



## BOARD OF DIRECTORS MEETING MINUTES

Tuesday, December 19, 2023

8:30 am - 10:00 am

### Meeting will be held at:

Park City Lodging

1915 Prospector Ave., Park City, UT 84060

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**Mission statement:** To promote, enhance, and encourage an atmosphere that is beneficial to the businesses of Historic Park City and the community while informing and building consensus among property owners, merchants, and governmental agencies.

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|--------|--|
| 8:30am | Roll Call  |
| 8:35am | Review / Approve of November meeting minutes   |
| 8:40am | Public Input (members are welcome to comment on any item not included in the agenda. Comments must be limited to 2-minutes and be kind and respectful)   |
| 8:50am | Sundance presenting Festival Overview  |
| 9:05am | Main Street Water Main replacement project   |
| 9:10am | Free China Bridge parking promotion recap  |
| 9:15am | Sundance Traffic Plan – see flyers in written section  |
| 9:20am | Community Updates <ul style="list-style-type: none"><li>1) Park City Municipal</li><li>2) Park City Chamber   Convention &amp; Visitor Bureau</li><li>3) Park City Area Restaurant Association</li><li>4) Park City Lodging</li></ul>                  |
| 9:35am | HPCA Updates: <ul style="list-style-type: none"><li>1) Membership Dues Update – <i>see written section</i></li><li>2) Upcoming City Council Meetings to note - <i>see written section</i></li><li>3) <a href="#">Bylaws purposed changes</a></li></ul> |
| 10am   | Meeting adjourned  |

***Next Meeting: Tuesday, February 20 at 8:30am (No Meeting in January)***

## DRAFT MEETING MINUTES NOVEMBER 21, 2023

Meeting was called to order at 8:33am

Board Members present: Camilla, Kristin, Paul, Jana, Monty, Rhonda  
Present on Zoom: Alyssa Jason, Cristina, Tyler, Seth  
Absent: Ivonne, Kristen, Ronnie

October 17, 2023, meetings were reviewed, Jana made motion to approve, Monty seconded.

### **Bonanza Park Small Area Plan & Feasibility Study presentation.**

Bonanza Park Small area plan, 200 acres. Currently going through small area plan. Within the 200 acres is the arts and cultural district. The City has have done 2 community meetings and surveys. They will go back to Council and Planning Commission in January 10 and 11.

200-acre key findings:

- Needs a local neighborhood
- Parks and Open spaces need to be brought into the area
- The right place for density and height (but what is the appropriate height?)
- Great location for affordable and work force housing

5-Acre key findings:

- Mixed use development with mixed use
- They are aware that HPCA is sensitive to creating something that will compete with Main Street, but rather make it connectable with all areas of Park City. Having a community that is connectable is very important for all areas

Monty asked if the current parking spaces in this area will they be replaced? All plans will meet code and there are parking requirements in code. This is an opportunity to fill the void of parking in our community.

Tana added that Council is looking at a small area plan for Main Street and aspects of this plan can be incorporated into Bonanza as well. The Main Street area plan has not official been approved and hopefully that will happen January.

**Land Management Code Updates provided by Rebecca Ward:** In the latest housing needs assessments, it was identified that 11,000 people coming to work in Park City of which 8,000 are coming from outside of summit county. Certain projects are granted reduction in parking requirements and in lieu of this they must run shuttles. Rhonda asked about follow-up to ensure this actually happens, Rebecca noted that this is being looked at to ensure abuse does not occur.

Ken Davis noted that these projects are only going to create more issues.

### **Community Updates:**

#### **Park City Municipal – given by Tana Toly**

Before the end of the year Council is hoping to have a decision on vacating Deer Valley Drive.

The public is encouraged to participate.

**Park City Chamber | Convention & Visitor Bureau: Update given by Jennifer Wesselhoff**

Data as of the end of October shows: May was down 33% which is a result of an epic winter with the snow melt going into June. June was down 12% and on average summer occupancy was at 42% which brought the overall summer down 10%

- Sales tax collections was up 4%
- Restaurant Tax collect up 8%
- Transient Room Tax is flat

Ken asked if inflation is considered in the numbers presented, Jennifer said yes.

