



Special Event Advisory Committee Meeting Notes

Date: Tuesday, February 9, 2016

Place: Park City Library – Meeting Room 201, Second Floor

Time: 12:00 p.m. to 2:00 p.m.

In attendance: Jenny Diersen, Tommy Youngblood, Jason Glidden, Travis English, Cindy Matsumoto, Todd Hansen, Judy Cullen, Bob Kollar, Whitney Wall, Ginger Reis, Annette Sneed, Carrie Westberg, Charlie Sturgis, Sarah Klingenstein, Maria McNulty, Cheryl Fox

Absent: (Tim Henney– Alternate Council Liaison, no need to attend)

Electronic Participation: By Cell Phone – Mellie Owen

Meeting Facilitator: Jason Glidden

Meeting Called To Order 12:03 p.m.

Approval of Minutes from October 29, 2015 Meeting – [no changes.](#)

Public Comment: Any items not included on agenda.- [no public comment.](#)

Topic #1: Summer Preview/Winter Review

Purpose: Provide an overview of the upcoming events during the 2016 spring/summer season. Review past events including Sundance and Ski events as provided. Update on code changes.

Product: Educate committee of the changes and activities that have been going on over the past 3 months in the Special Events Department.

Person: Jenny Diersen

Allocated Time: 20 Minutes

Other Information: Draft List of 2016 Events Included

Notes:

Event Calendar:

Receiving applications for spring and summer events. Running with Ed kicks off the summer, and that will be 90 days out on the 21st.

New events this spring include the Thin Air Innovation Festival (April 6 – 8) with concert on lower main street on April 8 with Thievery Corporation, as well as, Spring Gruv at the base of PCMR on March 26th with free concert Michael Franti – both concerts expect attendance of 5,000.

As a reminder, this year TOU and Arts Festival have flipped weekends. TOU August 6 & 7 in PC, AF August 12 – 14th.

Special Event Code Changes Updates:

Special Event Code Changes were approved on the 28th of Jan. The Special Events Staff is working on event application changes, which should be up on web by March 1. We will accept old applications until then and won't be making event organizers fill out both, but may have some additional questions if filling out the old. Also working on additional web updates with regards to the changes to make sure all event organizers are aware. We will discuss the fee reduction process later in the meeting.

Code Changes Recap –

- Name of all events are Special Events (we used to have Master Festival License) all events will get Special Event permits. Level 3, 2, 1
- Insurance will be determined by City Attorney's Office. Some was too much, some wasn't enough.
- Fee Reduction Process
- New way to evaluate and approve events – Health Safety Welfare, and now Economic and Cultural Value – how do the events benefit our economy and community? A question was asked regarding the criteria for approval? Jason clarified it's a way to *evaluate* events based on this criteria and manage the threshold.

Past Event Comments:

Jason stated that he thought both Deer Valley and Vail did a great job with the World Cup and Grand Prix events this past week. The Committee stated that both events at Park City Mountain as well as Deer Valley were busy, but successful and had a great community spirit. We are also working with both resorts to understand changes needed for next year, which may focus on parking, transportation, etc.. Mellie stated she appreciated that the music was turned off by 10 p.m. We estimated that about 2,200 at the Deer Valley World Cup concert due to extremely low temperatures. The committee stated that Restaurants were giving out their “Sundance menus” during Grand Prix and DV world Cup.

Sundance Comments

Jason asked - What was the overall consensus? Sundance was successful. We are working both with internal departments and external partners to understand the feedback from the event in all areas. He stated that we are working to have a compiled report so that we can work off of it when we get back into planning in late July.

Ginger stated that she felt that the traffic was the worst it's ever been. Gary also stated that the School District had cars everywhere? Maria stated that she saw people walking down Deer Valley drive.

Special Events Team felt like traffic flow was best we have ever seen, felt less of an impact. We did change how we are moving people around (example re: Uber).

Judy stated that Brew Pub Parking Lot had no parking available at all and questioned whether not having this lot seemed to be a waste of use of parking, as much of the time, not used. She suggested reviewing the closure and proper use of this lot? Jason stated that we did use this as operations area for Local, County, State and Fed Security staging as well as operationally for snow storage. Jason stated we will evaluate this use in the debrief.

Annette stated that traffic coming down Main Street on Marsac was difficult and that it was hard to get out of drive ways, but the biggest complaint she heard was the continued noise of car horns honking.

Uber

Cindy questioned how Uber was compared to Local cab drivers. Jason stated Taxis are starting to become Ubers. Cindy commented that at the Uber station there was no one waiting on ride, many cars waiting on fares and fees were 5xs as high (surging). The first weekend there were 5,000 rides.

