



**PARK CITY COUNCIL MEETING MINUTES
445 MARSAC AVENUE
PARK CITY, SUMMIT COUNTY, UTAH 84060**

September 22, 2020

The Council of Park City, Summit County, Utah, met in open meeting on September 22, 2020, at 4:00 p.m. The meeting was a remote, electronic meeting due to the declared public health emergency.

Mayor Beerman read the Determination of Substantial Health and Safety Risk.

WORK SESSION

Vibrancy Code Discussion Regarding FY 2020 - Third and Fourth Quarters:

Beth Bynan, Business License Specialist, and Jonathan Weidenhamer, Economic Development Manager, presented this item. Bynan reviewed the current ordinance with its goal to keep the business district vibrant and healthy. Inspections were conducted and if a storefront was dark, notices would be sent out. She explained the process for those businesses in violation. She indicated inspections were not performed during the second quarter due to COVID-19. The Historic Park City Alliance (HPCA) supported inspections during the third and fourth quarters to ensure vibrancy on Main Street.

Bynan asked if Council wanted to continue enforcing the vibrancy ordinance or loosen some of the requirements. Council Member Joyce asked how many one-time allowances had been given, to which Bynan responded there had been two exceptions granted. Council Member Gerber stated HPCA favored allowing a one-time exception for COVID-19. Bynan clarified the HPCA request was for a review on a case-by-case basis.

Council Member Doilney asked if previously dark businesses might take a year off since Sundance was pared down this year. Weidenhamer stated Sundance was concerned about non-affiliated businesses coming in during the festival and renting those spaces. He indicated having a temporary zoning ordinance that would preclude convention and sales licenses during Sundance, but it would be inconsistent with State code. It was a balance to facilitate business needs and Sundance's rights.

Council Member Joyce thought it was important to keep Main Street vibrant because of health guidelines. He indicated the ordinance should be enforced and the City had the ability to consider business requests on a case-by-case basis. If the stores shut down because of COVID, liquor licenses shouldn't be granted for the parties. Council

Members Henney and Doilney agreed. Council Member Gerber indicated businesses wanted neighboring businesses to be vibrant. The Council agreed to have staff enforce the vibrancy ordinance.

Wasatch Transit Study Results Presentation - Shawn Seager, Mountainland Association of Governments (MAG):

Shawn Seager and Shauna Mecham, MAG, and Albert T. Stoddard, LSC Transportation Consultants, Inc. lead consultant, presented this item. Stoddard presented the results from the Wasatch County Transit Study. He stated there was good outreach with distributing a survey, coordinating meetings, and assembling an advisory committee consisting of over 50 stakeholders.

Stoddard discussed the Utah Transit Authority (UTA) vanpool program and indicated this was based on demand. A commuter service from Wasatch to Summit County was considered with more trip frequency in the winter. A commuter service from Wasatch to Utah County was also considered, and he noted there was a balanced need for service in the mornings and evenings. A local service option within Wasatch County focused on stops in Heber City and Midway.

The recommendation was to phase the implementation. Phase One would create a short-term governance structure and develop a van pool. Phase Two would add the local service and Phase Three would implement the service with Summit and Utah Counties.

Seager explained some funding options to cover the Transit costs, including Federal Transit Authority funds, charging fares, and using Wasatch County Transportation Sales Tax potential revenue. Mayor Beerman asked if Wasatch County was interested in implementing a sales tax. Seager stated there was excitement for transit in that area, but there wasn't a discussion on funding. Wasatch and Summit Counties met and were going to create a memorandum of understanding for regional transit.

Seager gave some options for governance models for transit. He displayed a cost per passenger chart and noted the cost for a passenger going from Heber to Park City was only \$2.63 because of the high demand.

Council Member Joyce stated the transit demand in general decreased because of COVID-19. He asked if this had an effect on the discussions. Seager stated Wasatch County projected past the COVID era and looked to the future. Council Member Joyce asked if this presentation had been given to the Military Installation Development Authority (MIDA). Seager stated there were stakeholders from the ski resorts and MIDA as part of the Transit study. Council Member Doilney asked if Kamas and other cities east of Jordanelle were part of the study. Seager stated Wasatch County only wanted entities within the county to be studied. He noted Hideout was part of the study. Council

Member Gerber asked if Heber City had discussed microtransit. Seager stated he was not part of those discussions.

Mayor Beerman opened the meeting for public input.

Mark Boyle via Zoom suggested branching out regionally and encouraged Park City to reach out to other areas. He also stated Hideout was taking advantage of the established area and he hoped to hold them accountable to achieve a good business product. He stated bringing in large corporate sponsorships would help with funding.

Mayor Beerman closed the public input portion of the meeting.

Council Member Joyce indicated he was excited to make progress on having transit run between Heber City and Park City. He thought as COVID decreased and Summit County began its regional transportation, there would be a demand.

Seager stated Park City was one of the partners in the study and he felt it spurred a lot of conversations, which was very helpful. Dias agreed and noted this study was evidence that the City could work with its neighboring entities. Mayor Beerman was encouraged by the results and thought implementing these systems could move the region's transportation goals forward.

