



Special Event Advisory Committee Meeting Minutes

Date: Tuesday, July 12, 2016

Place: Park City Library – Meeting Room 201, Second Floor

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

In attendance: Judy Cullen, Bob Kollar, Whiney Wall, Annette Sneed, Carrie Westberg, Cheryl Fox, Sarah Klingenstein, Cindy Matsumoto, Mellie Owen, Judy Cullen, Travis English, Jenny Diersen,

Absent: Todd Hansen, Becca Gerber, Charlie Sturgis, Ginger Ries

Electronic Participation:

Meeting Facilitator: Jason Glidden

Meeting Minutes: Tommy Youngblood

Next Meeting: Tuesday, October 11th

Meeting Called To Order (estimated time – 12:00 p.m.)

Called to order 12:02

Approval of Minutes from April 12th & 20th, 2016 Meetings

Motion to approve minutes from April 12th and 20th made by Jenny- unanimous vote for approval

Public Comment: (Any items not included on agenda).

No public comment

Topic #1: SEAC Policy Review (12:10 p.m.)

Purpose: Review SEAC draft policies. Nominate Chair positions for vote at October meeting.

Product: Review SEAC policies for Joint Session with City Council in the fall.

Joint Session with City Council is scheduled on Thursday, September 22.

Person: Jenny Diersen

Allocated Time: 20 Minutes

Notes:

Jenny - Staff went to council with mgrs. Report about SEAC actions over the past year. Voting polices will be sent out prior to next meeting

Should we appoint a committee chair? Past recommendation – one (1) representing the business community and one (1) representing the residential community per committee. Whitney Wall has expressed interest in being on the committee. Chair positions to be appointed in Oct meeting. Chair would run meeting and help summarize meeting and keep order. Represent SEAC to the public boards. Co-Chair would also be appointed at that meeting. Terms are yearly for Chair and Co-Chair other positions have different years. Get nominations to Jenny by next meeting.

Topic #2: Event Debrief (12:30 p.m.)

Purpose: Discuss event debrief for events with regards to challenges and successes for the 2016 year.

Product: Committee discussion and feedback

Allocated Time: 1 hour (~10-15 minutes each event)

Notes: Since last meeting we have had 30 permitted events, and 30 event days. Before October meeting, we will have an additional 31 permitted events, with 54 event days. Major events are listed below. Please refer to calendar attachment and advise if you have comments about other events or activities not listed.

2a: Ragnar Relay

Purpose: Discuss event debrief for event with regards to challenges and successes of the event.

Person: Jenny Diersen

Questions for Committee:

What do you think is working /What do you like and why?

What isn't working, where and how can the event improve, What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

Notes:

Jenny - Ragnar course changed from 2015

Bob people said did not notice event

Cindy other members stated they did not notice event.

Jason noted vans and runner separation worked well and they plan to continue improvement

Travis stated the county had issues with vans and notification of county residents but things can be fixed

Ragnar reported they were happy with outcome.

No other comments

2b. Savor the Summit

Purpose: Discuss event debrief for event with regards to challenges and successes of the event.

Person: Jenny Diersen

Questions for Committee:

What do you think is working /What do you like and why?

What isn't working, where and how can the event improve, What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

Notes:

Cindy – does not like that the event does not directly contribute to local non-profit. Having the beer garden is a positive.

Bob event was created by the restaurant association in answer to the food and wine classic. Used to be more of a local's event and have priced out locals.

Spirit garden was removed this year but is planned for 2017

Judy – expenses and competition have increased with restaurants. They will simplify set up next year.

UDABC rules make it challenging to serve.

Consensus is that it is a fun event.

Travis – knows of properties that bring in travel writers to the event and it is highly spoken of.

Sarah – So we still need the national exposure?

Price point of restaurants is an important issue; but people want high end as well and they do sell out
Mellie/Jon – fun local old town event different wonderful feeling of the event
PCRA – working on bring locals back to event

Discussion concluded

2c: 4th of July

Purpose: Discuss event debrief for 4th of July with regards to challenges and successes as we look to the 2016 year. Review Fee Reduction Application and final make recommendation regarding Fee Reduction.

Person: Jenny Diersen

Other Information: Fee Reduction Policy Attached.

Questions for Committee:

What do you think is working /What do you like and why?

What do you think isn't working/ where and how can the event improve/ What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

*Review how the recommendation fits in with the total Fee Reduction from the April 12th meeting.

Notes:

Jenny – major changes for 2016 was to move activities to North City Park and focus on keeping parade local, transportation mitigation; bus lane on DV Drive

Consensus – bus lane was a positive, very crowded; need increase in number of buses, extend lane if possible, Great 4th of July

Carrie - liked rugby schedule

Not enough seating in north City Park.

Parade was better wedding was fun, small town feel was back

Rotary did not like space on ball field, dusty

Should bleachers be added to area to seat and eat?

