MINUTES OF THE CENTRAL WASATCH COMMISSION ("CWC") STAKEHOLDERS COUNCIL ECONOMY SYSTEM COMMITTEE MEETING HELD WEDNESDAY, APRIL 9, 2025, AT 4:00 P.M. THE MEETING WAS CONDUCTED BOTH IN-PERSON AND VIRTUALLY VIA ZOOM. THE ANCHOR LOCATION WAS THE CWC OFFICES LOCATED AT 311 SOUTH STATE STREET, SUITE 330, SALT LAKE CITY, UTAH.

Committee Members: John Adams, Chair
Ed Marshall
Hilary Arens
Kim Doyle
Pat Shea

Staff: Lindsey Nielsen, Executive Director
Samantha Kilpack, Director of Operations

OPENING

1. Chair John Adams will Open the Public Meeting of the Economy System Committee.

Chair John Adams called the Central Wasatch Commission ("CWC") Stakeholders Council Economy System Committee Meeting to order at approximately 4:05 p.m. and welcomed those present. Hilary Arens informed Committee Members that she would only be able to participate until 4:30 p.m.

2. Review and Approval of the Minutes of the March 12, 2025, Meeting.

The Meeting Minutes were not voted on because there was not a quorum present. Executive Director, Lindsey Nielsen, explained that the Meeting Minutes will be voted on during the next meeting.

DEVELOPMENT OF COMMITTEE DISCUSSION AND ACTION ITEMS

1. **The Committee will Review a Draft Discussion and Action Item Log.**
2. **The Committee will Define "the Economy of the Canyons" and "the Purpose of the Canyons" to Help Create Focused, Actionable Projects for the Committee.**
3. **The Committee will Discuss Items to Add to the Log.**

During the last Economy System Committee Meeting, there was a conversation about the creation of a Discussion and Action Item Log. There is currently an Excel spreadsheet prepared. That document can be converted into another format and added to the shared Google Drive folder for the Economy System Committee. Chair Adams reviewed the items currently included in the Discussion and Action Item Log document. One of the goals is to tie the action items into the Mountain Accord. He also

thought it made sense to categorize some of the action items. As a result, he created different categories in the document. One category listed is Fire Prevention and Mitigation. Something that might make sense in that category is to look into the Weber River Resilience Fund which was mentioned by Ed Marshall at the previous meeting. Mr. Marshall offered to look into the action item mentioned.

Canyon Carrying Capacity is another category that has been discussed in the past. Patrick Shea previously stated that there is a need to establish carrying capacities for all four seasons. Another category listed is Canyons Revenue Generation. Mr. Shea had mentioned breaking out tax revenue based on the canyons. Hilary Arens and Kim Doyle both expressed an interest in looking into this action item. Ms. Arens noted that there are certain numbers that Snowbird holds close. She assumes the same is true for Brighton. Ms. Doyle confirmed this but offered to see what is available.

Chair Adams read another category from the list, which is Funding Sources for the Canyons. He noted that the Ski Hill Resources for Economic Development ("SHRED") Act has been reintroduced and offered to take on the associated action item for that. He has previously mentioned the idea of a Canyon Purpose Trust and that was shown as a potential action item. Chair Adams explained that the action items listed in the document are based on some of the past discussions that the Economy System Committee has had. He asked if there were additional items Committee Members would like to add. The idea behind the document is to capture discussion items and determine which ones should be moved to action items. Those can then be assigned to a member of the Committee.

There was a tab in the document called Canyons Revenue Tracking. Chair Adams explained that he reached out to Morgan Mingle and she provided some insight about Transient Room Tax ("TRT"). Ms. Mingle also spoke to him about resort philanthropy and the new special events tax collection tool. Chair Adams explained that the intention is to add to the Discussion and Action Item Log as there are additional Economy System Committee discussions. In the past, there were Committee discussions about the desire to understand the economy in the canyons. This can be done by tracking money generated by recreation and other uses. He pointed out that the economy is supported because of the natural environment. The Committee also previously discussed identifying any monies that are allocated back to support the health and balance of the canyons. For example, the toll booth in Millcreek Canyon, where the money has been used to improve some of the campsites and restrooms. All of the information gathered should be considered through the lens of the Mountain Accord.

Chair Adams re-read the Mountain Accord recently. He referenced the following language:

- Amid threats from population growth, development pressures, and piecemeal decision-making, we know that we need to take action now to ensure we have clean water, a thriving economy, and an exemplary quality of life — not only for current generations but for those who come after us. The time has come to truly consider the future of this precious landscape.

