

Community Updates

Action Requested: No action required.

Many HPCA Board members hold additional roles within the community. In future meetings the agenda will include a Community Updates item. Board members who serve on the Chamber and Visitors Bureau Board Restaurant Association Board, Lodging Association Board and others are asked to provide any updates on items relevant to the district or business owners.

Park Avenue Restriping Update

Action Requested: No action required.

The City Engineer, John Robertson will attend the Board meeting to provide an update on Park Avenue. [On September 17 \(p. 28\), 2020](#), the Council approved a pilot project on Park Avenue to experiment with a new striping pattern, adding a dedicated bike lane, creative crosswalks, and removing parking on one side of the street to slow traffic and create a better neighborhood aesthetic and feel. Vendor delays and weather pushed this project into the Spring of 2021.

Park City Municipal provided an update on this project that is included at the back of this packet.

Budget and Finance Review

Action Requested: No action required.

Please review the following documents, included at the end of this packet, in preparation for Tuesday's Meeting.

HPCA Organization Administration

Action Requested: No action required.

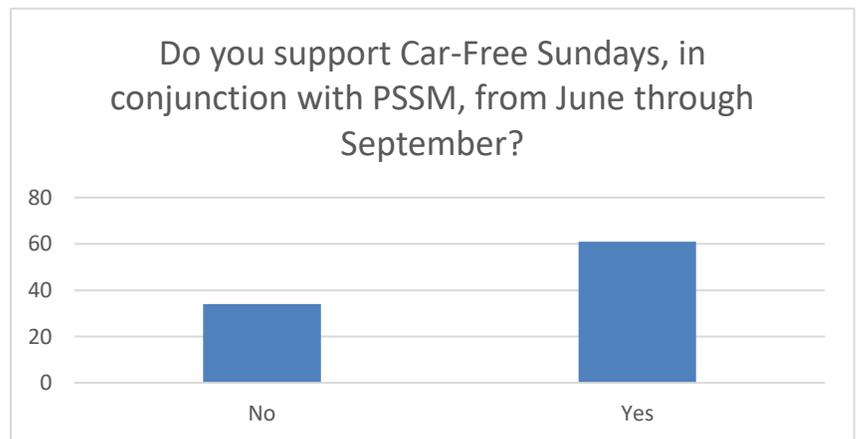
The Executive Committee will review the operations of the organization.

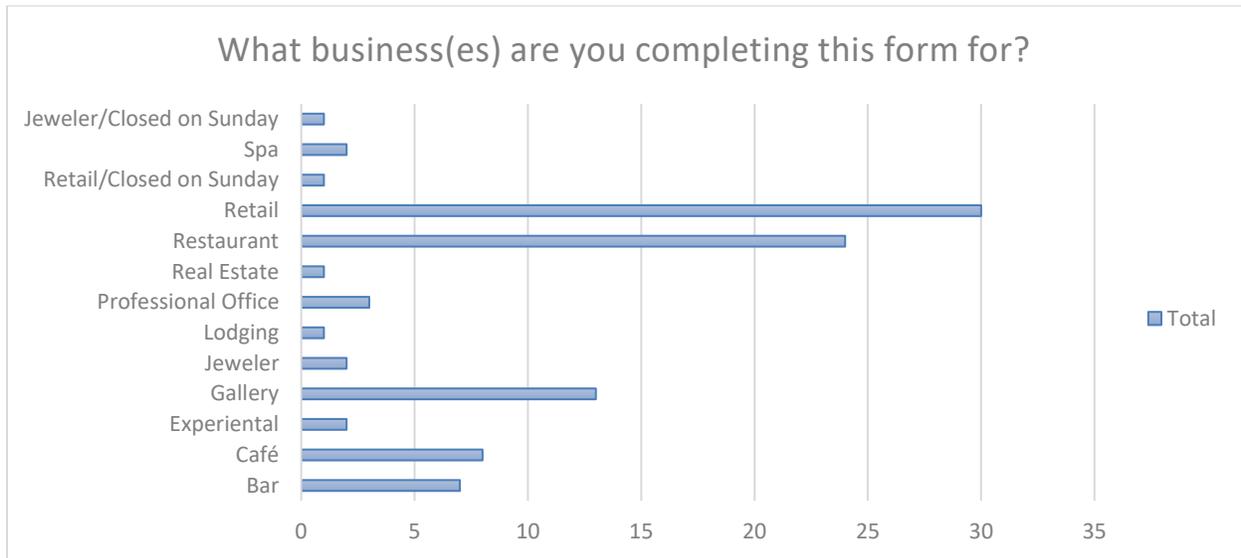
Car-Free Sundays | 2021 Discussion

Action Requested: Review the proposed process and survey questions to determine if the HPCA pursues Car-Free Sundays in 2021.

