



**PARK CITY COUNCIL MEETING MINUTES
1255 PARK AVENUE
PARK CITY, SUMMIT COUNTY, UTAH
February 14, 2020**

The Council of Park City, Summit County, Utah, met in open meeting on February 14, 2020, at 9:30 a.m. in the Community Room of the Park City Library.

STRATEGIC PLANNING RETREAT

I. ROLL CALL

Attendee Name	Status
Mayor Andy Mayor Beerman Council Member Max Doilney Council Member Becca Gerber Council Member Tim Henney Council Member Steve Joyce Council Member Nann Worel Matt Dias, City Manager Margaret Plane, Special Counsel Michelle Kellogg, City Recorder	Present
None	Excused

II. LIAISON SELECTION AND DISCUSSION

Council Liaisons:

Matt Dias, City Manager, distributed a spreadsheet with all the Council liaison positions. The Council discussed the roles, and assignments were made.

III. SERVICE DELIVERY

Matt Dias stated he would discuss this at the end of the meeting.

IV. FACILITATED DISCUSSION

David Beurle, Future iQ, presented the Council's score sheet findings from yesterday on a graph and discussed the rankings.

Sustainable Tourism - Balancing Quality of Life with the Resort Economy:

Beurle reviewed the key focus points: local destination impact management approach, comprehensive review of the tourism property development pipeline, create deliberate gaps in event schedules, and alignment between community aspirations and resort industry goals. He indicated many attendees at the Future Summit thought the City was suffering irrevocable damage from over-tourism, and those that didn't think over-tourism had damaged resources to date, they thought it would within the next five years.

Council Member Henney stated there were many communities that had been overrun with over-commercialization. This pillar was necessary to address the big and complex concepts in a way the community could get involved in and do something. Council Member Gerber thought a discussion with the community was needed to make them aware that efforts made to mitigate the effects of tourism might also affect their lives. She gave examples of paid parking or permits to use the trails. Beurle suggested a two-tiered system that would allow benefits for residents. Council Member Joyce could see the hotels and ski industry expanding and he knew there would be a push to fill those rooms, bringing thousands more people to the greater Park City area. He stated in the past, this pillar was called "Event Fatigue," and it was nice to have an umbrella for these frustrations. Council Member Henney indicated Bill Malone with the Chamber stated visitors wanted to come to Park City and feel like a local resident. He was glad the City had pillars so people knew its priorities and could decide if they wanted to visit. Council Member Gerber felt the City needed to make hard decisions for visitors coming to town.

Mayor Beerman reviewed the City had backed off of economic development in 2012 and began focusing on mitigation. Council Member Joyce favored seeing expansion in the County and other entities, and felt the users would have more options and Park City would not be the epicenter. Beurle stated Sustainable Tourism considered how visitors affected the environment, traffic, etc. Council Member Worel stated the City had an obligation to protect its finite resources, and the business partners were sensing this obligation as well.

Scoring sheets were distributed to the Council. Council Member Henney asked that resident and visitor quality of experience be combined in the language under the title of Sustainable Tourism. The Council discussed the ratings they each gave the key focus points.

Local Economic Development - Fostering Economic Diversity through Arts, Culture, and Local Entrepreneurship:

The key focus points included: bolster our artisan cluster, grow existing small businesses, support local business creation and growth, and explore potential for expanding medical businesses. Council Member Worel thought Arts and Culture might be taken for granted since there were so many concerts, the Arts Festival, and other events, and therefore it was not seen as an urgent need. Council Member Gerber suggested adding language to support social equity. There was discussion on food trucks in the district as a way to bring in cultural diversity.

Council Member Joyce felt the commercial zones would be vacating for residential buildings in the future, and thought effort should be made to retain small businesses by changing the zoning. It was indicated local businesses were nice, but it wasn't cost effective, so the consumer would be paying a little more. Council Member Gerber suggested Land Management Code (LMC) amendments that required first level commercial when buildings were renovated or repurposed. Council Member Joyce stated he favored changing the entire area as a commercial zone. There was some discussion on the pros and cons of mixed use and solely commercial zones. It was indicated there was not a key focus point addressing the local commercial needs.

