

Judy stated the Brew Pub is adamantly opposed. It changes the nature of the plaza and it becomes less invited.

Craig stated that this was his initial fear of having the road at all.

Jonathan stated there are 3 alternatives, no road, the road as designed today – one lane, a full two-lane road which will not have a sidewalk.

Michael asked if he has support on preference on one lane opened for peak periods and closed for the remainder? Yes.

Lynn

Sidewalk construction is on time.

Finish Gorsuch now then onto Burns after the 4th.

Construction will start after the 4th. It will start at Socks. It was due to be 12 weeks.

End of August for completion date.

Budget – Guests dismissed. HPCA Board stayed for budget session.

Michael provided narrative and highlighted what needs to be addressed.

Grant cycle is different from the FY cycle. Funds will roll over.

Events – we request support and if it becomes not feasible, we need to talk to The City.

Expenses that hit our budget include Emergency Services and fee waivers.

Michael may need support in going to The City asking for partnership on some events if additional expenses incur.

Michael suggests we amend the budget later as needed, after the funds are allocated.

Trash & Recycling is what needs addressing immediately. It is mainly recycling. We get paid from Republic and turn it around and pay Green Earth. County landfill fees are increasing there for Trash & Recycling fees will need to increase.
Franchise Fees are collected through the Republic bill of the merchant.

Melissa asked if there could be a balance between trash & recycling bills?

Mike Sweeney suggested increasing Bid License fees be increased. Michael and Lori have included that in the narrative.

Lori responded that we cannot be specific about raising fees just for trash & recycling.

Michael asked what the threshold would be when increasing?

Lori talked about bid fee responsibility vs. trash fee responsibility.

Monty asked about parking fees? If parking fees are increasing, will we get more? Michael will explore that.

Landlords are not paying the business fees, business owners are not. Mike S. suggested we explore that and have landlords participate.

Judy asked if there are anything we have the means to reduce in the budget so it’s not all on the shoulders of raising fees?

Lori responded that yes and we have listed ways and things in the narrative.

Michael talked about how grants are very specific

Greg asked how long Parking Rev. has been static? Lori stated it is tied to Park Silly’s contract and it has been like that for some time.

Meisha mentioned that the Rest. Tax budget is actually lower than what is showing.

Sandra talked about looking at long term viability of the BID License increase.

Michael asked for approval on draft budget.

Lisa asked for an update on when Bid Improvement License revenue would come in?

Monty asked if they collected the same amount this year? Lori stated they collected 9 months/75%.

Michael stated that the fees came in a bit low.

Monty asked how fees are collected and distributed for trash?

Lori explained that fees get paid to Republic and we get Franchise Fees back from them.

Michael and Mike talked about the Sundance trash issue. Republic is willing to collect a flat fee for trash during Sundance. The City is willing to enforce this upon issuing a license.

Puggy asked if we can take another look at if special events are actually doing us a benefit.

Sandra stated that we ask for funds to cover our costs for events and that will dictate what occurs going forward.

Meisha talked about Halloween and the recent changes by The City on city services fees.

Ed asked what the Wasatch Front fees cover? Meisha talked about marketing efforts in Summit County.

Sandra asked for a motion to approve the budget. Susan motioned. Judy seconded. Unanimous approval of the 2017/18 Draft Budget.

Sandra asked for a motion adjourn. John motioned. Lori seconded.

Meeting adjourned 10:40am