



BOARD OF DIRECTORS MEETING
Tuesday, September 17th, 2019
Wasatch Brew Pub, 2nd Floor Mtg 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
- II. Minutes from August, 2019 8:30am
- III. Public Input (Any matter of business not scheduled on agenda) 8:35am
- IV. ED Hiring Update – Welcome Alison Kuhlow! 8:40am
 - Goals for organization from Michael and Alison
 - Ways to engage with Alison
- V. Historic District Commercial Vehicle Loading Zone Updates (J. Weidenhamer / A. Verson) 8:50am
- VI. Marketing Updates 9:00am
 - Main Street Elevated - Activation and Enhancement Program Update
 - Current Campaigns
 - Holiday Strategy
 - Committee Updates
- VII. #PC Native Initiative (Kristen Moss) 9:15am
- VIII. Event Updates (HPCA Events Sub-Comm. & Jenny Diersen) 9:25am
 - PCHS Homecoming Parade Wednesday September 18th 5:30PM-7PM
 - Autumn Aloft feedback
 - Sundance Info. next month
- IX. Park City Visioning Overview (Linda Jager and Jed Briggs) 9:30am
- X. Trash and Recycling Updates (Alison Kuhlo) 9:45am
 - Contract Renewal Evaluation, Planning, and Scoping is ongoing between now and November
 - Key Dates and Opportunities for Input
 - Summary of process and discussion to this point
- XI. Adjourn Regular Meeting 10:00am

Future Meetings

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

Next Meeting October 15th, 2018

Pending Discussion Items:

- Sundance 2020
- Position Paper Updates – Events (under committee review), Marketing (update to reflect committee goals including activation program), Parking & Transportation (pending Parking Review Committee reports)

Main Street Elevated - Activation and Enhancement Program Update



Description

Complement merchant activation with free programming and entertainment designed to draw visitors up the street. HPCA to work with merchants to program pocket parks and available space up and down the street. Vertical visual identifiers to be posted to help draw the eye up the street.

Programming Dates

Silly Sundays: September 15, 22, 29 tentative times 2:00 - 5:00 p.m.

Gallery Stroll Friday, October 25 tentative times 5:00 – 7:00 p.m.

Gallery Stroll Friday, November 29 tentative times 5:00 – 7:00 p.m.

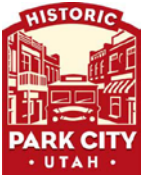
Program Goals

Encourage visitors to continue walking up the street and create additional atmosphere on upper Main Street.

Marketing Messaging

Historic Park City invites you to elevate your Main Street experience this fall with Main Street, Elevated. Enjoy pop-up art installations up Historic Main Street as you visit Main Street shops, boutiques, galleries and restaurants. Main Street, Elevated programming is scheduled for Sundays September 15, 22, and 29 from 2:00 – 5:00 p.m. and Fridays, October 25 and November 29 from 5:00 – 7:00 p.m. Pop Up and see what Historic Park City offers locals and visitors year-round.

	Location	Activation	Talent
9/15 2:00 – 5:00 p.m.	Scheurs Plaza	Plein Air Artist	Allen Lund
	Miner's Park	Musician	Oliver Diaz
	Above Wasatch Brewpub	Children's Performer	That Stix Guy
9/22 2:00 – 5:00 p.m.			
	Bear Bench	Musician	TBD
	Scheur	Plein Air Artist	Allen Lund
	Miner's Park	Performance Art	That Stix Guy



BOARD OF DIRECTORS MEETING
Tuesday, August 20, 2019
Wasatch Brew Pub, 2nd Floor Meeting Room
8:30am - 10:00am

Minutes by Shirin Spangenberg, Treasurer

In Attendance:

Michael Barille, John Kenworthy, Ashley Williams, Mike Sweeney, Susan Meyer, Cristina Aguirre, Puggy Holmgren, Ed Shaul, Shirin Spangenberg, Greg Ottoson, Monty Coates, Kate Serpe, Jessica McCleary

Absent: Amanda Young, Colby Larsen, Cristina Aguirre, Brian Miller

Other Present:

Lisa Phinney, Meisha Lawson, Johnny Wadsen, Jonathan Weidenhammer, Becca Gerber, Jenny Dierson, John Oswald, , Lynn Ware Peek, Steve Joyce, Alison Kuhlow, Ken Davis, Maryann Cirullo, Johnny Wadsen, Alexis Verson

JK called the meeting to order 8:40am. Michael welcomed everyone opened the meeting at 8:40am.