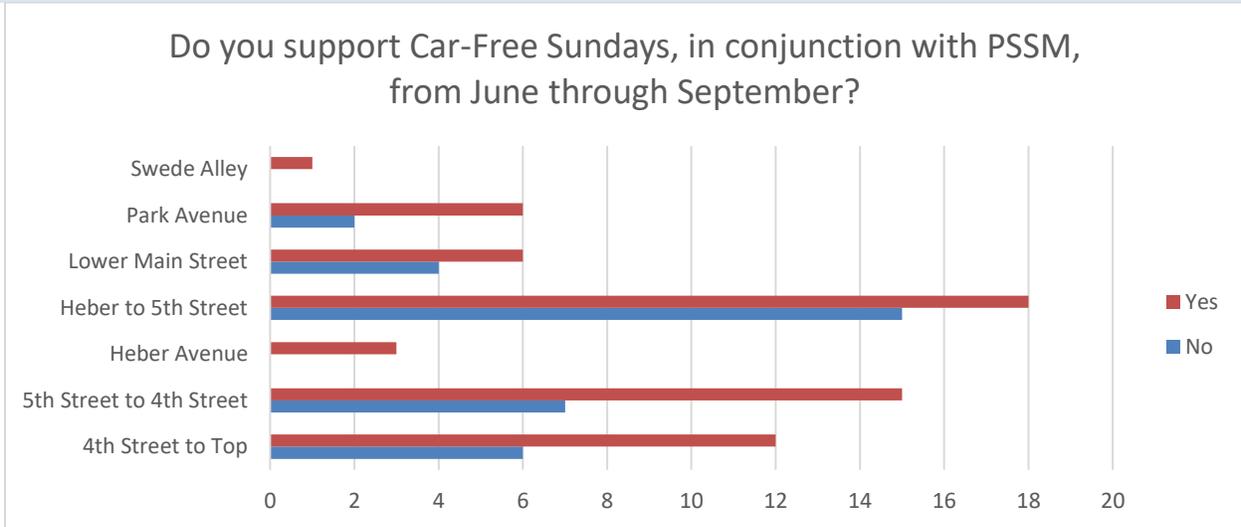
The Events Committee was given the lead to solicit input from merchants regarding their desire to have Car-Free Sundays in 2021. A survey was distributed to the merchants and 97 of the 215 current business license holders responded. Each business license was only allowed one vote.

