



## Special Event Advisory Committee Meeting Agenda

**Date:** Wednesday, October 18, 2017

**Place:** 1255 Park Avenue, Park City Library, 3<sup>rd</sup> 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:** None expected

**Electronic Participation:** None expected

**Meeting Facilitator:** Special Events Staff – Jenny Diersen

**Meeting Minutes:** Jody Morrison

**Next Meeting:** Wednesday, November 15, 2017

\*\* December meeting scheduled for December 20 (move or cancel due to proximity to holidays)

\*\* January meeting scheduled for January 17 (cancel due to holidays and proximity to Sundance)

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

Motion to Call Meeting to Order:

Time:

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### **Topic #2: Approval of Minutes from September Meeting (12:10 p.m.)**

**Person:** Sarah Klingenstein

(1) Board to Approve Minutes from September Meeting

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for November 15, 2017 meeting.

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

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### **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:**

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### **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**

- [September 21, 2017](#) (Minutes have not yet been posted but you can listen to the [audio](#))
- SEAC Annual Study Session (SEAC will review the Study Session) on agenda below.

- [October 5, 2017](#)
- No items relevant to SEAC
- [October 12, 2017](#)
- Triple Crown Contract Negotiations
- Main Street Plaza Uses/Programming

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

- TUESDAY, October 24
  - Sundance 2018 Planning & Outreach – Staff Communication
  - Fee Reduction Analysis and Approvals – Staff Communication
  - Main Street Plaza Use/Programming – Work Session
- November 9
  - New Level Three Special Event – Olympic Opening Celebration Approval – Regular Session
  - PSSM Debrief from 2017 – Work Session
  - Work Session – New (Returning) Event Proposal Avalanche Soccer – Work Session
- November 16
  - Sundance Supplemental Plan for 2018 Festival
  - Triple Crown Contract Approval

**November 15 SEAC Meeting Preview** (items subject to change)

- 2018 Event Calendar Preview
- Event Debrief
  - Halloween On Main
  - Other Events as the Committee Chooses to Discuss

**Public Comment received through [seac@parkcity.org](mailto:seac@parkcity.org) listed below**

- Attached in packet.

**Special Event Calendar Attached (review upcoming events)**

- Halloween on Main – October 31
- Field of Flags – November 9 through 15 – Miners Hospital
- Electric Light Parade – November 25
- Santa at Town Lift – December 16
- World Cup – January 10 through 12; No Main Street Concert this year
- Sundance Film Festival – January 18 through 28
- Team USA Winterfest – February 10 - New One Time Level Three Event

**SEAC & Community Engagement Opportunities**

- Community Engagement – Text Alert System
  - Staff Schedules/ Updates
  - Community Special Event Survey (staff to give a quick update)
- 

**Topic #5: Annual SEAC Study Session Debrief (12:30 p.m.)**

**Purpose:** Debrief Annual Study Session

**Allocated Time:** 15 minutes

**Notes:** Please refer to links provided above. Please refer to your own notes from the Study Session and be ready to discuss.

**Action:** SEAC will discuss review of the event.

- (1) Committee and Staff Discussion
  - (2) Open for Public Comment/Input
- 

**Topic #6: Event Debrief (12:45 p.m.)**

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

**Allocated Time:** 10 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.

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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?
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### **6A: North Face Endurance Challenge (12:45 p.m.)**

- **Description of Event:**

Endurance Race Series with the following distances: 50 mile, 50 K, Marathon, Marathon Relay and a Kids' Run. The race courses will use a mix of double and single track trail, ski runs, mountain bike trails and various dirt access roads mostly on Park City Resort Base and Trails, Deer Valley Resort Trails. Approximately 10% percent of the use occurs on public property

- **Location, Day, Date and Time:**

Park City Resort Base and Trails, Deer Valley Resort Trails, Park City Trail System Saturday & Sunday ; Sept 23 & 24, 2017 – 8am – 7pm each day

- **Level of Event:** Level Three Event

- **Other events occurring on same day:** NONE

- **City Fee Summary:**

- All fees paid by applicant \$1,142 (Special Event Application, Building Permit, Trail Fee)

- **Estimated Total Attendance:** 1,500 participants, 1,500 spectators per day (3,000 total for event)

- **Main Contact at City:** Tommy Youngblood

- **Staff Summary of Event:**

- Near full registration at the prior to race day. Snowy and cold weather cause the need to reduce and change trail usage less than 72 hours before and during event, removing Deer Valley from the course.

- No other operation challenges or feedback reported

**Action:** SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(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.

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### **6B: High School Cross Country Invitational (12:55 p.m.)**

- **Description of Event:**

Cross Country Invitational Foot Race put on by the Park City High School Cross Country Team

- **Location, Day, Date and Time:**

Round Valley Trail System & Quinn's sports Complex Friday, September 29, 2017, 9am – 7pm

- **Level of Event:** Level Three Event

- **Other events occurring on same day:** NONE

- **City Fee Summary:**

- Application Fee paid by applicant – \$ 160.00
- Trail and Field Fees were waived.

- **Estimated Total Attendance:** 600 participants

- **Main Contact at City:** Tommy Youngblood

- **Staff Summary of Event:**

- Event seemed to run smoothly. There was a comment from City staff that there was a lady directing traffic that did not have a safety vest on and seemed not to be trained and needed assistance
- No other operations issues or feedback reported

**Action:** SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(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.