Park City Vision 2020 Update:

Jed Briggs, Budget Manager, Linda Jager, Community Engagement Manager, and Michelle Downard, Resident Advocate, presented this item. Briggs reviewed the visioning process had been delayed by COVID, and indicated staff was looking for direction going forward. Jager reviewed the eight-month visioning process which concluded with five strategic pillars and an overwhelming desire from the community for Council to "embrace bold change." Briggs reviewed the prioritization of the pillars. Downard displayed questions for consideration and asked if Council thought the pillars should be reprioritized since COVID had hit the economy and the City had been focused on health and safety.

Council Member Doilney favored having pillar workgroups. He thought the priorities would remain close to the same priorities. He was concerned about affordability and social equity and thought that might change because of COVID and the situations being highlighted in the past few months. Council Member Gerber agreed and stated housing was getting less affordable for the workforce. She thought resiliency was a word that would be used going forward as the City bounced back after COVID.

Council Member Joyce cautioned Council not to change things around too much, noting the City was 5 months into a 10-year plan. COVID was a big bump in the road, but a 10-year plan was a long-term aspiration. He thought the City should look at the most they

could do for the money it had available. He indicated the lowest priority was the Arts and Culture District and this project was a huge expense at a time when the City had a lot of other obligations.

Council Member Henney remembered from prior discussions that Transportation had the most immediate need, but Affordability and Equity had the greatest urgency over the long-term. He didn't think the City needed to reconsider priorities based on COVID, and felt the results held up in spite of COVID. His concern was whether the pillars supported the critical priorities or diluted the critical priorities. He stressed the desire from the community was to take bold action and in many cases, taking bold action included not changing. Council Member Doilney agreed and felt the pillars were interconnected and couldn't be separated. He hoped to give affordability and equity everything in the short-term, but keep the pillars as-is for the long-term.

Mayor Beerman thought the eight-month visioning process was valuable because consistency was seen in the results by all groups involved. Since COVID, the priorities were being questioned. He thought there should be some forums to discuss the prioritizations. He agreed it was about bold action, not bold change. He also noted the critical priorities depicted as a tree was now changed to strategic pillars and he encouraged a specialist to tie in the two ideas in a visual depiction.

Council Member Joyce thought it was a good idea to get the pillars back into people's minds. He thought finding quick solutions would jumpstart these pillars. Council Member Gerber stated a lot of people had moved to town recently and she felt educating people on what the community was working on would be beneficial. She indicated a lot had been learned about some of the pillars during COVID. For example, events were cut because of COVID and people still came to town. Council Member Doilney felt the Arts and Culture District would help the City economically with accessibility close to Main Street, and noted it would also include affordable housing and promote transit.

Mayor Beerman summarized that Council felt the City was on the right track with regard to the strategic pillars, being the building blocks for the direction the City would go. There was support for some public outreach to reaffirm the vision and support for quick actions to accomplish some goals within the pillars. He indicated Council and staff could use those actions to start conversations.

Council Member Henney added that help was needed to tie-in the past priorities with the new priorities, and hoped it could be something easy that people could remember. Council Member Joyce favored a reboot instead of dragging the old stuff into the new stuff. Council Member Doilney liked the visual of the tree. Council Member Joyce thought the visuals were not as important as getting this going in the community. Mayor Beerman felt it should be done at the same time to present it to the public. Council Member Doilney stated the City had continued to take bold action, referring to

environmental leadership, Richardson Flat, and the Transportation Study results. Dias stated these priorities were moving forward even as COVID was in the midst of the priority. Some of the low hanging fruit had been accomplished. The things ahead needed to be bold. He agreed staff and Council could do more outreach to get it into the community.

Mayor Beerman opened the meeting for public input. The following comments were submitted:

Nancy Lazenby via Zoom was excited to see the vision being presented. She loved the vision statement. She asked if the projects were going forward separately or were they tied into the goals. She gave the example of the Park City Mountain Resort (PCMR) parking project, which would have an impact on tourism and transportation, and asked if the project tied into the different City departments.

Mayor Beerman stated visioning was used to build in a new general plan. This would be handled differently, but it would trickle down into policy. He knew applications came in and it was hard to retrofit the project with the visioning principles. If the projects weren't looked at comprehensively, they wouldn't be effective. Jager stated staff would come back to Council to discuss what had been done within the strategic pillars.

Carolyn Wawra: "Hi! I'm unable to attend this meeting live, but wanted to voice my support for Vision 2020 all pillars, especially this one: Environmental Leadership - Protect, embrace and support our natural world and local ecosystems, so we can all thrive. I specifically support Net Zero Carbon and Zero Waste. We are already leading on Carbon, ranking as most ambitious climate change goals in the country. If our community can do this with Carbon, I feel that we can do it with waste. Let's do this Park City!"