Winter reservations are up from this time last year. 55% of Americans are saying inflation is impacting their decision to travel.

**Park City Area Restaurant Association presented by Ginger Wicks**

PCARA will host premiere culinary experiences at the newest James Beard endeavor, Platform by the James Beard Foundation at Pier 57 in New York. This event will spotlight Park City's top chefs including: Executive Chef Clement Gelas with Courchevel Bistro, Executive Chef Michael Showers with High West Distillery, Chef Carlos Segura with Pendry Park City, Co-owner and Executive Chef Seth Adams with Riverhorse on Main, Executive Chef and Director of Food and Beverage Zane Holmquist with The Stein Collection and Co-owner and Executive Chef Matthew Harris with tupelo. The event is scheduled for September 2024. In addition, High West Distillery and Alpine Distilling will feature the spirit component of the events.

**Membership Dues Update**

- 73 paid of 11/9 = \$21,627
- 114 outstanding as of 11/9 = \$19,197\*
- 9 declined membership

**Bylaws purposed changes** – due to lack of time, this discussion will be moved to the December 19 meeting.

**Winter Trash Schedule:**

Beginning November 15<sup>th</sup> through April 15<sup>th</sup> trash service have been increased to the following service days: Monday, Wednesday, Thursday, Friday & Saturday. We are also working with Republic on a Holiday service schedule.

The City has installed two new Trash Compactors one at China Bridge and one at the Bear Bench located across from the Transit Center. Please take a minute to have your employees view the [Operational Video](#) Both compactors operate the same.

**Winter Parking Rates**

Paid parking will go into effect December 15, 2023. Below is an overview of the 2022/2023 winter parking rates:

|  |   | December 15 - April 16   | June 1 - September 30 | April 15 - May 31<br>October 1 - December 14 |
|--|---|--------------------------|-----------------------|--|
| Location                                   | Rules   | Winter Season            | Summer Season         | Off-Peak Season                              |
| Main Street                                | Time Limit                                    | 3 hours max              | 3 hours max           | 3 hours max                                  |
|  | 11am-5pm                                      | \$3 per hour             | \$3 per hour          | \$1 per hour                                 |
|  | 5pm-12am                                      | \$5 per hour             | \$5 per hour          | \$2 per hour                                 |
| Brew Pub                                   | Time Limit                                    | 3 hours max              | 3 hours max           | 3 hours max                                  |
|  | 11am-5pm                                      | \$3 per hour             | \$3 per hour          | \$1 per hour                                 |
|  | 5pm-12am                                      | \$5 per hour             | \$5 per hour          | \$2 per hour                                 |
| China Bridge                               | Time Limit                                    | No max                   | No max                | No max                                       |
|  | 8am-6pm                                       | 1 per hour/5th hour \$30 | FREE                  | FREE From                                    |
|  | 6pm-12am                                      | \$4 per hour             | \$4 per hour          | October 1-November 19                        |
| Employee Permit Allowed- OTE, OTB, CARPOOL |   |                          |                       |  |
| Swede Alley                                | Time Limit                                    | 4 hours max              | 4 hours max           | 4 hours max                                  |
|  | 12am-5pm                                      | \$1 per hour             | FREE                  | FREE   |
|  | 5pm-12am                                      | \$4 per hour             | \$4 per hour          | \$1 per hour                                 |
| Bob Wells Plaza                            | Time Limit                                    | 4 hours max              | 4 hours max           | 4 hours max                                  |
|  | 12am-5pm                                      | \$1 per hour             | FREE                  | FREE   |
|  | 5pm-12am                                      | \$4 per hour             | \$4 per hour          | \$1 per hour                                 |
| Flag Pole                                  | Employee Permit Required<br>OTE, OTB, CARPOOL |                          |                       |  |
| Galleria                                   | Time Limit                                    | 1 hour max               | 1 hour max            | 1 hour max                                   |
|  | 12am-5pm                                      | \$1 per hour             | FREE                  | FREE   |
|  | 5pm-12am                                      | \$4 per hour             | \$4 per hour          | \$1 per hour                                 |
| North Marsac                               | Time Limit                                    | 24 hours max             | 24 hours max          | 24 hours max                                 |
|  | 12am-5pm                                      | 1 per hour/5th hour \$30 | FREE                  | FREE   |
|  | 5pm-12am                                      | \$4 per hour             | \$4 per hour          | FREE   |
| Upper & Lower Sandridge                    | Time Limit                                    | 24 hours max             | 24 hours max          | 24 hours max                                 |
|  | 12am-5pm                                      | FREE                     | FREE                  | FREE   |
|  | 5pm-12am                                      | FREE                     | FREE                  | FREE   |

