



Special Event Advisory Committee Meeting Agenda & Minutes

Date: Wednesday, April 20, 2016

Place: Park City Library – Meeting Room 301, Third Floor

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

In attendance: : **Judy Cullen, Carrie Westberg, Todd Hanson, Tommy Youngblood, Jon Weidenhamer, Jason Glidden, Mellie Owen, Jenny Diersen, Bob Kollar, Sarah Klingenstein, Cheryl Fox, Maria McNulty ; Annette Sneed, Tim Henney, Travis English**

Absent: Ginger Ries, Charlie Sturgis, Whitney Wall

Electronic Participation:

Meeting Facilitator: Jason Glidden

Meeting Minutes: Tommy Youngblood

Next Meeting: Tuesday, July 12th

Meeting Called To Order: 10:06 a.m.

Approval of Minutes from February 9th, 2016 Meeting

Motion to approve minutes from February 9th, 2016 by Mellie, seconded by Carrie, unanimously approved

Public Comment:

Jenny reminded the Board that policy refinements discussed during the last meeting will be brought to July meeting in draft form. If applicants for an agenda item are present they must recuse themselves from the conversation. Voting members then must open for public comment to have those members comment on the item.

Joint Council meeting will be set for late May or early June.

Cheryl asked 'If we give an event a fee reduction does Park City get listed as a sponsor or some type of credit?' Jon, Jason & Bob stated that we do get mentioned but the city does not want to be perceived as "sponsoring" or giving out money to events. But we will investigate more specific branding of Park City if reductions are given.

Topic #1: Special Events Economic Development & Community Culture Update (10:05 a.m.)

Purpose: Update role of on importance of economic development with regards to Special Events and community benefits.

Product: Discuss importance of balance of Economic Development and Community Culture with regards to events.

Person: Jenny Diersen to introduce Jonathan Weidenhamer, Economic Development Manager – Park City Municipal

Allocated Time: 20 Minutes

Notes:

Jon discussed role of economic development for events. Park City has knowingly and consciously built a tourism based economy starting with the Olympics and balancing quality of life. The Olympics proved we could do large events. In 1999 the City would ask Main Street merchants to stay open longer to have a dinner hour. Lodging and restaurants numbers has more than doubled since 2005. In 2002/2003 Park City created a Special Event Department, management level resources and included Special Events into the city's general plan aiming to improving the summer event calendar. The tax benefits, with the increase in business, subsidize many capital improvements and amenities. City Council has encouraged facilitation and enabling of events until 2014, when they thought the balance was tilting too far. The Special Events code was rewritten and SEAC was formed to provide ways to say 'No' to an event other than for life, safety or health related conditions. SEAC is here to help make our A events A+ and reduce events that don't meet our brand or ones that don't perform as well. How do we keep the train of events going with the right types?

Jenny stated SEAC needs to consider how the entire community benefits from events.

Tim stated that he believed SEAC was a natural evolution of the process and a great opportunity to balance going forward.

Jason stated that balance is then does it get out of whack.

Sarah how do we handle the shoulder season and there seems to be shorter times of quiet.

Jon stated Vail thinks there is growth potential in March.

Bob added that this year Vail they expanded Spring Gruv and is working with Chamber to target March visitation.

Mellie commented that the increase in forward movement on events and promotion threatens the quality of life in her opinion.

Judy stated more and bigger is not better.

Cheryl stated that Sundance has been managed better over the last few years and we should work on mitigation of other events in a similar way.

Discussion concluded

Topic #2: Event Debrief/Updates (10:25 a.m.)

Purpose: Discuss event debrief for events with regards to challenges and successes for the 2016 year.

Product: Committee discussion and feedback

2a: 4th of July

Purpose: Discuss event debrief for 4th of July with regards to challenges and successes as we look to the 2016 year. Review Fee Reduction Application and final make recommendation regarding Fee Reduction.

Person: Jason Glidden & Tommy Youngblood

Allocated Time: 45 minutes

Other Information: Fee Reduction Policy Attached.

Questions for Committee:

What do you think is working /What do you like and why?

What do you think isn't working/ where and how can the event improve/ What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

*Review how the recommendation fits in with the total Fee Reduction from the April 12th meeting.

Notes:

Jason reminded that SEAC is directed to make recommendations about events to Council; not approve or deny them.

Opened discussion on what is working and what's not on the 4th of July.

Jenny clarifies what activities make up the event. Parade, BBQ, kids games, rugby, also activity at the Park City Base and in the county. The date will be moving off of the weekend for the next few years, which may lead to smaller crowds.

Sarah asked 'When will we use event prioritization for the 4th?'

Jason advised the process tool for prioritization is not completed yet but SEAC will be testing five events with the process in July and full prioritization in the fall.