Deborah Rentfrow: "2020 Vision documents: Affordability & Equity: Under Housing Solutions, it states the desire to disincentivize the nightly rentals. Don't disagree with this; however, does this mean condos built by PEG will not be allowed to do nightly rentals? Are any units in Kings Crown going to be eligible for nightly rentals? Environmental Leadership: Under Natural Environment it states the desire to create & maintain safe corridors and habitat that negates the impact of roads, trails and development on the natural systems & wildlife. The PCMR base area project proposed by PEG is not creating safe pedestrian corridors and will be making access to the trails from April through November PCMR more difficult. Transportation Innovation: Agree with it all and believe we should promote Car Optional thinking; our condo listing headline states NO CAR REQUIRED and has since put it in rental pool. How is the city going to encourage/enforce this going forward with existing and then with new development by PEG at PCMR? Sustainable Tourism: On Holistic Analysis this again begs the question as to whether the city will allow the units built by PEG to be nightly

rentals. Also, it says it should be in balance at neighborhood levels. Empire & Lowell neighborhood will be devoured by PEGs proposal; the Kings Crown development is already having a noticeable impact on the area. Arts, Culture & Local Economy: The 2nd point includes "encouraging entrepreneurial outdoor recreation and sustainable tourism industry". A lot of our tourists come from less than an hour away to use the trail system and ski. The current proposal by PEG for the PCMR base area will negatively impact the use and sustainability. In addition, growing existing small business & local business creation is listed as important. Will the city set limits on number of national chains allowed to operate in newly developed retail space at PCMR as they have attempted to do on Main Street?"

Jocelyn Scudder: "Thank you for the opportunity to submit public comment today about the Park City 2020 Vision and Strategic Pillars. My name is Jocelyn Scudder and I represent the Arts Council of Park City and Summit County—an independent umbrella nonprofit organization and Local Arts Agency for both Park City and Summit County. Our mission is to serve our Arts & Culture community by driving creative programming, providing valuable resources, and cultivating connections. We envision a community where Arts & Culture is critical, where creatives thrive, and where all people connect through the arts. The Arts Council is grateful for the City's leadership in prioritizing arts and culture during the 2020 visioning process, identifying a need to foster economic diversity through arts, culture, and local entrepreneurship. During this process, residents identified a need to embrace bold change. As we collectively look towards the future, we see a lot of change—cultural representation is increasing, where and how we live is shifting, our awareness of community challenges and drive to address them is expanding, and our delicate economy is shifting. It's the Arts Council's role to ensure that the arts are woven into these changes that shape our community as they are an integral component of our community fabric that can help us tell our stories, bridge our divides, celebrate our diverse cultures, and diversify our economy. Ultimately, the arts increase our quality of life in Park City and make our community more sustainable, vibrant, and resilient. Arts and Culture is at a critical juncture in Park City. We've seen increased investment in arts and culture in our community—most notably Park City's land purchase in Bonanza Park to create a new Arts & Culture District. We must maintain momentum in arts and culture to ensure we capture the return on these investments. The arts are kindling for our local economy—when we increase support for arts and culture, we are generating jobs, tax revenue and an uplifting hope and connection in our community. The arts will help us build after this difficult period. I encourage Park City leadership to continue the prioritization of arts, culture, and local economy as a key strategic pillar as we move forward as a community. Thank you again for the opportunity to submit public input on this item and for the City's continued support of arts and culture."

Heather Currie via Zoom was grateful the Council was moving. She was concerned that the visioning process might be opened too much and would be changed until it was

unrecognizable. She thought \$500,000 was put into the visioning process and she wanted to be careful opening it up again. She urged caution when building a survey. She also wanted to speak about zero waste and hoped it would stay at the top of the prioritization list.

Mayor Beerman closed the public input portion of the meeting and stated there were no plans for a survey, but there would be forums. Jager clarified the visioning project was \$60,000.

REGULAR MEETING

I) ROLL CALL

Attendee Name	Status
Mayor Andy Beerman Council Member Max Doilney Council Member Becca Gerber Council Member Tim Henney Council Member Steve Joyce Matt Dias, City Manager Margaret Plane, Special Counsel Michelle Kellogg, City Recorder	Present via technology
Council Member Nann Worel	Excused

II) COMMUNICATIONS AND DISCLOSURES FROM COUNCIL AND STAFF

Mayor Beerman stated the Deborah Rentfrow public comment from work meeting had a lot of excellent questions and he encouraged her to be at the Planning Commission meeting tomorrow to ask those questions.

Council Questions and Comments:

Council Member Henney stated he attended Coffee with Council today with Celia Peterson, who announced Park City had won the "We love Cities" contest for U.S. cities. Park City was now in the competition in the world contest. He indicated the winning City was determined by the City's bold actions that took care of the City.

Council Member Doilney noted it was Suicide Awareness month and asked the community to continue to reach out to people.

Council Member Joyce stated he was the liaison for the Sewer District and noted the new \$50 million water treatment plant had its ribbon cutting. He noted a plaque was placed on the new building honoring Deon Wilking, who had been on the Water Reclamation Board for 42 years and had contributed so much for the City and County.

Mayor Beerman stated six months ago the pandemic became a crisis. The Council had reevaluated its budget and helped the most vulnerable population. He was hopeful that the City could take a balanced look into recovery.

