



Special Event Advisory Committee Meeting Agenda Minutes

Date: Tuesday, October 11, 2016

Place: Park City Library – Community Room, third floor

Time: 12:00 p.m. to 2:40 p.m.

In attendance: Ginger Ries, Carrie Westberg, Charlie Sturgis, Mellie Owen, Jenny Diersen, Bob Kollar, Annette Sneed, Sarah Klingenstein, Maria McNulty, Cheryl Fox (left at 2 p.m.), Todd Hansen, Cindy Matsumoto (left at 2:30 p.m.), Judy Cullen (left at 1 p.m.), Whitney Wall (arrived at 1:05 p.m.), Tommy Youngblood

Absent:

Absent w/ regrets: Jason Glidden

Electronic Participation: None requested

Meeting Facilitator: Jenny Diersen

Meeting Minutes: Tommy Youngblood

Next Meeting: TBD- currently scheduled February 10th, 2017

Meeting Called To Order (12:09pm)

- Cheryl calls meeting to order, Todd seconded

Approval of Minutes from September 6, 2016 Meeting

- Judy made motion to approve minutes from September 6, 2016 meetings
- Ginger seconded
- Motion unanimously approved with no edits

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

Phil Bondurant – Summit County Health Department

- County Health Dept. will start attending SEAC meeting to be more helpful and collaborative and as a resource.

Topic #1: City Council Recap from 9/22 (12:10 p.m.)

Purpose: Review and discuss recap of City Council meeting from 9/22

Product: Review outcomes from City Council meeting on Thursday, September 22.

Person: Jason Glidden & Jenny Diersen

Allocated Time: 20 Minutes

Notes:

Jenny – SEAC is returning to council on November 3rd with recommendations
Any comments previous council meeting from group?

Cindy /Ginger – Council thought SEAC should focus on Level 3, high impact times

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

Purpose: Discuss the feeling of event fatigue to better understand mitigations & challenges associated with events.

Product: Committee discussion and better definition of event fatigue.

Allocated Time: 30 minutes

Person: Jason Glidden

Notes: Item will be opened for Public Comment before recommendation is made.

Jenny – How do you define event fatigue? Is it time of year? Is it certain situations? Where do you feel those points? What do you hear from event organizers and the public?

Charlie – we have too many event choices. Paralyzing

- Event fatigue is subjective
- Trails are crowded, estimate is a million users days on PC Trail, that is similar to National Park numbers
- Events seem like a scapegoat for overall growth problems because it is something we can mitigate

Ginger – Could be detrimental to have too many events

Cheryl – traffic complaints is what I hear the most with events

Sarah – agreed, we are a busy popular area and events are a visible manifestation of that increase in activity

- We should try to back off promotion. Council wanted ‘foot off the gas’ approach
- This requires bigger strategy, with PCMC, chamber, businesses, etc.

Jenny – Agreed.

- Also how we engage the local population more to attend events?
- How do we engage a growing population to get to know their neighbors?

Bob/Ginger – most events on the calendar not promoted by the city or county but by the event organizer. In many cases these organizers apply for and receive local and state grants to specifically promote visitation and their event.. Restrictions on advertising would not be attractive to event organizers

Cheryl – What is event fatigue? – Has heard that people don’t see anyone they know, and the opposite.

Our locals are now very diverse and many live outside of Park City proper

Mellie- most of the events are in old town and the residents feel it’s too much. We need big solutions but not rash decisions. Old town residents feel event fatigue in the summer with the traffic noise and parking.

Judy – your location determines the amount of fatigue you feel.

General agreement

Tommy – Is this mostly an old town area issue

Maria – not felt only in Old Town but is worse than the rest of town.

Cindy – i don’t feel any events in the back of park meadows and does not feel event fatigue in here day to day

Bob – Is the feel of fatigue seasonal, more people in town in winter than summer. Why is the feeling of fatigue more in the summer?

Sarah – park of ‘event fatigue’ is ‘growth fatigue’

Cindy – park city is not that small town size anymore

Jenny

Event Fatigue Consensus –no formal motion –

- Traffic & Parking
- Congestion
- Promotion
- Population Growth
- Too much in Old Town
- Noise
- Too many choices
- Feeling Stuck
- Maybe based on where you live?

Possible Solutions

- Change promotion to include impacts & ease of access, monitors (possibly SEAC to go to events), increase public notification (mention of Logan's required postcard to notify residents), increased outreach and education regarding events.
- Small Town Feel = seeing people you know. Events don't have a small town feel.
- Traffic and Transportation Plan Increased Mitigation
- PC "Attitude Adjustment"

Annette – 25 years ago we had a projection of 55k people in the county by 2025, there a many people in the county that come to events not just the valley.

Bob – Aspen, Vail, Telluride, etc. are experiencing similar problems. Growing popularity and population, more kids in the school districts, building activity and people working in the community that can't afford to live there.

We are trying to decrease the negative operational impacts of event and maximize the positive economic benefit

Public Comment:

Shelly Gillwald – Extreme Cup

She has spent years trying to validate that her events put heads in beds and increase economic impact

27% of her tournament plays in town; the rest do come and spend money in town.

Why should that be a strike against my event?

Bob – All grants designed to promote business from outside Summit County. Perhaps look at refocusing grants purpose. We have a committee tasked with trying to reduce or mitigate events at the same time we have tax money used to drive more people to our events

Angela Moschetta – started Future Park City

Future Park City is focused on civic engagement and improving communication,

Private life public and community relations event production,

On and off PC for resident for 10 years

Park city needs an attitude adjustment; Vail seems to be more cohesive and inviting

'Event fatigue' is 1st world phrase

Should understand where we live and why we are here.

