CITY COUNCIL VISIONING SESSION MINUTES
SUMMIT COUNTY UTAH
FEBRUARY 22, 2013

City Council Members: Dana Williams, Andy Beerman, Alex Butwinski, Cindy Matsumoto, Dick Peek, and Liza Simpson

Ex Officio: Lyle Sumek, Facilitator; Mark Harrington, City Attorney; Diane Foster, Interim City Manager; Jed Briggs, Budget Operations Manager; and Nate Rockwood, Capitol Budget, Debt and Grants Manager

Mayor Dana Williams called the Visioning Session to order at 8:30 a.m. and noted that all Council Members were present. He announced changes to the agenda, noting that Council would close the meeting at 12:00 p.m. and remain in closed session through the afternoon. Liza Simpson "I move to rearrange the agenda as outlined by the Mayor". Andy Beerman seconded. Motion unanimously carried.

Due to the number of topics still to be addressed Mr. Sumek stated that Council would begin with public input and the budget presentations. Council would then share their desired accomplishments over the next five years, as well as ideas they would like to see included in the Strategic Plan Update.

Mr. Sumek and Diane Foster discussed holding a smaller visioning session with the Management Team. He suggested that the Management Team test some of the ideas, provide their own ideas, and then meet City Council in another session to update the Strategic Plan.

Public Input

Mike Sweeney commented he was astonished that more citizens had not attended to observe the process. Mr. Sweeney was amazed at how far they had come as a community since they started looking towards the future with City Council Visioning. He has had opportunities to work with a lot of the Staff and he did not think there was a better group to work with. This group has the best interest of the community at heart and they pay attention to what goes on in the community. Mr. Sweeney thanked the Staff and the Council for their efforts and encouraged them to keep up the good work.

Budget Presentations

Nate Rockwood with the Budget Department reported that each year they review key findings of the Financial Impact Assessment Report (FIAR) during Council Visioning. Council members had received copies of the report which consisted of revenue updates, long-term projections and current year projects. Mr. Rockwood briefly reviewed future issues and recommendations that Council would see during the budget process.

Mr. Rockwood reviewed projected revenue sources compared to total expenditures. The graph illustrated the various revenue sources, and he noted that sales tax and property tax comprised the bulk of the City's revenue. He stated that the projected revenue mix showed sales tax at approximately 34%. Property tax was also a large percentage with additional fees and taxes making up the remainder. He clarified they were strictly looking at the General Fund, including the Ice Facility, but not water, transit, etc. Excess revenues from the General Fund that gets transferred to the Capital Fund each year was also included in the presentation. Sales tax has been growing at a faster rate than property tax; however, property tax is a more stable tax, whereas sales tax tends to fluctuate and has highs and lows. If the trend continues, the City would become more dependent on a less stable income source.

Council Member Simpson asked if the 34% included the new Resort City Sales Tax. Mr. Rockwood replied that it was not included because the graph only showed the General Fund. He stated that the percentage would be much higher and at the same time they would have to show all the revenues that go into the Capital Fund.

Ms. Foster asked if the Council would want to address the growing imbalance between property and sales tax over the next five years. Mr. Beerman recalled that the City Council had already projected that for this year, but as it turned, out the property tax had grown faster than the sales tax. Mr. Sumek noted that the Council could address this issue during the recommendations and/or potential actions discussions.

Mr. Rockwood presented a Revenue Comparison. He noted that 2012 was a good year for revenue. The sales tax grew approximately 6% and he indicated a 10% growth in overall revenue between 2011 and 2012.

In terms of future revenue, Mr. Rockwood estimated an average of 3-1/2% over the next ten years. He pointed out that the predicted revenues were holding true to the predictions of the last few years. Building, planning and engineering fees had dropped to their lowest levels, but they were beginning to see a gradual increase. Recreation fees had returned to normal or above normal. New growth was actually lower than projected for last year, which also contributed to the fact that property taxes were lower than sales taxes.

Mr. Rockwood projected that by 2018 the expenditures and revenues would cross. The expenditures were projected on the study from 2000-2010 in which the City grew as far as expenditures. The result was approximately 4-1/2% growth per year. In the past that was always the projection; however, it will now be the target to keep the expenditures from going above 4-1/2%. He commented on the projects and improvements that were accomplished with that one-time money.