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**6C: Utah High School Mtn Bike Race (1:05 p.m.)**

- **Description of Event:** The Utah High School Mtn Bike race is organized by the Utah High School Cycling League, a nonprofit organization that organizes high school mountain bike races throughout Utah. The event occurred in Park City in 2012, 2013, 2014 and 2015, but did not return in 2016 due to its size. When the regions split, the race proposed to come back to Park City in 2017. This event showcases the Park City trail system to youth from around our region.
- **Location, Day, Date and Time:** Friday and Saturday, October 6 & 7
- **Level of Event:** Level Three Event
- **Other events occurring on same day:** None in Park City, Pink Run was occurred in the County.
- **City Fee Summary:** The applicant did not have any fee reduction. City Service Fees were estimated at \$7,500 which included Richardson Flats Parking, Police, Field Rental, Trails Fee, and Special Event Application Fee.
- **Estimated Total Attendance:** 900 kids + spectators (estimated about 1,000 spectators through the event).
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:** The event was well organized and had ample parking and transportation mitigation. The event applicant rented out the fields at Quinn's to ensure parking and traffic ran smoothly, provided shuttle service from Richardson Flats, provided parking passes to local area businesses to ensure they could access their businesses without hassle during the event. Trails were marked in advance noticing the event and the applicant worked with Charlie Sturgis to get additional information out on the radio. The trail alert text system failed so the text did not go out reminding people of the event. Staff had one incident on the trail that was reported between a patron and participant and is working to address the challenge. Debrief items for the applicant include better noticing of practice/training before the event and asking the event applicant to ensure that participants understand trail etiquette.

**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.

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**6D: Shot Ski (1:15 p.m.)**

- **Description of Event:**

Sunrise Rotary created a 1,250 person shot ski down Main Street from Swede Alley to 5<sup>th</sup> Street. The shot will be in a U- shape to use less of Main Street than last year.

Road closure was shortened this year, instead of having top of Main to Heber closed, closure was top of Main to 5<sup>th</sup> Street. Traffic was allowed to travel Main Street from 5<sup>th</sup> Street to Bottom of Main.

There was a band and food truck in the Brew Pub Parking Lot from noon to 5pm. Noise was approved at 90 decibels for this event.

- **Location, Day, Date and Time**

Saturday, October 14, 2017 – Main Street Closed from 10:00 am to 3:00 pm  
Main Street (Swede Alley to 5<sup>th</sup> Street), Brew Pub Parking Lot

- **Level of Event:** Level Three Event
- **Other events occurring on same day:** NONE
- **City Fee Summary:**

Total City Service Fees – \$ 9,967.00 (Special Event Application Fee, Building Permit, Parking Use Fee, Public Safety) \$ 4,323.50 to be paid by applicant.

- **Estimated Total Attendance:** 1,250 for Shot, 600 for Brew Pub Event = Estimated at 2,000 total

- **Main Contact at City:** Tommy Youngblood

- **Staff Summary of Event:**

Met participation of shot (1,250), lower participation at after party, people seemed to leave early because of the cold.

Closed Street at 9:30 because it getting unsafe with people and set up coordination

Reopen street at 3:50pm 50 minutes later than expected,

Snowy and cold weather did not hamper operations

Full debrief with applicant and internal staff to be scheduled.

No other operations issues or feedback reported

**Action:** SEAC will discuss review of the event.

(1) Event Summary by Tommy Youngblood

(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.

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**Topic #7: Special Event Fee Reduction Update (1:30 p.m.)**

**Person:** Jenny Diersen

**Purpose:** Review Special Event Fee Reduction staff recommendations. SEAC does not make recommendations on this item, this is informational. SEAC can ask questions if they have them.

**Action Requested:**

(1) Staff to provide summary – see attachment.

(2) Board comments/ discussion

**Allocated Time:** 15 minutes

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

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**Topic #8: Recap Recommendations (1:45 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.

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**Meeting Adjourned (estimated time 1:50 p.m.)**

Next SEAC meeting is currently scheduled on Wednesday, November 15, 2017 at noon in at the Park City Library Community Room.

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**Attachments:**

- Public Comment received from [seac@parkcity.org](mailto:seac@parkcity.org)
- September DRAFT SEAC Minutes
- Debrief Form
- Event Prioritization Form
- 2017 City Special Event Calendar DRAFT

DRAFT

MINUTES



DRAFT

Special Event Advisory Committee Meeting Minutes  
September 20, 2017  
Park City Library – Community Room, 3<sup>rd</sup> Floor

**Members in Attendance:**

- Sarah Kingenstein - Community Citizen Park Meadows
- Cheryl Fox - Community Citizen Park Meadows
- Karen West-Ellis - Community Citizen Park Meadows
- Jennifer Malherbe – Community Citizen Old Town
- Peter O’Doherty – Community Citizen Park Meadows
- Penn Kinsey – Community Citizen Prospector Square

**Park City Municipal Staff:**

- Jenny Diersen - Special Event and Economic Development Program Manager
- Tommy Youngblood - Special Events Project Manager and Filming
- Jonathan Weidenhamer - Economic Development Manager
- Jody Morrison - Meeting Minutes
- Cindy Matsumoto - City Council Liaison

