



Special Event Advisory Committee Meeting Agenda

Date: Wednesday, March 21, 2018

Place: 1255 Park Avenue, Park City Library, 3rd Floor – Room 301

Time: 12:00 p.m. to 2:00 p.m.

In attendance:

Absent: Sarah Kingenstein

Electronic Participation:

Meeting Facilitator: Special Events Staff – Jenny Diersen

Meeting Minutes: Chris Phinney

Next Meeting: Wednesday, April 18, 2018 12:00 p.m. - 2:00 p.m.

**** Please note there is a 3 hour parking limit at the Library and Mawhinney Parking Lot**

Agenda Topics:

- Topic #1: Meeting Called to Order** (12:00 p.m.)
- Topic #2: Approval of Minutes from February Meeting** (12:05 p.m., 5 minutes)
- Topic #3: Staff & City Council Communications Update** (12:10 p.m., 15 minutes)
- Topic #4: Discuss Prioritization/Threshold of Summer Events- Venues and Number of Events based on preliminary date requests** (12:25 p.m., 45 minutes)
- Topic #5: Special Event Policy Update: Fee Reduction and Special Event Sustainability Standards** (1:10 p.m., 10 minutes)
- Topic #6: Event Debrief** (1:20 p.m., 35 minutes)
- Meeting Adjournment estimated at 2:00 p.m.**

Attachments:

- February 2018 Draft Minutes
- Debrief Form
- Event Number and Venue Sheet
- 2018 Event Preview
- Event Prioritization Form
- Park City Green Events Checklist
- 2018 City Special Event Calendar DRAFT
- [Special Event Fee Reduction Application](#)

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 February Meeting (12:05 p.m.)

Person: Sarah Klingenstein and Cheryl Fox

Purpose:

(1) Board to Approve Minutes from February Meeting (Attached)

Changes:

Motion to Approve:

(2) Confirm quorum, attendance, absence, and electronic participation for April 18, 2018 meeting.

Allocated Time: 5 minutes

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

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DRAFT

**Special Event Advisory Committee Meeting Minutes
February 21, 2018
Park City Library – Community Room, 3rd Floor**

10 **Members in Attendance:**

- 11 Sarah Kingenstein - Community Citizen Park Meadows
- 12 Cheryl Fox - Community Citizen Park Meadows
- 13 Karen West-Ellis - Community Citizen Park Meadows
- 14 Penn Kinsey – Community Citizen Prospector Square
- 15 Peter O’Doherty- Community Citizen Park Meadows

16

17 **Park City Municipal Staff:**

- 18 Jenny Diersen - Special Event and Economic Development Program Manager
- 19 Tommy Youngblood - Special Events Project Manager and Filming
- 20 Jonathan Weidenhamer - Economic Development Manager
- 21 Chris Phinney – Special Events and Facilities Coordinator, Meeting Minutes
- 22 Becca Gerber - City Council Liaison

23

1 **Excused**
2 Jennifer Malherbe

3
4 **Meeting Facilitator:** Jenny Diersen, Special Event and Economic Development Program
5 Manager

6
7 **Item #1**

8 **Meeting called to order**

9 Sarah Klingenstein asked for a motion to call the meeting of the Special Event Advisory
10 Committee to order at approximately 12:05pm:

11 **Penn Kinsey called the meeting to order**
12 **Peter O'Doherty seconded the motion**

13 **Item #2**

14 **Approval of minutes from the December meeting:**

15 (1) Quorum was not reached for next meeting. 3 committee members can meet on March
16 21, 2018;

17 Cheryl Fox, Peter O'Doherty and Penn Kinsey can attend. Jenny will check with Jennifer
18 Malherbe.

19 (2) Karen West-Ellis made a motion to approve minutes from December meeting.

20 Cheryl Fox seconded

21 All in favor

22

23 **Item #3**

24 **Staff and City Council Communications**

25 Jenny- Updated the Committee on Special Event items that were taken to City Council.

26 (1) Community Survey: Brought to a City Council work session in January. Council has
27 given direction to put scope together and staff is working on next steps for the survey.
28 Staff will bring the topic back in April.