Some feedback heard was that park is too crowded

Fireworks: Whitney – Park City Mountain partnered more with PCMC; continue education of public around drop zone

Park City Resort may start an hour later at 4pm on Mountain next year instead of event was full.

Load out of fireworks was slow but moving.

Bob asked if PC resort develops fireworks area where would we move them.

Runaway Truck ramp, Aerie, High School PC Hill?

Discussion concluded

2d: Park Silly Market

Purpose: Discuss event debrief for the event through mid-season with regards to challenges and successes of the event.

Person: Jenny Diersen

Questions for Committee:

What do you think is working /What do you like and why?

What isn't working, where and how can the event improve, What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

Notes:

Jenny – from PCMC event is very smooth and we continue to make adjustments.

Restrooms need to be more visible, better signage

Mellie – visited market and did not think the sound was too much

Jason stated as Park Ave resident he does not hear music of the market

Needs more shaded seating in roundabout area

Market is very crowded, shoulder to shoulder

Could market expand to Marriott Plaza?

Whitney – farmers market feels like a disconnect

Farmers Market was an attempt to move the crowd up Main Street

Some local just go to the farmers market.

Annette – How do the businesses do during market?

Judy – Wasatch Brew pub gets little effect from Market

Discussion of moving farmers market to brew pub area possible with 2017 Brew pub lot expansion

Discussion concluded

2e: Any other event that has occurred between May and July 11th.

Purpose: Discuss event debrief for event with regards to challenges and successes of the event.

Person: Jenny Diersen, Tommy Youngblood & Jason Glidden

Questions for Committee:

What do you think is working /What do you like and why?

What isn't working, where and how can the event improve, What don't you like and why?

What feedback have you heard either from community members or from organizations? How many people are giving you this feedback and how are the comments coming to you or being solicited?

Notes:

Food and Wine Classic – how do they contribute to Peoples Health Clinic? Applied for fee waiver and it has been reduced in the past.

They have many events that focus on park city activities. They have given to PHC for 4 years and uses ~~there~~ their volunteers.

Similar to Ragnar they are lessen their negative impact to Park City

Event focuses on driving overnight stays.

Travis – attended 2 events and felt it was run better

Tommy – new owners of the event and did work better this year

Mellie – has volunteered for 2 years and attend activities.

3: Fee Reduction Update regarding the Tour of Utah (1:30 p.m.)

Purpose: Evaluate Fee Reduction Requests

Person: Jenny Diersen

Allocated Time: 15 minutes

Notes: Tour of Utah has received a fee reduction of \$35,000 for City Services for the event in 2016 as approved by City Council on May 5, 2016. Due to changes in this year's event, additional costs for Police Services and Building Department afterhours amount to \$9,600. Historically, both the Chamber and City have agreed to split the increase in cost. SEAC should advise on their position regarding the increased City Service fees of the event.

Notes:

Moved event to top of Main and will impact all of Main.

Requires an additional \$4800 from City Services; in fee waiver
Chamber will pay the other \$4800 Total amount of \$ 103,000 split between PCMC and Chamber.
Chamber pays approx. \$23,000
Bob – most races ask for cash payments from cities and bid on the right to host race. TOU supported by governor’s office of economic develop, sports commission and dept. of tourism
Most increased cost come from Public Safety

Motion

Mellie made motion to fund additional requested funds for TOU
Seconded and unanimously approved by quorum

4: Prioritizing Events (1:45 p.m.)

Purpose: Discuss and begin to prioritize events based on their economic, community and cultural impacts (successes and challenges) of events.

Person: Jason Glidden

Allocated Time: 20 minutes

Notes:

Prioritization Sheets will be set out to group.

Jason – hopes to get feedback from Joint council session

This is a tool to have Council and SEAC evaluate events

How do we use to lessen negative impacts?

Mellie – requested more dialogue to help them evaluate events that they don’t know about.

Jason – want to make sure we give SEAC the right information

4: October Meeting Preview (2:05 p.m.)

Purpose: Establish Agenda outline for October Meeting

Person: Jason Glidden, Jenny Diersen, Tommy Youngblood

Allocated Time: 10 minutes

Draft Agenda Topics:

Review Joint City Council Discussion

Fee Reduction Events January 1 through June 30

Event Debrief (July through October)

Winter Event Preview

Notes:

Jenny reviewed agenda

Discussion Concluded

Meeting Adjourned (estimated time 2:15 p.m.) meeting adjourned 2:02pm

Attachments:

April 12th DRAFT Meeting Minutes

April 20th DRAFT Meeting Minutes

DRAFT SEAC Policy

2016 Event Summer/Fall Event Calendar (May through October)

Debrief & Prioritization Sheets

Upcoming Meeting Reminders

Joint Council Session scheduled in the fall – Thursday, September 22nd

Approved 9/6/2016