



**PARK CITY COUNCIL MEETING MINUTES
1255 PARK AVENUE
PARK CITY, SUMMIT COUNTY, UTAH 84060**

March 1, 2018

The Council of Park City, Summit County, Utah, met in open meeting on March 1, 2018, at 8:15 a.m. in the Community Room of the Park City Library.

STRATEGIC PLANNING RETREAT

I. ROLL CALL

Attendee Name	Title	Status
Andy Beerman	Mayor	Present
Becca Gerber	Council Member	Present
Tim Henney	Council Member	Present
Steve Joyce	Council Member	Present
Lynn Ware Peek	Council Member	Present
Nann Worel	Council Member	Present
Diane Foster	City Manager	Present
Matt Dias	Asst. City Manager	Present
Mark Harrington	City Attorney	Present
Michelle Kellogg	City Recorder	Present

Council Member Gerber moved to close the meeting to discuss property, personnel and litigation at 8:45 a.m. Council Member Joyce seconded the motion.

RESULT: APPROVED

AYES: Council Members Gerber, Henney, Joyce, Ware Peek and Worel

II. CLOSED SESSION

Council Member Henney moved to adjourn from Closed Meeting at 11:00 a.m. Council Member Gerber seconded the motion.

RESULT: APPROVED

AYES: Council Members Gerber, Henney, Joyce, Ware Peek and Worel

III. OPEN SESSION

City Council Roundtable: What do We Hope to Be in 2020:

Mayor Beerman introduced Graphic Recorder Alece Birnbach, who would be drawing the discussion as the group talked. He began a discussion about the relationship between the changes that take place as an individual ages and connected that with the changes in the City as it evolves.

The Council discussed how the City had changed and evolved over the years. Council Member Henney noted developers built homes for the middle class and that's who populated the City. Now two thirds of the homes in town were second homes and that changed the City's identity. He also noted the City conversations had changed from public safety to things such as Arts and Culture.

Council Member Worel indicated as people aged, it was increasingly important to connect with others. In comparison, the City needed to think about remaining connected and becoming even more connected. Council Member Gerber stated youth spent a lot of time getting others to like them, but as people aged, it became increasingly important to like oneself. The City needed to consider if it liked what it had become. She indicated it was important to take care of ourselves. Council Member Ware Peek added that sometimes we need to let go of some things in order to focus on the important things. The Filipino community in Park City was at five percent. The youth in the area needed to be heard as well. She hoped that the City's strength could help both the residents and second homeowners.

Council Member Joyce wanted to define "we", and asked if it was Park City proper or the entire community. He felt the community shouldn't be defined by a zip code. He was worried that the City was dependent on snow, and since climate change was a reality, he hoped the City would offer alternatives stay prosperous if there were several bad snow years in a row.

Council Member Henney wanted to define the City's role. His first priority was to take care of the people who paid taxes and voted for the Council. As a group, they needed to decide the Council's boundaries. He felt the private sector was not achieving the City's

goals, so he felt the City needed to step up. Council Member Joyce felt affordable housing was an example of that. He knew the City needed to step up, but the City had limitations as well, indicating financial and competing with the private market as some barriers. He stated there were other resources, but the City couldn't solve every problem.

Council Member Ware Peek thought partnerships could be formed with the big employers so workforce housing could be built. Council Member Gerber indicated people were leaving Park City; the ones who served on boards, worked as teachers, police officers, and others who were important to the community. She just read the General Plan, which referred to the City as a "funky town," and she wanted to keep it funky.

Council Member Henney knew some problems like affordable housing would never be solved, but the City could help to some extent. Council Member Worel indicated if the private sector wasn't stepping up, the City could think of incentives that might entice them to participate. Council Member Gerber thought developers could help somewhat, but housing for the lowest income levels would not be met. Council Member Worel noted she had some conversations and there were developers that were presenting some interesting alternatives. She thought Council should listen and reach out to them. Council Member Joyce thought the path the City was on would only lead so far. He suggested pulling back and looking for other alternatives. Council Member Henney stated there were numerous ideas from developers, but they did not work out. He was willing to continue to listen to ideas. Mayor Beerman asked if there were other things Council had opinions on.

