



**BOARD OF DIRECTORS MEETING**  
**Tuesday, October 16, 2018**  
**Wasatch Brew Pub, 2<sup>nd</sup> 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/Call to Order (John Kenworthy)  | 8:30am  |
| II.   | Minutes from September 21, 2018*<br>*Not available until the next meeting.  | 8:35am  |
| III.  | Public Input (Any matter of business not scheduled on agenda) <ul style="list-style-type: none"><li>• Loading Zones</li></ul>   | 8:40am  |
| IV.   | Trash and Recycling Committee Updates (Michael Barille)   | 8:50am  |
| V.    | Food Trucks (Jonathan Weidenhammer) <ul style="list-style-type: none"><li>• Update on changes to City code regarding Food Trucks</li><li>• Level Playing Field</li><li>• Loss of Parking</li><li>• Trash, Infrastructure, public safety, stress, etc.</li><li>• Other implications; cash transactions, optics, food after 9pm, etc.</li></ul> | 9:00am  |
| VI.   | Event Updates (Jenny Dierson) <ul style="list-style-type: none"><li>• Event Subcommittee Updates</li><li>• Sundance Implementation – preview, parking &amp; transportation</li></ul>  | 9:20am  |
| VII.  | Position Paper Reviews – Events (Michael Barille) <ul style="list-style-type: none"><li>• Events (Board Feedback)</li><li>• Infrastructure (preview)</li></ul>  | 9:45am  |
| VIII. | Event Subcommittee Interest & Sign-up (Michael Barille) <ul style="list-style-type: none"><li>• Events</li><li>• Trash &amp; Recycling</li><li>• Marketing</li><li>• Parking</li></ul>  | 9:55am  |
| IX.   | Adjourn Regular Meeting   | 10:00am |

**Future Meetings**

Note: This future meeting schedule is TENTATIVE and subject to change  
Next Meeting November 20, 2018 (**Tuesday before Thanksgiving**)

## Written Update Section

### Trash and Recycling Committee Updates

The committee has met each of the last two months. Recommendations and direction from the committee include the following:

1. Spend down 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.
2. Provide an analysis on the new / current reality for number of pick-ups and associated fees required to maintain adequate service during peak and shoulder seasons given current levels of visitation and lodging occupancy rates. Direct the committee to utilize this analysis to propose a rate adjustment consistent with the contract language that matches current utilization and pricing for these services and build back some reserve for unexpected peak period or event based utilization, ongoing CPI increases, and spikes in fuel costs or tipping fees that effect our cost of service.
3. Establish additional parameters and evaluation criteria for how requests for service to new member businesses will be established and for any requests to change from shared to individual account service.

### Food Trucks

Jonathan Weidenhammer, Park City Economic Development Manager will 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. 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. The City Council has instructed staff to make corresponding changes to City Code to demonstrate compliance with state statutes. The Council has further encouraged City Staff to think creatively about where an allowance for food trucks on public property might be acceptable or even add vibrancy or increase level of service. Among the public property reportedly being considered is: the Quinn's Junction Sports Complex, City Park, and the Bob Wells Plaza / Parking Lot next to the China Bridge Parking Structure within the historic district. In preliminary outreach meetings the City Staff has suggested that as many as three (3) food trucks might be allowed in the Bob Wells Plaza, as many as 3-4 times a week starting as early as 9PM. Council Comments have mentioned the lack of late night food options in the district as at least one rationale for considering this policy. A first review of this proposed policy occurred at last weeks' Planning Commission meeting as well as at an informational meeting last Monday which was the subject an email blast to members. Jonathan will provide an update on the feedback received at both meetings. The proposed policy was discussed briefly at the end of the last HCPA Event Sub-Committee meeting as well as in the HPCA Executive Committee Meeting. The following is a summary of questions and concerns raised during those HPCA meetings and by members primarily as it relates to us of Bob Wells plaza:

- Level Playing Field – I.E. are food truck establishments being given direct access to a district, a market and a clientele without having to make the sort of capital investment that brick and mortar restaurants make in real estate, marketing, infrastructure, basic services, etc.
- 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.
- Trash, infrastructure construction, public safety, street cleaning, maintenance, etc. – HPCA member businesses make significant contributions through taxes, licensing fees, and other contributions to maintain year round improvements to public spaces and levels of basic services that create and

maintain a world class destination environment. Any propose rate structure for leasing public property to a temporary establishment should reflect these costs and seek to first evaluate and then recoup a pro-rata share. On a more immediate note if trucks were allowed on public property, staff should be identified to ensure that trash is both stored appropriately during operations and disposed without creating additional cost to local businesses after operations end. This would require staffing in the early morning hours after bars have close to ensure those spaces are left in a clean and presentable fashion and trash and recycling handled in a responsible manner. In addition, any incremental increases required in public safety personnel or service should also be considered.