Mr. Rockwood stated that a conversation for the next few budget years was the growth of operating expenditures and the increased cost of providing services. Since Staff is a large part of the City operation, major issues to address are related to Obama Care and how that affects part-time employees, health insurance and the retirement system. He noted that they would try to fit those issues within the projected 4-1/2% but it would be difficult to maintain at that level. He pointed out that with all the capital projects coming on line, level of service was another major issue that would have to be addressed. Another issue they continually deal with is the loss of purchasing power with the property tax. One-third of the revenue is being affected by the inability to capture that inflationary component.

Mayor Williams asked if they were anticipating costs associated with the new water infrastructure in terms of having to replace aging infrastructure in places such as Silver Lake, Prospector and other areas. He was told that it was being considered as a priority and some of the cost was built into rate increases.

Mr. Rockwood believed they would continue to see the push for capital improvements based on a continual need. Mr. Rockwood stated that one recommendation is to continue to use the budget surplus for capital improvements, and not to allow it to grow and get out of control. He would like to explore options to address the new capital operating issues.

Mr. Rockwood commented the BFO process will be a great benefit to the City as they get closer to keeping the expenditures from exceeding revenues. Having one process that everyone understands and uses effectively would make a major difference moving forward in the future. He commented on the high level of scrutiny in the budget process for operating and capital requests. He emphasized that they continue to look for revenue offsets where possible whenever the budget is increased.

Mayor Williams asked if it was possible to come up with a Municipal GDP or a debt to income ratio. He felt it would be a good indicator of the health, or lack thereof, of where they are. Mr. Rockwood believed that would be easy to do.

Mr. Rockwood reported that the Park City numbers were put into the comparison of how resort towns are growing and Park City had a higher rate of growth than the majority of resorts who were seeing moderate growth. The Montage had contributed to Park City's numbers because most of the resorts did not have large hotels that were opening. However, even after the Montage came on line, they were still seeing significant growth compared to other resorts.

Jed Briggs spoke about the Budgeting for Outcomes (BFO) process. He noted that budgeting for outcomes stems from past Council visioning discussions. The work flow originates with department managers who create programs and turn them into bids. The Result Team then makes decisions based on Council priorities and the recommendation is presented to the City Manager who then forwards a recommendation to the City Council.

Mr. Briggs noted that this was a relatively new process that began two years ago and fully implemented last year. Department Managers craft their budgets based on the goals and desired outcomes and the onus is on them to defend their programs. The Budget Department evaluates all the programs and acts as an intermediary between the managers and the results team. Mr. Briggs stated that the Results Team consists of a Staff representative from each self-managed team which meets during the budget process. He noted that the Results Team spent considerable time last year crafting its recommendation.

Mr. Briggs presented screen shots of the BOARD software that was integrated into the new system and he explained the function and purpose of each piece.

Council Member Butwinski remarked that several years ago a performance measure was put in place for snow operations, which was the percentage of roads plowed every 24 hours. He was unsure whether it was ever implemented and he wanted to see that measure added back in and implemented.

Regarding performance measures, Interim City Manager Diane Foster explained that Jennifer Danowski, Budget Analyst, had met with her to develop specific performance measures for legislative performance and to determine how to measure that performance. They determined that legislative performance is measured by level of updates and information to ensure the Council, the Staff and the public is well-informed. On the question of how to measure the success of the legislation they decided that it was bills that would negatively impact Park City, and that target was set at zero. Creating performance measures is very much an art form and Budget Analyst Jennifer Danowski is very skilled at working through the process.

Mr. Briggs had recently attended a training that talked about performance management, which was actually measuring outcomes. The City has been using performance measurement for several years and they would like to actually use them to make budget decisions. It would take time to make the transition and they would see the performance measures change as they try to refine the process.

Mr. Briggs noted that the Results Team evaluates all proposals against seven categories and all the scores are tabulated and connected to all the programs. He believed there could be a built-in bias towards bids that are better written, but that should change as the process gets more refined. As the managers understand the scoring they would all be able to write better bids. Mr. Briggs added that could be managed by using different rationales for determining levels of importance. Mr. Rockwood remarked that the Result Team also meets with the managers so they have the opportunity to explain a bid better than they can write it.

Council Member Beerman asked whether the City Council would have access to the electronic version during the budget cycle or if they would still receive the large packet. Mr. Briggs stated that the Council would still receive printed reports. Council Member Simpson asked if the documents would be too large for their iPads Mr. Briggs offered to research different capabilities.

