

MINUTES
ALTA TOWN COUNCIL MEETING
THURSDAY, NOVEMBER 13, 2014
10:00 AM
ALTA COMMUNITY CENTER
ALTA, UTAH

1. The Mayor called the meeting to order at 10:05 A.M. Mayor Tom Pollard and Council members Cliff Curry, Harris Sondak and Elise Morgan were present. Paul Moxley was excused.
2. Presentation by Scott Beck – Visit Salt Lake

Scott Beck explained that Visit Salt Lake is a 501(c) 6 and has a contract with Salt Lake County to market and promote the greater Salt Lake area for tourism, meetings and conventions. Visit Salt Lake is funded through a contract with Salt Lake County that shares with this organization a portion of hotel taxes that guests pay in Salt Lake County. Other funding for this organization comes from partnerships, promotions, and marketing dollars through their web site.

Scott explained that 2 years ago Mayor McAdams from Sake Lake County approached Visit Salt Lake and asked that they take a more regional global focus. As a result of this challenge, Visit Salt Lake and their stakeholders decided to come up with a different focus and approach to marketing this region. What came out of these meetings is that people that actually come and visit the area have a very different perspective and really enjoy the area. Visit Salt Lake decided to change the way they position and market Salt Lake- the recommendation from this yearlong study was to change some of their messaging to more of a consumer customer focus.

Scott explained that when they talk about Salt Lake they are not talking about Salt Lake City – they are talking about the entire Salt Lake County area.

Participants in this study asked “What makes the Salt Lake region unique”? One tagline that came from this yearlong effort was that the Salt Lake region will “exceed your expectations”. Visit Salt Lake decided to focus on three areas – “The meet, the visit and the ski”.

Scott explained that meetings and corporate travel generate the majority of the revenue to fund Visit Salt Lake – 80% of the hotel taxes come from these two areas. They wanted to promote the Salt Lake region as a great vacation destination and one of the ways to do that was to raise the perception that Salt Lake is a great regional destination – increase the dollars generated by conventions.

As a result Visit Salt Lake split their approach into two separate approaches – what was our unique brand approach. Our unique offering is the proximity of the mountain environment to the urban environment – this became the genesis of their campaign now called “Ski City”. As part of this approach they asked themselves how they can connect the mountain communities with the experience someone visiting can have in the Salt Lake valley.

Scott explained that they shifted their strategy to a phase they called the “Dreaming & Considering” phase. The “Ski City” campaign is focusing on six key areas – dining/night life, entertainment/culture, choice/value, accessibility/aspiring beauty, service and simplicity.

Scott explained that 92% of all travel is researched on the internet and peer to peer or what is called word of mouth is the most important source of information. Visit Salt Lake has reworked its web site and is launching it in stages as it is developed. The web site is focusing on all of Salt Lake's great neighborhoods – Little Cottonwood is a neighborhood as is Sandy and Salt Lake City.

Visit Salt Lake's underlining mantra is that there is only one "Ski City" – a regional brand for the entire Wasatch Front urban environment.

The Mayor asked if "Ski Utah" and Visit Salt Lake interact and work together. Scott explained that Visit Salt Lake has a very geographical mandate whereas Ski Utah markets state wide. Scott went on to explain that the two agencies are big public relations and advertising partners.

Scott when on to mentioned that the "Greatest Snow on Earth" is not in Park City but in the Cottonwood Canyons. Visit Salt Lake has a very different mission than Ski Utah – market the Salt Lake regional area which includes the Cottonwood Canyons - not Park City. Visit Salt Lake wanted to and is focusing on beauty and accessibility.

There was a question to whether the acquisition of Park City by Vail created a sense of urgency and Scott said it did not.

Todd Collins asked why this campaign does not mention Utah or Salt Lake. Scott explained that one of the elements was that the perception of Salt Lake is so ingrained – you can't get anything to eat or drink. Visit Salt Lake wanted to avoid the perception that Salt Lake was "Dry, White & Mormon". Scott explained that so far the campaign has exceeded their expectations as far as visits to their web site – they are also getting some great press on this campaign.