29 (2) March 8, staff communications for the upcoming event calendar and fee reduction
30 policy.

31 (3) March 15, new business, Thin Air Festival. Changes to the event include joining in with
32 an YSA Post Olympic and Paralympic athlete parade as well as a concert on Main
33 Street.

34 (4) Two new first amendment events: March for Science (April 14, 2018) and March for our
35 Lives (March against school violence and pro stronger gun laws. March 24, 2018)

36 (5) March 29, Sundance Debrief.

37 (6) Committee vacancy positions to be postponed until Planning Commission vacancies
38 are completed.

39 Sarah – Where are we in the Planning Commission appointments?

40 Becca – The interviews start February 22, 2018. There are a few that cannot make it so there
41 will be another round of interviews in March.

42 (7) City Council retreat is March 1 and 2.

43

44 **Item #4**

45 **Special Event Calendar and Event Prioritization**

46 Sarah explained how the procedure for the prioritization will work. Jenny to give an outline of
47 the event, then each committee member will give their uninterrupted perspective of the event
48 and a tally of Pro, Con and considerations will be given and that tally will be given to City
49 Council.

50 Jenny – Staff has been receiving a lot of applications and questions for new events.

51 • 14 new event inquiries

- 1 • 7 events not returning
- 2 • 7 new Level 3 events
- 3 • Discussion to focus on Avalanche Soccer and Arte Latino.
- 4 ○ Need to bring these to City Council for next steps
- 5 ○ On the same weekend of June 15

7 **Avalanche Soccer Discussion:**

8 Karen – Is this an all-girls tournament?

9 Tommy – Yes. It is an all-girls showcase. Colleges come to scout girl players. Avalanche (girls
10 soccer) and Apex (boys soccer). Boys will be playing on the Summit County fields. Avalanche
11 will be focusing on only girls again starting next year.

12 Sarah – Asking for a tally of like-minded opinions

13 Jenny – In March staff will bring back the entire event calendar

14 Sarah – What kind of outreach to girl players has been taking place?

15 Tommy - . Shared outreach with Extreme soccer

16 Jon – Local clubs are invited and get exposure to the same College scouts

17 Sarah – please discuss per the questions written for event discussions.

18 Peter -

- 19 • Is this a one year or multi-year approval? This could be approved to be multi-year.
- 20 • Is there any conflict with local play on local fields? Jon - No this has been looked into.
- 21 • There should be a kick back or donation back to community soccer club.
- 22 • Could we put caps on events? Number of teams.
- 23 • Soccer season: Ads to the local soccer club, by giving more games to play and higher
24 level of play, may keep better players in Park City.
- 25 • Would another soccer tournament give people soccer burn out?

26 Karen –

- 27 • Pro girl's tournaments. Pro girls in sports. Should foster any activity that encourages
28 girls to participate.

29 Rebecca –

- 30 • Is there a way to cap level 3 events?
- 31 • Events start small and eventually grow large. Potential growth is inevitable.

32 Sarah –

- 33 • In favor of girls tournament
- 34 • Concerned about traffic
- 35 • Concerned that it is a quiet time in town,
- 36 • Wants unusual events, community based and community benefited events.
- 37 • Not in favor of this event. Wants a quieter time of year.

38 Cheryl –

- 39 • Asked people: Would you go to the tournament games? No one said yes.
- 40 • Traffic concerns as well.
- 41 • Approval of new events should be unique/community based or home grown. Not in
42 favor of new tournaments.
- 43 • Solicited the public. Does this enhance the community? Could we have more home
44 grown or unique events?
- 45 • Why would we bring in another event to stack up on a busy weekend?

1 Penn –

- 2 • In favor of any woman athletic tournaments that can benefit girls and women.
- 3 • Pro tournament
- 4 • Pro economic development benefit
- 5 • There are different parts in the community that value soccer highly.
- 6 • Events all have a sector of the community that will be interested in the event.
- 7 • 30% capacity in June. In favor to bring people to town
- 8 • Have traffic concerns, however traffic is traffic. We now have traffic all the time.