**Excused**

- Maria McNulty – Community Citizen Old Town

**Meeting Facilitator:** Jenny Diersen, Special Event and Economic Development Program Manager

**Item #1**

**Meeting called to order**

Sarah Klingenstein asked for a motion to call the meeting of the Special Event Advisory Committee to order at approximately 12:08pm:

**Penn Kinsey called the meeting to order  
Peter O’Doherty seconded the motion**

**Item #2**

**Approval of minutes from the June and August 2017 meeting:**

Cheryl requested a correction in the June 21<sup>st</sup> meeting minutes on section 5A: Savor the Summit Debrief from *‘can be counted as a contribution’* to *‘cannot be counted as a contribution’*

Penn requested a correction in the June 21<sup>st</sup> meeting minutes

Ms. Morrison stated the corrections will be made on the final approved minutes.

**Penn Kinsey motioned to approve the minutes with corrections  
Peter O’Doherty seconded the motion. Motion approved unanimously**

The board discussed changes they would like to see in the meeting minutes going forward: summarize discussions, page numbers, line numbers and to bold or highlight actions



1 **Item #3**

2 **Public Input Open** – Any matter that is not on the agenda

3 Ed Parigian from the Library Field neighborhood shared an event preview with the board. The neighborhood is  
4 applying for a permit for an ‘Old Town Hoe-Down’ to be held on October 15<sup>th</sup> at 5pm. on the Library Field. This  
5 event is not a fundraiser, nothing will be sold and it is not a commercial event. This is to be a fun, low key affair  
6 for locals celebrating open space; there will be square dancing with instruction and caller. Ed asked the board  
7 if they had any questions.

8 Cheryl stated she would recuse herself from comments due to a potential conflict of interest; Summit Land  
9 Conservancy is the applicant.

10 Jenny reminded the board this item was not on the agenda for discussion and thanked Ed for bringing the  
11 event to their attention.

12 **Public Input closed**

13 Sarah brought back her initial concern regarding events effect on air quality and the challenges it presents to  
14 the community. She commented that conversations pertaining to noise, traffic and parking have taken place  
15 although air quality has not been fully discussed. She understands a carbon foot print study of the community  
16 is due out and she looks forward to the results.

17 Karen stated that Summit County does not require auto emissions testing although other counties do; maybe  
18 Summit County should conform.

19 Cindy noted that busses from Park City and other communities expel a considerable amount of emissions.

20  
21 **Item #4**

22 **Staff and City Council Communications**

23 Jenny asked the board if they had any questions on upcoming discussions, events, City Council meetings and  
24 or summaries.

25 The paid parking fee of \$20 during Silly Market and Miner’s Day was mentioned, and what comments had  
26 been received from the community.

27 Paying for parking incentivizes people to park at the auxiliary and school lots. Staff used residential mitigation  
28 and signage throughout the weekend to deter traffic from entering the Old Town core. Charges for parking did  
29 end at 3pm after the peak times of the events. The same system of parking mitigation will be used during the  
30 Halloween event although paid parking fee will be \$10.

31 Silly Market’s contract had been signed with changes:

32 \*June – September (14 Sunday’s)

33 \*Silly Market will take the weekends off for Arts Festival and Tour of Utah as well as an event break that does  
34 not include those two dates; there will be three Sunday’s off throughout the season.

35 \*Three year contract with the possibility of a renewal of two years; this is not an automatic renewal

36 \*Regarding City Services: City waived eleven of the Silly Market’s dates with Silly Market paying for three of  
37 the dates.

38 \*City will pay approximately \$60,000 for services and Silly Market will pay approximately \$17,000.

39 \*Additionally, there is no longer a marketing requirement or attendance requirement

40 Silly Market has shown extraordinary efforts toward sustainability, sharing their resources with other event  
41 organizers to help them reach the same level of sustainability; they will be participating with other event  
42 organizers throughout the year in roundtable discussions to further sustainability efforts of all events.

43  
44 Many times throughout the year SEAC has played an important role with the de-briefing of this event; sharing  
45 community and business community perspectives.

46  
47 Shotski was brought up for discussion; Shotski began as a 30<sup>th</sup> anniversary for Wasatch Brew Pub and a  
48 fundraiser for the Sunrise Rotary. The partnership is in the process of change with Sunrise Rotary being the  
49 applicant and the event beneficiary. Tommy attended a meeting with the event organizers this week to discuss  
50 possible changes. Board wanted to understand the differences in approvals and plans for this year’s event  
51 from last year’s event.

52 The event this year will be larger with approximately 1,250 people (last year 1,064 people), they will not be

1 using all of Main Street, only Swede Alley to 5<sup>th</sup> Street; the after-event will be for adults only and limited to 600  
2 people.  
3

#### 4 **Item #5**

##### 5 **Event Debrief**

6 Sarah stated that the four criteria listed below had been discussed in previous meetings. She would like the  
7 board to keep these in mind when giving debriefs of each of the following events: Miner's Day, Park Silly  
8 Sunday Market, and Autumn Aloft

- 9 1. What value does the event bring to our community?
- 10 2. What challenges does the event bring to the community?
- 11 3. What changes would you recommend to increase the community value of the event?
- 12 4. What feedback have you heard from community members? How many people are giving you this  
13 feedback and how are the comments coming to you or being solicited?

