



BOARD OF DIRECTORS MEETING
Tuesday, September 18th, 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

- I. Roll Call *8:30am*
- II. Minutes from June, 2018 *8:35am*
- III. Public Input (Any matter of business not scheduled on agenda) *8:40am*
- IV. Trash and Recycling Committee Updates *8:45am*
- V. Position Paper Reviews – Political Representation *9:10am*
- VI. Position Paper Reviews – Events (Michael Barille) *9:20am*
 - Reminders on upcoming Fall Events, potential impacts and mitigations, etc. (Jenny Diersen)
 - Summary of City Event Code – Proposed Changes and rationale (Jenny Diersen and Jonathan Weidenhammer)
 - HPCA Objectives for Events, Events Position Paper, Evaluation Matrix – Proposed next steps (Michael Barille)
 - Comments on direction and / or Current Position Paper and Evaluation Matrix
- VII. Budget and BID Licensing Updates ('continued) (Michael Barille & Exec. Comm.) *9:45am*
 - Executive Committee and Executive Director are suggesting a cost of inflation adjustment to BID licenses effective next year – BID License Fees have not been increased in at least 9 years
 - Met with City Finance and Budget Directors to determine procedure and process
 - Next steps – Develop Budget projections for next 5-10 years and project an associated BID License Fee to account for proposed budgets with high and low options.
 - Review Budget Projections with Executive Committee and Full Board
 - Prepare outreach to general membership with surveys, informational meetings, etc.
 - Work Session and Public Hearing before City Council (this is a City Licensing Fee)
 - Vote from Council with Public Comment
 - Quick discussion of Pros Cons
- VIII. Reminders
- IX. Adjourn Regular Meeting *10:00am*

Future Meetings

Note: This future meeting schedule is TENTATIVE and subject to change.

Next Meeting October 16th, 2018

Pending Discussion Items:

- Additional New Board Member
- Upper Main St. Vibrancy and Programming

Written Update Section

Fall Events Updates - Jenny Diersen from the City staff, Meisha Ross, HPCA Marketing and Events Coordinator, and our own Events Sub-committee members will recount our most recent events review meeting and objectives for upcoming policy and event planning decisions. There are two areas of focus with respect to events at the current time. In the short term efforts are focused on organizing and producing the several events for which the HPCA is an applicant, active participant, and / or the organizer. Each fall these include, Autumn Aloft, Halloween, and the Electric Light Parade / Small Business Saturday. Autumn Aloft will have just completed by the time of our meeting and HPCA Staff and Events Sub-Committee members will focus their efforts on the remaining two events. A short recap of Autumn Aloft and preview of efforts related to Halloween and Electric Light Parade will be provided. The second area of focus is review and refinement of our policy documents as outlined previously.

Marketing – Meisha Lawson-Ross will spend a few minutes to update the group on our seasonal marketing efforts. As highlighted in the Meisha’s summary; HPCA Staff has been meeting with City Parking and Transportation Staff to determine best possible outcomes for shoulder season and early holiday season marketing campaigns and how this can dovetail with off peak parking and transportation messaging. We preliminarily have agreement to start Off Peak / Shoulder Season parking rates (essentially half the peak season rates) earlier than originally planned to begin as early as this week. Further information and examples of the shoulder season messaging will be disseminated over the next week to ten days as final agreements are reached.

HPCA MARKETING & COMMUNICATIONS SNAPSHOT SEPTEMBER BOARD MEETING

FALL SHOULDER SEASON UPDATE

- We are meeting with PCMC on opportunities to improve our shoulder season offering for this fall’s shoulder season.
- Please share any specials or events you’d like included in our messaging.
- Calendar listings can be submitted here - <https://historicparkcityutah.com/members>

HPCA EVENTS UPDATE

- We are moving ahead with the Electric Parade. We are working with Park City Municipal on coordinating usage of the Bus Barn for set up.
- We are exploring working with an event ambassador to help energize and work with participants on putting together their entries.
- I have been in contact with KPCW to have holiday music played during the parade.
- PCMC is requesting a more impressive Christmas tree in Miner’s Park.
- We will have Santa’s Mailbox in Miner’s Park beginning Small Business Saturday.