Staff Communications Reports

1. 2020-2021 Winter Transit Service Recommendations:

Mayor Beerman indicated public input on this item could be given during the Public Input agenda item.

2. Neighborhood Traffic Management Program- Iron Mountain Trailhead Update:

Council Member Joyce stated some people had asked how much trailhead parking was at the PCMR base. There would be a lot of trailhead parking eliminated when the project got started. He asked that staff consider alternatives. Mayor Beerman stated a letter was received by the Mountain Trails Foundation Board with that same concern and he was having a meeting with them tomorrow.

3. Art Fencing Call for Artist for Arts and Culture District Engagement:

4. Business Licensing Program Overview:

III) PUBLIC INPUT (ANY MATTER OF CITY BUSINESS NOT SCHEDULED ON THE AGENDA)

Mayor Beerman opened the meeting for anyone who wished to submit comments to the Council on items not included on the agenda as well as on the 2020-2021 Winter Transit Service Recommendations agenda item.

Victoria Schlaepfer, Deer Valley Resort: "I have broken down our concerns by bus line: Orange Line: From staff feedback last winter, the Orange bus in the mornings and evenings is very crowded and some passengers were denied getting on the bus because it was too full. With new protocols to avoid overcrowding on buses, it seems counter-productive to decrease service on an already over-crowded line. Deer Valley would like to see increased frequency of the Orange bus during peak times in the morning and afternoons to meet this demand and keep riders safe. Another concern with the Orange line is that it starts at PCMR. Last year, the Lime bus turned into the Orange bus at PCMR, however the city has stated that the Lime bus will now run all the way to Deer Valley. It seems that there could be cost-savings in starting the Orange bus at OTTC instead of PCMR.

Purple Line: Deer Valley would like to see continued service to Empire on the Purple line as we have about 20 employees that rely on the Purple bus to get to work at

Empire. We also understand that the Montage has employees that rely on the bus to get to work and support them in their need for the Purple bus to run.

Yellow Line: Another significant concern to the Resort is the addition of a stop at PCMR on the Yellow line. The Yellow line is the fastest way for our employees in prospect to get to the resort. The Red line already services PCMR twice, once on the way to Deer Valley and once on the way back. Riders that need to get to PCMR on the Yellow line, could transfer at the Fresh Market stop as there are already 3 other routes that stop at Fresh Market and then proceed to PCMR. Last year Deer Valley and the City talked about reversing the Yellow line in order to provide at least one bus in the transit system that went to Deer Valley more quickly and directly."

Michelle O'Brien, Stein Eriksen: "The following is our basic needs from a shift perspective: Our typical peak shift start times are 6:30 am, 7:00 am, 8am, 2:30-3pm with end times of 1pm, 2:30-3:30pm, 4:30-5:00pm, 10:30-11pm. We anticipate at least 200 seasonal team members being onboarded this winter for SELMC.

Housekeeping – 60 with a high concentration working the 8am-4:30pm shift
F&B – 85 with a high concentration working the 5/6am-1/2pm or 3pm-11pm shift
Culinary – 40 with a high concentration of 7am-3pm or 3pm-11pm shifts
Front Office - 20 with a high concentration of 7am-3pm or 3pm-11pm

We would request the buses start as early as 6am if possible and run through mid-day (9:30am), with end of shift pickups from 1pm -3:30pm approx./ 4:30-6pm approx. and 10:30pm -11pm approx. We are bringing in our seasonal team between November 10th and November 13th. The Purple bus is the only way they can get up the mountain from November 10th until the start of the Orange bus. We have our housekeeping team coming November 10th and that would be for an 8:00 am-4:30 pm shift. There will be about 45 to 50 that will not have any other transportation."

Kirk Nangreaves via Zoom indicated his neighborhood was served by the blue and green Transit lines and noted these were the same routes going in different directions. He felt the cuts were a difficult decision. He understood the service change included the blue line being suspended. That was a 50% cut which was disproportionately large. The green line had been reduced from three buses an hour to two buses per hour, which was a 60% service cut. He asked why his neighborhood got double the service cut when the target cut was 35%. He requested staff increase the green line service back to three buses per hour.

Melissa Renschler, director of People, Montage Deer Valley, via Zoom indicated that over the months they worked on the revised bus schedule, especially the purple line which impacted the Montage employees. She requested Council approve her suggested schedule. She anticipated hiring 350 employees for the ski season.

Council Member Henney responded that the bus changes were made on a temporary basis, in response to the decline in demand. Schlaepfer and Renschler both worked for ride generators. They gave valuable input over the past couple of months and the bus schedule was amended based on that input. He thought Nangreaves would have to adjust to the cuts in his neighborhood. He indicated this was an administrative approval and Council would not vote on this item. He also noted any suggestions could go before the Joint Transportation Advisory Board (JTAB).

Council Member Joyce stated Transit had to prioritize and the most important priority was for people without cars who needed transit for their livelihood. Transit hoped to increase service by the end of the season. Mayor Beerman asked when the next JTAB meeting would be. It was indicated October 20th at 9:00 a.m. He encouraged this public comment to be made at that meeting.