##### 14 **5A: Miner's Day**

15 Jenny gave a brief overview of the event and asked the board for comments

##### 16 **Board Discussion:**

17 Miner's Day is an enjoyable family day; parade is very local, a very different feel from 4<sup>th</sup> of July; Rotary does a  
18 wonderful job of organizing the event; many locals attend creating a community feel throughout the day.  
19 Concerns about the event becoming larger were discussed; City gives Rotary a fee waiver for the event, those  
20 services include streets, police and parks. A suggestion was made to bring back the "BOOM" in the early  
21 morning of the day to begin the festivities. The event symbolizes our local color and our identity and may be  
22 the reasons people are attracted to Park City's events. Attendance to the event has not seen dramatic  
23 increases.  
24

##### 25 **Value:**

26 Community event  
27 Rotary event, very successful  
28 Boom would increase community value

##### 29 **Challenges:**

30 How to keep numbers down  
31 Keep from advertising  
32 As we evolve make sure to keep our identity

##### 33 **Changes:**

34 How can we keep community events, community events  
35 Miner's hard to find to participate

##### 36 **Feedback:**

37 Great event  
38

##### 39 **Public Input Open**

40 Steve Joyce, this year's co-chair for Miner's Day. The event is Rotary's main fundraiser for local non-profits for  
41 the year, requires a tremendous amount of work. They vacillate between attracting more people or keeping the  
42 event small. More focus this year on attracting guests that are staying in town. Challenges: fewer miners for  
43 the mucking and drilling; volunteers difficult to find; keeping it local.

44 Running of the Balls is where they make their money although it is weather dependent. Would City consider  
45 assisting with soft costs, help subsidize to help keep event local. Rotary would welcome suggestions from  
46 SEAC, City and City Council in their goal of keeping Miner's Day local.

##### 47 **Public Input Closed**

48 Sarah asked board for any additional comments, there were none.  
49 She asked for a motion  
50

51 **Penn Kinsey made the motion to accept the debrief of the comments written on the white board to be  
52 presented to Council**

53 **Karen West-Ellis seconded the motion. Motion approved unanimously**

1  
2 **5B: Park Silly Sunday Market**

3 Jenny gave an overview of the event; she mentioned staff will be going to Council October 24 for a debrief of  
4 the season and that comments mentioned during this meeting will be included in the Council packet.

5 **Board Discussion:**

6 Although comments overall were supportive of Silly Market, there was mention that summer on Main St. does  
7 not have a quiet feel any longer; the traffic and emissions continues to be a concern with the many events. The  
8 board will be looking forward to the results of the community survey.

9  
10 **Value:**

- 11 Noticed it was missed when not here
- 12 Proven it's a valuable event to community
- 13 Funkiness
- 14 Variety of vendors keeps vibrant for locals
- 15 Allows businesses to stay open during shoulder seasons

16 **Challenges:**

- 17 Old Town residence that would like it quieter on Main Street
- 18 Number of vehicles in town, emissions

19 **Changes:**

- 20 Better message on parking and fees

21 **Feedback:**

- 22 Great event, it's there every Sunday
- 23 Local's event
- 24 No parking available
- 25 Comments about City making money on parking

26  
27 **Public Input** - there was none

28 **Public Input Closed**

29 Sarah asked if the board had any additional comments.

30 Peter asked for clarification of the three weekends without Silly Market, would they be available for other  
31 events? Jenny stated that two of those weekends would be other events, possibly Tour of Utah or Arts  
32 Festival; the remaining weekend may be a new event. Staff is keeping a close eye on the calendar for 2018  
33 and is very focused on keeping the calendar balanced. Staff will keep SEAC informed.

34 Sarah asked for a motion

35  
36 **Penn Kinsey made the motion to accept the debrief of the comments written on the white board to be  
37 presented to Council**

38 **Jennifer Malherbe seconded the motion. Motion approved unanimously**

39  
40 **5C: Autumn Aloft**

41 Jenny gave an overview of the event; Friday mornings private event was cancelled due to rain; Saturday night  
42 event had approximately 1,000-2,000 people; Autumn Aloft mornings there were approximately 4,000 people;  
43 Police did a very good job with traffic congestion mitigation and parking. After the morning event was over  
44 people headed up to Main Street for dining and shopping. Having the school district parking, China Bridge  
45 parking and bus system as resources has made offsite parking desirable. Tour De Suds and the last weekend  
46 of Silly Market took place this same weekend.

47 **Board Discussion**

48 There was a small increase in numbers this year; it's a very weather dependent event.

49 As a tradition the parents of the high school football team bring breakfast every Sunday morning to the players;  
50 parents were not allowed access to deliver the food this year due to the balloon event. This tradition was not  
51 known to staff or the organizing committee and staff appreciated being made aware. Going forward there will  
52 be better coordination with Jamie Sheets the Athletic Director for the high school and staff.

1 Parking could be a controlling factor in the events growth; staff is watching this very closely. In the mornings  
2 parking was at capacity, guests were directed to Main St. to park and then use the bus system.  
3

4 **Value:**

- 5 Special popular event
- 6 Great job controlling traffic
- 7 Great family event
- 8 Great value to neighborhood

9 **Challenges:**

- 10 Controlling the growth of event
- 11 Confined area for balloons
- 12 Keeping event from going away
- 13 Keeping costs down

14 **Changes:**

- 15 Better coordination with school district programs

16 **Feedback:**

- 17 Very positive comments on event
- 18 Very enjoyable and glad the event is back

19  
20 **Public Input** – there was none

21 **Public Input closed**

22 Sarah asked the board if there were additional comments.

23 The number of events in town during same weekend was discussed and how they may have been the cause of  
24 the limited available lodging.