Position Paper Reviews – As 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 this month. The two papers slated for review this month are: 1) Political Representation and 2) Events. As a reminder, both an overview of position papers and the current documents for these two topics are provided for your review and comments.

Position Paper Basics:

What are they? – Our position papers are meant to go beyond our mission and vision and reflect our organizing principles as an organization. They are meant to reflect our consensus position on the most important ongoing issues facing the district and create strength in a position that comes through consistency of the message.

Why do we have them? – The HPCA position papers are our way of officially documenting the issues we as a group are most concerned about. It was also our intent that they would help the City and other partners to have a means of easily digesting our point of view and understanding where their policy making decisions would support our goals and vice versa. Lastly, help us as a group from becoming too hyper focused any single issue and to promote the overall health of the district.

Why are we reviewing them now? – Sandra Morrison, Past President and John Kenworthy, current president – elect both felt that over the next couple of months we should remind ourselves of these foundational positions, make sure that all new members of the board have had a thorough chance to review and understand them, look back on what we have accomplished and look forward to what still needs action; and lastly to begin a new round of input on any amendments or additions we want to make to these documents. More generally, they are the basis for our strategic planning and budgeting and something we need to review and update on a periodic basis to maintain our organizational health and to focus our efforts on the issues most important to membership.

First two topics for review:

1. Political Representation – Meant to maintain our group cohesion and the power of our message by setting some ground rules for our public communication.
2. Events – Provides policy guidance for the type of size of event that member business find to be worthwhile and synergistic to a strong business environment. Also lays out some specific targets for how we interact with events and vice versa as well as operational suggestions.

Political Representation Position Paper

Political Representation

Goal: The HPCA Board seeks input from membership and speaks with a unified voice when representing the opinion of the organization.

The HPCA is a not-for-profit organization and a Business Improvement District (BID) comprised of approximately 250 businesses along Main Street, Heber Avenue, Park Avenue and Swede Alley. The mission of the HPCA is 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.

The HPCA represents a diverse membership with many varied priorities. Moreover, the HPCA has limited resources to support its mission. Despite these challenges, the HPCA believes that it can

effectively represent its members and use its collective influence to better leverage its partners to improve and promote Historic Park City.

The HPCA agrees upon the following:

HPCA Board is a good cross-section, and represents the District—therefore, it is qualified to speak for the District;

- 1) Board must represent the majority, and to do so, must better communicate with—and seek more input from—the District;
- 2) Board must provide clear, written, and timely position statements on issues that matter to the District;
- 3) Members need to resolve internal differences in private, appropriate forums;
- 4) Board members, especially officers, should not weaken the HPCA’s official positions by injecting personal opinions in public forums;
- 5) Board should not rush into decisions.
- 6) Board members must follow Board Trustee Code of Conduct

Policies:

- Expand the visioning discussion to include as many members as willing.
- Continue to survey/poll the membership on important matters.
- Use 66% (of participating members) as a guideline for a majority.
- Consider it detrimental to the membership if 20% or more of the businesses are adversely affected by a policy change or event.
- Collect and compile economic data to support objective decision making.
- Commit to producing and ratifying position statements on issues that matter to the District.

Merchant Rights: The businesses operating within the Main Street corridor opened under set assumptions of parking, vehicle access, and overall services in the area. Many times City decisions change the dynamics by which businesses made the decision to locate here. We ask the City to include the HPCA’s input as part of the process in decisions that relate to events, closures, and improvements that impact the District.

Events Position Paper

Goal: Bring the right type of events at the right time of year that support and promote the businesses within Historic Park City.