Council Member Henney hoped to address the first key point - Bolstering our Artisan Cluster. He wanted to expand on the artisan cluster, calling out creatives as a group and a creating a platform for arts and culture. Beurle asked about pop up businesses. Mayor Beerman stated it had not been well received because of the quantity of local businesses. He noted Park Silly Sunday Market was an event where pop ups set up on Main Street for 14 Sundays during the summer. Discussion ensued on food trucks. Scoring sheets were distributed and Council discussed their ratings.

V. LUNCH

VI. PRESENTATION OF DRAFT STRATEGIC ACTION PLAN

Beurle reviewed an outline for drafting a strategic plan. Council Member Joyce noted the outline included goals for 2030 and indicated they had not yet set all the goals, and some goals would depend on the urgency of the pillar. Mayor Beerman requested the addition of velocity to the Embracing Bold Change section of the outline.

There was discussion on transitioning from critical priorities to the strategic pillars. There was some overlap, but there was a different direction. Council Member Doilney liked the surveys and outreach because he could point to the will of the people as he

made decisions for bold change. Mayor Beerman wanted a page in the report discussing “Keeping Park City Park City.”

Council Member Gerber indicated there should be a discussion on what the end looked like. Beurle thought the plan could be drafted to present at the State of the City. He asked about further polls and outreach for the community. Mayor Beerman didn't want polls with the same questions, but stated there would be continued outreach and there would be polling for the next steps determined by Council. Briggs stated the next steps could be presented to Council on February 27th for discussion and/or action. Council felt time should be given to get the plan right. Briggs indicated he would come back at a later time to discuss how the pillars meshed with the critical priorities.

VII. WRAP UP AND NEXT STEPS

Matt Dias, City Manager, stated he was grateful to live and work in Park City. He had exceptional staff that produced significant results, and referred to Treasure Hill, Bonanza Flat, and other major projects that had been completed. His background was organizing people and working on finances, and he knew the details and fundamentals were important in this organization. He also had respect for the customer, in this case the public. This was one reason for the creation of the Resident Advocate position in the City. Dias noted Council had lofty goals and he supported that, but he also had to ensure the continued functions of the City. He thought additional staff might be needed to achieve the bold goals.

Council Member Henney asked for details of Dias moving the City into delivery mode. Dias indicated the City would move faster and implement projects and programs in a timelier manner. He thought there could be mistakes, and he promoted pilot programs to test different theories. This included bringing in new people with new ideas. Council Member Henney reviewed discussions he had with staff and noted their dedication to supporting their coworkers. Dias also pointed to the electric vehicle implementation and stated the Fleet Department had now become the experts in this field. Council Member Joyce discussed the need to prioritize to become more efficient. Dias stated one disadvantage of having a flat organization was sometimes there was difficulty in determining priorities.

Council Member Worel was happy Dias would be focusing on infrastructure, meaning City staff, because she felt that was the key to success. Mayor Beerman asked Council to be open minded as Dias put together a team to move the goals forward. The Council expressed support to Dias as he directed staff.

Council Member Gerber moved to close the meeting to discuss property, personnel and litigation at 2:25 p.m. Council Member Joyce seconded the motion.

RESULT: APPROVED

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

CLOSED SESSION

Council Member Joyce moved to adjourn from Closed Meeting at 3:45 p.m. Council Member Worel seconded the motion.

RESULT: APPROVED

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

IX. ADJOURNMENT

With no further business, the meeting was adjourned.

