



Special Event Advisory Committee Meeting Minutes

Date: Tuesday, September 6, 2016

Place: Park City Library – Meeting Room 101, First Floor

Time: 1:00 p.m. to 3:00 p.m.

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

Absent: Annette Sneed

Electronic Participation: None requested

Meeting Facilitator: Jason Glidden

Meeting Minutes: Tommy Youngblood

Next Meeting: Tuesday, October 11th

Meeting Called To Order (estimated time – 1:00 p.m.) 1: 06 pm

Approval of Minutes from July 12, 2016 Meeting;

Judy motioned to approve, Cheryl seconded approval of meeting from the July 12, 2016 meeting with one grammatical change for a 'there' to 'their'.

Public Comment: (Any items not included on agenda).

No public comment received during this period

Topic #1: Event Prioritization/Threshold (1:10 p.m.)

Purpose: Review and Discuss SEAC event prioritization based on their economic, community and cultural impacts (successes and challenges) of events and make recommendation on event threshold.

Product: Recommendation for Joint Session with City Council scheduled on Thursday, September 22.

Person: Jenny Diersen

Allocated Time: 60 Minutes

Notes:

Jason – Does the prioritization sheets work for SEAC to make proper recommendations to city council
Acknowledgment of crowd for public comment; open discussion of event prioritization sheets and results;
New code states events can be denied if they are found to have no economic, cultural or community value
Lots of pressure on event calendar

Jon – stated SEAC makes recommendations to council only

Does score sheet reflect SEAC thoughts?

Mellie – felt that scoring was weighted more on the economic side; recommend more on community side

Sarah agreed and that we don't have good economic data we have on events to measure this by.

Local 'community' events scores low on economic

Charlie agreed scoring should be more equal

Maria – we should only score events after the event

Cheryl – the evaluation was very long and difficult to do and required a lot of thought

The group agreed

Mellie – only evaluated events that she knew about

Cheryl – surprised by the number of events in summer; what is level of activity in summer without events, 2nd homeowner, lodging occupancy numbers, etc.

Bob – summer (august) occupancy is around 60%, Sundance around 65%

Overall town is busier than it 20 years ago; no a direct result of Special Events; a function of what residents used to want, hard to put Genie back in bottle. We need to manage expectations.

What are our goals, for the event calendar and in general? Everyone has a different vision of what they want town to be.

Mellie – we have been successful and but we would like to take steps to ‘get our town back’

Cindy – Park City went through branding and focuses on 4 key goals – Sense of community, historic character, natural setting, small town

Jon – one of the primary goals of special events is economic development

What are the groups guiding ideas?

Are we trying to reduce the biggest weekends? Ones Or do we want to remove the ones that scored poorly? or an event by event recommendation.

Cindy- Council seems to support examining the events that bring a lot of traffic, limited community benefit, historical character. These things will need vigorous discussions

Sarah agreed. Feels that we rent ourselves out; not run by or for local non profits

Ginger – need to make sure we are working with Summit County because the tax grants they give out are specially targeted to bring in the out of town visitor and put heads in beds which increases traffic.

If we change our focus in town we need to communicate that to people applying for those funds

Group agreed

Jenny – it is essential to know how events are connected.

Cheryl – when we started the taxes that fund RAP and the other grants that now generate a huge amount of revenue the current uses are limited to driving heads on beads.

If we think we have enough heads in beds should we stop or redirect the use of the monies?

Bob – restaurant tax grants is meant to drive more restaurant taxes. Overnight visitors drive this number up.

Jason – to Bob K earlier point just cutting events will not get ‘our town’ back it will be a combination of actions and tools

Bob – the tax dollars derived from the larger pay for the ‘free music’ and other amenities we enjoy

Cheryl – how do we find the balance of bring in the ‘local’ community i.e., Jeremy ranch, the basin but not from the Wasatch front.

Judy – too many events concentrated with a short period of time.

Cindy – asked is there a consensus ‘do we feel there are too many winter events?’

Charlie – are we here because we have hit a threshold and how do we determine the line in the sand?

“I don’t go to any events” i don’t have kids of that age

Cheryl – Winter seems manageable

Group agrees

Whitney – we should look at the location of the event. Resort based events seem to show less impact. A main street event affects more of town because they have to use the main

Charlie and group concurred that the location of the event is important

Jon – is the shoulder season ok

Sarah – People have expressed to her that they want more quiet times in the shoulder season

Jon noted that the city/ state and chamber have worked to make those times busier

Charlie – speaking as a business owner from when there was little no-off season business wanted more because it was difficult to keep front line staff when the resort was closed and outside the core of the summer business at that time. Not currently the case

Not as much of a shoulder season in the past

Visitors want authentic Park City activities

Jenny – summer event season mid-May – September

Bob – ultimately if the process continues, who will tell the events, venues or organizer that they event did not score high enough to be approved in town?

Will we achieve SEAC objective and is the community impacted enough to warrant denying a concert at a concert venue with ample parking?

Sarah – council created SEAC to select events. If the event wants to be in town we do not have to give them fee reduction and subsidize it. We can subsidize non-profit and community event

Ginger – is there a way events can coexist like Savor and Ragnar did this year?

Jenny – would people like to have events all on the same weekend then have a weekend without events?

OPEN FOR PUBLIC COMMENT

Alex – Basin Resident

Any decisions you make have impact the surrounding areas and events generate traffic in my neighborhood as well.

When new events apply is it considered what is currently happen on that weekend?

Jon, Bob, – We do and have denied events because of conflicting schedules. Staff attempts to find other dates for an event if there is a conflict. Which is why the shoulder season has filled up.