9 Public Input:

10 Rob Slettom –

- 11 • Is this the first year for tournament? Tommy, gave history.
- 12 • States that the Event Calendar looks pretty full for this weekend.
- 13 • Is there flexibility on dates to move some of the events to other dates
- 14 • Take a look at how these weekends stack up.

15 Puggy Holgren –

- 16 • Big set up and big break down for savor the summit,
- 17 • Fan of the event.
- 18 • Look to change the date of the tournament.

19 No other Public Input, Public input closed

20

21 Topic Summary:

22 Pros:	Cons:
23 Female Athletes	Traffic Concerns (community capacity)
24 Economic Benefits	Event is in the off season
	Community wouldn't attend
	Events should be unique and community based

27 Considerations:

- 28 • Needs to provide benefit to local teams
- 29 • Consider a form of contribution. Funding? Volunteer?
- 30 • Local soccer is in support
- 31 • Foster event that showcases Female Athletes
- 32 • Can we cap the size of the event? Awareness of Growth/Impact of Growth
- 33 • Adds opportunity to extend season. Benefit to kids in the local club
- 34 • Could it damage our local events?
- 35 • Cap # of events on event calendar.

36 Public Comment:

- 37 • Balance Calendar, shift weekend of event

38

39 Cheryl made a motion to send to city council. Peter Seconded.

40

41 **Arte Latino Discussion:**

42 Jenny – gave an update about Arte Latino

43 Sarah

1 • Are there opportunities to volunteer?

2 Jenny – yes.

3 • Please discuss per the questions written for event discussions.

4 Cheryl

5 • Why is it on Library Field?

6 Jenny – In the past the event was held inside the Santy Auditorium and now has grown and
7 the event organizer wants to add outside activities and food.

8 • Will this effect neighbors for hours, having music and dancing until 9:00 p.m.

9 Jenny – there will be community outreach to notify the neighbors as well as the noise
10 ordinance allows a variance until 10:00 p.m.

11 Penn –

12 • Agrees with pros

13 • Supports event

14 Peter

15 • Agrees with pros

16 • Supports event

17 • Parking issues? How will it work? Could you use different lots for different events on the
18 same weekend and more direct shuttles to the events?

19 Jon –yes, during Sundance we had direct express routes inside normal routes and it was
20 successful.

21 Karen

22 • Agrees with pros

23 • Supports event

24 • To balance the calendar maybe in the future put it with the home tour a week later
25 rather than the same as Savor the Summit.

26 Rebecca –

27 • Nothing to add

28 Public Input:

29 Puggy Hogren:

30 • I am a resident close to the library

31 • States that the hours of music are not a problem.

32 • In favor of the event.

33

34 Maximo Ventura (event organizer)

35 • Asked: Why this weekend?

36 ○ This year the festival is partnering with the Kimball Art Center and it is the best
37 weekend for them.

38 • Are people coming to just this event or maybe to the others this weekend as well?

39 ○ Max believes that people are just coming to this event that he is reaching out
40 and marketing to.

41 • How many people attended last year?

42 ○ 400

43 • Will you be leaving the event structures up over night?

44 ○ Yes, probably the Friday before.

