



Special Event Advisory Committee Meeting Agenda

Date: Wednesday, May 17, 2017

Place: **City Hall – 445 Marsac Avenue – Council Chambers – 1st Floor

Location changed due to conflict with another scheduled event at the Library.

Time: 12:00 p.m. to 2:00 p.m. (meeting estimated to run until 2:00 p.m.)

In attendance:

Absent: None expected other than as noted by Electronic Participation

Electronic Participation:

Meeting Facilitator: Special Events Staff – Jenny & Jason

Meeting Minutes: Tommy Youngblood

Next Meeting: Wednesday, May 17, 2017

Meeting Called to Order (estimated time – 12:00 p.m.)

Motion to Call Meeting to Order:

Time:

Topic #1: Approval of Minutes from April Meeting (12:05 p.m.)

Person: Sarah Klingenstein

(1) Board to Approve Minutes from April Meeting

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for June 21, 2017 meeting.

Notes: DRAFT Minutes attached. Item is not scheduled to be opened for public comment.

Topic #2: Public Input – Any matter that is not on the agenda.

*Remind anyone who gives public input to sign in.

Notes:

Topic #3: Staff & City Council Communications (12:10 p.m.)

Person: Jenny Diersen & Jason Glidden

Purpose: Update SEAC regarding City Council summary of decisions / upcoming discussions.

Action: No Action Required, this is an informational update.

(1) Presentation

(2) Committee Questions & Discussion

Allocated Time: 20 minutes

Past Council Meetings

- April 25 – [Coffee with Council Recap](#) – Jason
- April 27 – [PSSM Supplemental 2017 Plan for Approval](#) – Jenny
- May 11 – [Fourth of July Event Planner Contract](#) – Jenny

Currently Scheduled Upcoming City Council discussions (dates subject to change)

- May 23 – Après with Council – Park City Library 4:00 to 5:30 p.m.
- May 25 – SEAC Interviews – Jenny
 - Fourth of July Activity Provider Fees – Jenny
 - Kids Adventure Games Communications - Tommy
 - Latino Music Festival Communications – Jenny
- June 8 – SEAC Appointments – Jenny
 - Special Event Fee Reduction Approval - Jenny
 - Fourth of July Supplemental Plan – Jenny & Jason
- June 15 – Arts Festival Supplemental Plan – Jenny
- June 29 - Study Session – Event Growth & Threshold – Staff, Council & SEAC; likely before 6:00 p.m.

June 21 SEAC Meeting Preview (items subject to change)

- Event Debrief
 - Running with Ed
 - Ragnar Relay
 - Park Silly Sunday Market
 - Park City Ski Town Lacrosse Tournament
 - Savor the Summit
 - Kids Adventure Games
 - Other Events as the Committee Chooses to Discuss
- Sustainability Preview
- Event Growth City Council Meeting

Public Comment received through seac@parkcity.org listed below

Link to Comment from May will be provide in packet.

Upcoming Permitted City Special Events before next meeting (May 17 through June 21):

- **Saturday, May 20 - Running with Ed – Level Three Special Event**
Location: City & County Jurisdictions; Attendance Estimate = 1,200
- **Tuesday, May 23, June 20 & 27 - Mid Week Mountain Bike Race – Level Two Special Event**
Location: Round Valley; Attendance Estimate = 300
- **Monday, May 29 – Park City High School Memorial Day 5K - Level Two Special Event**
Location: Park City High School & Park Meadows; Attendance Estimate = 400
- **Saturday, June 3 - Ragnar Relay – Level Three Special Event**
Location: City & County Jurisdictions; Attendance Estimate 4,800 / 405 teams
- **Saturday, June 3 – National Ability Center Barn Party – Level Two Special Event**
Location: Quinn's Junction/ Attendance Estimate 450
- **Sunday, June 4, 11, 18, 25 - Park Silly Sunday Market – Level Three Contracted Special Event**
Location: Main Street; Attendance Estimate 14,000 each week
- **Monday, June 5, 11, 19, 26 - Latino Music Series – NEW Level Two Special Event**
Location: City Park; Attendance Estimate 75 per concert
- **Thursday, June 8 to Sunday, June 10 –Ski Town Lacrosse Tournament – Level Three Special Event; Location: Quinn's Junction, N40 & Treasure Mtn Fields; Attendance Estimate = 1,500**
- **Saturday, June 10 – Park City Trail Series 5K – Level Two Special Event**
Location: Round Valley; Attendance Estimate 300
- **Saturday, June 10 – Park City Recreation Tiny Tri – Level Two Special Event**
Location: PCMARC and Park Meadows; Attendance Estimate 100
- **Saturday, June 17 – Savor the Summit – Level Three Special Event**
Location: Main Street; Attendance Estimate = 3,000
- **Saturday, June 17 – Kids Adventure Games – NEW Level Two Special Event**