Sandra Hall – resident since 1968 lives on Park Ave, events are fine but there is no place for people to park. Does the PSSM have to be every Sunday? Could we have a 2hr limit or sticker? Events on Main impact all of old town.

Clay Stuart – 27 year resident – The worst for me this summer was about a 12 day stretch starting with Extreme Soccer and then followed by Tour of Utah or Art Festival. The 4th is too big and I probably won't go anymore. It used to be more like Miner's Day. Who are all those other people who come? Do we advertise in Salt Lake?

Dave March – 15 year resident, currently works at Kimball Art Center and the Canyons in the past
What is the overall goal for the city? To drive growth or economic impact? The city still has capacity. That has been the direction.

What events are we looking for? KAC is trying to make the events inclusive. We get marketing dollars to target out of town guests.

As a parent with 2 kids we are always looking for options. I don't go to some events because the traffic is bad. How do we keep all the options and amenities and the balance?

Mary Domcowitz (sic) – 40 year resident, owns business and building on Main. Her largest problem is the silly market. Does it have to be every Sunday? Can it be moved to the PCMR parking lot. Would like to see the 'soul' of Main street return. No parking in the garage is available, too many out of town people. No locals come to the street anymore on PSSM days.

Letter received read into record by Jenny

Patricia and David Constable - Residents since 1973 currently at 287 McHenery Ave. there should be stringent guidelines for event approvals. And there should be an additional event staff person to help approve events. We need to protect the crown jewel (Old Town)

CLOSE PUBLIC COMMENT

What is the Brand of Park City?

Bob – the Chamber uses the brand ‘Yes, All that’ promoting all of the different activities you can do in town.

What are SEAC goals?

Ok with winter events, summer is the concern

Sarah – are we trying to mitigate events or reduce events? Or both?

Look at events that bring most impact and least value to community

Ginger – agrees we should limit new events on the calendar. Look at the difficult time with current event and work with organizer to correct.

Bob – the chamber is still pushing more events and activity in town. Overnight visitors typically tend to spend more than day trippers.

Judy – with her business hat on, she would not like local events to be pushed out because of event fatigue

Carrie – we should still take applications, if not we could miss a good event.

Consensus is to take our foot of the accelerator but continue to mitigate.

Economic drivers that were created 20 years ago may no longer be valid

Jenny – 70% of our events support local non-profit, cutting events would affect those groups.

Ragnar, PSSM TOU, Extreme Soccer, 4th of July are the events that have come up the most during this meeting.

Jason – focus on summer impact mitigation. i.e. Ragnar, PSSM TOU, Extreme Soccer, 4th of July.

Jenny – Are the following events authentic?

Lobstah party - consensus yes;

- Heber Valley Firecracker – consider more mitigation

Discrete Series – people don’t know it exists, little impact outside of resort

Art Fest Volleyball Tournament put on by Recreation Department. - 32 years, no one noticed on Tour of Utah weekend

Park City Trail Series in Round Valley partnered with Mountain Town Trails once a month. No comment

4th of July Volleyball

Mid-Week Mtn. Bike – 4 events per summer and 2 at Deer Valley 2 at round valley. Could they do only 1 event at Round Valley?

Skate Series and Dirt Jump Jam – no comment

Red Rock Relay – ok with this event

High School Invitational – no comments

White Pine Super Demo – no comments

USC parade – no comments

Ski Town Lacrosse Shootout – early June - no comments

Ginger – the city should not control On-Mountain events outside of large World Cup size event

Jon- the city has developed regulations through special event that allow use to work with the resorts on the events. Permit The alternative is to grant them an underlining use permit overall instead of just for ski activity. If managed as a USE permit the city would have less influence and control over their private property activity.

It is currently a partnering process.

Carrie – Deer valley has thresholds and criteria for the events they host

Cheryl – gave lower scores to sporting events because we have so many

Sarah – the problem is not each event it's cumulative. Also feels there are too many sports events.

Mellie – there are façades to the event process and increasing the awareness of the events

Cheryl – we need metrics and information to evaluate

Jon – we are trying to isolate the metrics but it is very difficult

Whitney – Balance the city, chamber, and SEAC goals. They are conversationally conflicting

We need to be more aligned as a community.

Consensus summary

1. Further mitigate events as a whole
2. Gather more economic and community impact data on each event
3. Possible Red line - Heber Valley Firecracker
4. Look at big event weekends
5. Do the events meet our character?

Topic #2: City Council Joint Session Preview (2:10 p.m.)

Purpose: Discuss the work of the Committee and recommendations for the work session.

Product: Committee discussion and feedback

Allocated Time: 20 minutes

Notes: Not directly discussed

Topic #3: October Meeting Preview (2:30 p.m.)

Purpose: Establish Agenda outline for October Meeting

Person: Jason Glidden, Jenny Diersen, Tommy Youngblood

Allocated Time: 10 minutes

Draft Agenda Topics:

Review Joint City Council Discussion from September 22

Fee Reduction Events January 1 through June 30

Event Debrief (July through October)

Winter Event Preview

Notes: Not directly discussed

Meeting Adjourned (estimated time 2:40 p.m.) (Meeting adjourned 3:45pm)

Attachments:

July 12th DRAFT Meeting Minutes

DRAFT Prioritization Score Recommendation Sheet

Upcoming Meeting Reminders

Joint Council Session scheduled in the fall – Thursday, September 22nd

Next SEAC Meeting is scheduled on October 11th from 12 to 2 p.m. in room 201 at the Park City Library.