Council Member Butwinski asked if there was a way to reformat the Executive Summary into more of a true executive summary. Mr. Briggs replied that they were planning to streamline all of the budget documents.

Mr. Briggs presented the 2014 Budget, which was still a work in progress, and showed an example of how different information could be obtained interactively. Mr. Briggs concluded his presentation and noted the goal was to create the ability for the City Council to eventually access the information electronically.

Looking to Park City's Future

Mr. Sumek asked the Council members to identify two or three priority items they would like to accomplish by 2018. He encouraged new thoughts and ideas and also asked them to identify two or three priorities they would like to accomplish over the next year. He stated that part of the role of a Board of Directors is to look out at the horizon and bring ideas for consideration and evaluation. An idea that may appear to be extremely out of the ordinary could be the idea that stimulates changes and helps realize the vision.

Mayor Williams wanted the broadband connections to be complete. As the City moves forward they have all acknowledged the importance of IT infrastructure and having broadband in place to further broaden the economic potential. Park City is not as attractive because they do not have the fiber needed in town to attract new business.

Council Member Simpson stated that unlimited intellectual and real bandwidth was one of her priorities. To have the economic diversity they want, Park City needs to be prepared. There are businesses who would like to operate in Park City now but they do not have the infrastructure to accommodate them. Ms. Simpson had listed the same goal as a priority for 2013.

Council Member Beerman agreed that broadband was a high priority, although it was not on his list. Mr. Beerman stated that connectivity was one of his priority goals in terms of inter-connectivity among the resorts, the resorts connecting back to the town, and finding ways to connect the Districts to get people out of their cars. Mr. Sumek asked what he would see as the outcomes. Mr. Beerman replied that it was all the connectivity he mentioned. Council Member Peek suggested pro-active, rather than reactive, leadership to accomplish the goal.

Council Member Butwinski thought the City had already started working on Mr. Beerman's goal for connectivity with the Walkability Bond. He would like more of that to be accomplished before 2018. The basic idea is for compatibility between walking, biking, and driving so all three could interact safely.

Council Member Matsumoto thought a gondola would be an important element in terms of connecting Main Street to other areas.

Council Member Peek named the gondola as one of his goals. He also suggested that executing the Park Avenue walkability corridor would help with connectivity.

Mr. Sumek clarified that he was looking for specifics that could be translated into the updated Biennial Plan.

In terms of broadband, a comment was made regarding interoperability to connect the County and City and the police force.

Council Member Butwinski stated that his five year priority was to see the Bonanza Park redevelopment well in progress using Form Based Code. He would like to see it tailored to locals first, rather than tourists, with amenities that are currently unavailable such as a Laundromat and a place to buy daily essentials.

Council Member Matsumoto had Park Avenue as one of her priorities. She agreed that Bonanza Park is a goal, but they should look to the area of the RDA. It already has City buildings, the Library, a senior citizen component, and the Miners Hospital. There is a pocket of co-housing and another area suitable for affordable housing, as well as a resort component and commercial and residential. They already have the players and the funds in place and should move forward on that project. Mayor Williams pointed out that there was also a transportation component to Park Avenue.

Council Member Beerman also had Bonanza Park and Park Avenue on his list and in five years he would like to see both projects well in progress. He had also included the downtown improvements. It may not be a major redevelopment but it is a remake. Council Member Matsumoto had the downtown improvements on her list as well.

Council Member Simpson believed they all had the same concerns and she tried to think of some that might not be high on the radar. One of her priorities for 2018 is to resolve the Historic District designation issue and have a plan going forward. She would like to see robust support for putting buildings that need to be revamped back on the list and to address the problem of incompatible infill. Council Members Peek and Matsumoto concurred.

Council Member Butwinski would like to see the Historic District expanded beyond the mining history and include the evolution of the ski industry. Council Member Beerman agreed. In addition to resolving how they intend to grow within their historic context, they should include the ski heritage. He believed the Olympics and Sundance were also historic events that need to be highlighted and preserved.

Council Member Peek stated that another issue on his list that had not been addressed was a second egress to upper Marsac. The recent failure of the water line revealed that the area could be isolated very easily with an unexpected event. Council Member Butwinski added the water line incident was a real learning experience in terms of realizing how many people make up that area of Empire Canyon. Council Member Beerman asked if the second egress could be accomplished without roads or cars as alternative transportation. Mr. Peek stated that surface transportation was the most basic form.