25 Sarah asked for a motion

26  
27 **Jennifer Malherbe made the motion to accept the debrief of the comments written on the white board  
28 to be presented to Council**

29 **Penn Kinsey seconded the motion. Motion approved unanimously**

30  
31 **5D: Summer Event Season (June through mid-September)**

32 Sarah directed the board to offer their perception of the season, to use the calendar provided to them in June  
33 to identify dates that town felt busy, days that felt great and the overall summer feel in general.

34 Jenny gave a brief overview of the summer season. Summer began with Running with Ed in May and ended  
35 with Autumn Aloft weekend. Staff focused on keeping a balance to the event calendar. There were a number of  
36 great community events: Your Barn Door is Open, Skate Jam, and a community focus event - the Children's  
37 Justice Center BBQ then on to Arts Festival. Having the soccer tournament moved to the weekend before the  
38 Arts Festival was a good move; staff worked very hard on decreasing the event intensity.  
39

40 **Board Discussion:**

41 Traffic congestion along State Rd. 224 to Kimball Junction and eastbound traffic on Hwy. 80 during specific  
42 weekends was discussed. Cause of the congestion was attributed to: an event at the Canyons which brought  
43 approx. 5,000 people; Art's Festival weekend; road construction; campers heading out of the valley toward  
44 Uinta's. Some board members received comments from community that they couldn't get into town with traffic  
45 being backed up on Hwy. 80.

46 Cheryl reiterated that the role of SEAC is to identify the challenges and the thresholds reached during an  
47 event. These are either brought to the board's attention by community members or their own experiences of  
48 the events in town; staff will determine and mitigate the causes.

49 Staff can communicate with County by sharing event calendars with the goal to possibly ease some of the  
50 traffic congestion.  
51  
52  
53

1 **Comments about Summer Season in General**

2 Summer was busier than last year, not as quiet; not enough busses during some events. A perception from  
3 some community members is that town can be very busy due to an event or very quiet because there isn't one;  
4 not a community that uses Old Town during evenings; although The Bone Yard in Bonanza Park is frequented  
5 by Park City locals and the surrounding communities (84098), known as a place you'll most likely see someone  
6 you know. Having a quiet dining experience on Main Street can be very pleasant and desirable, there doesn't  
7 always need to be a crowd. Town can be less vibrant on Main after 8-9pm with retail being closed, few bars  
8 open.

9 Another community perception mentioned was that parts of Main Street are closed every weekend.

10 There are times Main Street is closed although closures are less often in the summer months.

11 Perceptions could change by making parking and using transit easier; having a regular bus schedule that  
12 doesn't change with the seasons.

13  
14 **Value:**

15 People are taking the bus

16 Not enough busses on the 4<sup>th</sup> of July

17 **Challenges:**

18 Traffic (Fri., July 28 and Sat., the 29th) Hwy. 80 east bound congestion

19 Traffic (Fri., Aug. 4<sup>th</sup> and Sat., the 5<sup>th</sup>) Kimball Junction, Arts Festival congestion

20 July 4<sup>th</sup> town too busy to enjoy the events of the day

21 Traffic (Aug. 14, 15, 16 and 25) too crowded around town

22 Parking

23 **Changes:**

24 Transit schedules need consistency

25 **Feedback:**

26 Traffic (July 28, and 29) congestion around town

27 Perception that Main St. is closed

28  
29 **Cheryl Fox made the motion to accept the debrief of the comments written on the white board to be  
30 presented to Council**

31 **Penn Kinsey seconded the motion. Motion approved unanimously**

32  
33 **Item #6**

34 **Preview SEAC Annual Update with City Council**

35 Jenny reminded everyone of the annual update with City Council tomorrow, September 21<sup>st</sup> at 4:45pm.

36 She thanked SEAC for all of their hard work over the last year; the boards' direction from Council was clear: to  
37 work on mitigating traffic and congestion in town and specifically in the Old Town area and to increase  
38 sustainability efforts.

39 With the feedback staff has received from SEAC they have been able to better understand the concerns and  
40 are better able to determine the appropriate mitigation to take. Over the past number of months SEAC has  
41 focused on their goals: the community survey being a very important one and how to continue to acquire the  
42 valuable feedback from the community by using the best tools to accomplish this goal. It would be helpful to  
43 know if Council wants SEAC to continue to focus on the 84060 residents or have SEAC initiate a broader  
44 perspective.

45 Jenny thanked the board again and encouraged all SEAC members to participate in the Council roundtable  
46 discussion and update tomorrow.

47 **Board Discussion:**

48 Jenny gave a brief overview of what the board should expect at the Council roundtable discussion. The general  
49 outline for the update is to discuss the work SEAC has done and what the goals will be for the coming year.