Should we listen to the minority of voice that do not like events

Most of the complaints she hears from locals about events she feels that the novelty has worn off

The same voices are not happy about anything

Suggestion to foster better communication; use alerts to phones for traffic and road events/ more meaningful score card to encourage organizer to more compatible with our town, environmental impacts.

Feels PSSM is important to the community

Mary Windsor – 45 year resident of old town

Would like to express what myself and others in old town feel they get more events and some could be asked to move out the area. PSSM to the high school lots as an example.

Comments about PSSM: comprises most of the summer Sundays, could it go down 10 Sundays

Old town tax payers want more financial accountability; look at reducing hours and days

Parking is difficult

For 45 years we created events to bring people and it's worked

Could we just cut back 5 or 10%?

Needs to be fair and balanced

Topic #3: Event Prioritization & Mitigation (1:00 p.m.)

Purpose: Review prioritization and mitigation recommendations.

Product: SEAC recommendation regarding further prioritization & mitigation efforts for events.

Allocated Time: 30 minutes

Person: Jason Glidden

Notes: Item will be opened for Public Comment before recommendation is made.

Topic #4: Event Prioritization Grading Sheet Discussion (1:30 p.m.)

Purpose: Discuss feedback regarding the event prioritization sheet and changes that were recommended.

Product: Change Event Prioritization Sheet so it can be better utilized.

Allocated Time: 20 minutes

Person: Jason Glidden

Notes: Item will be opened for Public Comment before recommendation is made.

Jenny – Staff created a list of events and dates that need further mitigation

Events to focus on:

4th of July (weekend)

Extreme Soccer

Also a volleyball tournament this weekend

What group are we trying to direct?

Attendees need to use their cars

Unless they are going to Main Street attendees go to the high school fields.

Autumn Aloft, (weekend)

Tour of Utah, (weekend)

Freestyle World Cup (weekend)

PC Cross Country Invitational,

PC Lacrosse Tournament,

Halloween on Main,

PC food and wine,

Savor the Summit,

Running with Ed,

Sundance, (10 day period)

Arts Festival (weekend)

Also a volleyball tournament and movie in the park this weekend

Free Fridays for locals

Park Silly Market,

Triple Crown,

Ragnar,

DV concerts,

Spring Gruv,

Miners' day, (Labor Day weekend)

Thin Air

What mitigation do they need? Traffic and parking? Trash and recycling?

What group are we trying to direct?

Sometimes traffic problems are on the artery road feeding into PC.

Are the parking and traffic problems inconveniences for locals or real community issues?

Tommy – we should look to resolve the underlining parking and traffic issues as we solve the special events management

Sarah – Can we control the number of event attendees to free events?

Topic #5: SEAC Structure & Meeting Frequency (1:50 p.m.)

Purpose: Review and vote on a recommendation regarding the balance of the SEAC Committee with regards to community and business representatives, as well as meeting frequency/ resources provided to the Committee.

Product: Committee discussion and feedback

Allocated Time: 20 minutes

Person: Jenny Diersen

Notes: Item will be opened for Public Comment before recommendation is made.

See attached proposal for recommendations.

Jenny – City council voiced concern that SEAC has not enough non-business voices on the committee. School District and County are stakeholder non-voting members.

Should they be voting members?

How should the committee be balanced?

What is the benefit of adding member?

Do we need to meet more often because there is more information to digest?

Charlie – committee structure is fine; we need a mitigation action, plan short and long term.

Cindy - Council heard that some people were intimidated to speak

Sarah – likes the current makeup but would like more citizen members to balance perspective

Mellie – does not feel intimidated by business reps. Frustration comes from the committee not making any decisions.

We should challenge ourselves to make tough decisions.

Cheryl – does feel the business/ community divide. We should have more frequent shorter meeting.

Ginger agreed we have not made any decisions

Bob – SEAC recommends action for council decisions

Maria – we need more information to base our decisions

Consensus – If we get to a point where we cut an event the committee should meet with the organizer first.

Annette – Can we restrict parking in old town to residents and other priority personnel and busses during events?

Cheryl made the following motion:

Recommendations

- Add 2 voting Community Appointed Members (not in OT or Park Meadows) – possibly in DV, Prospector or Thanyses.
- Add 2 voting Community Stakeholders – School District and County - Now a 15 member board.
- Monthly meetings to be scheduled for 1.5 hours

Sarah seconded; all in favor

Topic #6: Fee Reduction Recommendation - Events Jan. 1 through June 30 (2:10 p.m.)

Purpose: Review and vote on recommendation regarding Fee Reduction for events Jan 1 through June 30.

Product: Recommendation regarding Fee Reduction for Special Events Jan. 1 through June 30.

Allocated Time: 20 minutes

Person: Jenny Diersen

Notes: Item will be opened for Public Comment before recommendation is made.

Carrie not voting on motion

Whitney – Deer Valley spends close to a million dollars to host this event.

Sarah – We need to revamp the information the committee receives to make fee reduction discussions

Consensus on need to revamp of process

Ginger made the following motion:

- Deer Valley World Cup to receive full waiver park city municipal fees

Annette seconded; all in favor

Topic #7: Recap on Decisions (2:30 p.m.)

Purpose: Recap the meeting with an outline of next steps.

Product: Clarity of recommendations and next steps for meetings.

Allocated Time: 10 minutes

Person: Jenny Diersen

Notes:

Meeting Adjourned (3:13 p.m.)

Upcoming Meeting Reminders

Joint Council Session scheduled - Thursday, November 3

Next SEAC Meeting is currently scheduled on February 10th, 2017 from 12 to 2 p.m. in room 201 at the Park City Library - *may add additional meetings depending on SEAC recommendations & direction from City Council.

Approved 11/16/2016