Council Member Ware Peek reviewed her outreach efforts for the parking program, and indicated some of the employees working in old town did not know the community. They came in to work and then they drove home. She felt the City would lose its sense of community if employees didn't live in the community. She suggested incentivizing landlords to keep their rentals long term instead of having short term rentals. Another idea would be to promote accessory units behind homes. She also thought having improved transit would allow people to come into the community and not be dependent on cars.

Council Member Henney indicated the Council and City had gone from a reactive mode to a proactive mode and he felt the community had shown they would rally around the

initiatives brought to them by the City, noting transit, parking, arts and culture, open space and Treasure Mountain as recent examples.

Council Member Worel stated there were other reasons besides affordable housing that kept people out of Park City, and hoped factors such as childcare could be looked at as well. Council Member Joyce expressed frustration that the events in town were no longer for locals. Council Member Henney wanted to discuss how to perpetuate neighborhoods. He felt Council was on the right track and indicated connection and community were important to him.

Council Member Gerber stated it was up to the Council to shape the community and Council needed to be open to the evolution of the community. She thought great things were happening in Transit, and she wanted to continue discussing what the City wanted to be. Council Member Ware Peek was excited about Bonanza Park and indicated there would be local events, housing, and other amenities in this area, which would bring neighbors together. She liked creating things that connected people.

Mayor Beerman stated he had seen evolution in the community and within the Council. He knew this group would continue pushing forward as the City evolved. As the leadership group in the City, confidence needed to be instilled that the City was working to address issues and the community's help was needed.

Community Critical & Top Priorities Overview:

Mayor Beerman stated Council would not make decisions on the priorities until tomorrow. He reviewed the history of Council's priorities over the years. Diane Foster asserted collaboration made everything better. She stated the priorities had power because Council created them and consistently talked about them. She showed a TED Talk and stressed the importance of prioritizing.

Jed Briggs asked why critical priorities mattered so much. Council Member Worel thought looking through a critical priority lens helped Council to stay focused. Council Member Henney added that having the priority showed the public that Council recognized it and was listening to them. Council Member Gerber stated she realized that the priorities were interconnected. Mayor Beerman indicated there was a conscious effort to communicate the priorities with the community, and he saw overwhelming support for these priorities. Council Member Ware Peek noted there was concern when the City went from two critical priorities to three, but she felt things were better remembered in threes. Council Member Joyce stated he agreed with the TED Talk; that laser focusing on as few priorities as possible would achieve the greatest success.

Briggs reviewed the City's core values: Sense of Community, Natural Setting, Small Town, and Historic Character. He explained the priorities as visually illustrated on the tree. Council Member Henney indicated that having too many priorities would dilute the list. Top priorities like Historic Preservation and Open Space were well managed and significant progress had been made, so he didn't think they needed to remain on the list. It was indicated that constituents might think the City wasn't paying attention if those items were not on the list. Council Member Joyce agreed with Council Member Henney and hoped energy could be focused on a narrowed purpose.

Mayor Beerman thought the priorities needed a plan and a path to follow. The well performing priorities didn't need the same focus as the more pressing issues. Council Member Worel stated a quarter of the population didn't move here for core values, but for economic reasons. She wondered if those people were represented in the current core values.

Briggs stated many areas in the City were compartmentalized. The desired outcomes were things the City was always trying to do, such as providing a safe community. Council Member Ware Peek thought the community knew what the City did well and which things needed to be improved. Council Member Henney asked if Historic Preservation would be forgotten if it wasn't called out, or was the City covered by having Historic Character as a core value. Mayor Beerman stated there was a critical path, a funding source and staff and boards dedicated to the goal. By saying yes to these questions, Council was satisfied that these priorities were taken care of. There was discussion on priorities that needed improvement and the priorities that were performing well.

Mayor Beerman commented that the core values represented who we are and the priorities represented what we do. After a short break, Mayor Beerman asked how Council would know if the City should own a priority or just facilitate community priorities. Council Member Worel said Mental Health was a good example; and indicated the City took a leadership role on it but didn't own it. Council Member Gerber added that the City should look at who in the community was set up to be a natural home for a priority, and the City could be a support. Council Member Ware Peek stressed that leadership was so important, which could be a form of ownership. Mayor Beerman thought the City took leadership on Transportation and Affordable Housing. The City did UDOT studies for UDOT and the County had stepped up as well. With regard to housing, Mountainlands and Habitat were working in Park City, but when the

City decided to take charge, the nonprofits focused on the County. He realized those partnerships needed to be renewed, but it was something that the City pushed forward. He also noted the comparison that the transportation example enhanced collaboration with the School District, County and UDOT, and the housing nonprofits example showed the opposite effect of non-collaboration. Council Member Henney noted that it was nice to shine a light on the weaknesses of the City because it helped the Council focus on these priorities and work to improve them. He was proud that the community could address these issues and not ignore them.