It is the objective of the HPCA to promote Historic Park City as a fun, friendly and vibrant destination. We are in favor of events that reinforce this brand image. However, the HPCA is not in favor of events that adversely affect business revenues and/or do not reinforce our message. The HPCA will review all proposed events against an event matrix that was adopted per the following considerations:

1. Major (complete or significant) street closures should be limited to 12 days/year
2. Events requiring street closures must attract a minimum of 1000 persons. High impact events should present a marketing plan showing a draw from the entire region.
3. Events should look to work with other existing events to maximize the activities on the entire street.
4. Events must be inclusive, fun and lively
5. Events should market HPC as their host, utilize our logo, and promote our brand message.
6. Event organizers must notify the HPCA of their events a minimum of 60 days prior (consistent with application time frame from City).
7. Street closures should not occur on consecutive weekends or back-to-back days for different events.
8. The HPCA will work with the City/Chamber on a matrix, by which they can quantify and evaluate events, pre- and post-event.
9. Merchants should be surveyed after each new event to collect input and determine adjustments.
10. Events should conclude on Main Street to encourage attendees to linger.
11. Events should be discouraged from bringing vendors that directly compete with existing services. Events should focus on existing merchants to provide services to the event.
12. Reoccurring events that take place only on a portion of Main Street should look to alternate the closure to the opposite end of the district to benefit the entire length of the street.

Recommendations: The Events Committee will continue to evaluate events/street closures and review each event. The committee is empowered by the Board to make decisions on the membership's behalf, within the framework outlined above. The Events Committee should be involved in new events from their application, implementation, and final evaluation. Additionally, the HPCA should continue to retain its seat on the PCCB/PCMC Event Committee to represent its interests. Recurring events should be reviewed annually and recommendations will be submitted to better integrate these events with the District.

Action: Continue to collaborate with the City/Chamber to evaluate events and their impact on the District. Meet with City representatives and work with them to incorporate our criteria into the event matrix. Request that all event/street closures be evaluated by the HPCA Events Committee and include their evaluation in City Council report prior to the event's approval.

Analysis - Staff feels that the Political Representation Position Paper is still useful in its current form and does not require significant change at this time. Staff felt it was timely to include this position paper in our initial review both because we are approaching election season and because we have received a number of recent inquiries to support specific initiatives or causes. In general Staff believes this policy guides us to remain neutral or without a stated position on behalf of the organization unless there is absolute consensus on the issue, ballot initiative, campaign, or candidate. This would be a unique case with very direct impacts to the district where membership was completely united in their support. It is important to note that this position paper is in no way intended to limit personal speech so long as the speaker clearly identifies that their speech is not

affiliated with the HPCA. The Political Representation Position Paper also is not intended to eliminate members from bringing an election issue, initiative, campaign, or candidate to the group for informational purposes when there is clear benefit to our members from being informed so long as the issue is brought to the Staff for discussion and a time can be slated on an upcoming meeting agenda.

Analysis - Events Code and Policy – HPCA Staff and the Event Sub-Committee would like to actively participate in the changes being developed by City Staff to the City Event Code and Policies. The HPCA Events Sub-Committee would also like to organize a review of our internal HPCA Event tools and documents including the current Event Position Paper, the current Event Matrix, and any amendments to these tools needed. Refinements to HPCA documents will have the goal to increase their compatibility with new City Code and increase our ability to attract and manage events that provide the best synergy with HPCA’s mission to foster a vibrant and economically healthy historic business district.

Events Matrix		Baseline
Major Influences		
These are the all encompassing 20,000 ft view. This is a general score.		
Community Benefit	An event's outreach and appeal to Locals. Does it benefit and encourage community? Do Locals attend?	20
Economic Impact	What does the event bring to Park City? How big of a draw (national, regional, etc), overnight, type of attendees, etc?	20
PR & Marketing	Does the event showcase Park City? How is it promoted? What is the media involvement? How does it reflect upon our community?	20
		60
Lesser Influences		
These are more specific aspects—the 5000 ft view. They all fit under the broad definitions, but deserve individual attention.		
Attendance	How many people attend? (ie 1000=5, 20,000=10)	10
Attitude and integration	Are the organizers committed to working with the City and merchants? Does the event reinforce existing goals? What are their priorities?	5
Brand reinforcement: fun, friendly, vibrant	Does it reinforce our brand message?	5
Inclusive & interactive	Is it an open event? Is it affordable or free? Is it fun and inclusive?	5
National Draw	People come to Park City primarily for this event	15
Regional Draw	Utah residents come to Park City primarily for this event	5
Sustainability	Does it follow the City's recommended sustainability standards?	5
		50
Add		
A 1000 ft view, but items worth considering. These are the important details that can make an event great, or just average.		
Paying Event	Is the City reimbursed for this event?	10
Off-season (spring/fall)	Does this event occur during a slow period? Summer, mid-week, might qualify for a partial score.	15
Good demographic	Does it bring 'the right people' to HPC?	5
Encourages extended stay in HPC	Do participants and spectators stay in Park City prior/post-event?	10
Proven track-record	History of success	5
Quality administration	Good events staff. Easy to work with, timely, organized.	5
		40
Total Possible Score	<i>Sum of all above scores</i>	150
Detractors		
This is the 'hassle factor' associated with an event. The 'necessary evils,' which can start to add up.		
Peak Season	Holidays, mid-summer, and mid-winter. At times that conflict with other events	-5
Excessive Congestion	Traffic, emissions, street closures, public safety challenges, etc. How badly does it limit access to HPC?	-5
Excessive Trash/clean-up	Lots of trash/pollution and post-event clean-up.	-5
Extended Closure	All day closures of Main Street and/or critical access points	-10
Concludes elsewhere	The event utilizes Main, and then moves out of HPC (ie July 4th parade)	-5
Competing Vendors	The event brings vendors that directly compete with existing merchants	-10
New event	First time, no way to guarantee attendance or impacts	-10
		-50
Net Score	<i>Score minus detractors</i>	100