Michelle Kellogg, City Recorder

ENTITY	Type	Primary or Co-Primary Liaison	Alternate	Staff
PCMC BOARD				
BOARD OF ADJUSTMENT (BOA)	Observing	"At will" attendance		Bruce Erickson
HISTORIC PRESERVATION BOARD	Observing	"At-will" attendance		Bruce Erickson
LIBRARY BOARD	Non-voting	Nann Worel	Lynn Ware Peek	Adriane Juarez
PUBLIC ART ADVISORY BOARD (attend qtrly)	Non-voting	Nann Worel	Andy Beerman	Jenny Diersen
PCMC COMMITTEE				
CITIZENS OPEN SPACE ADVISORY COMMITTEE (COSAC) (attend qtrly)	Non-voting	Andy Beerman		Heinrich Deters
FRIENDS OF THE FARM	Non-voting	Lynn Ware Peek		Denise Carey
PLANNING COMMISSION (move under PCMC Board)	Observing	At will attendance		Bruce Erickson
SPECIAL SERVICES CONTRACT SUBCOMMITTEE	Voting	Andy Beerman/Tim Henney		Nate Rockwood; Heinrich Deters
RDA TAXING ENTITY COMMITTEE	Voting	Andy Beerman		Matt Dias
RECREATION ADVISORY BOARD (RAB)	Non-voting	Lynn Ware Peek		Ken Fisher
SPECIAL EVENTS ADVISORY COMMITTEE (SEAC)	Non-voting	Becca Gerber	Steve Joyce	Jenny Diersen
YOUTH CITY COUNCIL (dormant)	Non-voting	Matt Dias		Matt Dias
JOINT PC/SUMMIT COUNTY ORGANIZATION				
JOINT CITY/COUNTY ECONOMIC TASK FORCE	Non-voting	Steve Joyce/Becca Gerber		Jonathan Weidenhamer
HOUSING (Mtn. Lands Housing, Habitat, Summit County Task Force)	Non-voting	Nann Worel/Tim Henney		Anne Laurent; Jason Glidden
JOINT TRANSPORTATION ADVISORY BOARD (JTAB)	N/A	Lynn Ware Peek/Tim Henney	Steve Joyce	Alfred Knotts
SENIOR CENTER (attend qtrly)	Non-voting	Nann Worel	Lynn Ware Peek	Rhoda Stauffer
SUMMIT COUNTY ORGANIZATION				
BASIN OPEN SPACE ADVISORY COMMITTEE (BOSAC)	Non-voting	Steve Joyce		Heinrich Deters
COUNCIL OF GOVERNMENTS (COG)	Voting	Andy Beerman		Jed Briggs
PARK CITY FIRE SERVICE DISTRICT ADMINISTRATIVE CONTROL BOARD	Voting – 4 year term	Tim Henney	Andy Beerman	Kurt Simister
SNYDERVILLE BASIN WATER RECLAMATION DISTRICT	Voting – 4 year term	Steve Joyce		Clint McAfee
SUMMIT COUNTY BOARD OF HEALTH	Non-voting	Nann Worel		Matt Dias
SUMMIT COUNTY SOLID WASTE PLANNING COMMITTEE	Non-voting	Tim Henney	Andy Beerman	Matt Dias
SUMMIT MOSQUITO ABATEMENT DISTRICT (remove?)	Voting			Troy Daley
PARTNER AGENCY				
COLORADO ASSOCIATION OF SKI TOWNS (CAST)	Voting	Andy Beerman/Becca Gerber		Matt Dias
ENVIRONMENTAL PROTECTION AGENCY (EPA)	N/A	Andy Beerman/Steve Joyce		Luke Cartin
FEDERAL DELEGATION	N/A	Andy Beerman	Rotates depending on issue	Matt Dias
CENTRAL WASATCH COMMISSION	Voting	Andy Beerman		Matt Dias
MOUNTAINLANDS ASSOCIATION OF GOVERNMENTS (MAG)	Voting	Andy Beerman		Jed Briggs
OLYPMIC BID	N/A	Andy Beerman		Matt Dias
PARK CITY SCHOOL DISTRICT (PCSD)	Non-voting	Nann Worel	Andy Beerman	Matt Dias
ROCKY MOUNTAIN POWER	Non-voting	Andy Beerman		Luke Cartin
UTAH LEAGUE OF CITIES AND TOWNS (ULCT); LEGISLATIVE POLICY COMMITTEE	Voting	Andy Beerman		Matt Dias
WESTERN SUMMIT COUNTY WHOLESALE WATER IMPORTATION PROJECT (WSCWWIP)	Non-voting	Steve Joyce/Lynn Ware Peek		Clint McAfee; Tom Daley
ENTITY	Type	Primary or Co-Primary Liaison	Alternate	Staff
NON-PROFIT				
ARTS & CULTURE COMMITTEE	Non-voting	Nann Worel	Andy Beerman	Jenny Diersen
BRIGHT FUTURES	Non-voting	Becca Gerber	Lynn Ware Peek	Jonathan Weidenhamer
COMMUNITIES THAT CARE	Non-voting	Lynn Ware Peek	Nann Worel	
HISTORIC PARK CITY Alliance (HPCA)	Non-voting	Lynn Ware Peek	Becca Gerber	Jonathan Weidenhamer