Cindy stated that she was cut off by an Uber during the Sundance.

The committee asked if we know who the Uber drivers are? Are they PC people? Can we go back and work with Sundance and Uber to understand and to make sure we are properly monitor and mitigate what they are doing?

The committee asked if cabbies have demand pricing. Whitney and Travis both commented on experiences with regards to demand pricing experiences with local cabbies. Travis said locals should mention their locals and see if cabbies reduce pricing for locals, as it is not just Uber who has demand pricing.

Cindy stated that someone had a house guest and it was \$55 to get to Eccles. This person was a volunteer at Eccles and it would cost her \$55 to go in and out and she had an early morning shift (bus may not be available?)

Annette lives on Lucky John and barricades were out, she stated this did help with traffic at intersection by venues.

Topic #2: Event Prioritization Sheet

Purpose: Evaluate the proposed scoring sheet, as recommended by the SEAC Taskforce, for prioritizing events.

Product: Final edits to the prioritization sheet that will be used by the committee as a tool to prioritize both conflicting events and calendar coordination based on a number of different criteria.

Person: Jason Glidden

Allocated Time: 25 minutes

Other Information: Draft Prioritization Sheet attached.

Notes:

Jason thanked to the subcommittee that helped form this and how we score events, particularly how they helped focus on the community area. The sheet will be used as a tool for debrief and events that may be on the same weekend. This will help us in our discussions as we move forward.

Sarah thanked the staff for helping clarify areas of the scoring sheet.

Jason stated we will test it a few times.

Next steps, send sheet out, we will give you 4 or 5 events and score them.

We understand that scores are made individually (not as a group), as we will average scores.

Possibly discuss events at next meeting.

Ginger asked if we are collecting data? Or are we going off of what you think/know.

Jason stated that the data for Economic Effects are not always available, and need to use each other for feedback as well.

The committee asked if there is a balance or way to track which Committee members (whether Stakeholders or Community at Large Members) vote or recommend items. Cheryl stated this might help with analysis and Sarah stated that it might help City Council understand the balance of Economic and Community Value.

Bob stated that this is part of SEAC's role to balance the community input and economic benefit.

Annette stated subjective factor is a good thing and important.

Cheryl likes the way it turned out.

Topic #3: Special Events Advisory Committee Policies & Procedures

Purpose: Provide comments to SEAC policies.

Product:

Person: Jenny Diersen

Allocated Time: 20 minutes

Other Information: Draft of Policies and Procedures included. Reminder of meeting dates and times.

Notes:

Meeting Time and Day:

Meetings will be held the second Tuesday of February, April, July and October 12 to 2 p.m., in 201 at Library.

We have checked these dates against school district calendar and holidays and don't foresee any conflict. April and October meeting for Fee Reduction Items. February and July chosen as they are after Sundance and in the

middle of the Summer Season. Please make note that October 11 is the date for the October meeting, not October 12. This is not UEA.

Committee Purpose:

The Committee will advise City Council and staff on recommendations with regards to Special Event Thresholds and Prioritization, Debrief and City Services over ten thousand dollars (\$10,000.00). SEAC will use prioritization tools to discuss, review and prioritize events that fall on the same calendar day as well as event conflicts during the calendar year and make recommendations to either the City Manager or City Council.

Electronic participation

Jason stated we have had some difficulty with Electronic Participation with other committees. Jason also stated that one of the goals of Council for the committee wanted to make sure that we had good, and consistent participation as they are happening only 4xs a year. We will request that the same person from the Community Partners Group attends each meeting for consistency.

Sarah stated that she has Skyped in, and its difficult to hear but helpful to listen. Sarah doesn't see it as a substitution for being here. Jenny suggests one time a year if needed, and Annette stated that she would recommend only one person only so we are not just a bunch of phones in the room.

The committee asked if allowances would be given to listen in but not participate.

It was decided that the committee would allow one per meeting if someone needs it.

It was further clarified that the recommendation is to participate, and that you can't vote over \$25,000.00, but that you can vote if under \$25,000. Committee members could skype in and ask questions, and comment even if you can't vote as pertains to the thresholds.

Sarah stated she would defer to experience with other Boards.

Mellie stated that we can all work around the dates now.

Jenny stated that the April and October meetings we will be discussing City Services. Bob helped to clarify that the Board will only be looking at fees for events over \$10,000.

Whitney stated she wanted to be sure that we understand the process for special exceptions for participation if things come up in our positions and jobs.

Jenny will look into pulling up multi skypes. Jenny needs to look up Goto Meeting? Jason stated he thought we could do so in the Library, as he has seen it done before.