Mayor Williams thought Council Member Peek made a good point. A regional transportation plan was being done for the County and the Wasatch Front and some in that group think the road up through Brighton should become a year-round road into Park City. The pressure on that road is already maxed out. To bring the Wasatch Front to Park City through the back side and take it down the narrowest street in the City did not make sense.

Council Member Matsumoto believed they had covered most of her items. She felt the Park Avenue area provided a great opportunity to mix in locals and tourists, as well as historic and new buildings. She suggested that a brew pub/boutique area would be fun.

Mayor Williams had the EPA on his list and he believed it would be one of the largest financial issues the City would be involved in over the next five years. The Council Members concurred. Council Member Butwinski had included a fully available and operational repository as a five year goal.

Council Member Matsumoto noted that she also had an open space plan on her list of goals. She would like the City to be able to purchase a number of crucial open space properties over the next five years that would preserve the community. A major goal of all the citizens is to preserve open space for wildlife, for recreation, and as a buffer.

Council Member Beerman thought the City had done an amazing job with sustainability efforts and has served as a model. Climate change is a controversial issue, but it needs to be discussed since it could have a significant impact very quickly. Council Member Beerman stated that transportation was another area where they showed a lot of leadership. His goal is to make Park City a town where cars are not needed.

Council Member Matsumoto liked the idea of not needing a car, but noted that it is much easier if you live in Old Town. It is much more difficult for those who live in places like Park Meadows because the bus service there is lacking. Someone suggested that in five years the bus service to places like Park Meadows might be expanded.

Mayor Williams believed that sustainability was probably one of the biggest opportunities for public/private partnerships. Mr. Sumek remarked that it was a matter of being more proactive in spanning from thought and behavioral action changes.

Mr. Beerman thought technology was something they could pursue as a community. He would like to see a particular emphasis on on-site generation. Council Member Simpson thought it was important to pay attention to what was happening with technology so they could make the best choices along the way. She noted that the Council had talked about Micro-Hydro three years ago and she believed it was time to move forward. Mayor Williams noted that the one Micro-Hydro project would produce more power than all the solar they have done so far. He thought it behooved the City to always be on the cutting edge of new technology.

On a philosophical level, City Attorney Mark Harrington advised Council that the more they owned the inherent inconsistencies, the more legitimate they would be in the marketplace of ideas where they want to be the leader. Council Member Simpson agreed with Mr. Harrington that acknowledging the inconsistency was part of who they are and how they function. Mr. Harrington cautioned that if the budget does not have the backdrop of sustainability long term and relies on growth, is the success they are planning for sustainable or is it just acknowledging growth.

Council Member Beerman thought they were already starting to work on it. For example, the proposal for Bonanza Park is an effort to build a denser, more walkable community that will have LEED-based buildings. They are also looking at ways to work with private developers to channel projects to be more sustainable. He pointed out that “more” sustainable was the key because they were nowhere close to actually being sustainable.

Mr. Sumek stated that part of what Mr. Harrington was talking about was leadership from the City, the Council and the Staff connecting the dots. At times there may be inconsistencies, but they may be pushing others to align. The leadership needs to come from the City even though there may not be an immediate return on the investment.

Council Member Butwinski would like to find a way to have university extension. He believed it would provide a diverse opportunity to bring new and fresh ideas to the City in terms of a business incubator or sustainability incubator, similar to what they saw in Fort Collins. Mr. Sumek remarked that there are alternative models around the traditional campus. A university could play a major role in long-term sustainability in terms of economic diversification.

Council Member Simpson stated that the Council has talked about a university presence and the idea was evolving. For example, the school district has started a program where students will spend practical time in businesses working on projects. It is modeled after a program in Oklahoma that has its own campus; but it could be a component of what they already have.

Council Member Beerman thought there could potentially be a convergence working with the State through the Governor's Office of Economic Development. They have a program that specifically develops technology centers and business incubation centers that work with the local university. He thought they should look at trying to attract one to Park City. Council Member Simpson remarked that they have somewhat of a university presence with Utah State owning Swaner. Mayor Williams favored the idea of implementing those opportunities.