Key Elements of proposed new City Event Code

A thorough summary of the new City Event Code is included as an attachment to this packet. Some of the important changes that the HPCA Staff feel we should consider officially supporting either in a memo or in our position paper include the following:

- A firm calendar for submitting event applications three times a year with submittal deadlines at the beginning of April, August, and December.

Why HPCA should consider support – Adds predictability to the process and ability to better monitor which events are in the pipeline that could be held in the district or impact our members. Makes it easier to disseminate information about these event proposals and implementation plans. Allows us

to know when to have the best influence when providing comment on event choices, mitigation plans, impacts to parking and transportation, etc.

- Capping the number and Prioritizing the type of events during peak season.

Why the HPCA should consider support – Again adds predictability in understanding the calendar of events in advance and planning for impacts. Also gives us the ability to encourage events with the best synergy with HPCA goals overtime especially for those events utilizing the district as a venue.

- Additional Event Classifications based on impacts and requirement for service rather than strictly number of attendees. (Level 1-5 proposed versus Level 1-3)

Why HPCA should consider support – This policy should again give us a clearer idea of the size, scope, and impacts of proposed events. Highlight which events may have implications to parking policy, require more restrictive access or security, or impact to our neighboring residential areas that reflect poorly on the district. This policy should also encourage a shift of more events to venues outside the district that are better equipped with public restrooms, transit, parking, and event layout space that does not hinder existing businesses.

The City Events Staff has also proposed a number of **“next steps”** for further refinement of the Events Code or Policy that the HPCA should also consider supporting. These next steps also provide the HPCA with an opportunity to coordinate and fashion our own event policy and preferences to add clarity and another level of detail to the City policy for events held within the Historic Business District.

- Monitor shoulder seasons with an objective to maintain balance between promoting economic and cultural vitality and having a break in the action for locals.
- Develop definitions and criteria for events that provide “Economic or Cultural Vitality”
- Examine the need for additional quiet weekends during the peak season.
- Establish long term agreements for long standing events.

HPCA should consult with City Events Staff with the goal of participating in the formulation of these next step criteria and providing member input on the application of these criteria when evaluating events that utilize or impact the historic business district. Specifically, we should highlight and / or refine elements of our Event Position Paper and Event Evaluation Matrix to help inform City Staff and Elected Officials during their review of things like the event schedule within the district, event approval decisions, event mitigation strategies, event types and their synergy or lack thereof with district businesses, and event transportation and parking strategies.

Some specific questions the HPCA could attempt to answer or better frame include:

1. What does the HPCA view as adding Economic or Cultural vitality for events hosted within the district or impacting it? (i.e. types of events that are synergistic with our core function as a Retail, Entertainment, Food, Arts, and Cultural District)
2. What does the HPCA feel are the right balance of programmed and non-programmed days for events a) On Main Street? Or b) utilizing other public spaces within the district? and C) Utilizing private spaces but requiring public infrastructure within the district?
3. What does HPCA feel are appropriate traffic, transportation, and parking solutions for each Level or Type of event and how should the duration of special strategies be evaluated?