Briggs reviewed the priorities and asked for Council's feedback. Council Member Joyce stated the broader the priority, the less definitive the goal. Mayor Beerman felt some of the priorities were progressing well and asked if they should remain on the list. He asked that Council establish criteria for elevating an issue to a critical priority, and return with a purpose statement for elevating the status. With regard to other priorities, know if there is leadership, ownership, or both. Foster suggested coming with ideas of how to progress in that area, whether increased funding, staffing, etc.

Social Equity Challenge:

Mayor Beerman stated three years ago there was an innovation challenge and amazing ideas were brought to the Council. With Social Equity on everyone's mind, it was decided to bring this challenge back with the focus on Social Equity. Council Member Worel stated judges from the community were chosen: Carmela Foote, Cheryl Soshnik, Jenny Holden, Daniel Potter, Katie Holyfield, Francisco Astorga, and Pete Stoughten. There were 13 submissions and the following made presentations:

Enspire Hub – Jon Wiedenhamer

Pandolabs mentored people and helped them contribute to the community. This idea was to work with high school students and teach them how to run a business. This could break down social barriers. They requested \$23,000, but indicated the project could be scaled down if less money were given. The judges asked how this program was different than PC CAPS, which was offered at the high school. They were working with PC CAPS to see the gaps and fill them. Enspire Hub would be consistent to teach learning, apprentice or mentoring roles. This program was meant to get kids into the workplace and working with professionals. Question: Would there be a financial need after the initial program? Yes, but it would be self-sustaining. This was a pilot program to improve the modeling behind the program. Question: Who can apply? They would start with first and second generation immigrants.

Social Engagement and Reducing Energy Poverty – Celia Peterson and Luke Cartin

In Summit County, low income families spent a quarter of their income on energy. The first part of this project would be outreach. Then they would implement the fixes and distribute energy conservation kits. Finally, they would see how much the families had conserved. They requested \$33,000 for the kits and marketing. They talked with companies that could give them a deal on the kits and listed community partners that they would work with to find the low income families. Question: Would they check on mold issues? Renters would be the families that were focused on. Question: How were they going to address families not wanting the government in their homes. They would work through the nonprofits to accomplish this project. Question: Renters were a transient population, so how were they going to follow up or educate this demographic? Materials would be bilingual. Summit Community Power Works would also help with fixing the homes/rental units.

Erika Sanchez – Katrina Kmak

Kmak requested \$8,500 to bring in the New York Times bestselling author, Erika Sanchez, who wrote about her immigrant parents, to speak at the library. Some Latinos had never seen Latino authors in Park City. The book was titled, "I Am Not Your Perfect Mexican Daughter," and was geared toward young adults. Question: Could the author also speak at the high school or other location? Kmak indicated she would ask the agent. Question: Would you collaborate with the Latino Arts Fest? Kmak indicated she had reached out to the organizers but they were not interested.

Leamos Software – Katrina Kmak

Summit County was already using this program and it would be nice to have it County wide. Users could access this from any computer through the internet. It was indicated there hadn't been a good turn out with this program because there was a stigma for adults that couldn't read or write. Kmak stated connections would have to be made and evening classes would be available. She requested \$850 for 10 licenses. Question: Could you partner with Holy Cross? Yes, and users could learn at home, but there needed to be accountability. Question: Would there be outreach? One suggestion was to work with the Park City Film Series and show a film at Aspen Villas, where information could be distributed.

Increase Spanish Materials at the Library – Katrina Kmak

She requested \$5,000-\$8,000 for this project and noted only 2.8% of the library collection was in Spanish. This would keep people interested in the library and would help Dual Immersion students as well. Question: Would this project increase users at

the library? Yes. Question: Would there be outreach? Yes through the Spanish liaison at the library.

ADA Units – Kirsten Whetstone

No presentation was given.