Ms. Foster asked about the outcomes relative to the university, and whether it was primarily business incubator related. Council Member Butwinski replied that the business incubator was one that they saw as successful. Council Member Simpson stated that she thinks of it as a business/tech incubator rather than the typical university extension classes. She thought one outcome would be sustainability and economic diversity. Mayor Williams talked about the kids who go away to college and want to move back and live in Park City, but they want a career job or to start up a business. If there is a way to support that and create the fertile ground, one of the outcomes would be continued socio-economic diversity.

Council Member Butwinski recalled that the Fort Collins model focused on sustainability and most of the businesses they saw were sustainability related. Council Member Beerman thought some type of campus with students would be positive for the community. He realized there was not enough space or housing for a huge element, but it would bring energy and new ideas into town. Council Member Peek thought it would fit well with interconnectivity and possibly not create a demand for housing in Park City.

Council Member Matsumoto felt an opportunity for that would be in the Park Avenue RDA because they already have the library, an under-used Miners Hospital, and a senior center with a concept for multiple uses. There could be a campus of classrooms within walking distance of each other. Ms. Matsumoto thought Park City had a good market for adult education based on the number of retired seniors.

Council Member Simpson stated that a lot of the topics they had talked about she had listed under a heading of Green Destination. Five years from now the City and their partners in the community could market themselves that way. Many pieces go into that, including bandwidth, transit, carbon footprints, etc. Air quality is something that would require working with the State and the County.

Mayor Williams concurred with Ms. Simpson. He commented on the difficulty of long-term sustainability. For example, the City currently has a plan for carbon reduction by 2020 and, at the same time, they are looking at infrastructure and other improvements that need to be done, and each time they do something it increases the carbon footprint. That should not negate the idea that reducing the carbon footprint is something they should aspire to do. Likewise, Park City cannot fix the air quality problem but can be pro-active in supporting other entities who are trying to resolve it. Mr. Sumek stated that they can provide leadership in actions such as air quality testing and support in lobbying activities. Council Member Simpson believed they could get the entire community behind air quality.

Council Member Peek commented on the robust sports infrastructure and named several opportunities. He believed another component was nurturing the PCMR base and Camp Woodward because it was a critical component of safe, progression-style learning so kids can excel. Universities grow their intellectual minds and this would be self-taught progressive physics lessons. Mr. Sumek suggested that they could link some of that with university activities.

Council Member Matsumoto stated that the RDA was looking towards supporting Park City Resort in that effort. Having Camp Woodward would be great for the community and it would bring in the young people. Ms. Matsumoto did not want Park City to become a place where people can do everything. They need to protect the tourist economy and not diversify it so much that they become everyplace USA. Mr. Sumek remarked that it goes back to being consistent with their vision and goals because those are value based.

Council Member Matsumoto stated that working in Salt Lake was not a hardship and it was an easy commute from Park City. Council Member Butwinski pointed out that there is a green price to pay for commuting to and from Salt Lake every day. He believed that economic diversity was insurance against a potentially changing future. What makes Park City special and what people come to Park City for may begin to go away. Mr. Butwinski thought it was important to have a plan for what might come after skiing. Ms. Matsumoto thought it should be carefully thought out so they do not chase away the golden egg while trying to become diverse.

Council Member Simpson remarked that all the things they want may not belong in their city limits and suggested that they start thinking about regional partnerships. Council Member Beerman stated that diversity does not have to be radically different. Things such as Camp Woodward and High Altitude Training compliment their international brand and the local brand in terms of what they want their lifestyles to be, and it fits within those lifestyles. It is a natural fit but still allows the opportunity to expand into the shoulder seasons.

Mayor Williams stated that one of his goals was developing the opportunities that they started with China. Based on an article he read in the Chinese Daily, China anticipates going from five million skiers to 25 million skiers within two years. Mayor Williams pointed out that the Council had discussed resort economy less in this session than in past Visioning sessions because they were focusing on other things they could do. However, it was still the core and he felt it was important to try and expand it.   Mayor Williams reported on an agreement that was signed several months ago with the University of Shanghai. Ten master students a year would be coming to Park City to do internships with hotels and resorts. When they return to China they will work for travel agencies and that could benefit Park City.

Mayor Williams commented on the EB5 program and the potential for investment from other countries into the United States. Two groups have come to Park City in the last couple of months and brought EB5 money from China to the US. He noted that Utah is ranked very high because of its economic climate. Mayor Williams thought these were amazing opportunities that could keep the resort business viable.