Joni Dykstra from ACVB felt that the Alta Chamber was being overlooked as far as this new campaign was concerned and asked what opportunities there were for ACVB and for Alta businesses to participate in this new campaign. Scott said the local chamber in Alta was not overlooked and the best way for it to position itself is to have a presence on Visit Salt Lake's web site. If ACVB wants to be on their web site and if the businesses are members of Visit Salt Lake, there is no fee to have a presence on this web site.

Joni went on to ask if the different chambers in the Salt Lake region can be listed on Visit Salt Lake website. Scott explained that they made a strategic change – chamber members have an enhanced listing on the website and those that are not members cannot have an enhanced listing. The nonmembers are still represented.

Mark Haik asked for the positive aspects of having two distinct different ski resorts in the Little Cottonwood neighborhood. Scott explained that this canyon has choice and value which is one of Visit Salt Lake's key marketing approaches. Visit Salt Lake will do the regional marketing and the two ski resorts can market their own individual personalities.

Onno thanked Scott for his enthusiasm and for separating out the skiing from the conventions business in Salt Lake County. Onno went on to comment that the Alta Ski Area is always sensitive and tries not to go head to head with the Park City and Colorado products.

Scott explained that the name for this new product has been changed to "Ski City" from "Ski City USA". Scott went on to say that they met with a competitor in Colorado who thought the Ski City USA was

pushing the envelope. Visit Salt Lake has resolved the lawsuit brought by Steamboat and have changed the name to “Ski City”. Scott feels strongly that there is only one Ski City.

The Mayor brought up the concern from Alta businesses with the tag line that said “once you stay in a ski city you will never stay in a ski town”. Scott said that this tag line was directed towards the ski towns like Steamboat and Park City. Visit Salt Lake was trying to focus on choosing a “Ski City” over Steamboat. Alta was always part of “Ski City”.

The tag line has been changed to “There is only one Ski City”.

The Mayor asked if the individual logos for the ski areas will appear on this new website. Scott did say it is now one for all and all for one and as a result the individual logos do not appear on the web site. In order to get more money for this campaign and knowing that 80% of the revenue for Visit Salt Lake comes from conventions, Visit Salt Lake had to find a way for the people that contribute the most money to be supportive of the campaign. Visit Salt Lake had to find a way to talk about the “region” and not just the four ski resorts.

Scott when on to comment that the visitors pay the room tax not the businesses. Cliff disagreed with this statement and said that the hotels do pay the taxes – the room tax makes their prices higher.

Marc Dipppo asked, in the context of this campaign, is Park City considered a neighborhood. Scott said no.

Harris asked Scott what the implications for their marketing were as it relates to the “One Wasatch” concept - increased connectivity.

Scott opined that our ability to create a European ski experience would be positive but not at the expense of increased negative impacts on the environment - we have to have transportation and environmental solutions before we do that. Scott also said that even if there was a connection to the Park city area using this concept, Park City would never be a neighborhood in the Visit Salt Lake campaigns- his stakeholders are not in Park City.

Ken Libre asked about the inversions that occur in the valley and whether or not people drawn to stay in the valley through this campaign feel like the “wool has been pulled over their eyes”. Scott said there is nothing in this campaign that says that the Salt Lake region is a pristine mountain environment. Most of the people that ski in the Cottonwood Canyons stay in the south end of the valley and not downtown.

The Mayor thanked Scott for his time.

3. Mayor’s Report: 00:42:30

The Mayor reported on the following items:

- The Mayor has been attending many Mountain Accord meetings one of which was an executive committee meeting where they reviewed all the system group recommendations on their preferred scenarios. The committee’s focus was to come up with a combined preferred scenario. The Mayor asked everyone to stay involved in the Mountain Accord process.

- He reported on the planning effort that the Town of Alta is undertaking – looking at different options and locations for a transit hub and ancillary businesses around that hub. The Town expects to have a final product from the consultants by the first of December.
- Most of the businesses in town have hooked up to the fiber optics in the canyon. The Mayor has heard that the fiber optic is “hot and working”.
- Weather and snow permitting, the Alta Ski Area will open on Friday, November 21st.
- The Alta Fire Station is being looked at as a possible location for the fiber optics hub.
- The Alta Planning Commission will meet next Monday, November 17th.