Jenny asked if we are just allowing one type of Electronic Participation and it was stated to that we should keep it open, as this shouldn't happen too often. Jason stated we will look into this and see how many we can have at one time. Judy stated it shouldn't be an issue as this shouldn't be happening all the time.

Cindy stated that hasn't had any discussions that they can recall and that they would be okay with the proposed voting policies. Cindy asked about quorum, Jenny stated Policy will be coming in April for Legal training and Policy and that we will also be establish committee policy. Jenny stated that a Joint Meeting with Council will also be scheduled– Cindy stated that Council really values Joint Council and Board/Committee meetings and likes to use them as a check in. It was stated that the Committee will be doing this with the Special Events Department helping to facilitate the discussion, once a year as a Study Session so that Committee Members can check in with Council and have a conversation about the work they are doing. We do like for as many Committee Members to be there and will propose a date at the next meeting. Cindy mentioned that the Board and Commission Reception is during Visioning Retreat on March 10 or 11th. Jenny will follow up with Staff to make sure that SEAC is aware of the Commission Reception.

Topic #4: Preview April Meeting

Purpose: Establish attendance, timeline and agenda items for the April meeting. Schedule Legal Training. Review of expectations for Fee Reduction Review and timeline for April meeting

Product:

Person: Jason Glidden

Allocated Time: 30 minutes

Other Information: Draft Fee Reduction Application attached.

Notes:

Jenny stated that a representative from the Legal Department will come for a training the first part of the meeting in April.

Jenny stated that it is anticipated that we will have 10 applications for SEAC to review for Fee Reduction – this will be for events July 1 through December 31. We currently estimate that the total will be about \$100,000. SEAC members will receive a packet that will include a scoring sheet as well as the event organizers application around April 5th. Scores back by Sunday April 10th so I can compile for our meeting on the 12th for discussion. We will work with departments for their recommendations and will bring that to the meeting as well. At meeting we will discuss for a final recommendation by end of meeting. You will receive a scoring sheet and the application.

Sarah asked if there will be any history of the event. Draft of application was included in Feb Packet. There is some history, but it is the event orgs op to state why they need it. Many event organizers in the room, and it should be an interesting discussion. Sarah asked if there will be economic data – Jason stated if we have it we will provide it, but that the applicant needs to tell the story. As a reminder, SEAC will focus on events that are asking for fee waivers over \$10,000.00. The committee brought up a question and asked if the Special Events Department has already been approved the events that are applying for a Fee Reduction? Jenny stated they have not been approved as their application deadlines are not due yet, but we are getting close to their application deadlines. Jenny reminded the Committee that the reason for this change is that the City wants to better align their budgeting in departments, and so that event organizers know what fees they can budget and plan for. Whitney asked if there is a cap on the request. Jenny stated that we will show what was waived as we work through this process in future years and an annual total cap of \$200,000 but not as per an event. Whitney commented that it may be good to consider that the event eventually needs to stand on its own feet. Bob added as that as events get bigger, they have the possibility to also use this as leverage to ask for City Services. Cindy stated that she believes that the fee waivers will come from the nonprofit entities. There are many events who are part of the nonprofit – 70% of events are organized by nonprofits. Jenny clarified that applications are not limited to nonprofits. Jenny further clarified that we have both nonprofit and for profit entities in the room, some of whom may submit fee reduction requests and we want to be sure that there is an even playing field for event organizers who are requesting these waivers.

Ginger asked if Fire Permits included Fire, EMS, and Jenny stated this is actually Building Department Fees and appreciated the clarification. Whitney also stated that we should be clear about Public Safety Personnel. Jenny stated that that fee is just Police, Not EMS, Fire as they are County entities.

Topic #5: Event Use at Library Field

Purpose: Discuss possible levels of event use at Library Field for events.

Product: Direction on possible use for events at Library Field.

Person: Jason Glidden & Jenny Diersen

Allocated Time: 15 minutes

Other Information:

Notes:

Special Events stated that they have had some requests to use Library field for programming during events. The department stated that this area is not currently rentable, as it is Open Space, and the area is programmed as is with Off Leash Dog area, but if SEAC is open to the idea then we need to discuss what guidelines and parameters we would have. Special Events is asking for SEAC's feedback on the matter. .

The Committee asked if there is an event that is currently occurring there? Cindy stated that she thought there was preschool who had an event there. Jenny confirmed they will not return this year (as they were at S. City Park) and are going to be at their new location in the County now. We did also have the Library opening there and that they had bounce houses and games there and it worked well.

Special events stated that we may ask about having some of the *community* events utilize Library Field. 4th of July was specifically brought up as a possibility to have family oriented programs at Library field.