Charlie Sturgis via Zoom hoped Transit would remain flexible to meet the demands.

Kirk Nangreaves via Zoom agreed priority should be given to those with no cars.

Mayor Beerman closed the public input portion of the meeting and stated it was nice to see people fighting for Transit. He hoped the routes would be back to normal as soon as possible.

IV) CONSENT AGENDA

1. Request to Authorize the City Manager to Execute the Construction Agreement in a Form Approved by the City Attorney's Office with Makers Line, LLC, for the Construction of the Sixth Street Stairs in an Amount Not to Exceed \$262,204.00:

2. Request to Provide Rent Abatement for Tenants of City-Owned Properties through December 1, 2020 in the Amount of \$22,081:

Council Member Joyce moved to approve the Consent Agenda. Council Member Gerber seconded the motion.

RESULT: APPROVED

AYES: Council Members Doilney, Gerber, Henney, and Joyce

EXCUSED: Council Member Worel

V) NEW BUSINESS

1. Consideration to Approve Resolution 20-2020, a Resolution Recognizing November 13, 2020 as Park City Kindness Day:

Minda Stockdale, Leadership staff liaison, and Kathleen Nichols, Meredith Riley, and Nicole Kennedy, Leadership Class 26, presented this item. Council Member Henney stated he went to the Kindness website and it was great. He commended the group with its efforts to distribute painted rocks with statements of affirmation and noted he liked seeing them on trails and around town. He also enjoyed looking at the Leadership group's list of accomplishments.

Stockdale stated the Leadership Class was strong and performed in spite of not being able to meet in-person, and they performed a multipronged project, including this resolution. Kennedy thanked those on the committee for their work and effort on this project. The Leadership class felt kindness was one of the most important things in life and she quoted, "What is the kinder option?" Riley stated kindness was a value the City already honored, but she felt adopting the resolution would help the town rise to the occasion. She noted the personal benefits from being kind and indicated she supported this resolution.

Council Member Doilney stated wearing a mask was an act of kindness. He felt wearing a mask was an unspoken message that people care about each other. He thanked the Leadership class for promoting kindness. Council Member Henney referred to the "We Love Cities" competition and stated this was one way that Park City could show its love for the City. Kennedy stated their group raised over \$1,000 to buy coffee for first responders. She listed other things the group had done to show kindness. She read the resolution aloud.

Council Member Doilney moved to approve Resolution 20-2020, a resolution recognizing November 13, 2020 as Park City Kindness Day. Council Member Henney seconded the motion.

RESULT: APPROVED

AYES: Council Members Doilney, Gerber, Henney, and Joyce

EXCUSED: Council Member Worel

2. Consideration to Approve Resolution 21-2020, a Resolution to Return to Normal Utility Billing Processes:

Jason Christensen, Water Manager, presented this item and indicated in April an emergency proclamation was passed, which included not charging interest for delinquent water billing accounts and a 50% reduction in the stormwater charge. This resolution would reinstate the full stormwater charge and charging interest on delinquent water billing accounts. He noted collections on the delinquent accounts would be phased in beginning January, 2021.

Council Member Henney asked if there was an appeal process for a person that couldn't pay the bill. Christensen stated a person could be referred to the Christian

Center, the City Manager, and there were reduced billing options, all of which were available on a case-by-case basis.

Council Member Joyce indicated \$420,000 in stormwater fees were waived, and that money went back to the community. He appreciated the Water Department's efforts during COVID. Christensen stated the department was able to cut that fee by deferring capital projects.

Council Member Gerber asked about outreach to let customers know about the change in billing. Christensen stated there would be a notification that would be sent to customers. Council Member Gerber asked if there was information in Spanish. Christensen stated he would work on that to make it happen.

Mayor Beerman opened the meeting for public input. No comments were submitted. Mayor Beerman closed the public input portion of the meeting.

Council Member Gerber moved to approve Resolution 21-2020, a resolution to return to normal utility billing processes. Council Member Henney seconded the motion.

RESULT: APPROVED

AYES: Council Members Doilney, Gerber, Henney, and Joyce

EXCUSED: Council Member Worel

3. Discuss FY2021 Budget Re-Adoption:

Jed Briggs, Erik Daenitz, and Penny Frates, Budget Department, presented this item. Briggs stated when the budget was adopted, it was determined staff would come back with better projections for the fiscal year. He reviewed the steps taken and cuts made thus far for the FY2021 budget. The approved budget included cuts in anticipation of a recession.

Daenitz indicated sales tax was lower than normal, but was \$1.3 million more than the projections made in April. He noted some areas of the economy were back to normal, but the travel and tourism area was uncertain. He also indicated COVID cases were continuing to climb and that path was undetermined.

Briggs displayed a chart with updated General Fund revenue compared to the projections. There were big deficits in sales tax revenue, Ice revenue, and other revenue. Daenitz stated the revised projection anticipated a 43% decrease in sales tax resulting in \$620 million less than expected, mostly due to lower revenue in the winter months. He thought the expense budgets were cut to the appropriate level, but now the revenues needed to be fine-tuned. Briggs hoped to adopt a revised budget that showed the projections better.