MENTAL WELLNESS ALLIANCE (Exec - NW; Steering - LWP)	Non-voting	Nann Worel	Lynn Ware Peek	Matt Dias
MOUNTAIN MEDIATION	Voting			Mark Harrington
NATIONAL ABILITY CENTER (NAC)	Non-voting	Nann Worel	Lynn Ware Peek	Bruce Erickson
PARK CITY AREA LODGING ASSOCIATION	Non-voting	Steve Joyce	Becca Gerber	Jonathan Weidenhamer
PARK CITY CHAMBER/BUREAU BOARD OF DIRECTORS	Non-voting	Steve Joyce		Matt Dias
PARK CITY HISTORICAL SOCIETY	Non-voting	Nann Worel		Anya Grahm
PARK SILLY SUNDAY MARKET	Non-voting	Lynn Ware Peek		Jason Glidden
PC TOTS	Non-voting	Nann Worel	Lynn Ware Peek	Lynn Ware Peek
PC UNIDOS	Non-voting	Lynn Ware Peek	Andy Beerman	
PEACE HOUSE	Non-voting	Nann Worel		Rhoda Stauffer
PROSPECTOR SQUARE	Non-voting	Steve Joyce	Nann Worel	Matt Dias; Jonathan Weidenhamer
RECYCLE UTAH	Non-voting	Tim Henney	Nann Worel	Luke Cartin
REGIONAL TRAILS GROUP -- informal?	Non-voting	Andy Beerman		Heinrich Deters
SUMMIT COMMUNITY POWERWORKS & Rocky Mountain Power still need?	Non-voting	Nann Worel	Andy Beerman	Luke Cartin
SKI UTAH	Voting	Andy Beerman/Steve(?)/Becca Gerber		Matt Dias
SUMMIT LANDS CONSERVANCY	Non-voting	Tim Henney	Andy Beerman	Heinrich Deters
MISC				
US CENSUS	N/A	Tim Henney		

Park City Vision 2020 Visioning and Strategic Action Plan

Table of Contents

1.0	Introduction
2.0	Snapshot of Key Issues Shaping the Future of Park City
3.0	Importance of Visioning
4.0	Community Engagement Summary
5.0	Identifying the Preferred Future
5.1	Scenarios of the Future - Framework for exploration
5.2	Identifying the Preferred and Expected Future
6.0	Community Vision – Embracing Bold Change
6.1	Regional Approach
6.2	Building community fabric
7.0	Strategic Pillars Framework
7.1	Affordability and Equity
7.1.1	Importance of Affordability and Equity
7.1.2	Key Action Areas - Goals for 2030
7.1.3	Ideas from the Community
7.2	Environmental Leadership
7.2.1	Importance of Environmental Leadership
7.2.2	Key Action Areas - Goals for 2030
7.2.3	Ideas from the Community
7.3	Transportation Innovation
7.3.1	Importance of Transportation Innovation
7.3.2	Key Action Areas - Goals for 2030
7.3.3	Ideas from the Community
7.4	Sustainable Tourism
7.4.1	Importance of Sustainable Tourism
7.4.2	Key Action Areas - Goals for 2030
7.4.3	Ideas from the Community
7.5	Art, Culture and Local Economy
7.5.1	Art, Culture and Local Economy
7.5.2	Key Action Areas - Goals for 2030
7.5.3	Ideas from the Community
8.0	Combined Strategic Action Framework
8.1	Dynamic Systems-Thinking Approach
9.0	Road Map to the Future
9.1	Initial prioritization by Council
9.2	Next Steps
10.0	Looking Ahead: Important Topics for the Future
11.0	Value of the Visioning Process
12.0	Acknowledgements
13.0	For More Information