50 SEAC's statement 'there are likely times when we have exceeded the comfortable carrying capacity of town'  
51 will be discussed with Council. Then to ask Council to give their opinions and direction on three specific items:

52 *Is it Council's goal to have a year round events calendar?*

53 *What type of community feedback; specifically, 84060 community or general community?*



1 *Does Council agree with SEACs goals or are there things the board is missing?*

2  
3 A statement was made regarding one comment that has reoccurred several times during this meeting and  
4 previous meetings, *'keeping community events local and how to handle the growth; how to keep the events*  
5 *that are local, continue to stay local;* in addition to the above questions for Council board may want to include  
6 this for Council's input.

7  
8 Council's response to the board's questions will assist staff in developing the survey. Format for collecting the  
9 data is currently being discussed among staff and an outside organization that will create either a phone or  
10 electronic survey.

11  
12 Sarah asked for any additional comments or questions from the board – there were none.  
13 Jenny recommended that the board members attending the roundtable discussion with Council to please be in  
14 Council Chambers five minutes before the start of the meeting, meeting begins at 4:45pm.  
15 Additionally, please send her an e-mail if any members are not planning to attend the next SEAC meeting of  
16 October 18<sup>th</sup>.

17  
18 Sarah thanked the board and asked for a motion to adjourn meeting

19 **Cheryl Fox made the motion to adjourn the SEAC meeting at approximately 2:05pm**  
20 **Penn Kinsey seconded the motion. Motion approved unanimously**  
21

SPECIAL EVENT  
PROCESS AND  
DEBRIEF FORMS

**1. Application Submittal**—Event organizer submits an application for a permit. Staff reviews the application to ensure that all the necessary information needed to evaluate the event are present. Staff will make a determination on if it qualifies as a City defined event, and if so what level event it is.

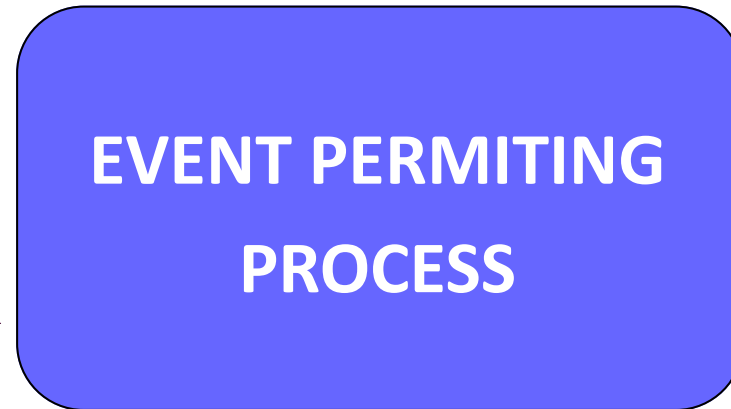
**2. Coordination & Review**—Special Event staff work with other City departments, outside agencies, and other stakeholders to coordinate the operations of the event. Staff also creates an estimated cost of City services and determination of required insurance to host the event and send that to the event organizer.

**3. Staff Report & Draft Permit**—Staff creates a staff report for City Council for any new Level 3 event or any Level 3 event that has substantial changes along with a draft permit. The draft permit contains the conditions of approval and mitigation requirements which is a list of all the things that the event organizer must completed for the event to occur.

**4. Approval**—City Council has approval authority for all Level 3 Events that are new or have significant changes from the previous year. City Staff have administrative approval rights for any returning Level 3 event with minimal changes along with all Level 2 & Type 1 Events. \*First Amendment Events are reviewed and approved depending on the level of event they are determined to be.