The Mayor announced that Liam Fitzgerald is retiring. The Mayor thanked him for many years of service to our community and Little Cottonwood Canyon. He will be greatly missed. At his going away party the Town of Alta presented him with a plaque thanking him for his years of service.

4. Treasurer’s Report and October Financial Statement: 00:50:21

Marc Dippo read the monthly report which is attached to the minutes.

Hearing no comment or questions, there was a motion by Harris Sondak to approve the treasurer’s report as submitted. There was a second by Elise Morgan and the motion was carried.

Harris Sondak thanked Mimi Levitt for Friends of Alta’s contribution to the summer program and GIS.

The Mayor and Kate gave a brief report on the October financial statement and the year to date revenues and expenditures.

5. Departmental Reports: 00:54:41

Town Administrator’s Report: John updated the Council on the following items:

- There will be a Alta Planning Commission meeting on Monday, November 17th at 4:00 P.M. Discussion will focus on the concept of condos in the Base Facilities Zone, the ridgeline protection ordinance, a Mountain Accord update and an update from the consultants on options for a transportation hub in the Town of Alta.
- There was an update on the building permits issued and funds received during the summer of 2014.
- At the monthly COG meeting there was further discussion on the homeless situation in the Salt Lake valley and the funds contributed to the Road Home by all the municipalities.
- On December 8th there is a legislative luncheon where local officials can meet with the state legislators – transportation funding for cities and towns will be a major topic. Members of the Council were urged to attend.
- An update was given on the progress made on the Town’s land conveyance.
- There will be meeting of VECC today which John will attend. John gave a brief history of the 911 dispatch issues.
- An update was given on the “no burn” issue before the Air Quality Board and now the Salt Lake Valley Health Department. There is a public hearing on this issue before the Salt Lake Valley Health Department December 11th.

Assistant Town Administrator's Report: Chris Cawley updated the Council on the following items:

- Update on the ACVB meetings he has attended. He is the representative from the Town to board of this organization. There will be an open house at the Shallow Shaft in December for member and non-member businesses.
- The newsletter will be going out on a quarterly basis.
- An update was given on the planning effort by the Town on simple site plan concepts illustrating possible locations for transit hubs and related businesses. The planners are using prior studies and reports on the history of all the public outreach efforts in the community. This study will be a complement to those earlier studies.

UFA Report: Mac Lund updated the Council on the soon to be completed inspections on all the commercial businesses and single family homes in the Town of Alta.

Marshal's Report: Mike Morey updated the Council on the following items:

- The retirement of Liam Fitzgerald and George Priskos from UDOT.
- He reminded everyone that on the first of November all the state regulations in the canyon go into effect – the requirements pertaining to snow tires and chains. Please be aware of the black ice and wildlife on the road.
- He asked people to update Alta Central if there have been any change in a person's cell phone provider as it relates to the public safety updates that are sent by Central.
- The first road meeting will be held on Wednesday, November 19th.
- Mike responded to a question from Ken Libre about guard rails around the newly installed fiber optics poles in the canyon – guard rails should be installed in front of each pole.
- The fiber optics will be used by UDOT as well.

6. Special Town Council Meeting/Worksession Minutes – October 28, 2014: 01:17:05

There was a motion by Cliff Curry to approve the minutes of the special Town Council meeting and worksession on October 28, 2014. There was a second by Elise Morgan. Harris asked Kate to review some comments and opinions that he made during this hearing (page 2). Kate will review that section of the meeting and make the appropriate changes. With those changes noted, the Mayor called for a vote on the motion and it was carried.

7. Town Council Meeting Minutes – October 9, 2014: 01:18:10

There was a motion by Harris Sondak to approve the minutes of the October 9, 2014 Town council meeting as submitted. There was a second by Cliff Curry. Cliff made a note of one typo on last page where there should be a "g" instead of a "q". Noting that correction, the Mayor called for a vote on the motion and it was carried.