Chair Adams reported that there was a CWC podcast episode with Ms. Mingle where she spoke about tourism in Park City. She stated that tourism needs to balance the needs of the economy, society, and the environment. As far as the perspective of the Economy System Committee, Chair Adams feels a thriving canyon needs to balance the economy, environment, and social needs. Social needs include recreation, sports, dining, hiking, employees, residents, and so on. He shared an image intended to represent that balance. Some of the language in the Mountain Accord addresses the need for balance.

Chair Adams stated that in the last two weeks, he skied at Solitude recreationally, worked there as an employee, visited the canyon to receive an award, hiked at Ferguson Canyon, Millcreek Canyon, and in Alta, and had dinner with friends. There are many different ways to use and enjoy the area. He supports a balance of the economy, environment, and social needs. The Mountain Accord was forward-thinking and represents those needs well. Mr. Marshall suggested adding transportation to the document. That would better represent all four systems outlined in the Mountain Accord.

When it comes to the economy in the canyons, the Economy System Committee is often focused on income. However, it is important to understand what drives that. Chair Adams further reviewed the document, which outlines how he sees the overall economy of the canyons. There are the systems of the economy and those systems are supported by sources of capital. For instance, there is built capital and natural capital in the canyons. In addition, there is the human capital and social capital. Those sources of capital generate wealth. The income piece is something that the Economy System Committee has discussed in the past. As the Committee continues to gather information, it is important to consider how it will be tied back into the purpose of the Mountain Accord.

Mr. Marshall pointed out that the businesses are more than capital. The businesses require a lot of work and devotion. This includes the ski resorts and restaurants. For instance, the partners at Log Haven have devoted themselves to the business for 31 years to make sure it is a success and continues to thrive. People are working hard and he does not believe the word "systems" encapsulates the businesses. Chair Adams believed businesses fall into the systems related to the economy and social needs. There are business owners, employees, and those recreating the business. Mr. Marshall reiterated that businesses require a certain level of devotion. The word "systems" does not seem to encapsulate that. Chair Adams explained that the references to systems were made because of the language used in the Mountain Accord document. That document looked at the canyons as a group of interconnected systems: economy, recreation, environment, and transportation. Mr. Marshall feels that the Mountain Accord needs to be improved relative to businesses. The input of businesses other than the ski resorts was not taken into account at the time. If the Mountain Accord is ever updated in the future, that is one area that he feels would make sense to update. As for the Economy System Committee documents, he believes it is important to clearly identify what it takes to run a business.

It was noted that Ms. Arens left the Economy System Committee Meeting. Ms. Doyle believes the sources of capital mentioned (built, human, social, and natural) capture the businesses. Chair Adams noted that changes can be made to the document and the language if desired by Committee Members. Chair Adams referenced the concept of an embedded economy. The economy is embedded within the social uses and environment because that is where some of the capital comes to make the economy happen. He shared a pie chart of the canyons in the Central Wasatch. The idea is that there are portions that are on U.S. Forest Service lands, private lands, open space, and so on. Built capital is part of the revenue sources. However, there are also unmeasured inputs shown on the pie chart. Those unmeasured inputs, shown in green, are less likely to be seen. The Mountain Accord attempted to acknowledge that there is value to both and that a balance should be maintained.

Chair Adams explained that his idea of an embedded economy is to make sure the Economy System Committee considers the value of the natural canyons as well as the unintended outputs. The latter involves certain outputs that might be passed onto society, such as water pollution, traffic congestion, air pollution, and so on. It is important to pay attention to the unintended outputs and consider resources to address possible impacts. Chair Adams noted that when he first mentioned a Canyon Purpose Trust, he was thinking about something that could put some money back into the natural

capital. For there to be a balance between built and natural, there needs to be a binding way to ensure that happens. One way to do that is through Legislation, which is one of the reasons it was mentioned in the Mountain Accord. The Canyon Purpose Trust is another possibility to consider.

Mr. Marshall asked if the Canyon Purpose Trust envisions a tax on the businesses. Chair Adams clarified that he does not intend to discuss trust details at this time. Currently, it is simply an idea and a potential way to bring money back into the area. Ms. Nielsen explained that there is not an additional tax being proposed. A trust of this kind would secure the taxes that are being paid and allocate them to the canyons. Mr. Marshall referenced the box on the top left of the document shown. It sounds like the implication is that someone is buying up common lands, which is not the case. He does not feel that is an acceptable way to characterize private property that is being used. Secondly, the "turning it into a commodity" language is not something that he feels is acceptable since no one is turning the land into a commodity. The land is being used in a way that people enjoy. Chair Adams asked Mr. Marshall to rewrite the language mentioned so the document could be updated accordingly.

