



Special Event Advisory Committee Meeting Agenda

Date: October 29, 2015

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

Time: 10:00am to 12:00 p.m.

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

Absent: Charlie Sturgis, Judy Cullen

Electronic Participation: Mellie Owen (by phone), Sarah Klingenstein (by Skype)

Meeting Facilitator: Jason Glidden

Meeting Called To Order

Welcome Travis English, Summit County Representative, now taking on County Events. Also organizes Summit County Fair. Park City found that it was important that the County attend these meetings to increase cross county coordination and regional collaboration.

Approval of Minutes from August 21, 2015 Meeting. Special Events Team will work on getting items to you earlier to review. Mellie asked about music volume at PSSM, and Jason responded that this was discussed at their debrief, and will be discussed for the contract next year. Minutes approved unanimously.

Public Comment: Any items not included on agenda.

Sarah discussed the Guest Editorial she authored; the group confirmed it was received by all.

Sarah talked with Jason and wants to make sure that the community knows SEAC exists, and that there are members of the committee from community at large. Want to make sure that there is a way to direct comment to the City, or specific people on the SEAC committee. Sarah would like to make sure that she is representing a broad range of views from the community not just hers. Sarah would like to submit to Park Record in the next week or so. Sarah asked for comments or thoughts.

Jason thought that it was a great idea. City at first thought that a joint press release would be the best option; now the Guest Editorial plus a City press release will be best. We want both positive and negative comments about events, and to increase engagement about events.

Sarah said all 4 community members are happy to have their personal emails listed in the release, and Jason added that the Special Events email will be included as well (goes to Tommy and Jenny).

Jenny working on creating a group email for SEAC accessible through the website. To respond, automated email and the option to add more personalization. This will not go live immediately; the website is still under construction.

If individual committee members are contacted by members of the community, they feel a responsibility to respond appropriately and submit feedback in an effective way.

Carrie responded that the Guest Editorial calls out certain events. Are we implying that there is something wrong with those events by mentioning them? Sarah had included them as examples. Sarah asked for suggestions for edits of this section so it does not seem leading. Jenny offered that an alternative it to ask for positive feedback, rather than negative.

All comments emailed to Sarah by End of Day on Monday, November 2nd.
Sarah will send final draft Wednesday 4th.
Sarah will send to PR on Monday, 9th.
Would be in paper on the 11th or 14th.

Topic #1: Event Prioritization

Purpose: Evaluate the proposed scoring sheet for prioritizing events.

Product: Final edits to the prioritization sheet that will be used by the committee to rank events based on a number of different criteria.

Person: Jason Glidden

Allocated Time: 45 Minutes

Other Information: Draft Prioritization Sheet

Notes:

The grading sheet that has been provided is a draft and is a work in progress. We would like to put together criteria for grading events during the debrief and prioritization process. Special events are an economic driver to the area. Community Impact is important and how it affects the community. Mitigation of negative impacts would include things like traffic, and is closely tied to Community impact.

Cindy mentioned that the 2nd item in Community Impact is a bit confusing. Is an event encouraging local use – 1 should not be mostly local. 1 – should mean does not meet restrictions. Should we eliminate it all together? Other areas are fuzzy on whether we program for local or event use – Bob Kollar. Should it factor in? Tommy agreed. Placed specifically on Quinn's parameters. Jason and Jenny asked about N40, School District, City Park. Quinn's has hard number use. Cindy added that grading 4th of July wouldn't fit into this system. Maybe the scoring isn't right (not a 1 – 10, but it is or isn't) – Judy. Cindy, do we have a list of events that we want to run through this? Jason would like to work through criteria and then Jason take a busy weekend such as Arts Fest, TOU, Extreme Soccer and see what happens when the events overlap and test it out.

Mellie – Community Impact: Pockets of events that effect groups. It is difficult to understand Community Impact when the impacts are concentrated in different areas. Break down by where they impact the community (location) and identify impact areas: Main Street, Prospector, School District, Quinn's.

Cheryl – How do you evaluate impacts that are due to multiple events in a heavily impacted area, such as Main Street? Maybe incorporate season or date range to identify busy times of year: Extreme Soccer is a great example (Ginger). They are everywhere. How do you score that?

Sarah – It seems hard to distinguish between mitigation of impacts and community impacts. Sarah would like Community Impact to account for inclusion of locals as participants, etc. Edit the 'Improves local quality of life' category to state inclusion of community members.

Enhancement to local quality of life could be broken out into more specific criteria; separate out easy access to locals, like Arts Fest free Fridays. What is access? Does price have an impact on access? (Judy) would Triple Crown be more appealing if they had more willingness to provide a program for locals?

Tommy, define what local is – Summit Co, PC? SLC, UT?

Sarah, there is a happy medium we could define, easily accessible, and brings in tax rev. (as it pays for our amenities). Bob, local quality of life is trying to measure: is your life better because this is here? This is a personal opinion, but we are here to make a subjective choice.

Maria – what about those events that may be less able to pay for local items, are we incentivizing either high economic benefit or community benefit? Will those caught in the middle get lost? Are they able to see this criteria, or is it happening behind the scenes?

Jason took a note to consider direct benefit to locals and benefits to local organizations. Sarah, can we evaluate tax benefits in Community Impacts? Jason responded that he envisions it in Economic Impacts. In Vail they call out taxes specifically in addition to sales (Maria); if we were to add another tax impact Sarah isn't sure we want to add more weight in that category.