Mr. Sumek stated that a lot of EB5 money was going to communities where the quality of life and sustainability is very high. Park City has very favorable attributes that would contribute to that. Mayor Williams stated that the ball had started rolling and they were working on their first marketing campaign for the Chamber and a few travel agencies in Beijing. He thought Park City needed to become better at reciprocating because those relationships are important and it develops more business.

Mayor Williams stated that in five years he would like to see all water infrastructure completed so they could be looking at price rate reductions.

Council Member Matsumoto stated that another one of her goals was to grow their commitment and relationship with Sundance.

Council Member Simpson would like Park City to be in a position to hold annual Truth in Taxation Hearings. If they want to be a sustainable community they have to accept the fact that they cannot rely on growth to fund everything they would like to do. Ms. Simpson clarified that she was not suggesting that they raise property taxes every year. However, they need to have the conversations so when it needs to be done no one will be surprised and everyone would have been involved in the conversation.

Mayor Williams pointed out that Truth in Taxation was directly geared towards having an increase. Council Member Simpson replied that they could phrase it differently and it could be a work session. She noted that when people hear Truth in Taxation they pay attention. They would just need to inform people that on a specific date the City Council would be discussing whether it was time to raise property taxes.

Council Member Matsumoto agreed. She stated that if public turnout is low at Council meetings they should think of other ways to reach out to citizens and get them involved. Council Member Simpson would like the process to be something the citizens could expect annually and understand what was going to happen.

Mr. Sumek asked the Council members to list their top three priorities to accomplish over the next year.

Council Member Matsumoto stated that her priorities were to purchase open space, have the Park Avenue RDA fleshed out with all its possibilities, and the downtown improvements.

Council Member Peek stated that his priorities were City Manager recruitment, the Library remodel, and direction on the substation.

Council Member Simpson would like to see a regional water agreement, a plan or a path for environmental soils issues and water, and standardized signage throughout town.

Council Member Butwinski stated that his priorities were to finish the General Plan, resolve Treasure Hill with the possibility of shovels in the ground, and resolve some of the issues related to Park City Heights.

Council Member Beerman stated that for 2018 he wanted to see significant progress in Bonanza Park, Treasure Hill and Lower Park. His goal for 2013 was to have a plan to address the barriers to getting those projects done, and to work with the developers on laying the ground work for how they would start building them. Mr. Beerman would like to focus on economic development and be less reactive. They should pick two or three items to expand upon and focus on those for a while. He thought they needed to determine what the big "next" is for Park City. They were a mining town, then a ski town, then an Olympic town, and then they went through a real estate boom. He felt it was important to determine the next big thing to pursue as a community and as the resort brand.

Mayor Williams stated that his priorities were Treasure Hill, complete the regionalized water contracts, and complete the General Plan.

Mr. Sumek asked Ms. Foster if she had a priority list for the next year. Ms. Foster stated that one was an enhanced high performance training program; having more of the management team, as well as high performing Staff, participate in the LEAD Program, and bringing some of the LEAD elements to Park City. Another goal was to focus on cross team accountability; however, that was more of a team conversation.

City Attorney Mark Harrington stated that one of his goals was clearly defining what doors were open in terms of economic development and community development. He did not believe there was clarity in the community in terms of what doors are open. Mr. Harrington stated that another goal would be to become more acutely aware of people traveling with children. He believed that was an area where the town could improve on, cheaply and easily, and it makes a difference in destination choices.

Mr. Sumek commented on economic development. Some of the things mentioned in their interviews focused on what the goal or desired outcome, the role the town should play, what are the targeted areas, and what are they willing to do as far as their role as a town.

Those blend in with some of the things Council Member Beerman and Mr. Harrington talked about. It falls in the middle of the range of their comments, but those are policy choices that are the choices of the Mayor and the Council.

Mr. Sumek stated that value today is no longer just the quality over cost. In cities he works with, both large and small, safety is a big issue; and it is a feeling issue more than a reality issue. Mr. Sumek remarked that citizens see a lot of value in the ability to feel safe and secure. Another element is convenience or time. People will pay money to save time. In resort communities this is a big factor.

Mr. Sumek stated that beauty and signs and everything they do in the community adds value, protects property values and creates a place where people want to be. As he travels around, the cities that invested in making their communities more attractive and beautiful had a return during this most recent recession. Mr. Sumek pointed out that when they start talking about beauty the outcome will link right to the value they are going to give to the community. If they keep that in mind the strategic planning dots will link.

