



Special Event Advisory Committee Meeting Agenda

Date: Wednesday, November 15, 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 1:00 p.m.)

In attendance:

Absent: None expected

Electronic Participation: None expected

Meeting Facilitator: Special Events Staff – Jenny Diersen

Meeting Minutes: Chris Phinney

Next Meeting: Wednesday, December 20, 2017 (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 & Staff Introduction (estimated time – 12:00 p.m.)

Motion to Call Meeting to Order:

Time:

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

Person: Sarah Klingenstein

(1) Board to Approve Minutes from October Meeting

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for December 20, 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: 40 minutes

Past Council Meetings

[October 24, 2017](#)

- Park City Kimball Arts Festival Debrief, page 31

- Main Street Plaza Uses, page 50
- Sundance Supplemental Plan Outreach, page 89
- Special Event Fee Reduction Update, page 92
[November 9, 2017](#)
- Park Silly Market Debrief, page 19
- New Level Three Event Approval – Team USA Winterfest, page 120

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

[November 16](#)

- Triple Crown Contract Approval (Consent)
- Noise Ordinance
- New Level Three Community Opening Celebration at Park City Base

November 30

- Sundance Supplemental Plan for 2018 Festival
- Avalanche Soccer Tournament Event Proposal Work Session

December 7

- Pedestrian Management Sundance (Consent)

December 14

December 21

December 20 SEAC Meeting Preview (items subject to change)

- 2018 Event Calendar Preview
- Event Debrief
 - New Level Three Event – Resort Opening Celebration
 - Other Events as the Committee Chooses to Discuss
 - Field of Flags – November 9 through 19 – Miners Hospital
 - Electric Light Parade – November 25
 - Santa at Town Lift – December 16

Public Comment received through seac@parkcity.org listed below

- No comments received.

Special Event Calendar Attached (review upcoming events)

- 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
 - Community Special Event Survey
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Topic #5: Event Debrief (1:00 p.m.)

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

Allocated Time: 20 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. 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?
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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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5A: Halloween (1:00 p.m.)

- **Description of Event:**
- Howl-o-ween on Main is organized by the HPCA (Historic Park City Alliance) and has been happening in Park City for around 10 years. The event requires a full road closure and parking removal on Main Street. Locals and visitors come to Main Street in costume. Dog parade and Thriller Dance is held on Lower Main Street under the town lift bridge at 5:00 p.m. This year for the first time the City charged \$10 per vehicle in China Bridge. As in the past, Swede Alley was changed to one way headed North to help with pedestrian crossing and residential traffic. All jurisdictional partners (Vail, Deer Valley and School District) allowed free parking and the City increased transit initiatives to the event. Additionally this year the City worked to decorate the Transit Center, Created the Frankenbus (Electric Xpress) and Council handed out glow necklaces to keep kids safe.
- **Location, Day, Date and Time:**
Main Street, Tuesday, October 31, 2017 from 3:00 to 6:00 p.m.
- **Level of Event:** Level Three Event
- **Other events occurring on same day:** NONE
- **City Fee Summary:**
 - All Fees are waived. \$15,000
- **Estimated Total Attendance:** Estimated 8,000
- **Main Contact at City:** Jenny Diersen
- **Staff Summary of Event:**
 - The event was successful overall and is a fun community event, with new parking and transit initiatives. Many community members commented that the transit system worked well.
 - May need to increase customer service/communication for some routes.
 - Ended up closing Swede Alley due to increased security measures, and a few merchants and residents could not get to their homes or businesses.
 - Heard comments that there were too many text alerts sent and that Park Avenue by the Library was very congested early on (between 2:00 and 3:00 p.m.)

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.

Topic #6: Recap Recommendations (1:20 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 1:25 p.m.)

Next SEAC meeting is currently scheduled on Wednesday, December 20, 2017 at noon in at the Park City Library Community Room.

Attachments:

- Debrief Form
- Event Prioritization Form
- 2017 City Special Event Calendar DRAFT