The Committee asked if there was anything that makes the space challenging? Staff stated that parking is always the issue. When the City did the renovation they placed plenty of power in the area. Gary asked if Families use this space are we *kicking* them out. A question about proximity to residential area was also brought up.

Jason answered and used the White Barn for an example as to how many times a year it can be used for events, and that the use is limited to specific types of use (both for specific community events such as the Scarecrow Festival and Friends of the Farm ticketed events such as Your Barn Door Is Open. Sarah asked what appropriate uses have we come across as ideas may be helpful in the conversation. Jason stated that we would be asking for a similar policy as for use of White Barn for groups to use the space for events and restrictions of use.

Cindy stated it might be good for free, open to the public community events, not for private events. Friends of Farm could sell tickets. Tommy stated at the White Barn parking was of concern due to lack of parking. Cindy stated Mawhinney Lot is close by and further more at 4th Parking is already a challenge and offsite parking is recommended.

It was mentioned that the discussion should happen with the Friends of the Library, as maybe they could have a few events per year to sell tickets for particular Friends of the Library events.

Maria stated that she thought the Library Field is under discussion for many uses, Dogs, affordable housing, and that the space is a valuable asset to the community.

Mellie voiced concerns of use and expectation of community. She inquired if we need activities for 4th of July. Furthermore, Mellie stated when you create something people think that this is something that is going to occur year after year. If we programmed it, then people get used to seeing it and expect it.

Cheryl echoed concerns of programming it and asked about asking for the opinions of the Friends of the Library. It was mentioned that Maria is part of that group.

The committee asked if physical impacts on the grass were of concerns if we have a dozen events there. Jason stated that it seemed that the Committee may be open to the conversations of having a certain number of community events to be programmed during the year with rules and parameters worked out such as no admission, Open to community? Jason stated that Staff can come up with a draft of what the use might look like.

Cindy stated that she understands the 4th of July has grown, but does spreading the event out segregate groups or help spread the crowd? Furthermore, she asked how we bring local community back to the event.

Cheryl stated that keeping a sense of community and looking at Open Space as quite space is important and cautioned programming it on an already busy day. Furthermore, she stated that there should be a community

discussion before the discussion goes further. She echoed involve Friends of the Library and Friends of the Farm as a guide to address the issues. Sarah agreed.

Ginger asked why we are having this conversation and asked if we saying there are community organizations that may be interested. She asked if moving the kids' activities to Library Field would be best for families or further separate the activities. Tommy stated that sometimes when you add, more people come; and sometimes you pull back and attendance decreases.

Cheryl asked what happens if you separate beer garden and kids areas.

Jason further stated that we may want to get into a conversation about 4th of July at April meeting but asked if we can moving forward with Council discussion on Library Field, as a viable option in a broader sense. Jason recapped the discussion and stated that SEAC seems to be open to the discussion of the Library Field with a broader community discussion. Sarah stated that the how we ask the questions would be important. She stated that the discussion should be whether the field should be opened, not that the committee is open to the City Council considering the field. SEAC thinks this is an important issue and there needs to be a broader discussion. Structure of a staff report is to seek direction with regards to reservation and with what restrictions.

The Committee questioned if the problem is really just 4th of July and how to solve item with a possible option of use of Library Field. Ginger stated that it is Pandora's Box, the minute we let one in, suddenly everyone sees it. its great that we have sacred areas.

Mellie – I think that these are all good questions – keep in mind that there are a group of people that are trying to get the field into a trust in Open Space. That Library Field is one of the last places that exist as Open Space. Mellie stated that it may be appropriate to curtail the 4th of July Celebration and the community is frustrated with the 4th of July. If we were to use the Library Field as a possible use, it would really have to be spelled out as a trial and what parameters we are measuring to understand if it is successful or not. She stated she was skeptical placing activities at the Library Field.

Jason recapped again that the discussion seems to now be a question of policy regarding 4th of July at Library Field and with other options presented to Council. Furthermore that we needed to understand if we continue to facilitate, maintain what we are doing, or wipe the slate clean or find a middle ground to establish the spectrum of possibilities? It was brought up that many nonprofit entities utilized 4th as a fundraiser and that there may be push back between those local businesses and organizations and how to balanced community members and their concerns of impacts. Jason ended by stating that there seems to be more direction as a possible option in dealing with 4th of July instead of local events as a whole on the Library Field.

Meeting closed at 1:55 p.m.

Attachments included with this Agenda:

October SEAC Minutes DRAFT

Winter Review/ Summer Preview 2016 Event Calendar List

Event Prioritization Sheet Final DRAFT

SEAC Policy DRAFT

Fee Reduction Application & Policy

Community Event Feedback 11/11/15 through 02/02/2016