With regard to the Transportation Fund projections, Briggs stated the new Transit tax was not calculated initially. The new projection included that new tax. There were also grants Transit applied for which amounted to approximately \$2 million. He discussed opportunities to receive additional funds through grants. The Transportation expenses included additional cuts for capital projects in order to balance the fund. Daenitz explained the method used to project the sales tax revenue.

Frates reviewed the recommended budget requests, including re-classing a Library Assistant to a Spanish Services Senior Librarian, lobbying services, backcountry trails operations and maintenance, a new Housing Specialist position, Transit Grants and Contracts Administrator, and street lights and signs.

In response to Council Member Henney's question, Briggs stated the actual sales tax funds could be left alone, or it could go towards the budget requests and the budget shortfall. Council Member Gerber favored paying for the shortfall with the leftover revenue and filling those positions. Council Member Doilney agreed. Council Member Joyce wanted to keep the budget in sync with accurate projections. He agreed to use the funds to counter the shortfall. Council Member Henney agreed to open the budget.

Mayor Beerman opened the meeting for public input.

Scott Robertson commended the Budget Department for the fantastic analysis and he indicated he was impressed with their projection capability.

Charlie Sturgis via Zoom thanked Budget for that presentation.

Mayor Beerman closed the public input portion of the meeting.

Council Member Henney stated predictive modeling got better as time went on. He asked how extraordinary events affected the modeling and thought it could affect the accuracy. Daenitz agreed the modeling could not anticipate the event, but since the modeling had data from the event, it was part of the data set and it observed that drop.

Briggs stated he would come back October 13th with the amended budget for action.

VI) ADJOURNMENT

With no further business, the meeting was adjourned.

Michelle Kellogg, City Recorder

Vibrancy Ordinance

Work Session Discussion

Beth Bynan, Business License Specialist
Jonathan Weidenhamer, Economic Development Manager

September 22, 2020



Background

2017: Adoption and Implementation

- The Vibrant Commercial Storefronts program is one of City Council's objectives for reaching its overall goal of maintaining a thriving and healthy Main Street and downtown economic core.
- It aligns with other PCMC efforts including our Conventional Chain Business ordinance and CSL licensing regulations aimed at maintaining a sustainable, healthy business mix.

4-2-15: Vibrant Commercial Storefronts

To be considered “vibrant” the business must:

- 1) have an active business license, and;
- 2) operate for at least 60 days per quarter.



Administration of the Program

Vibrancy Inspections

- The Finance Department manages and administers the Vibrancy Ordinance by conducting quarterly inspections with staff from multiple departments.
- Businesses which are not “vibrant” during these inspections are then sent a “notice of dark storefront” via certified mail.

****If a business does not meet the definition of vibrancy, the location becomes ineligible for a temporary liquor permit.***



— Checks and Balances —

- Under the current code, if a business has been deemed “dark”, the business owner has the opportunity to present “satisfactory evidence” to the Finance Manager that it is in fact “vibrant”. Examples of “satisfactory evidence” would be payroll reports, utility payments, or P & L statements that indicate that the business has been operating for at least 60 days per quarter.
- If an application for a temporary liquor permit is denied due to lack of vibrancy, the applicant has the ability to appeal the denial to City Council as described in 4-3-15.
- All applications for temporary liquor permits for events during the Sundance Film Festival require City Council approval.
- Business deemed “dark” are granted a one-time exception and can use the exception by presenting evidence that the location is being actively marketed for sale or lease by a real estate professional or if conducting tenant improvements or repairs by showing an open building permit.



The Vibrancy Ordinance is Working!

2017 (Before Implementation)

- Main Street had a 6% vacancy rate;
- Certain locations were chronically vacant/dark yet would suddenly activate during the dates of the Sundance Film Festival to host temporary events;
- Once the Festival was over the locations would revert to being dark for the rest of the year.

2020 (After Implementation)

- Vacancy rate for Main Street falls to only 3%;
- Some chronically dark locations have become vibrant or have already used the one-time exception and will not be eligible for temporary liquor unless they become vibrant and maintain full-time tenants.



2020: COVID-19 Impacts on Vibrancy

Quarter 2



- Due to mandated closures ordered by the Summit County Health Department, staff did not conduct a vibrancy inspection for Q2.



Enforce Vibrancy for Q3? Q4?

- HPCA members are supportive of continuing to enforce vibrancy on Main Street. Keeping storefronts vibrant, especially during the pandemic, is important.
- The Sundance Institute is supportive of continuing to enforce vibrancy.



— Discussion — Points for City Council:



- Consider objectives relating to vibrancy on Main Street and community preferences with back-drop of COVID-19 pandemic landscape.
- The vibrancy ordinance is working, why stop now?
 - Current code contains path of appeal if a business owner is deemed “dark”, and;
 - All liquor licenses for events which take place during the dates of the Sundance Film Festival require City Council approval therefore temporary liquor permit applications are approved or denied on a case-by-case basis.
- Partnership with Sundance Institute - prioritize Festival operations and long term agreement but balance practical business benefits of economic impacts as a whole.
- Local business owners interest in securing short-term commercial leases.
- Health and well-being of the community: do we want to allow the possibility of more events right now by loosening or suspending the provisions in the ordinance?