Location: Park City Mountain Resort Base; Attendance Estimate 4,000

- **Wednesday, June 21 – Park City Recreation Skate Series – Level One Special Event**
Location: Park City Skate Park; Attendance Estimate 100
- **Wednesday, June 21 – Wednesday Night Concert Series Begins at Deer Valley – Level Three Special Event; Location: Deer Valley; Attendance Estimate 3,000 per concert**
- *Friday, June 23 – Uncorked Recycle Utah – Level Two Special Event*
Location: Recycle Utah; Attendance Estimate 300
- *Saturday, June 24 – Discrete Peek Series at Deer Valley – Level Two Special Event*
Location: Deer Valley; Attendance Estimate 400
- *Saturday, June 24 – Park City Friends of the Farm Your Barn Door Is Open – Level One Special Event; Location: McPolin Barn; Attendance Estimate 100*
- *Sunday, June 25 – Children’s Justice Center Pig Roast – NEW Level Two Special Event*
Location: City Park; Attendance Estimate 250
- *Friday, June 30, July 1 & 3 – Firecracker Baseball Tournament – Level Three Special Event*
Location: Quinn's Junction, Treasure Mtn Fields & possibly City Park; Attendance Estimate 1,000
- *Saturday, July 1 – Deer Valley Music Festival – Level Three Special Event*
Location: Deer Valley; Attendance Estimate 3,000 to 5,000 per concert
- *Saturday, July 1 – Miners Park Concert Series – Level One Special Event*
Location: Miners Park on Main Street; Attendance Estimate 75 per concert
- *Monday, July 3 – Big Stars Bright Nights Concert Series – Level Three Special Event*
Location: Deer Valley; Attendance Estimate = 3,000 to 5,000 per concert
- *Tuesday, July 4 – Fourth of July Celebration – Level Three Special Event*
Location: Main Street, City Park & Park City Mountain Base; Attendance Estimate = 36,000

SEAC & Community Engagement Opportunities

- Please Review Attached Event Sign Up List
 - Community Engagement – Text Alert System & KPCW Interviews
 - Staff Schedules – June through September
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Topic #4: Event Debrief (12:30 p.m.)

Purpose: Discuss event debrief for events with regards to challenges and successes from a community perspective.

Allocated Time: 15 minutes

Notes: Major events to be discussed are listed below. Comments about events that are not listed below should be made during Public Comment at the beginning of the meeting – these events would include Moose on the Loose Kids Trail Run.

Notes: SEAC may wish to use their debrief form.

4A: March for Science (12:30 p.m.)

Level of Event: Level Three First Amendment Event. Application was Josh Hobson

Main Contact at City: Tommy Youngblood

Approval Authority: Council Approval

Description of Event: The March for Science was a national event bringing together those who support scientific research and education. The event began with a March down Main Street, guest speakers in the Brew Pub Lot afterwards followed by panel discussions at the Jim Santy Auditorium. The attendance was near 375 people.

Purpose: Summarize Debrief of the March on Main.

Person: Jason Glidden

Allocated Time: 15 minutes

Questions for Committee: Please use Debrief Form provided in packet.

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

Action: SEAC will discuss review of the March for Science First Amendment Event that was held on 4/22/2017.

