



Special Event Advisory Committee Meeting Agenda

Date: Wednesday, September 20, 2017

Place: 1255 Park Avenue, Park City Library, 3rd Floor - Community Room

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

In attendance:

Absent: Maria McNulty

Electronic Participation: None expected

Meeting Facilitator: Special Events Staff – Jenny Diersen

Meeting Minutes: Jody Morrison

Next Meeting: Wednesday, October 18, 2017

Topic #1: Meeting Called to Order (estimated time – 12:00 p.m.)

Motion to Call Meeting to Order:

Time:

Topic #2: Approval of Minutes from June & August Meetings (12:10 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 October 18, 2017 meeting.

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

Topic #3: Public Input – Any matter that is not on the agenda (12:15 p.m.)

*Remind anyone who gives public input to sign in. If there is public comment about any events that are not scheduled for debrief below on the agenda, comments should be given during this time of public input.

Notes:

Topic #4: Staff & City Council Communications (12:20 p.m.)

Person: Staff & Council

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

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

(1) Committee Questions & Discussion

Allocated Time: 10 minutes

Past Council Meetings

- August 31
 - Approval of a [NEW Level Three Special Event, Utah High School Mountain Bike Race](#)
 - [Special Event Parking and Transportation Approvals](#)
 - Park Silly Sunday Market – Charge \$20 for Parking on September 3

- Miners Day – Charge \$20 for Parking on September 4
- Halloween on Main – Charge \$10 for Parking on October 31

- September 14
 - [Park Silly Sunday Market Contract Approval](#)

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

- September 21
 - SEAC Study Session
- TUESDAY, October 24
 - Arts Festival Debrief
 - Park Silly Sunday Market Debrief
 - New Level Three Special Event – Olympic Opening Celebration
 - Fee Reduction Analysis and Approvals
 - Sundance Supplemental Plan for 2018 Festival

October 18 SEAC Meeting Preview (items subject to change)

- Event Debrief
 - North Face Endurance Challenge
 - High School Cross Country Invitational
 - Utah High School Mountain Bike Race
 - Shot Ski
 - Other Events as the Committee Chooses to Discuss
- Fee Reduction Update
- Review SEAC and Special Event Update with Council (Role, Tools & Goals) – September 21st

Public Comment received through seac@parkcity.org listed below

- None received.

Special Event Calendar Attached (review upcoming events)

- [September 22 – 23 – Level Three Event – North Face Endurance Challenge](#)
- [September 29 – Level Three Event – Cross Country Invitational](#)
- [October 6 & 7 – New Level Three Event – Utah High School Mtn Bike Race](#)
- [October 7 – Pink Run](#)
- [October 14 – Level Three Event – Shot Ski](#)
- [October 15 – New Level Two Event Old Town Hoedown at Library Field](#)
- [October 31 – Level Three Event – Halloween on Main](#)

SEAC & Community Engagement Opportunities

- Community Engagement – Text Alert System
- Staff Schedules/ Updates

Topic #6: Event Debrief (12:30 p.m.)

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

Allocated Time: 20 minutes each

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. SEAC may wish to use their debrief form to help inform this discussion.

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

1. What value does the event bring to the community? What do you think is working? What do you like and why?
2. What challenges does the event bring to the community? What isn't working, where and how can the event improve? What don't you like and why?
3. What changes would you recommend to increase the community value of the event?

4. 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?
-

6A: Miners Day (12:30 p.m.)

- **Description of Event:** Miners Day is the longest standing Park City event and just celebrated it's 120th year. Miners Day is organized by Park City Rotary, The event includes a breakfast at City Park, Funky 5K, Running of the Balls, Parade on Main Street (45 floats) followed by games, music, food and drinks, a skate jam and of course mucking and drilling. The event increased sustainability efforts this year partnering with Park Silly Sunday Market to provide recycling at the event. Additionally, they partnered with Park Silly Market to create a Bike Valet behind Miners Park on just off the rail trail. City required a bus lane, and also charged \$20 for parking in China Bridge.
- **Location, Day, Date and Time:** Monday, September 4
- **Level of Event:** Council Approval – Level Three Event with changes
- **Other events occurring on same day:** None
- **City Fee Summary:** City Service Fees were \$28,000.
- **Estimated Total Attendance:** 17,000 people throughout the day
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The Fourth of July Celebration was successful. Parking was charged for \$20.00 per car from 7:00 a.m. to 1:00 p.m. which helped to push people to supplemental parking areas at High School.

Action: SEAC will discuss review of the event.

(1) Event Summary by Jenny Diersen

(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.

6B: Park Silly Sunday Market (12:50 p.m.)