Questions & Comments?



Park City Vision 2020

Transportation
 Practical New Way
 Autonomous
 Less individual cars
 Helipad - electric vehicles
 Aerial transit - Drone taxi
 Powered by renewable energy

Community
 Ever More Wealthy & elite
 Less second homes?
 *Keep small town feel
 o Similar demographics in terms of class, race?
 Cutting edge education system to prepare next gen to work in town in respect by professionals

Environment / Landscape
 Thriving tourism
 More elite clientele
 Global visitors - Asia
 Lots of festivals & events
 Low unemployment

Environment
 Net Zero Community
 Appropriate efficient water system
 Changing building codes
 Green building
 Clean water
 Community wide

Social Equity
 Net zero whole community
 Partnership
 o More equal economic future

Smart Area
 Smart Area
 Smart Area

Park City Vision 2020

Embracing Bold Change

At-a-Glance



Park City Vision 2020 activities kicked off in June 2019 and concluded in February 2020



1700 participants shared their feedback on Park City's vision throughout the 8-month project



From neighborhood gatherings to stakeholder visioning sessions to the Park City Vision 2020 Future Summit, public engagement was extensive and well attended



Participated in the Park City Vision 2020 Think-Tank and Strategic Pillar Focus Groups to add perspective, subject matter expertise, and guidance through the visioning process



Five Strategic Pillars were identified to address Affordability & Equity, Art, Culture and Local Economy, Environmental Leadership, Transportation Innovation, and Sustainable Tourism

**8
Months**

**1700
Participants**

**40
Engagement
Events**

**95
Community
Leaders**

**5
Strategic
Pillars**

PARK CITY VISION 2020

Strategic Pillars



A 'living laboratory' that creates original thinking and solutions



Strategic Pillar Prioritization

Rating (1 = low; 5 = high)

Total Ave



Transportation Innovation

Explore feasibility of alternative transportation models	5.0
Continue to build-out a comprehensive network of connected multi-modal transit corridors	3.7
Offer residents the possibility of 'car-optional' lifestyle	3.4
Transition Main Street and other key nodes, to be pedestrian oriented and largely car-free	3.1



Affordability and Equity

Intentional approach to support the needs of specific groups	4.2
Disincentivize further growth of nightly rental housing and shift balance back to residents	3.8
Deepen the efforts to reach all groups in the community	3.6
Measure metrics such as community happiness, contentment, equity, well-being, and sense of belonging	3.2



Sustainable Tourism

Adopt an overall local destination impact management approach	4.5
Build alignment between community aspirations and resort industry goals	3.6
Undertake a comprehensive review of the tourism property development pipeline	3.4
Create deliberate gaps in event schedules and develop more community 'protected spaces'	3.1



Environmental Leadership

Support net-zero carbon goal	4.1
Pursue zero waste	4.1
Regenerative ecosystems with a protection plan	2.9
Embed educational initiatives	2.7



Art, Culture and Local Economy

Leverage the new Arts and Culture District to bolster our artisan cluster	3.9
Grow existing small businesses, by stimulating a thriving 'local scene'	3.5
Support local business creation and growth	2.9
Explore potential for expanding medical businesses	2.0



Council Questions & Feedback

- Reconfirm the Vision 2020 Strategic Pillars
 - o Consider reprioritization
- Reconfirm the action plans within each pillar
 - o Consider reprioritization
- Review the recommended next steps:
 - o Community Feedback –virtual community forum and survey;
 - o Timeline of Final Report and Adoption – Identify a timeline for finalizing a report; and
 - o Strategic Pillar workgroups – Re-engage with select community members and strategic stakeholders to further validate or refine objectives within the action items.
- In the coming weeks staff will be coming back to Council with specific updates on the work we have been doing around Affordability & Equity, Arts & Culture, and Transportation Innovation.



Park City Business Licenses

4000 commercial business licenses made up of:

- ~2200 of nightly rental licenses
- ~850 brick and mortar licenses
- ~1000 consulting licenses (located outside City limits)

\$1.3 million collected annually

- most goes to Transit
- some to Police & Special Events
- renewal fees range from \$29.79-\$230,000
(depending on type, size, and location of businesses)

Licensing year: October 1-September 30 each year

Currently, **20%** have already renewed for 2021

→**85%** projected to be renewed by **January 1, 2021**←



Return to New Normal Utility Billing

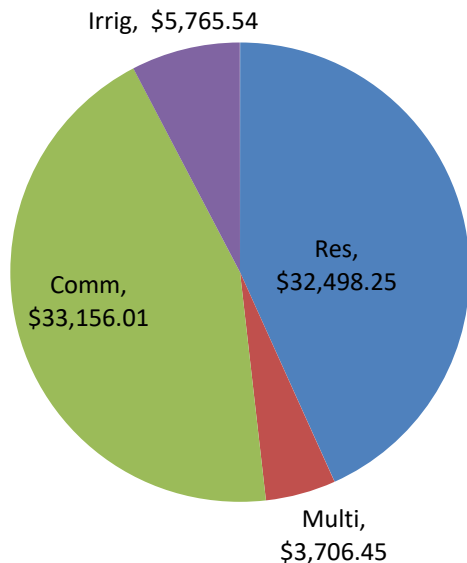


Modifications Made to Billing

Action	6 Months In
Cease Collection Actions & Cease Interest on Past Due Accounts	Typically ~\$20,000 a month past due; Currently ~\$80,000 past due.
Half Stormwater Charge	\$420,00 in stormwater fee's waived