(1) Event Summary by Jason Glidden

(2) Committee Discussion

(3) Open for Public Comment/Input

(4) Committee final discussion and motion for summary recommendation regarding the event.

Notes: Item will be opened for public comment.

Topic #5: Transportation & Parking Mitigation Discussion (12:45 p.m.)

Person: Alfred Knotts & Kenzie Coulson

Purpose: The Transportation and Parking Services Team will present information about how they are continuing to work on transportation and parking mitigations throughout the City and also with the Events Team.

Action Requested: Discussion regarding Transportation Planning and Parking Services at the City, as well as Coordination with Special Events.

(1) Presentation by Transportation & Parking Services Team

(2) Board Discussion & Questions

(3) Open Item for Public Comment

(4) Final Committee Discussion and Summary. No action or motion recommendation required

Allocated Time: 20 minutes

Notes:

Topic #6: Event Growth/Threshold Discussion (1:05 p.m.)

Person: Jenny Diersen & Jason Glidden

Purpose: Staff will facilitate a conversation with SEAC regarding Event Growth. Goals for this discussion include coming up with a recommendation of SEAC goals with regard to Event Growth & Balance, Discuss tools that will aid SEAC over the next 6 months of evaluation of events, and Questions the board may have for City Council and the currently schedule June 29 Study Session with Council.

Action Requested:

(1) Staff presentation regarding the history of Special Events at the City over the last 10 years and where we are now.

(2) Board Chair remarks on the goals of the discussion.

(3) Board Discussion & Questions

(3) Open Item for Public Comment

(4) Final Committee Discussion and summary recommendation.

Allocated Time: 50 minutes

Notes: Please review Board Policies & Attached Event Growth Discussion Worksheet. Members are encouraged to review the Worksheet ahead of time and come prepared to discuss the topics.

Topic #7: Recap Recommendations (1:55 p.m.)

Purpose: Summarize recommendations made during the meeting.

Person: Sarah Klingenstein

Allocated Time: 5 minutes

Action:

(1) Board Chair to provide high level meeting summary of outcomes and recommendations from the meeting.

Notes: Item is not scheduled to be opened for public comment.

Meeting Adjourned (estimated time 2:00 p.m.)

Next SEAC meeting is currently scheduled on Wednesday, June 21, 2017 at noon in at the Park City Library Community Room.

Upcoming Meetings/Reminders

- Upcoming Events before the next SEAC meeting include:

Attachments:

- May DRAFT SEAC Minutes
- Debrief Form
- Event Growth Worksheet
- Special Event Staff Walkthrough Sign Up List
- 2017 City Special Event Calendar DRAFT

Special Events Advisory Committee Growth / Threshold Question To Guide Discussion

SEAC will engage in a discussion regarding Event Threshold and Growth at the May 17th meeting. The questions below will help you during our discussion. We will outline several discussion topics including Proposed Goals of SEAC, Tools/Information Needs of SEAC, Threshold & Growth Recommendation & Questions for Council.

1. SEAC's role is to make recommendations to City Council regarding Special Event Threshold and Prioritization, City Service Fee Reduction Policy & Event Debrief. Given the role of SEAC, what do you proposed as the goals of SEAC over the next year?

2. How do special events fit into [Councils Goals/ Community Vision](#)?

3. What do you, as a member of SEAC, need in order to move forward in achieving the goals of SEAC that you may have listed above?

4. What questions do you have regarding Events, Event Threshold or Event Growth for City Council? For Staff?

5. Based on community feedback, do you feel that Park City has met an event threshold level that cannot be mitigated? Please explain.

6. Based on community feedback, do you feel that Park City has met an event threshold that needs to be better mitigated? Please explain.

7. Based on community feedback, do you feel that there certain times of the year when event threshold has been exceeded? Are there other times when event threshold is not met or exceeded?

8. Based on community feedback, do you feel that Park City has room for any new events? If so, based on feedback is there a certain that you specifically think needs to be grown? Please explain.

9. What do you think causes the City to hit event threshold limits? Is it solely the events or are there other factors to consider?

10. What tools could be used to reduce event threshold or event growth? Which ones would you recommend the City consider using?