- **Description of Event:** The Park Silly Sunday Market is a market held on Lower Main Street each Sunday from June 4 through September 17 with 200 vendors, music, food and a farmers market. PSSM was not held on August 6 or 13th. Park Silly Sunday Market was in the last year of it's extended contract.
- **Location, Day, Date and Time:** Lower Main Street, Sundays from 10:00 to 5:00 p.m.
- **Level of Event:** Contracted Level Three Event, Council Approval
- **Other events occurring on same day:** Several events occur on the same day as the PSSM including concerts at Deer Valley, BBQ at City Park and Triple Crown.
- **City Fee Summary:** \$78,000 in City Services have been waived. Additionally, the City has a \$20,000 allocation to PSSM. This amount does not go towards the annual \$200,000 Fee Reduction Threshold.
- **Estimated Total Attendance:** 14,000 per Sunday
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The event has continued to be successful, meeting required mitigation and been willing to add additional mitigation techniques including paying for and adding direct shuttles on July 2 and September 3 (two busiest days of the market). In June, staff and PSSM began placing additional residential signs out during the event. Park Silly Sunday Market also made efforts to encourage people to bring their reusable bags in alignment with Council's plastic bag ordinance. Furthermore on September 3, staff worked with Park Silly Market to charge for parking to further incentivize people to use transit and reduce traffic and congestion in town as well as neighborhoods. Parking counts (taken by City Staff)

and attendance numbers (reported by PSSM) continue to slightly decrease from last year's numbers.

Action: SEAC will discuss review of the event.

- (1) Event Summary by Jenny Diersen
- (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.

6C: Autumn Aloft (1:10 p.m.)

- **Description of Event:** Autumn Aloft is in its 4th year and organized by HPCA (Historic Park City Alliance). The event includes 24 Hot Air Balloons launching from North 40 Field each morning, and 8 baskets during the Candlestick event on Main Street. The organizer works to provide supplemental parking at the School District throughout the weekend and encourages locals to walk, ride the bus and bike to the event.
- **Location, Day, Date and Time:** September 15 through 17, Launces were held at North 40 Field, and Candlestick event on Saturday evening on Main Street.
- **Level of Event:** Level Three Event with no substantial changes, Staff Approval.
- **Other events occurring on same day:** Several events occur on the same day as the Autumn Aloft including Park City Trail Series at Round Valley, Tour De Suds and Park Silly Sunday Market.
- **City Fee Summary:** \$6,000 in City Services have been waived (50% reduction).
- **Estimated Total Attendance:** 10,000 total
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** Autumn Aloft is a successful event and works to mitigate impacts of their event. While the event has a regional draw, there are many local attendees including adults and children.

Action: SEAC will discuss review of the event.

- (1) Event Summary by Jenny Diersen
- (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.

6D: Summer Event Season (June through mid-September) (1:30 p.m.)

Action: SEAC will discuss the summer event season

- **Description:** The summer event season was busy, with close to 50 events permitted. Staff worked hard to balance the event calendar, creating several 'community' weekends or breaks in the calendar by spreading out events to decrease intensity or creating a no event Sunday on August 13. Based on SEAC's recommendations and Council's direction, staff focused efforts on reducing traffic and congestion, reducing residential impacts, and increasing sustainability efforts required at events this summer.
- **City Fee Summary:** \$140,000 in Fee Reduction was approved for events July 1 through December 31, 2017.
- **Estimated Total Attendance:** Staff is working to calculate this number, it is likely that this number is above 500,000 people.
- **Staff Summary of Event:** The summer was busy, but event applicants and staff worked to reduce the impacts of their events. Nine (9) new events were permitted, while about 6 events chose not to return.

- (1) Summary by Jenny Diersen
-

- (2) Committee Discussion
- (3) Open for Public Comment/Input
- (4) Committee final discussion and motion for summary recommendation.

Notes: Item will be opened for public comment.

Topic #7: Preview SEAC Annual Update with City Council (1:50 p.m.)

Person: Jenny Diersen

Purpose: Final discussion with SEAC regarding update with Council in September including overall SEAC policies, tools, goals and questions for Council.

Action Requested:

- (1) Staff to provide summary
- (2) Board comments/ discussion
- (3) Open Item for Public Comment
- (4) Final Committee Discussion and summary recommendation.

Allocated Time: 15 minutes

Notes: Members are encouraged to review the materials ahead of time and come prepared to discuss the topics.

Topic #8: Recap Recommendations (2:05 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 2:10 p.m.)

Next SEAC meeting is currently scheduled on Wednesday, October 18, 2017 at noon in at the Park City Library Community Room.

Attachments:

- June DRAFT SEAC Minutes
- Debrief Form
- Event Prioritization Form
- 2017 City Special Event Calendar DRAFT