8. Resolution 2014-R-12: A resolution amending the Flexible Spending Account Plan for the Town of Alta. – 01:18:55

The Mayor and Kate explained that the Town of Alta has a contract with National Benefit Services to handle the Town's flexible spending program for the Town's full time employee. Currently that contract stipulates that the maximum an employee may set aside in any given year for the personal flexible spending account is \$2,000. This amended changes that amount to \$2,500. This amendment also

allows the employee to use a debit card for those expenses. The Town will cover the cost of that debit card which is \$18.00.

Hearing no questions or comments, there was motion by Elise Morgan to approve resolution 2014-R-12 amending the agreement with National Benefit Services for our flexible spending account. There was a second by Cliff Curry and the motion as carried.

9. Discussion on Ordinance 2014-O-4: An ordinance amending certain sections of Title 10, Chapter 4: Planning Commission of the Town Code that address the composition of the Planning Commission – its number, quorum requirements and voting. 01:20:38

The Mayor explained the history of the membership of the Alta Planning Commission. Currently there are seven members and the recommendation is to reduce this number to five. State code says you have to have at least five members on a planning commission.

In the Mayor's opinion it is more efficient to have a five member rather than a seven member commission.

Harris asked what a current quorum was on the seven member commission – it is four. With a five member commission a quorum would be three. Harris continued by asking if the quorum number could be higher than three – Liz Schulte said she would have to check.

Cliff asked how many votes in the affirmative it would take to pass an action with a five member commission – you would have to have three votes in the affirmative.

John gave reasons why he felt that the Council should vote to reduce the size of the Planning Commission from seven to five members – the Mayor sits as an ex-officio member on the Commission but cannot vote on any matters.

Ken Libre asked if the Commission was paid for their service. The Commission members receive \$75.00 for each meeting they attend.

Ken continued by asking if during the time period when there were five members on the commission were there problems with getting a quorum at commission meetings. John remembers that there was very little problem getting a quorum to attend at that time.

Harris asked if the Town would continue the practice of having the five members of the Commission represent five different areas of expertise. The Mayor said that practice would continue and that is stipulated in the Town Code – planning, business, environment, architect, and resident. With Jan Striefel leaving, the Town will be looking for an architect.

The Mayor stated that the Town Council is not taking action on this proposed ordinance and will address it again in the December meeting.

10. Discussion on Ordinance 2014-O-5: An ordinance amending certain sections of *Title 10, Chapter 6, Article D: Base Facilities Zone* of the Town Code with respect to height, coverage, yard regulations and adding sections addressing physical building step-backs and mechanical screening provisions to the Base Facilities Zone. 00:30:15.

The Mayor explained that staff was asked to prepare a draft ordinance incorporating the recommendations from the work sessions held on the matters addressed in this ordinance. A draft ordinance was available to the public at this meeting.

Harris pointed out that “view and view shed” are distinguished from one another and asked what the difference was between the two – page two - “B”.

John explained that this issue came up in the Planning Commission as well and felt that they left it in there to cover everything that might or could occur. Elise commented that she has heard both terms used before so she felt that the Commission wanted to include both just in case.

Cliff opined that, in interpreting a law, the general presumption is that when two words are used they mean different things.

Elise read a definition of view shed – “It is an area of land, water or other environmental element that is visual to the human eye from a fixed vantage point”.

The Mayor opined that if the Town is trying to be specific in this situation, that he would get rid of the word “view” and keep “view shed”.

Harris referred to point “H” on the same page and felt that that statement sounded vague. Liz commented that that there shouldn’t be too much subjectively when dealing with this issue - there needs to be a formula that can be followed and applied in a consistent manner. Because this is not a comprehensive list, Liz opined that ‘H’ is a catch all phrase that gives opportunity to consider other matters as long as they meet the purposes of the ordinance.

Harris asked if courts gave deference to towns in interpreting items like this. Liz felt that if this was the only thing the Town was relying on when making a determination then the Town would want a good solid record of what that decision was based on and how the Town believes it meets the ordinances. Liz went on to opine that the Town would probably not rely on just the items listed in item “h” when making a determination – it would cite other items in this list found in this section or the ordinance.

Harris referenced 10-6D-11 on page three – maximum coverage language. Harris asked if this section could or would be applied to any land outside the Base Facilities Zone. Liz opined that this ordinance and the proposed language and guide lines only apply to the land inside the Base Facilities Zone.