Minutes from July

JK Amended page 3 to say incredibly "well" done. Puggy motioned to approve the minutes. Susan seconded.

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

Shirin quiet Sunday straw poll that merchants closer to market not much of a change, but top of street merchants say a dramatic improvement of walk in customers and sales.

Ken commented as one of the longest merchants on Main he's been educating people on what Sunday's used to be. People had the impressing that Sunday's were slow. The mornings were slow, but the market has since evolved into a full day event sucking the energy off the street. Market has hurt the top of the street, it was a good day for business, but now retail shops see the biggest hit from the Market.

Mary D. has been on the street since 1976 with the Alliance Engineering building. Sunday used to be the second busiest day of the week. Why can't the market close at 2pm to let get some business in the afternoon.

JK mentioned that we address this by looking for solutions for upper Main with some kind of activation at top of street. They (the Market) suck a lot of energy out of Old Town, with parking etc. The Girls (Silly Sunday management) has spent a lot of time coming up with solutions.

Michael mentioned that this was on the agenda for last month and that we are working to come up with solutions.

Puggy "Have we considered letting them move to a different location?"

John W said looking forward to working with you in the future and one option may be to not have them come back.

JK – we need to formulate our position paper. See what we as a collective group come up with as a position paper.

Mary – we got paid parking on Main, It would be nice to get our local back. During Spring and Fall noting is going on, on Main Street due to paid parking.

- I. Update / Progress on Parking Data and Policy Engagement with PCMC (Johnny Wasden PCMC Parking Manager)

Michael gave background and thought that Johnny had enough information to share and start a parking committee.

Johnny – wanted to give a voice to everyone for parking. Want to understand how the parking is working and have some good solutions.

If interested in being on the committee come see him after meeting.

Further discussion on logistics of being a committee member included once a month meeting for a couple of hours with some time spent in between meetings with others and their feedback.

Johnny is looking for a wide representation of members for committee.

- II. Old Town Circulation Study and Trial Improvements (Jon Weidenhammer PCMC Economic Development Manager, Alexis Verson PCMC Transportation Planner)

Johnathon W will send Power Point presentation for our minutes. **Links to the Power Point can be found on www.historicparkcityutah.com/members**

Discussion points

Becca – We are working hard to support local companies, and are unable to regulate for hire transportation.

Micheal – the city has done a lot of outreach. We want to be part of the solution. We need to find ways to accommodate. They are the first commercial district that has delved into paid parking and heavily restricted parking. How to get into town, how employees come from out of town, permanent park and ride and addressing the issues as a more coordinated piece.

JK – opportunity here to keep a united voice.

Becca – Looking for feedback on discussion

Action Item: Michael will formulate survey for greater membership for their feedback.

Alexis email will be included for further comments

- III. Main Street Activation and Enhancement Program Update 8:55am • Marketing Consultant Meisha Lawson-Ross, and the HPCA Staff, the HPCA Marketing Sub Committee have developed a trial program of dates, locations, and types of activation. Preliminary discussions on permitting and other requirements are underway with City Events / Economic Development Staff. Small trial budget for several dates this fall, if successful we will be looking for sponsors and RAP tax grant for next year.

Michael – looking for family friendly activation of public spaces on Main. Creative programming on street.

Meisha Presentation – Please refer to power point presentation

Discussion points

Meisha – need help from merchants

Michael – may be a subset of these ideas. Looking for some sponsors.

Michael – are any opposed to this idea, none opposed

Steve – how will this be measured to see if it's effective and have numbers for grants?

- IV. Trash and Recycling Updates (Alison Kuhlow) 9:15am

Michael and Alison overview of trash program mentioning that the contract is over Nov 30th.

Scope of work to be done by end of this month.

Common dumpsters, totes, private dumpsters, address all 3 needs. Alison has spoken with recycling companies, and working on trash providers about our issues on Main Street.

Alison will have the scope of services that will be circulated among board.

- Contract Renewal Evaluation, Planning, and Scoping is ongoing between now and November
- Key Dates for Input
- Summary of process and discussion to this point

- II. ED Hiring Update 9:45am

- More than 50 candidates 25 qualified candidates evaluated, 5 final interviews
- Executive Committee – Personnel Recommendation – closed session (Board of Directors Only)
- Possible ratification of new ED Appointment and Introduction

Michael - Adjourn public meeting at 10:00am.