Discussion on how the parade can be more improved. Focus on who is participating in parade.

Bob spoke to improving the parade but stated most applicants want to drive a pickup truck and have supporters walk behind it.

Cheryl asked 'Are hotels full during 4th?'

Bob stated that we are busy but most attendees are from Summit and Wasatch counties and people from the valley looking for cooler weather.

Tim asked that how do we create an atmosphere that people don't say 'I won't do that again' but instead say 'that was really busy and crowded but I can't wait to do that again because that was awesome.'

Annette stated that there are lots of older people as well as families with kids that need assistance and City Park is very crowded and activities should be spread out.

Jon questioned how the major events are affecting our neighborhoods.

Jenny asked 'What would get locals to come back to the event that have gone away?'

Sarah commented on the difficulty of access if you have a disability.

Jon spoke to the challenge of working with the resorts that have their own needs.

Carrie stated that Deer Valley needs their parking for their own guests but wants to help out if possible

Jon asked if City just did parade and the resorts fills the gap from after parade to the fireworks

What role should the city take in activities?

Tim asked if there is a problem in City Park; 'What problem are we trying to address?'

What is the priority of programming? Is there still a rugby community?

Jenny asked; 'What activities should be moved, cut or added?'

Tommy stated that there is a local rugby group and the event is a fundraiser for them

Discussion of use of library field for activities;

Mellie stated that if we start using the library field it may be difficult to switch back to no uses and that would not be popular with the neighborhood 'Small is Better'

Jason asked 'What if we move activities to lower Main Street?'

Jenny asked if SEAC would move to recommend the fee reduction request for 4th of July. She confirms that it would be a waiver of city services and clarifies breakdown of costs to city.

Jon stated that Council has approved @ \$65,000 for 4th fees. He would like to know if SEAC thinks that's the right amount, more or less depending on what we want to do.

Could we spend more on transportation and busses and infrastructure?

Jenny asked should Staff look into use of library field.

Maria stated that the local parents would like to look into the use of the library field.

There would need to be a formal use agreement created but library field would be maintained as open space.

What other things could we try to increase local attraction and not visitor traffic?

However the uniqueness does drive non-local traffic.

Cheryl makes a motion to recommend to City Council to waive all fees for 4th of July with a recommendation of an increase in transit and transportation planning.

Annette seconded motion.

Unanimous vote in favor of motion

General notes from comments

Pros:

Parade is good but needs to be more selective; love the kids' activities; great community building event
Carrie mentioned implementation of the mandatory parade meeting; this needs to be more similar to Miner's Day

Cons:

Too crowded, parade is too long, hot, difficult to assess for disabled guests, "too many Salt Lakers"

Possible Solutions:

Infusing 'funk' back into parade and creating criteria; change parade route; bring back bagpipes
Spread out activities to July 3rd to extend holiday,
Restrict cars coming into town, improved alternate transportation; Use Olympic model,
Create 'funky zones' look at moving parade route;
Move Rugby and/or Volleyball to July 3rd to extend holiday or move location on the 4th, Move south city park activities to Rugby field.
Use of Library Field for limited activities;
Move activities to lower Main Street.

Challenges:

Controlling impacts to old town neighborhoods
Transportation planning to control vehicle access to old town;
Enforce satellite parking outside of old town
Continue to work with resorts and School District to share use of parking

Next Steps:

Talk to rugby about taking over beer garden at City Park and moving games to Quinn's possibly have championship at City Park after 4pm

Move activities to Rugby Field and leave south city park open.

2b: Park Silly Market (11:10 a.m.)

Purpose: Discuss event debrief for the event with regards to challenges and successes of the event.

Person: Jason Glidden & Jenny Diersen

Allocated Time: 30 minutes

Questions for Committee:

What do you think is working /What do you like and why?

What isn't working, where and how can the event improve, What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

Notes:

Jason states PSSM is asking to negotiate another contract 'What does SEAC think is working or not working?'
Mellie stated that she thinks, and has heard, that there are too many days of the event, the hours are too long, too much noise and traffic is bad in old town
She also said that it is an overall feeling and not just related to silly market.

The feeling is that residents don't get a break from activity.
Silly Market could start later in the year or end earlier in the fall
There will be 14 markets in 2016.

Jenny asks; 'How can we improve on those issues?'

Maria says that it's too much, there is something going on every single weekend

Sarah stated that if the PSSM was 14 different markets and organizers every week instead of one we would not think that was ok.

Jenny asked for feedback about the effect on businesses

Carrie stated it was nice to have PSSM as an amenity to guests

Judy stated that the top of main is not affected as much; the market doesn't help or hurt

Annette attends the market and likes the consistency. She uses the farmers markets and she sees other locals there

She is in favor of PSSM.