- A significant number of existing member businesses do serve food after 9PM and have questioned the assertion that additional choices outside of the private marketplace are needed.
- Optics and support of local businesses. Employees and managers of local business have been asked to utilize alternative transportation or pay significant parking costs to commute to their jobs in the district. Will these same requirements apply to food truck operators and employees?
- Will cash transactions and receipts be accurately reported and reflected in payment of collectable taxes or fees?
- In places like City Park will provisions for food trucks discourage post event visits to previously popular local establishments? Will they discourage the community comradery and spontaneity of traditional post game BBQ's or make leave a portion of participants priced out from participation instead of included in a post-game or post event pot luck?

HPCA has had some members intrigued with or even supportive of the notion of limited us of food trucks especially on a specific event basis. We don't want our concerns to be cast in a light of anti-vibrancy or fun. However, we think there are real implications and domino effects to the proposed policy particularly in the use of Bob Wells plaza that have not been thoroughly vetted up to now.

## 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. Event recap or updates will include: the rotary club shot ski event, Silly Market, Halloween, the Electric Light Parade / Small Business Saturday, and a preview of Sundance venues and policies.

Sundance and it's impacts in the district both positive and negative have been an area of emphasis for HPCA over the last several years. The direction from the HPCA Board over the last several years can be summarized as follows:

- **Encourage Sundance related programming and activity inside buildings in the historic district while discouraging or seeking maximum mitigation of impacts for the use of public streets, plazas, and right of way for Sundance events to maintain access to the district for both Sundance participants and other destination visitors.**
- **Work with the City and service providers to establish fee structures and policies that fairly compensate HPCA members investment in basic services like Trash and Recycling that are heavily utilized by temporary venues and tenants.**
- **Work with the City on Parking and Transportation strategies the recognize the highly dynamic nature including ebbs and flows in visitation associated with the festival. Particularly the trend over the last several years of a significant decrease in participation in Sundance related activity within the Historic District during the middle to later period of the festival.**

While festival implementation planning often continues right up to the start of the festival HPCA has worked to be a more active participant in the festival planning process with City Events, Transportation, and Economic Development Staff throughout the year. Jenny Diersen the City's Special Events Manager will provide an update on currently planned elements of the implementation plan for the 2019 Sundance Film Festival and particularly those items with the most potential to impact the historic district.

Venue planning is underway, and Jenny will give an overview of planned venues and festival footprint within the district. HPCA will continue to work with both the City Finance (licensing) Office and Republic Services to

ensure that venues not approved under the master festival license receive proper permits including a \$100 augmented trash service fee paid to Republic Services and a business license for each venue / storefront that plans to hold temporary events utilizing a Type II CSL license. We will also summarize a very productive meeting between the HPCA Events Sub-Committee and City Staff to discuss parking and transportation policies during the festival. The committee reiterated the strong preference from members and merchants within the District to limit the most expensive and severe restrictions to parking and access to the district to the opening weekend of the festival. We recognize the need for these restriction over the opening 4 day weekend to manage congestion and safety within the district. However, we also have several years of observational history to confirm that festival related activity and visitation to the historic district is much more limited after the opening weekend. Therefore, the HPCA has pushed hard to return parking fees and policies, transportation services, deliveries, and perceived access to the Main Street area to something much closer to what we have all agreed to implement during the rest of our busy winter visitation season. There was good discussion during the Events Sub-committee meeting regarding parking rates, implementation schedule, the need for customer friendly staffing at the garage, circulation strategy, drop off locations for commercial transportation services and protections for public transportation efficiency. Jenny and her team will provide an update on the current proposed elements of the official Sundance Implementation Plan that will be recommended to City Council for approval in the next few weeks.

**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.

We will take a break from in depth discussion on Position Papers at the October HPCA Board Meeting and plan for a presentation and discussion on proposed, postponed, and previously planned infrastructure as well as the Infrastructure position paper at our November Board meeting. We have included the Infrastructure Position Paper in this packet as a preview for those who prefer to read and digest some of the material in advance of the discussion next month.

## **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.