45 No other Public Input, Public input closed

1 Topic Summary:
2 Pros: Cons: None listed
3 • Homegrown
4 • Local Charity
5 • Highlights Diverse Community
6 • On current transportation routes
7 • Sounds like fun
8 Considerations:
9 • Hours impact others use of library field
10 • Feed off of other events? Attendees specifically interested in Arte Latino
11 • Future balance of event Calendar – Match in future years with Home tour
12 • Partnership with other non-profits
13 • Event is 50/50 local/outside attendees
14 • Latino and non-Latino community interest
15 • Transportation routes and parking lots
16 Penn makes a motion to send this information to City Council
17 Cheryl seconds the motion
18 All in favor
19
20
21 Item #5 Event Debrief:
22 5A: Sundance Film Festival:
23 Jenny – updated the committee on the event mitigation the PCMC and Sundance worked on to
24 help have a successful event. There were many positive comments that have been received by
25 the City.
26 Sarah
27 • Please discuss per the questions written for event discussions.
28 Karen
29 • Does the event have to be in the winter? Could it be in the summer?
30 Jenny – The current dates have been contracted for the next three years, it would be very
31 difficult to change the dates.
32 Penn – The season showcases Park City in its prime season.
33 Cheryl
34 • Is there a way to know how many Lyft cars were out there during the event?
35 Jenny – the City is working on that data.
36 • Thought it went well
37 Penn
38 • Is there a way to make the Lyft cars four wheel drive only?
39 Jenny – No, they are not permitted like a taxi through the City.
40 • Thought it was well done.
41 Jon
42 • Penn, could you give an update on sales this year vs. last year? First weekend vs.
43 second week, etc.?
44 Penn –
45 ○ Up across the board. No real dip over the Sunday to Wednesday of the second
46 week.
47 ○ The Blind Dog is located in a great spot for Sundance.
48 Rebecca
49 • The homestake lot for main street employees worked well.

- 1 • Having the Post Office lot open was very convenient.
- 2 • Traffic and transportation mitigations worked well.
- 3 • Question to Penn- Did most people Valet?
- 4 ○ Yes, everyone did.
- 5 ○ The Blind Dog paid for security in the lot to secure parking spaces.

6 Karen

- 7 • In the PC MARC area, there were bottle necks and traffic when the movies got out.

8 Peter

- 9 • Less traffic then normal day outside of festival
- 10 • Great bus routes and convenient
- 11 • Took Uber and Lyft all week
- 12 • AT&T phones didn't work well
- 13 • Bad parking on Monitor where barricades stopped
- 14 • Lower main was nicer without being closed
- 15 • Prices were raised at the restaurants during the festival

16 Public Input

17 Robert Dick

- 18 • Moving Acura to Bob Wells plaza was a great success
- 19 • Lyft had a great event, are they looking to come back?

20 John Stevenson

- 21 • Almost 300,000 rides on buses
- 22 • Richardson Flat was very successful, was a very important asset to lowering traffic
- 23 • The parking and load in/load out at the MARC is very congested, tough location to mitigate
- 24 • The Lyft partnership worked very well by letting us manage them slightly through the sponsor contract and drop/load areas.

27 Rob Slettum

- 28 • Seconds that the need for four wheel drive Lyft are is necessary
- 29 • Spent a lot of time at the Ray and Double Tree area as a pedestrian, need pedestrian mitigation at the cross walk at Afresh. Potential spot for some bicycle barricade to force people to the crosswalk instead of jay walking or maybe some pedestrian traffic controllers.

33 No other Public Input, Public input closed

34 Topic Summary:

35 Pros:

- 36 • Homestake lot for Main Street employees problems
- 37 • Post Office lot open for residents
- 38 • Traffic and transportation mitigations worked well
- 39 • Amazing job getting people out of cars barricades on Monitor
- 40 • Emergency response to emergencies was impressive crossing needs
- 41 • Lower Main Street had a better flow
- 42 • Always snows

Cons:

- PC MARC egress
- Costly parking
- Cell Coverage
- Parking past
- Park Ave pedestrian

46 Considerations:

- 47 • Ticket sales? More events in Salt Lake City?