Mellie has heard residents in old towns are adamant against PSSM; there is too many parking and noise issues. She has heard that it is specific to PSSM and not happening at other times. Residents are frustrated because of parking mostly.

Mellie goes to the farmers market occasionally; she is hearing from some other residents that the noise starting at 10am is too much

Maria agreed about parking, traffic is dangerous on Park Ave for PSSM and other old town events when traffic mitigation is not heavily enforced like Sundance. The noise does not bother her as much

Jon clarified mitigation of impacts and reducing the number of days and hours.

Consensus of group is yes; reduction of days and mitigation of impacts are the key issues

Carrie and Travis stated that for the Snyderville Basin and greater Summit County part of our community PSSM is a draw. "It's finally Sunday and they can come into to the market without a lot of other events going on", more apt to come up on bookend weekend of the market because it's less busy than the middle of the summer.

Travis disclosed that his cousin stated PSSM.

Jon stated the hours were increased to keep people for the start of the dinner hour and sponsor consistency

Jenny stated that there were minimal complaints, one noise complaint in 2015

Jon again clarified major points are mitigation of impacts, noise, traffic, and reducing the number of days and hours, content and vendor mix.

Mellie likes the PSSM exposure for non-profit booths as a local information center

Consensus of group was farmers market is valuable

Consensus of group was sustainable efforts is valuable

Mellie asked if residents feel the market improves the quality of life in Park City

Sarah says the general feedback she hears is, No. PSSM does not improve the quality of life

Sarah asked: 'How would PSSM react if asked to reduce hours or days? And, is the market so valuable to us that we are willing to sacrifice quality of life at the threat of the market leaving Old Town?'

Jenny spoke to the larger community of employees and businesses that are positively affected by the market

Bob stated that it is important to prioritize what pieces of the market SEAC wanted to keep because with contract negotiations and changes could have monetary impacts to the market

Tim stated that the past direction of Council was to have the city portion of the funding to PSSM eliminated.

Tim feels the negotiations need to be based on a mutually beneficial situation and will center on 'who needs who the most?' Does the community need silly market or does silly market need Main Street?'

He continued 'What is the benefit to Main Street? Tax revenue totals? What would Sunday look like without the market? What would it be like if we have 14 different groups come in and ask for a day, would we give it to them? , How much is it worth to the community? Would we care if it moves to the basin?'

These questions would help staff during negotiations

Mellie commented that since we know the PSSM model works could we have other groups do something new and different

Sarah stated that she feels its SEAC job to give the Staff input on these issues and for staff to 'Do your best on it'

Jon agreed and appreciated the perspective.

Tim stated, with his community hat on, he is a big fan of the market and goes to 6-7 markets per summer, it's part of his routine.

Jon stated, with his community resident hat on, he feels the opposite as a Daly Ave resident, he has difficulty on his street getting in and out...but with his economic development hat on, he is a huge advocate for what it does for the business community

No Actions Taken

2c: Park City Kimball Arts Festival (11:40 a.m.)

Purpose: Discuss event debrief for event with regards to challenges and successes of the event.

Person: Jason Glidden & Tommy Youngblood

Allocated Time: 30 minutes

Questions for Committee:

What do you think is working /What do you like and why?

What isn't working, where and how can the event improve, What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

Notes:

Jason begins Arts Fest discussion 'What do you like and not like?'

Mellie and Annette like free Friday nights; Locals come out to see their friends

Jon clarifies that the city underwrites Free Friday nights for Summit County residents.

It's tough for Kimball police non-residents but they have some success

Jason discusses the other activities during Arts Festival, extreme soccer (they will not be on the same weekend in 2016), a volleyball tournament, Deer Valley concerts, Movie in City Park, Summit County Fair, and Steeplechase.

Jason stated that Main Street reported Friday night was busier than Saturday night.

Is town too busy on the whole for the entire weekend?

Consensus of group is yes

Annette asked could we incentivize overnight visitors by giving entrance to Free Friday.

How does traffic and parking work?

Mellie stated making the old town pass system clearer would help.

Carrie stated that Deer Valley Drive is very busy and traffic seems to be too much

Sarah says that she stays away from old town on Arts Fest weekend.

Travis stated that there are people who come to the Kimball yearly to volunteer

Mellie asked what the economic impact was and Jason stated it was between 14 – 20 million and he is working to get better numbers.

Jon and Bob confirm that it is a regional and national draw with people who follow the art festival circuit.

Judy says her business is busy

Jon stated we will be in negotiation with the Kimball for future years and they may ask for exclusivity

No Actions Taken

Meeting Adjourned - (12:39 p.m.)

APPROVED JULY 12, 2016