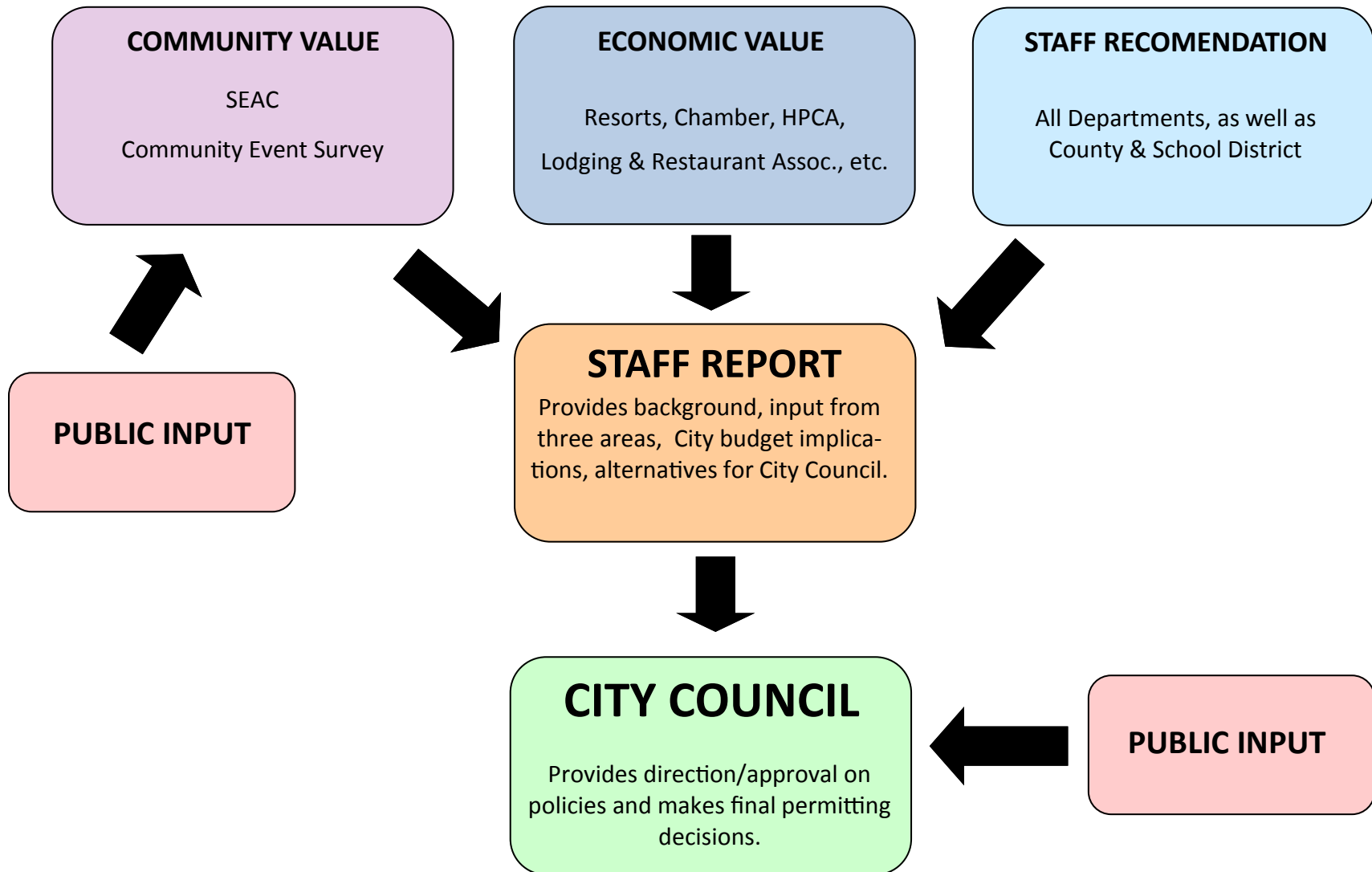
**5. Event Execution**—The event organizer puts on the event. City staff monitor the event to ensure that conditions of approval are met as well as helps to solve operational/logistic challenges as they occur.

**6. Debrief**—Staff works to gather feedback from City departments, business community, and residents on the performance of the event and what possible changes could be made in the future to make the event more successful and bring increased economic and community value. Invoice for any unwaived City Service fees is sent to the organizer as well.

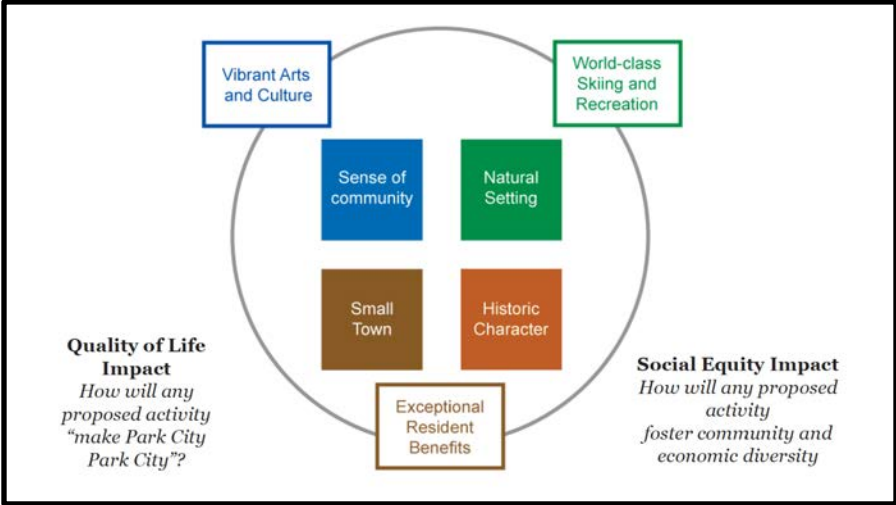




# Special Event Advisory Committee & Event Permitting Process



Special Event Advisory Committee  
Event Review Debrief Form  
Guiding Principals



Name & Date of Event: \_\_\_\_\_

Reviewer: \_\_\_\_\_

1. What value does this event bring to the community?

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2. What challenges does this event bring to the community?

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3. What changes would you recommend to increase the community value of this event?

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SPECIAL

EVENT

CALENDAR

# October 2017

October 2017							November 2017						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	1	2	3	4
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30		
29	30	31											

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>Oct 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
Oct 1 - 7	Departmental Event Staffing Master List, 2015 Wasatch County Event List From Feb 17, 15						
						NEW EVENT - HIGH SCHOOL	NEW EVENT - HIGH SCHOOL Pink Run?
	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
Oct 8 - 14	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
							Shot Ski; Main Street
	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
Oct 15 - 21	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	New Event - Old Town Hoedc						
	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
Oct 22 - 28	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
						Gallery Stroll; Main Street	
	<b>29</b>	<b>30</b>	<b>31</b>	<b>Nov 1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Oct 29 - Nov 4	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
			Halloween On Main; Main Str				