1 • How to better control Lyft, Uber, Taxi to be more snow ready?
2 • How to get locals out of cars during the event? Transit routes and timing of buses.
3 • Pricing in restaurants increase during the festival.
4 Sarah made the motion to send this information to City Council
5 Penn/Peter seconded the motion
6 All in favor
7
8 5B Deer Valley FIS Freestyle Ski World Cup Event:
9 Chris – Updated the committee on the event.
10 Summary:
11 • Crowds and egress traffic problems on Friday night
12 • Possible reasons due to only weekend night of event
13 • First night of MLK weekend
14 • Debrief meeting took place with PCMC, DV and PCPD to talk about mitigation solutions
15 for this event and planning toward the World Championships that will take place during
16 the second week of Sundance in 2019.
17 Sarah
18 • Please discuss per the questions written for event discussions.
19 Penn
20 • Where or when is the concert? It was missed.
21 ○ No concert this year. It will return next year.
22 Cheryl
23 • Cons: ski day and post event traffic
24 • Pros: Community and International event, “It’s who we are.”
25 Rebecca
26 • Mitigate egress to slow egress
27 • Possibly give places along to egress to stop and warm up, fire pits, etc.
28 Karen
29 • Is it possible to have police work as traffic cops?
30 ○ At this time it is the Police Chief’s policy that Police are not to direct traffic. However
31 a possible solution could be portable traffic lights.
32 Peter
33 • Was told not to go because traffic was so bad
34 • Was there express route buses?
35 • How come traffic was so bad, worse than a normal ski day?
36 ○ Load out is all at once.
37 Public Comment:
38 Puggy Holgren
39 ○ Loved the event.
40 ○ Makes her proud to be an American
41 No other Public Input, Public input closed
42 Cheryl makes a motion to send the information to City Council
43 Penn seconds the motion
44 All in favor
45 5C Respect Rally Event: Continued until March 21. 2018 SEAC Meeting
46 5D Team USA WinterFest Event: Continued until March 21. 2018 SEAC Meeting
47

1 Cheryl Fox made the motion to adjourn the SEAC meeting and push all remaining items
2 until the next meeting at approximately 2:07 p.m.
3 Penn Kinsey seconded the motion. Motion approved unanimously

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

Person: Jenny

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: 15 minutes

Past Council Meetings

March 1, 2018

- City Council Retreat

March 2, 2018

- City Council Retreat

March 8, 2018

- Staff Communication: 2018 Special Events Calendar Preview (Pg. 27)

March 15, 2018

- New Business: Consideration to Approve a Level Three First Amendment Event, March For Our Lives (Pg. 53)
- New Business: Consideration to Approve a Level Three Event, Thin Air Innovation Festival (Pg. 57)

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

March 29, 2018

- Work Session: Sundance Event Debrief
- Work Session: Level of Event Services
- New Business: Consideration to Approve a Level Three Event, Avalanche Invitational Soccer Showcase
- New Business: Consideration to Approve a Level Three First Amendment Event, March for Science

Community Outreach

March 27, 2018 Spring Projects & Plans Open House.

- 5:00 p.m. to 6:00 p.m. in the Park City Library Community Room

Board Business

Board Vacancy: Staff will work towards releasing SEAC vacancies in April.

Staff is looking to fulfill vacancies by June.

Public Comment received through seac@parkcity.org listed below

- No comments received.

Special Event Calendar Attached (review upcoming events next 30 days)

- March for Our Lives –Level Three First Amendment – March 24 - Jenny
- PCMR – Level Two - Spring Gruv Concert –March 24 - Tommy

- PCMR – Level Two - NORAM Cup – March 27 to April 9 – Tommy
- Thin Air Innovation Festival – Level Three First Amendment – April 5 to April 7 – Chris
- March for Science – Level Three First Amendment - April 14 – Tommy

Topic #4: Prioritization of Summer Events- Venues and Number of Events (12:25 p.m.)

Person: Jenny

Purpose: Review 2018 Summer Event Calendar and Discuss Threshold/Prioritization

Action:

- (1) Discuss Event Calendar and preliminary events.
- (2) Committee Discussion regarding pros and cons of:
 - Number of Events and overall threshold and comfortable community carrying capacity over the summer and on specific dates
 - Event venues – Resorts, Main Street, Recreation/Parks Facilities,
- (3) Open for Public Comment/Input
- (4) Action: SEAC provide pros and cons as well as staff recommendations regarding number of events and possible venues.