Harris asked John what counts as coverage in other areas/zones/sections of the land use ordinances – everything that is graded or paved. If a property has a graded driveway it counts as coverage in areas outside the Base Facilities Zone.

Cliff Curry brought up two concerns: the definition of a grade and definition language of a 25 ft. step-back.

Cliff also addressed the zoning with respect to Highway 210. Even though there was a majority consensus on the Town Council on addressing this issue, Cliff was not part of that consensus. Cliff is

in favor of a consistent rule with respect to all of the lodging properties on the south side of Highway 210. Since the Planning Commission considered 25 ft. above the highway should be the limit in zone A, he feels that the reasoning should apply equally to all lodging properties on the south side of the road – this avoids a spot zoning situation.

Cliff went on to opine that the rule he is proposing would also protect the residential neighbors of the Peruvian Lodge.

Elise commented that the existing Peruvian is already at approximately 48ft. and so she would not like to limit the Peruvian to 25 ft. for any possible new construction.

Cliff responded that there is quite a set back from the existing Peruvian to Highway 210 which mitigates the height of the building with respect to the road but some new structure could come closer to the road.

Elise mentioned that what she got out of the work session as it relates to the Peruvian and its adjacent neighbors is if you mix the coverage in with the height being proposed, then there could be a giant building next to their homes. Elise went on to say that due to the coverage requirements, the parking area around the Peruvian is part of their coverage percentage. We probably not see a building covering 60% of their lot because the parking would be part of the coverage.

Harris asked about the process if a business would like to build on to or expand their building. John explained that in the Base Facilities Zone, where a hotel is a permitted use, if the business meets the requirements of height, coverage and setbacks and all other requirements associated with the building permit, it does not go to the Planning Commission – the Planning Commission does review the set back requirement's in this zone.

John reminded the Council that setbacks come in to play at the Peruvian because their whole south lot line is the creek and there is a no construction within 50 ft. of the high water line of the creek.

The Mayor announced that he will entertain public comment at this time and asked everyone to be brief.

Scott Briggs asked who the Land Use Authority is in Alta. It is the Alta Planning Commission.

Mark Haik commented that, now that the Town of Alta has hired this consulting firm to look at the Base Facilities Zone and possible sites for a transportation hub, he feels there would be a disparity between what is outside the BFZ and what is being considered as changes to this zone. If the Alta Ski Lift Company goes ahead with a land swap, then the adjacent properties would have very different zoning and different character. Mark opined that the Town Council should look to the future and postpone their decision on the Base Facilities Zone until this study is complete.

Ken Libre asked if there was another opportunity for the public to make a comment on the proposed changes to the BFZ. The Mayor recommended writing a letter or submitting comments to the Town. Ken went to express concerns about to matters:

1. The Land Use Authority should not be limited to just the Planning Commission – maybe there should be an architectural or zoning review commission set up.

2. As it relates to comments made by the Peruvian, would underground parking would be counted as part of their coverage calculation.

There was discussion on how underground parking would affect coverage.

Craig Smith, the new attorney for the Snowpine, commented on the future plans and upgrades for the Snowpine. The Snowpine is very interested in how the changes in the BFZ will affect those plans.

Scott Briggs asked if there was a public notice procedure in place to notify the public of possible changes to the lodges and businesses in Town. Scott also thought a public hearing addressing possible changes to the building/lodges in the BFZ would also be beneficial – you don't want the citizens of Alta to be disenfranchised from the process.

John Guldner commented that the Town posts all notices of public meetings that involve zoning changes for the Planning Commission and the Town Council on its web site, on the State of Utah public notice web site, and throughout the Town of Alta. John also explained that if there are proposed changes to any of the buildings and those changes meet all the building and zoning regulations, those plans do not have to come to the Planning Commission or the Town Council. The Town does it very best to notify the public on all matters related to building in the Town.

Scott Briggs felt that some of the decisions made by the building department, views and view sheds, are subjective and should be made in a public meeting to allow the public to comment.

Cliff would advocate for a proposed land use action signage program.