## Marketing Update

- Recent Press Release:
  - [NOVEMBER BRINGS FREE PARKING, THANKSGIVING SPECIALS & SMALL BUSINESS SATURDAY TO HISTORIC PARK CITY](#)
- Website Insights:
  - During October 63,420 visit to website of which 84116, 84115 & 84081 were the top performing zip codes.
  - 53,903 research us from their mobile device
  - Eat and Drink was the most visited page
- Christa is working with FOX13 who will be on Main Street December 5 filming a variety of segments.
- Snow Globes were installed November 16 and will stay on the street until January 5.

## Public Input

Ken Davis noted that he felt having public input at the end of the meeting is not fare to the membership and it should be moved back to the beginning. Monty noted the board will discuss.

10:00am Jana made motion to adjourn, Rhonda seconded.

## Sundance Film Festival



# SPECIAL EVENT NOTICE

## Sundance Film Festival January 18-28, 2024

### PARKING & TRANSPORTATION

Main Street patrons and employees are encouraged to ride the bus to reduce parking challenges and congestion. During the Festival, the last bus leaves the Main Street Transit Center at 2:00 a.m. Public parking in the Old Town area will be by permit or pay only. Standard parking rates return Wednesday, January 24. Standard Transit schedules return Sunday, January 28.

### PARKING CLOSURES

- **January 6-27:** Bob Wells Plaza
- **January 16-23:** West Side of Main Street
- **January 17:** Park Avenue (from Heber to 9th Street)
- **January 17-28:** North Marsac Parking Lot, partial closure
- **January 18-23:** All of Main Street, Heber Avenue, Swede Alley Surface Parking Brew Pub Parking Lot (spaces available for ADA), West Side of Park Avenue (restricted to resident parking only), Flagpole Lot (Employee Permit Only), Galleria Lot (ADA parking only)

### FREE PARKING & TRANSIT

- **Richardson Flat Park-and-Ride:** transit to and from Old Town, 5:30 a.m.-2:00 a.m.
- **Deer Valley Resort:** parking after ski day, 5:00 p.m.-1:00 a.m. in Lots 5 and 6 only. Daytime parking prohibited.
- **Park City Mountain Village:** parking after ski day, 5:00 p.m.-1:00 a.m. Day time parking prohibited.

### TEMPORARY STREET CHANGES

To reduce residential impacts, increase transit priority and ensure public safety, the traffic flow on the following streets will be adjusted. Please follow all posted signs\*:

- Park Avenue – one-way north (downhill)
- Hillside Avenue – resident access only

### DROP & LOAD AREAS

**General Drop/Load Zones (Taxis, Shuttles, Public, Rideshares):**

- South Marsac Lot
- Swede Alley behind Park City Museum
- 9th Street Trolley Turnaround
- Brew Pub Lot

***\*Access Passes required for residents in Old Town. Passes will be distributed in December. Contact Jenny Diersen (info below) to obtain a pass.***



**SUPPORT OUR COMMUNITY'S CRITICAL PRIORITY OF TRANSPORTATION. CARPOOL, TAKE THE BUS, BIKE, OR WALK, PLAN AHEAD TO HELP REDUCE CONGESTION!**



**SLOW DOWN AND WATCH FOR PEDESTRIANS.**



**HELP KEEP PARK CITY SAFE! SEE SOMETHING. SAY SOMETHING.**



**TEXT "FILMFEST" TO 888777 TO GET REAL-TIME EMERGENCY AND TRANSPORTATION INFORMATION.**

QUESTIONS? Contact:

Jenny Diersen, Special Event Manager, c: 435.640.5063 or [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org).