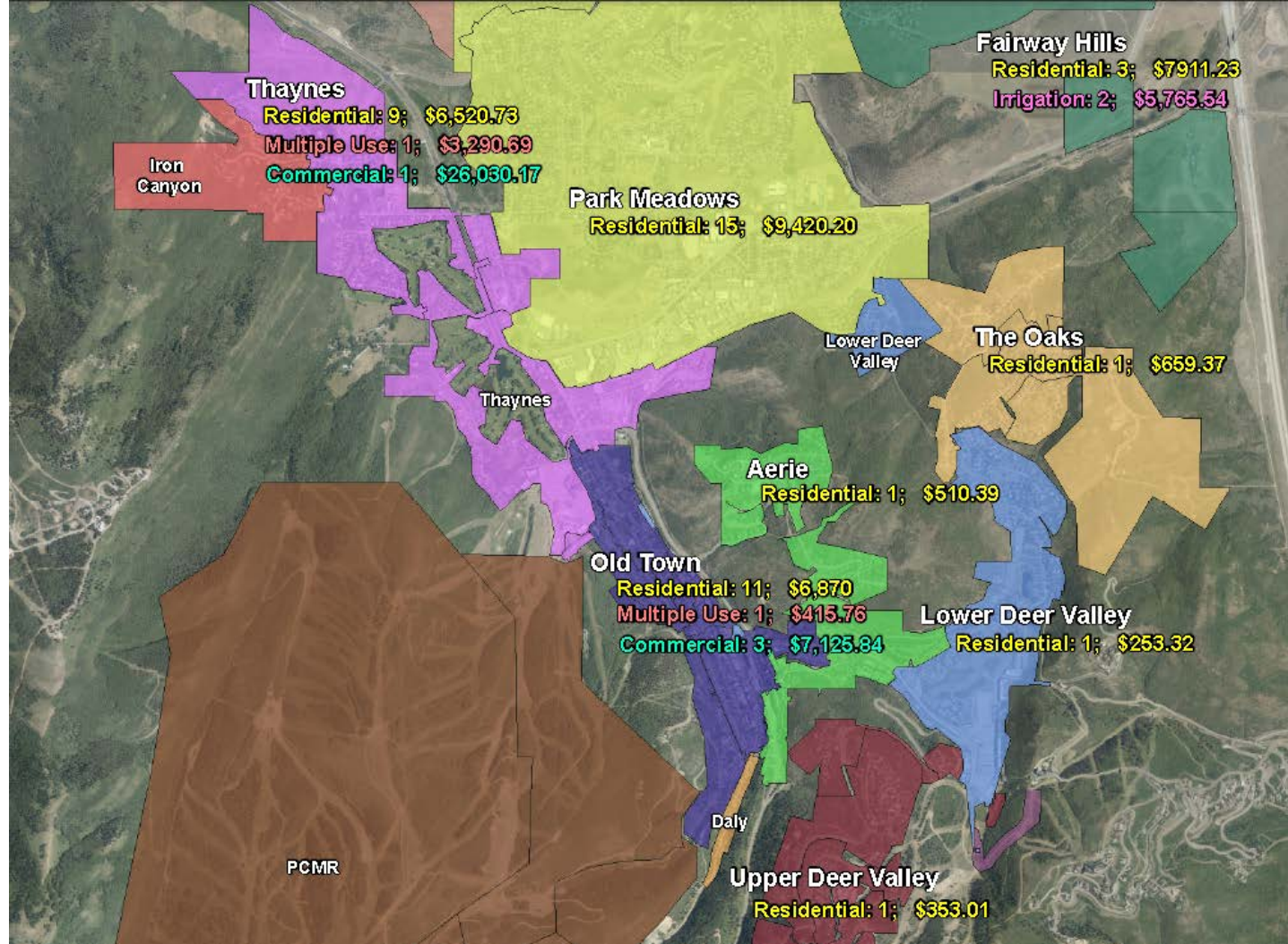


Current Past Due by Account Type



<u>Type</u>	<u>Count</u>
Residential	42
Multi-Family	2
Commercial	4
Irrigation	2





Recommended Action

Initial Action	Recommended Action/Change	Date
Cease Collections	Phased Resumption of Collections	Starting 11/1/2020; Complete 1/1/2021
Cease Interest Charge	Resume Interest	11/1/2020
Half Stormwater Charge	Resume Full Stormwater Charge	11/1/2020
N/A	Extended Payment Plans	11/1/2020