Attached: Special Event 2018 Calendar, Event Number and Venue Sheet, 2018 Event Preview & Prioritization Sheet

Allocated Time: 45 minutes

Topic #5: Special Event Policies: Fee Reduction Approval and Special Event Sustainability Standards (1:10 p.m.)

Person: Jenny

Purpose: Update SEAC on Special Event Policies including the possible stronger implementation of Special Event Sustainability Standards as a requirement to approve Fee Reduction applications as well as increasing annual threshold.

Action: SEAC to make a recommendation that SEAC agrees or disagrees with Staff regarding the addition of Sustainability Standards and increase of fee reduction annual threshold.

- (1) Committee Questions & Discussion

Attached: Park City Green Events Checklist

Allocated Time: 10 minutes

Topic #6: Event Debrief (1:20 p.m.)

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

Allocated Time: 35 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?
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: Respect Rally (1:20 p.m.)

Allocated Time: 20 minutes

- **Description of Event:**
The Respect Rally was a follow up to the 2018 Women's March – A Level Three First Amendment Event with substantial changes from the previous year.
- **Location, Day, Date and Time:** North City Park, January 20, 10:00 a.m. – 11:30 a.m.
- **Level of Event:** Level 3, First Amendment Event
- **Other events occurring on same day:** Sundance Film Festival
- **City Fee Summary:** Total Fees were estimated at \$43,600 including fees donated by outside agencies. Total City fees were \$28,060. All fees were waived.
- **Estimated Total Attendance:** 1,500 – 2,000 1,200 live streamed the event
- **Main Contact at City:** Jenny Diersen
 - Staff Summary of Event: Event was felt to have been successful overall. Increased transportation planning, residential mitigation, security and change of venue were required.
 - Staff was appreciative of both resorts for coordinating impacts with their patrons and pass holders, as well as Sundance and the County for also helping with coordination efforts.
 - Snow storm lead to increased ski traffic and decreased event attendance. Staff required applicant to live stream the event, which likely also helped with decreased physical attendance, especially in the weather conditions.
 - Parking was removed from North City Park and there were temporary road closures on Park Avenue to help with transit movement.
 - Staff believes relocating the event from Main Street to North End City Park helped to manage crowds and continue traffic flow on Main Street.

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 debrief recommendation regarding the event.

Notes: Item will be opened for public comment.

6B: Team USA WinterFest (1:40 p.m.)

Allocated Time: 15 minutes

- **Description of Event:** The United States Olympic Committee presented a 13-

stop tour to commemorate the 2018 Winter Olympic and Paralympic Games in PyeongChang, The event was free to the public with many family friendly activities including: pin trading, a VR skeleton experience, Flying Aces Tramp show, Smore's Truck and ended with a Sleeping with Sirens and Good Charlotte Concert.

- **Location, Day, Date and Time:** Lower Main Street, between 7th and 9th Street. Saturday, February 10, 2018, 1-7pm
- **Level of Event:** Level 3
- **Other events occurring on same day:** NONE
- **City Fee Summary:** Total fees are \$10,462.22 and the event received a 100% Fee Reduction
- **Estimated Total Attendance:** 4,500 – 5,000 throughout the total event, 2,000-2,500 during concert
- **Main Contact at City:** Chris Phinney
- **Staff Summary of Event:**
 - The event was approved as a onetime event.
 - The event was successful overall and was a family friendly community event.
 - Closure of lower Main Street between 7th and 9th Street (2/9, 8 a.m. - 2/11 8 a.m.)
 - Event included a Smores Truck, Curling competition, live video board from Olympic Games and Pin trading
 - Concert on lower main from 5pm to 7pm. Sleeping with Sirens and Good Charlotte.
 - Staff received an addressed several noise complaints. Staff found that the band was out of compliance with the noise ordinance and asked for the music to be turned down to the appropriate level which was 90 decibels. The event complied.

Action: SEAC will discuss review of the event.

(1) Event Summary by Chris Phinney

(2) Committee Discussion

(3) Open for Public Comment/Input

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

Notes: Item will be opened for public comment.

Meeting Adjourned (estimated time 1:55 p.m.)

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