Staff suggests that the HPCA Events Sub-Committee should utilize most or a significant portion of our meetings for the next several months to answer these questions, add additional areas of input, and prepare *draft refinements* to our Event Position Paper and Events Evaluation Matrix for consideration by the full Board of Directors. The sub-committee could also author a survey or create a participation exercise for a full membership meeting to receive additional input on events and evaluation criteria.

Action Requested – Board support to have the HPCA Events Sub-Committee work with City Staff on the set of issues and policy refinements outlined above and bring back proposed refinements of our existing Events Position Paper and Evaluation Matrix. Also, any additional items or questions to consider as part of this effort.

Link to Events Code Update: <https://d3n9y02raazwpg.cloudfront.net/parkcity/6de8e15e-1b22-11e8-9042-00505691de41-01133467-6d34-44a8-a801-0746aa501208-1536610699.pdf>

BOARD OF DIRECTORS MEETING MINUTES
Tuesday, August 21st, 2018
Wasatch Brew Pub, 2nd Floor Mtg Room
8:30am - 10:00am

In Attendance:

Michael Barille, John Kenworthy, Sandra Morrison, Lori Harris, Rhonda Sideras, Shirin Spangenberg, Puggy Holmgren, Cristina Aguirre, Ed Shaul, Mike Sweeney, Meredith Risley

Absent: Colby Larsen, Scott Thompson, Emerson Olivera, Susan Meyer

Other Present:

Becca Gerber, Myles Rademan, Kenzie Coulson, Bob Koller, Jenny Dierson, Jonathan Weidenhammer, Linda Dugins, Ken Davis, Maren, Lynn Ware Peek, Maren Mullin

**Sandra called meeting to order. Roll call distributed. Motion by Mike/Second by Ed.
Election of officers – Sandra's term is up. Ex-Officio Past President.**

Michael thanks Sandra for her service and for the slate of Exec. Officers, we would like to present to the board JK for President and Rhonda for VP and Lori for Secretary/Treasurer.

All approved. Unanimous vote for new executive team.

Public Input: JK asked Jonathan for quick update on Brew Pub & Miner's Park? Should we add to our position papers?

Jonathan stated that The City reallocated funds to support Treasure Hill Bond cost. There is about half a million dollars left. It is important for the HPCA to speak to where you want that money spent. It would be helpful to update the position papers accordingly.

Michael said that he and Jonathan have had discussions regarding this and Jonathan said we will know a lot more after the November vote.

Puggy – we have not had a Trash and Recycling meeting in a while. Michael asked the committee to stay for a few minutes after to nail down a meeting time.

Lynn discussed the recent Park Silly walk through and discussion of adding vibrancy to Main Street. It was said in City Council that Lynn was working closely with HPCA on Park Silly on upper Main Street programming. There was discussion but not active movement and Lynn would like to discuss.

Michael said that maybe there are things that the HPCA would like to do that would not bring the footprint of Park Silly up the street. Michael would

Jonathan mentioned that he has talked with the Recreation Department about a possible splash pad or using their Mobile Recreation vehicle. Events Sub Committee will be a great place to start.

Shirin mentioned that she and Rhonda attended a lodging meeting that discussed the massive growth at The Canyons that is happening and asked if we as a board have ever discussed what's coming and how it could impact Main Street?

Shirin suggested that it become a bullet point and Rhonda agreed and said we could invite the larger main Street corridor businesses to attend.

Summer / Fall Events review – Jenny Diersen from the City staff and our own Events Sub-committee members will recount our most recent events review meeting and objective for upcoming policy and event planning decisions. A recap of Arts Festival and Tour of Utah will be included as well as a quick preview of key fall events and upcoming City Council decisions. A broader discussion also occurred during the last Events Subcommittee meeting to continue to encourage the City to invest resources in qualified personnel to

investigate parking data and policy as it relates to events. The committee also expressed the desire to support the intensive outreach efforts Jenny and her staff perform leading up to major events to communicate directly with business owners and their staff. Lastly in another cross over issue there was discussion supporting the continued exploration of ways to create shoulder season opportunities to eliminate barriers to parking and welcome locals to the district in bigger numbers. Jenny will also provide a short update on the Suede Alley Garage public art project outlined at our last meeting with updates on key days for participation and planned improvements by the artist.