# November 2017

November 2017							December 2017						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>Oct 29</b>	<b>30</b>	<b>31</b>	<b>Nov 1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Oct 29 - Nov 4	<b>Departmental Event Staffing Master List, 2015 Wasatch County Event List</b>						
	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>
Nov 5 - 11	<b>Departmental Event Staffing Master List, 2015 Wasatch County Event List</b>						
	<b>Field of Flags at Miners Hospital ; Miners Hospital</b>						
						<b>Live PC Give PC</b>	
	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
Nov 12 - 18	<b>Departmental Event Staffing Master List, 2015 Wasatch County Event List</b>						
	<b>Field of Flags at Miners Hospital ; Miners Hospital</b>						
	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
Nov 19 - 25	<b>Departmental Event Staffing Master List, 2015 Wasatch County Event List</b>						
	<b>Field of Flags at Miners Hospit:</b>					<b>Gallery Stroll; Main Street</b>	<b>Small Business Saturday/ Chr</b>
	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>Dec 1</b>	<b>2</b>
Nov 26 - Dec 2	<b>Departmental Event Staffing Master List, 2015 Wasatch County Event List</b>						

# December 2017

December 2017							January 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	31			
31													

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11/26 - 12/1	Nov 26	27	28	29	30	Dec 1	2
						Departmental Event Staffing Master List, 2015 Wasatch County Event List	
	3	4	5	6	7	8	9
12/3 - 8	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	10	11	12	13	14	15	16
12/10 - 15	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
							Santa Comes Down Town Lift
	17	18	19	20	21	22	23
12/17 - 22	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	24	25	26	27	28	29	30
12/24 - 29	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
						Gallery Stroll; Main Street	
	31	Jan 1, 18	2	3	4	5	6
12/31 - 1/5	Departmental Event Staffing Ma						

# January 2018

January 2018							February 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6		4	5	6	7	8	9
7	8	9	10	11	12	13	11	12	13	14	15	16	17
14	15	16	17	18	19	20	18	19	20	21	22	23	24
21	22	23	24	25	26	27	25	26	27	28			
28	29	30	31										

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Dec 31 - Jan 6	Dec 31	Jan 1, 18	2	3	4	5	6
	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	7	8	9	10	11	12	13
Jan 7 - 13	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
				8:00am World Cup	8:00am World Cup	8:00am World Cup	
	14	15	16	17	18	19	20
Jan 14 - 20	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
					Sundance Film Festival	Sundance Film Festival	Sundance Film Festival
	21	22	23	24	25	26	27
Jan 21 - 27	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	Sundance Film Festival	Sundance Film Festival	Sundance Film Festival	Sundance Film Festival	Sundance Film Festival	Gallery Stroll; Main Street Sundance Film Festival	Sundance Film Festival
	28	29	30	31	Feb 1	2	3
Jan 28 - Feb 3	Departmental Event Staffing Master List, 2015 Wasatch County Event List						
	Sundance Film Festival						



# February 2018

February 2018							March 2018						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
4	5	6	7	8	9	10	4	5	6	7	8	9	10
11	12	13	14	15	16	17	11	12	13	14	15	16	17
18	19	20	21	22	23	24	18	19	20	21	22	23	24
25	26	27	28				25	26	27	28	29	30	31

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Jan 28	29	30	31	Feb 1	2	3
Jan 28 - Feb 3							
	4	5	6	7	8	9	10
Feb 4 - 10						Winter Fest Event; Lower Mair	Winter Fest Event; Lower Mair
	11	12	13	14	15	16	17
Feb 11 - 17	Winter Fest Event; Lower Mair						
	18	19	20	21	22	23	24
Feb 18 - 24						Gallery Stroll; Main Street	
	25	26	27	28	Mar 1	2	3
Feb 25 - Mar 3							

PUBLIC

COMMENT

RECEIVED

## Jenny Diersen

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**Subject:** FW: Local Events/4th of July Parade

-----Original Message-----

From: Bev Harrison

Sent: Thursday, September 21, 2017 8:18 AM

To: SEAC

Subject: Local Events/4th of July Parade

Yesterday on KPCW I heard your announcement to elicit community input regarding local events. I would love to see more community participation in creating floats in our July 4th parade. Here is a model we used and loved in our annual Beverly Farms MA July 4th parade. Even though I currently live in Park City, I know the Farms parade continues to be the most anticipated community event of the year.

Residents were the primary float builders. Different neighborhoods entered floats that were in one of 2 categories—patriotic or “horribles.” The latter group of floats made fun of political or cultural issues. After the parade ended, a group of float “judges” determined 1st-3rd place winners who were awarded cash prizes in both categories. The maximum award was perhaps five-hundred dollars. Groups needed to submit their float idea to a parade committee beforehand. There was a budget limit on the amount of money entrants could spend on float materials.

Good-natured competition between neighborhoods led to high quality, creative floats. There was no information on floats identifying who the builders were. Building floats began a few days before the 4th and work was fast and furious. I remember folks in our neighborhood stayed up late putting ours together—kids and adults worked together—it was “serious” great fun. We knew we were competing against other neighborhood and community groups—it was important to pick a good float theme and to deliver it. I remember some especially creative zero-cost entrants were a lawn chair brigade where participants coordinated regimented movements with their chairs; another was a drum corps of residents expertly drumming on Weber grills.

I have noticed that most of our parade floats represent local businesses and agencies. I am suggesting that including neighborhood floats competing for relatively small cash awards would make the parade a decidedly local event for all our visitors to enjoy.

Beverly Harrison  
Redstone