Council Member Simpson stated that one thing they found consistently over the years is that if they focus on amenities for the residents, visitors will come for the same reason.

Council Member Simpson had looked at the visioning sheets from the last four years. In terms of the General Plan, she added a goal to evaluate the City and the density and zoning now that they have a 2030 plan. She questioned whether they were putting barriers to density and height in places where it was not necessarily feasible. They are working on neighborhood plans in the General Plan and she believed this could be a piece of it for long-term sustainable growth. Mr. Sumek would add that to the list of actions.

<u>Public Input</u>

Mayor Williams called for public input.

Mike Sweeney thought the discussion was wonderful and he would like to make the recording available to the citizens so they would know the amazing thought process their leaders were going through.

Maddie Shearer commented on the need to encourage people to attend and participate in public processes. The same group of people keep themselves informed, but they need to draw in those who are not automatically paying attention. KPCW is an important tool to reach the people.

Mr. Sumek agreed and pointed out that it needs to be done in creative ways. He has facilitated public citizen summits where the Council invites groups to provide input prior to their strategic planning or visioning session. Other communities have asked religious institutions to put items in their bulletins. It is a source that most people read and it targets a different audience.

Mr. Sumek stated that his own definition of sustainability is a balance of four things. The first is personal livability. If the community is not personally livable with amenities that make it a special place, people will not come or want to be there. The second was environmental stewardship of taking care of the natural resources. The third was economic opportunity, which they talked about in terms of the business incubator and what comes next. He remarked that many communities are not strong in community building, which is developing the social infrastructure among the residents, businesses and institutions. There is a buy-in and ownership of neighbor knowing neighbor and helping each other and contributing. Community events for locals are a major component. He did not believe communities could be sustainable long term without that strong social infrastructure. That should be factored into planning activities because governments can play a big role. He remarked that cities and counties are different. A county is a geographical location within a state. A city is built around the sense of community.

Council Member Simpson believed they did a good job with the social aspect and planning events. She would like to follow Maddie's suggestion and find better ways to communicate what the City is doing and or what they want input on, as easily as they do the social element.

Mayor Williams stated that this same issue is discussed every year. The City has enhanced the ability for people to obtain information, Council has liaisons with different groups in town, and they use the radio once a week. He felt another aspect was the responsibility of the citizens to seek out information and look for posted agendas.

Mr. Sumek stated that community building is something that needs to be integrated into many of the things they already do. Council Member Beerman suggested that as far as participating in government, they may be a victim of their own success in terms of creating so many great opportunities and distractions around town. Thursday night is an active night in Park City with fundraisers, film series and other programmed activities. Mr. Beerman thought it was incumbent upon the Council to attend those events if they really want to reach people in the community.

Council Member Butwinski stated that Mr. Sumek's definition of sustainability was very close to their vision statement. The only thing missing was the historic preservation. Mr. Sumek remarked that balance was the key and the most difficult part; however, without balance they would not be sustainable.

Council Member Simpson noted that at the bottom of every City Council Staff report there is a check-in for how suggested actions would enhance, negatively impact, or have neutral impact, on the community filters. Mr. Sumek commented on using icons on the agenda that would link to a priority or goal.

Council Member Beerman - I move to go into Closed Session to discussion personnel matters. Council Member Simpson seconded the motion. Motion passed.

Andy Beerman	Aye
Dick Peek	Aye
Liza Simpson	Aye
Alex Butwinski	Aye
Cindy Matsumoto	Aye

MEMORANDUM OF CLOSED SESSION ON FEBRUARY 22, 2013

The City Council met in closed session at approximately 11:45 a.m. Members in attendance were Mayor Dana Williams, Andy Beerman, Alex Butwinski, Liza Simpson, Cindy Matsumoto, and Dick Peek. Staff present was Diane Foster, Interim City Manager; and Mark Harrington, City Attorney. Lyle Sumek was facilitator for the Visioning Session. Liza Simpson "I move to close the meeting to discuss personnel".. Andy Beerman seconded. Motion carried unanimously. At approximately 5:30 p.m., Andy Beerman "I move to open the meeting". Liza Simpson seconded. Motion carried unanimously.

The meeting for which these minutes were prepared was noticed by posting at least 24 hours in advance and by delivery to the news media two days prior to the meeting.

Minutes prepared by Mary May Secretarial Service.

Sharon C Bauman

Sharon C. Bauman CMC, Deputy City Recorder