Impact Map and Community Guide available at [parkcity.org](http://parkcity.org).

City Main Line: 435.615.5000 (Monday-Friday 8:00 a.m.-5:00 p.m.)

Si necesita ayuda en español, por favor llame a Stephanie Valdez a 435.615.5201



## Parking Rates and Closures Sundance Film Festival 2024

Event parking rates include options for employee (permit) parking, and off-site parking with free transit, biking, and walking options.

Additional outreach and information regarding all event operations will be available by the first week of January. For questions regarding Special Events, please get in touch with [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org) or call 435.640.5063.

| 2024 Sundance Proposed Parking Rates  |  |
|---|--|
| Thursday  | \$40, flat fee   |
| Friday-Saturday   | \$50, flat fee   |
| Sunday-Tuesday  | \$30, flat fee   |
| Wednesday-Sunday  | Standard parking rates                                 |
| China Bridge, lower level   | \$550 Guaranteed Parking January 18-28                 |
| Proposed Parking Areas  |  |
| North Marsac  | Business, Carpool, Employee                            |
| Gateway   | Business, Carpool, Employee                            |
| Galleria  | ADA + Sundance ticket pick-/drop-off                   |
| Flagpole  | Business, Carpool, Employee                            |
| Brew Pub Lot  | City use, snow storage, ADA, oversized vehicle storage |
| South Marsac Lot, Swede Alley parking stalls, 9 <sup>th</sup> Street Trolley turnaround, Brew Pub Lot, Heber Avenue near Courchevel on Main | Drop-and-Load  |
| Sandridge Lots  | Free parking   |
| Richardson Flat Park-and-Ride   | Free parking with Transit                              |

# 2023-2024 WINTER SPECIAL EVENT PREVIEW



Please find an overview of Park City's major winter events. Additional information will be provided for each event as it approaches. For all events, please consider alternative transportation - transit, bike, walk, or carpool.

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## **Main Street Snow Globe Stroll**

*November 22, 2023-*

*January 4, 2024*

## **Sundance Film Festival, 40th Edition**

*January 18-28, 2024*

Impact information will be available  
in January

## **Menorah Parade on Main Street**

*Saturday, December 9, 2023*

*6:00-7:30 p.m.*

## **FIS World Cup at Deer Valley Resort**

*February 1-3, 2024*

Transportation impacts expected at Deer  
Valley Resort and in Old Town

## **Menorah Lighting at Miners Park on Main Street**

*Monday, December 11, 2023*

*6:00 p.m.*

## **60th Birthday Bash at Park City Mountain Village**

*Saturday, February 10, 2024*

*4:00-8:00 p.m.*

## **Santa at Town Lift**

*Saturday, December 16, 2023*

*5:00-6:30 p.m.*

## **Pond Skim at Park City Mountain Village**

*Saturday, April 6, 2024*

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### **Stay Informed:**

- Tune into KPCW 91.7 for Special Event updates throughout the winter
- For information about activities, events, shopping, and restaurants: [visitparkcity.com](http://visitparkcity.com)
- Sign up for travel and event-related text alerts. To subscribe, text **PCEVENTS** to 888-777
- Old Town residents who need Event Access Passes may reach out to Jenny Diersen (info below)



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### **Questions? Contact:**

Jenny Diersen, Special Event Manager | c: 435.640.5063 or [jenny.diersen@parkcity.org](mailto:jenny.diersen@parkcity.org)

City Main Line: 435.615.5000 (M-F, 8:00 a.m.-5:00 p.m.)

*Si necesita ayuda en español, por favor llame a Stephanie Valdez a 435.615.5201*

**Membership Dues Update:**

- 100 paid
- 13 declined
- 74 no response

**Bylaws Purposed Changes:**

- [Link to redlined version of changes](#)

**Upcoming City Council Meetings to Note:**

January 4 | City Council Meeting

- Sundance CSL and Liquor Approvals
- Main Street Area Plan

January 11 | City Council Meeting

- Sundance CSL + Liquor Approvals
- Bonanza Area Plan Update