Cindy asked how we gather the information. Jason replied that we get feedback from HPCA and restaurant and hotel groups. This process is subjective and we have been asked to make it more objective.

Cindy – Thinks it would be interesting to take the 3 in conflict in August and run it through and see how it works out. Test the system.

Judy – We need to consider the impact of events down the road; long term benefit needs to be incorporated.

Bob – Long term benefits, and what contributes (live music, etc.) is very hard to determine. PR Value should be separate category (Maria). Tommy, are we asking the right questions? Ginger stated we are opening Pandora's Box: are we prepared to turn away an event based on these criteria? Jason responded we need to be moving in that direction as an advisory committee.

Sarah – Ambivalence in community regarding the shoulder season: General Plan states locals love it and there are no tourists; Fee Reduction criteria incentivizes shoulder season events. We need to address seasons, especially shoulder seasons, in evaluating events.

Cheryl – Not sure that we need to draw more events to shoulder seasons; there is a broader base to support the local businesses.

Cindy – Conventions can take lower rates in shoulder seasons and will fill up some of the bed spaces.

Judy – From a restaurant perspective, the locals do not keep restaurants full during the shoulder season. Broader local base does not translate to a consistent business model.

Do we want to have events all the time? (Cheryl & Sarah) We were formed to address that more specifically. Are we at a point where we are saying 2016 is full? Have we reached that threshold? Jason, we don't want to say no, we want to understand the issues and mitigate the impacts as best as possible.

Ginger – History of the event should be considered. It's not fair to out a community event that has history and good for our community because an 800 pound gorilla came in.

Cheryl – When Sundance moved off M. Luther King Holiday, it's important that events grow accordingly

Jenny – Remember events are based on a National Calendar sometimes.

Going forward with applications and submitting things – BIG disclaimer, just because you have dates this year, you are not auto granted those dates next year. We negotiate City Service Contracts with Sundance, AF, TC and PSSM, which nails down dates ahead of time.

Sarah – Core values in General Plan: Natural Setting, Small town, Historic character, Sense of Community.

Sarah suggests SEAC keep those items in mind. Is this within criteria? Grading sheets? Advise to Council on how events and carrying capacity is? 4 core values are important for stewards of this committee. Jason said we also need to look at our long term goals articulated in the Strategic Plan for the City: Economic Development. Community Impact criteria: supports Park City's core values.

Cindy suggested the next step is to test the sheet to find the kinks.

According to survey, the number one reason why people will move away is traffic (Cindy) Mitigations are VERY important. Balance the mitigations with the economic gain. Mitigation is the key.

Jason – This is a small way of making decisions, and making recommendations.

Mellie – Is there a way that events could be moved? In the evaluation is there a way another location is an option. Jason responded that we always are thinking about this.

Cindy – Main Street is a main attraction for event organizers, and is important to our brand.

Tour of Utah and Arts Festival have announced the same dates and are currently in conversation to resolve.

Jason – we will keep discussing these items and we will continue to discuss, how can they coexist etc.

Topic #2: Special Events Advisory Committee Policies & Procedures

Purpose: Solicit edits from the group on the proposed Policies & Procedures for the committee

Product: A final draft that can be approved by the committee at the next meeting

Person: Jenny Diersen

Allocated Time: 30 minutes

Other Information: Draft of Policies and Procedures included.

Notes: Looking to create policies and procedures for the committee. Stakeholder groups will have voting rights, excluding the County and City representatives; these will be non-voting parties. Established meeting date, time and location is a goal. Cindy asked if four times per year is adequate. Quarterly meetings were decided in order to lessen the commitment for members, Jason suggested quarterly meetings plus additional meetings as needed. Sub-committees are drafted into the policy. Discussions and recommendations to be forwarded to executive

committee, or sub-committee, who can report back and anticipate questions and concerns. The group agreed to meet more often, at least prior to the February 2016 meeting. Application materials will be provided when the committee grades. Sub-committee to send out redlines to the whole group to keep everyone in the loop. Sub-committee appointed by committee itself. Attendance policy: with quarterly meetings, one absence per year. Sarah asked about community involvement, might we include or encourage other forms of outreach, such as media and social media? Maria recommended electing a spokesperson for the committee in the policy. Sarah also suggested including policy on SEAC's response to public input. Is anything discussed in the meetings confidential? Jason is working through this and will add any policy to the draft. Sarah stated that transparency with the community is important.

Topic #3: Winter Preview

Purpose: Provide an overview of the upcoming events during the 2015-2016 winter season

Product: Educate committee of what events will be happening this winter so that they can provide debrief feedback after the event.

Person: Tommy Youngblood & Jenny Diersen

Allocated Time: 30 Minutes

Other Information: Draft List of 2016 Winter Events Included

Notes: Jenny and Tommy are working on collaborating with internal and external constituents to establish a working calendar of events.

Topic #4: Establish Future Meeting Dates

Purpose: Set up meeting dates for future meetings so members can put them into calendars

Product: Consistent meeting date and time for the committee

Person: Jenny Diersen & Jason Glidden

Allocated Time: 15 Minutes

Other Information: Meetings may need to be held the second week of April and second week of October (Fee Reduction schedule).

Notes: We would like to set the next year for meetings dates in order to avoid Doodle coordination. Jason asked the group if that is okay. Staff will send potential dates in the next week. Evaluation of Fee Reduction applications in April.