OVERALL RESULTS

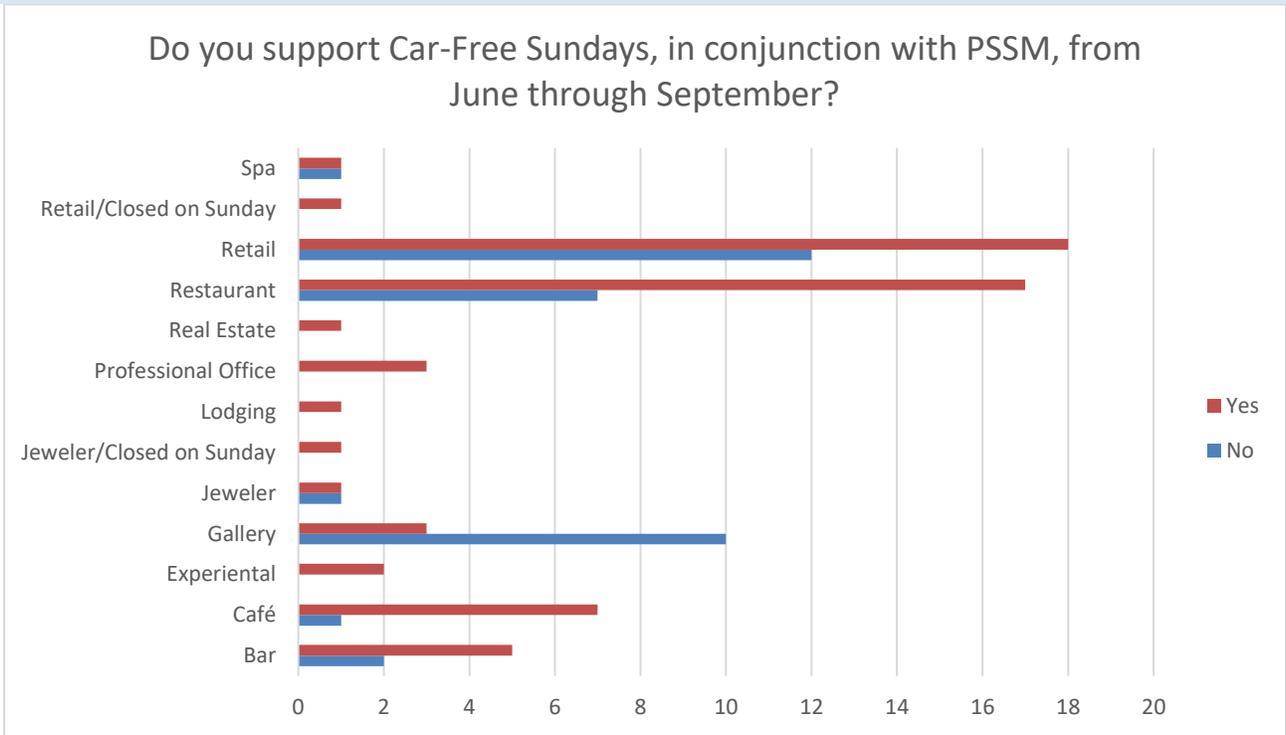




RESULTS BY LOCATION



RESULTS BY BUSINESS TYPE



Events Committee Conclusions

- Street is saying yes we want to have car-free Sundays in 2021
- The guiding reason for car-free Sundays is for socially distancing
- Saturday should not be included without asking the street what they want to do
- The hours should run the same as last year 7:30 am to 10 pm. However, if pedestrian traffic dies down before 10 pm the City can reopen the street. This call will be made on a week by week basis.
- Car-free Sundays will not take place on days with inclement weather.
- Businesses need to be part of the Business Improvement District (BID) to go out into the street on car-free Sundays
- Businesses that are part of the BID, but not located on Main Street, can locate in areas where more vibrancy is needed
- Scaled back programming will continue, similar to last year, to provide “ambiance”
- BID members cannot bring in outside vendors. It is seen as competition with existing business
- Park City Municipal Corporation will continue as the Event Organizer
- Parking rates in China Bridge on Park Silly Sunday Market days will be like 2019:
 - 10am until 5pm rates at \$5/hr. (\$18 max)
 - 5pm until 11:30 pm return to regular summer rates

If the Board determines to pursue Car-Free Sundays in 2021 the following items will be addressed.

- Footprint size of merchant expansion.
- Ability for merchants to erect tents on Sundays.

Parking, Transit and Drop and Load Zone Input

Action Requested: Provide feedback on the Drop and Load program.

City staff will return to the City Council on March 11 to provide a spring transportation update. This update will include a review of the Drop and Load Zones, parking, and transportation. The Winter Operations Committee has provided feedback to the City but want to ensure all comments are collected.

Feedback will inform the City as to how to modify plans as we approach the Spring and Summer seasons.

Park City Municipal provided an update on this project that is included at the back of this packet. Additional statistics will be provided at the meeting by Park City Municipal.

Ride-on App

Action Requested: No action required.

Austin Taylor with Park City Municipal and Victoria Schlaepfer with Deer Valley Resort will provide an overview of the carpooling and transit incentive program called RideOn Park City. In an effort to decrease the number of employees driving alone into town, Park City Municipal launched the program in the winter of 2019/20 with Canyons Village

Park City Chamber and Visitors Bureau – Destimetrics Review

Action Requested: No action required.

The Chamber will provide an overview of the lodging trends for the upcoming weeks.