- Jenny thanked everyone for their work on Arts Fest & TOU. They are in the process of gathering data on both events.
- There were surveys online for both events and there was a large outreach both residential and door to door on Main Street.
- Miner's Day is next Monday and The City will be doing door to door merchant outreach, there will be an impact map on the website.
- Autumn Aloft is coming up on the weekend of the 15th.
- Events will be going to Council about event code changes.
- Shirin said many people asked her what the TOU is and can we do a better job of saying what it is to tourists?
- Surveys – Maren asked how many responses are we seeing from the surveys? Jenny said about 100.
- Lisa asked who does the
- Michael asked Cristina to summarize the last Events meeting.
- Cristina said they talked about putting the gates up in the garage during shoulder season to invite locals back to main street.
- Michael stated that they feel there was discussion on the emptiness of the garage during shoulder season and is there an opportunity there to continue the discussion.
- Michael stated that Kenzie is moving into a new position and we don't know who will be our point person yet.
- Kenzie announced that she is moving to the Transit Department.
- As far as occupancy, we were above the target occupancy for both TOU and Arts Fest; ridership was increased and overall it was successful.
- With Park Silly, Kenzie stated that by 11am, the Main St. corridor is about 75% occupied and the garage fills by about 1pm. If there is any sense that we are doing the wrong thing on Park Silly Sundays, we are filling and filling fast.
- There is a lot of volume with parking transactions and it will be good to look at the data in the end of the summer.
- Kenzie said there also a question as to when summer ends. It does decrease as far as drive traffic but mountain biking traffic is increased so they will continue to look at that.
- Cristina asked for data on Homestake for summer. Kenzie said there was a drastic decrease and there is a thought to not use it during the spring shoulder season.
- If there ever a case where the bus doesn't show up, let the parking department know as they do have a GPS on the bus and they can find the data to where the bus is exactly.
- Michael asked about when the Homestake lot goes away, what will happen?
- Kenzie said there will be 400 spots at the Ecker park and ride.
- Shirin said that for her staff she gives them a 20-minute window so they are not punished for taking the bus.
- Rhonda asked if Park Ave residents complain about employees using the street to park?
- Kenzie said yes, and residents are given a voice.
- Puggy said that she lives on Park Avenue and this year has been better than ever before.
- John commended the city for all of their work they've done and while we complain a lot, we need to also give kudos where it is deserved.
- Kenzie stated that bike valet has increased.
- Michael said we are thrilled to look at transit and parking in tandem with Kenzie in the future.
- John asked if there was a plan for the new parking committee meeting schedule? Kenzie said they do need to work on that and she does recommend using the feedback tool.

- Jenny reminded everyone that the artist arrives in 10 days and the painting of the garage will start. One wall will be painted per week.
- Emily (the artist) is looking for people to participate in the process and there will be a meeting from 4pm-6pm on the 10th. Jenny will get info out.
- Lisa asked why are some exits closed in China Bridge sometimes and some not? Egress and real estate in that location. Cars can get backed up there.
- Shirin thanked Kenzie for her professionalism and hard work.

Marketing – Meisha Lawson-Ross will spend a few minutes to update the group on our seasonal marketing efforts including relaying key success metrics and indicators for the past season and highlighting our approach for upcoming campaigns. Meisha will also introduce a conversation that will first go to the Events Sub-Committee and then return to the board about potential choices between investment in some of our traditional holiday events versus other ways of generating vibrancy and awareness about the district as a holiday shopping and entertainment destination.