Military Mobility – Mike McComb

McComb indicated veteran suicides have increased. This group was a 501c3 organization that helped veterans. This would be a chance for Park City to give back to veterans from all over. Question: Have you reached out to the National Ability Center (NAC). McComb called a veteran in Virginia Beach on the phone who indicated he had communicated with the CEO at NAC. He discussed buying recreation vehicles for the facility for disabled veterans and other disabled people there.

Outdoor Fitness Equipment – Tate Shaw

This was a proposal for cardio workout equipment to be installed by playgrounds so parents could workout while watching their kids play in the park. This was an alternative for those not wanting to have a membership to a rec facility. Shaw requested \$48,000, but indicated he could buy fewer pieces and only use \$28,000. He wanted to buy three pieces of equipment to be installed in the park. This could be accessible for chair bound people. It would be adjacent to the park on the opposite side of the fence next to the Poison Creek Trail. Question: Why was the equipment so expensive? Because of extreme weather and installation costs. Question: Was there a cost for upkeep? No. The main goal was to encourage families to keep active.

Archery – Karen Yocum

Archery was the safest sport behind ping pong. It was for all ages but attracted 12-14 year olds. A user didn't have to be strong or big to excel in this sport. Anyone with ability challenges could participate as well. There were currently requests from adults and kids for more classes. They requested \$3,500 to buy equipment. The cost of the program was \$75 for eight classes and there was a fee reduction for qualifying participants. Question: Have they partnered with the senior center? Not yet for archery, but they had started a weightlifting program for seniors.

Mobile Recreation Trailer – Ken Fisher

Fisher requested \$24,800 for a mobile recreation trailer. He indicated this would remove bureaucracy. It would be filled with art supplies, snacks, rec equipment and would be parked and available to the public at no charge. Question: How comfortable would kids

be to use the trailer? It would be staffed. Question: Will there be bilingual staff? The Rec Department would need to hire a bilingual employee. Question: Can you do this with no ongoing funding? Yes.

Carpooling/Recreation for Latino Kids – Julia Collins

This would be a partnership with PC Community Foundation. It would empower Latino children by providing them with the opportunity to participate in sporting activities. The Solomon Fund helped underserved children participate in sporting clubs. There was also a carpooling app that could help children who didn't have a way to get to practices and games. Collins requested \$22,000 for the carpool app. Question: Could you open up the carpooling solution to single parents? Yes, the app could be used by anyone for any reason.

Utopian Bureau – Spencer Lace

The request for \$50,000 would be used to incentivize secondary homeowners to change their short-term rentals to long-term rentals. He hoped to provide affordable units in the community. It would work as a grant program and would need to be competitive with profit received from short-term rentals. The City could offer a full remodel of a unit when property owners opt out of short-term rentals. Funds could subsidize the rent and various remodel projects. Question: How did you find the units? Lace looked for low square footage units that were near transit. He performed a search and found a pattern of where the units were.

Closed Captioning – Michelle Kellogg

Kellogg requested \$30,000 for closed captioning on the live stream audio for City Council and Planning Commission meetings. This would benefit the hearing impaired, seniors who process dialogue at a slower pace, and listeners that speak English as a second language. The transcript would appear on the website immediately following the meeting, along with the audio. Another benefit would be time savings for the Recorder who prepared the meeting minutes. Question: Would a budget increase be necessary? Yes. Question: Could the transcript be translated into Spanish? That would need to be contracted out.

The judges left to deliberate. Upon return, the judges indicated their decision was based on the City priorities, if the project was sustainable, if it could it work without additional funding, the practicality of the idea, how relevant it was to Social Equity, and the scale of impact. The top three were as follows:

Third Place was a tie between Enspire Hub and Mobile Recreation Trailer.

Second Place went to the Energy Reduction Plan

First Place went to Spanish Materials for the Library and contracting Erika Sanchez to speak at the Library. The judges thought it would bring awareness to the Latino population, but they indicated the author had to be in Park City in conjunction with the Latino Arts Fest.

The judges thought the carpool app was good, but it was a budget issue as well as the archery request. One suggestion they gave was to open the challenge to community members for suggestions.

ADJOURNMENT

With no further business, the meeting was adjourned and the Council left for a reception at the Park City Museum for the boards, commissions and other invited guests.

Michelle Kellogg, City Recorder