Todd Collins from the Alta Peruvian Lodge opined that what is being proposed for Zone B is very clean and would add about 20 ft. to his current structure. Todd commented on his structure in relationship to the grade of the road and also felt that the Planning Commission did a good job when creating the zones and the regulations related to Zone B.

The Mayor thanked everyone for their comments which will be reviewed as it relates to any possible changes in the proposed ordinance on the BFZ. The Mayor also recommended that staff incorporate the changes recommended by the Council as it relates to view and view sheds into the proposed BFZ ordinance.

11. Update on Mountain Accord: 02:07:50

Elise Morgan recommended that the Town of Alta have an open house and invite the Alta community – the Town could offer updates on the Mountain Accord process and take recommendations from the public. Elise recommended that it be held toward the first of January. The council agreed with this recommendation.

The Mayor would be willing to speak to anyone about Mountain Accord.

12. Closed Door Meeting: 02:09:23

There was no need to hold a closed door meeting.

13. New Business: 02:09:28

Harris Sondak asked if we could request some enhanced public transportation in the canyon (UTA bus service), more specifically a bus between Alta and Snowbird that runs all day long. Also, UTA bus services starts after the winter season begins and stops before the season ends – that needs to be adjusted.

The Mayor commented that with everything going on with Mountain Accord this summer, addressing short term improvement got put on the back burner. The Mayor agreed that this effort needs to be addressed again.

14. Citizen Input: 02:11:40

Karen Travis asked if a letter will be sent to the County Health Department on our thoughts on wood burning in the Town of Alta. The Mayor confirmed that a letter will be sent to this agency.

Mark Haik asked the Town to share the name of the landscape architect and planner that they hired to completed this study and share the criteria/direction and the budget they had to work with on this study.

The Mayor said that the Town put out an RFP for this study and this is a public document. The name of the firm that was hired was Logan Simpson Design. The Town budgeted from \$5,000 to \$10,000 for this study. The study is a starting point for discussion going forward.

Chris Cawley gave a brief description of the process the Town went through in writing the RFP and the three companies that were contacted to bid on this study. Logan Simpson Design was the only company that could meet the timeline that was laid out in the RFP. Chris explained that the Town asked for site plan concepts that would incorporate various program elements such as a transit stop, community center facility, limited commercial facilities and open space.

Chris also explained that the Town has submitted a letter of intent to be considered for funding through the Wasatch Front Regional Council Local Planning Resource program.

15. Motion to Adjourn

Hearing no further business before the Town Council, there was a motion by Cliff Curry to adjourn the Council meeting. There was a second by Elise Morgan and the motion was carried.

Passed and approved this 11th day of December, 2014.

s/Katherine S.W. Black, Town Clerk

TREASURER'S REPORT
October 12 - November 12, 2014

MAJOR BILLS PAID

Payroll	\$32,364.04
Payroll Taxes	\$14,594.61
Attorneys	\$4,343.99
Health, Dental & Life Insurance	\$12,426.76
Mounain Accord - UTA	\$12,500.00
Eric Kankainen - Plan checks	\$720.00
Forsgren - Inspections	\$1,289.68
Utah Local Governments Trust-Auto and Workers Comp Insurance	\$974.71
Zions Bank - 4X4 Lease	\$480.57
Zions Bank - Toyota Lease - 2015	\$1,238.32
URS Contributions - 5 payroll periods	\$22,987.54
Telephone Expenses	\$1,548.93
Energy Expenses	\$1,443.65
Recycling Costs	\$687.50
Carpet cleaning - Community Center/Town Office	\$1,074.35
Other Town bills	\$10,647.97
Total	\$119,322.62

MAJOR REVENUES RECEIVED

Sales Tax/August Collections - Resort	\$6,110.24
Sales Tax/August Collections - Uniform	\$4,895.00
Property Taxes	\$56,358.63
Court Fines	\$2,985.00
Business & Liquor Licenses	\$12,183.00
Dog Licenses	\$200.00
Post Office Contract - 2 months	\$2,333.34
Telephone Taxes	\$412.81
Donation/Friends of Alta - Booth & GIS	\$10,000.00
Total	\$95,478.02

General Fund Checking	\$16,491.19
General fund Savings	\$195,397.23