- Current web traffic is tracking about 14% above last year.
 - From a messaging standpoint, it is interesting to see where people are looking. Shops and Events are the number 1 and 2 as well as maps.
- We continue to enjoy increased traffic to our website compared to last year. Current traffic is tracking 14% above last year at nearly 23,000 website visits for the period.
 - Visitors are visiting about 2.5 pages per visit and are spending 1:45 on the site.
 - Top visited pages are the home page, shop, events, eat and drink, maps & parking.
 - We continue to see very strong growth on organic traffic. This is likely a result of our continued content efforts and the work we constantly do on our website to maintain an optimized site.
 - Mobile traffic continues to outpace desktop and tablet traffic.
 - A full report can be viewed here - <https://megalytic.com/r?token=9c3c2b439834c48c65b29010f35e2d3f>
 - Cristina asked if we indicate what restaurants or closed? Meisha said they message what's open, not what's closed. We have worked with Dishing and PC Restaurant Assoc. as a more positive message.
 - Museum keeps a list of what's open as well as The Chamber.
 - Lisa mentioned the Events Submission page on the web site for members to submit their own events.
 - Jenny said the Parks department updated the kiosk at the top of Main Street and it should be back within a week or two. THANK YOU!

HPCA EVENTS UPDATE

- Planning for Halloween is in progress. Park City Municipal has recommended a 100% fee waiver. Park City Fire Department has also waived fees for this event.
 - The Electric Parade is scheduled for Small Business Saturday, November 24. As we begin work on this event, I'm looking for feedback from the Board of Directors, Events Committee, Executive Committee, and membership on how to move forward.
 - **Please consider your thoughts on the Electric Parade and provide input at the Board meeting or directly to Meisha at info@meishalawson.com or 435.659.9283. We will be discussing this information further at our September Events Committee meeting as well as releasing in the September member email communication.**
 - This event was created to drive traffic to merchants. It is short and sweet by design, but does it do what you want it to do?
- Rhonda asked if it costs to be in the parade? Lisa no, and you can win money.
 - Becca said as a participant, the biggest challenge was putting the lights on the vehicle when the weather is bad.
 - Jonathan said they could possibly get the Public Works bus barn for a couple of hours.
 - Shirin said it does generate a big community feel.
 - Puggy said to reach out to schools to ask for participation. It may not be a revenue day but it is a very fun community event.

- John suggested The City throw in 2 parking passes for prizes. He would love to see the barn used and added the night before to set up would be fun.
- Lori suggested a viewing party from restaurants with upper levels.
- Michael suggested a participation for go out with the email that discusses the event.
- Jonathan wanted to mention The City will roll out an Olympic Legacy suggested an Olympic Theme for the parade.

Position Paper Basics:

What are they? – Our position papers are meant to go beyond our mission and vision and reflect our organizing principles as an organization. They could be described as a combination of our declaration of independence and bill of rights rolled into one. Most importantly they are meant to reflect our consensus position on the most important ongoing issues facing the district and create strength in a position that comes through consistency of the message.

Why do we have them? – The HPCA position papers are our way of officially documenting the issues we as a group are most concerned about. It was also our intent that they would help the City and other partners to have a means of easily digesting our point of view and understanding where their policy making decisions would support our goals and vice versa. Lastly, help us as a group from becoming too hyper focused any single issue and to promote the overall health of the district.

Why are we reviewing them now? – Sandra Morrison, Past President and John Kenworthy, current president – elect both felt that over the next couple of months we should remind ourselves of these foundational positions, make sure that all new members of the board have had a thorough chance to review and understand them, look back on what we have accomplished and look forward to what still needs action; and lastly to begin a new round of input on any amendments or additions we want to make to these documents. More generally, they are the basis for our strategic planning and budgeting and something we need to review and update on a periodic basis to maintain our organization health and to focus our efforts on the issues most important to membership.

Maren provided history on Position Papers.

- Maren is a past president and helped create these positions.
- The goal is to see where the positions came from, how they've changed and please don't delete them, only modify them.
- Shirin asked that maybe it's a Board Meeting in of itself to review and revise these.
- Michael discussed that even though budgets may change, these are great guidelines that will help us shape the historic district.
- With four past presidents here, Shirin asked if we could could go through each topic for a brief discussion.
- Michael pointed out that the narrative will do that. Cristina suggested sending to potential board members. Michael stated we do.
- Sandra asked if we can provide feedback on the Position Papers. Rhonda asked if we can read them away from this meeting and come back to review.

Michael asked for the Trash & Recycling members to stay to set a meeting time.

John asked for a motion to adjourn. Ed motioned to adjourn, Mike seconded. Meeting adjourned at 9:50am.