Chair Adams asked for assistance building out the document that has been shared. He reviewed the items in blue and noted that the green represents what is harder to measure. Mr. Marshall suggested adding the taxes that are paid. Customers pay taxes at the restaurants and the businesses pay property taxes. He pointed out that there are some exceptions to the property taxes, such as the Boy Scouts, who are tax exempt, and the Forest Service with Federal land, but there are sources of tax dollars. Chair Adams liked the idea of having that information listed. It would make sense to find out what those numbers are and then determine what is allocated back into the canyons to support the uses.

Chair Adams pointed out the right side of the document, which has business and growth-related costs that are passed onto society. It might be possible to reallocate some of the money that is already generated to address some of these needs. Additional discussions were had about the document and the needs in the canyons. Chair Adams asked for feedback from Committee Members. Ms. Doyle expressed support for what has been drafted so far. She likes the idea of adding the sales and restaurant taxes into the income generation section. Chair Adams asked about the pie chart. It illustrates the difficulty of placing a value on intrinsic values but still recognizes their importance. He asked if the visual representation is beneficial. Ms. Doyle feels it is accurate and pointed out that there is a lot of natural capital in the canyons. Chair Adams shared his interpretation of the Mountain Accord language. Mr. Marshall believes his interpretation is that there should be no new development, but that is not what the Mountain Accord states. It states that new development should be centralized at existing nodes. He suggested the Mountain Accord language be used. Director of Operations, Samantha Kilpack, believes the idea is essentially to focus additional development on areas that have already been developed rather than spreading out development into other areas.

Discussions were had about the blue area shown in the chart and whether it is accurate. Chair Adams clarified that he did not look at maps to determine the specifics. The pie chart was simply intended to be a visual representation. There is a desire to determine where there is consensus to move forward. The Committee further discussed the Mountain Accord language and the intention. Mr. Marshall asked that all of the documents shown be shared with Committee Members following the Economy System Committee Meeting. It will then be possible to submit written comments about what has been drafted. Ms. Kilpack expressed support for that approach. She pointed out that there are some Committee Members absent from the Economy System Committee Meeting. What has been drafted so far provides clarity, direction, and purpose as far as the action items. Ms. Nielsen expressed support but noted that it is important for all Committee Members to be on board with the concept.

Mr. Marshall believes that the words used matter. It was noted that Mr. Shea had joined the Economy System Committee Meeting. Chair Adams offered to update the Excel spreadsheet. It can then be added to the shared Google Drive folder for Committee Members to review and comment on.

Mr. Marshall stressed the importance of distinguishing Millcreek Canyon from Big Cottonwood Canyon and Little Cottonwood Canyon. It is not wise to lump all of the canyons together. Millcreek Canyon is very different in terms of the uses and the overall concerns. There are no ski resorts or red snakes. There is also a dedicated source of funds because of the toll booth. Something like the Canyon Purpose Trust would be more applicable to Big Cottonwood Canyon and Little Cottonwood Canyon. Ms. Nielsen clarified that the trust would address the taxes rather than the tolls.

Mr. Marshall reported that when there is new development, there are certain instances where the taxes are dedicated to the area for a certain period of time. This occurs in certain cities for certain projects. That is something that could potentially be applied to the canyons in the future. Ms. Nielsen thought it would be beneficial to look at a case study where something like this has been done before.

Chair Adams noted that the idea of a Canyon Purpose Trust is separate from the other action items, such as determining where the money comes in and where the money might be best suited. The Canyon Purpose Trust is simply one idea to move the money where it needs to be. There might be other ideas that would be a better fit for the area. Mr. Marshall referenced Item 2 in the document. Chair Adams clarified that there were two parts to that previously. Some changes need to be made to remove that. Chair Adams reported that he will send out the documents to Committee Members for additional review. He will add a disclaimer that this is something that he created as a starting point for the Committee. The intention is to determine whether there is support for the concepts proposed.

OTHER ITEMS

1. The Committee May Raise Other Topics Not Previously Discussed.

2. The Committee will Discuss Potential Agenda Items for the May 14, 2025, Meeting.

There were no additional items discussed. The Economy System Committee will review the documents shared and will provide feedback ahead of the meeting scheduled on May 14, 2025.

PUBLIC COMMENT

There were no public comments.

CLOSING

1. Chair Adams will Call for a Motion to Adjourn the Economy System Committee Meeting.

MOTION: Ed Marshall moved to ADJOURN the Economy System Committee Meeting. Pat Shea seconded the motion. The motion passed with the unanimous consent of the Committee.

The meeting adjourned at approximately 5:00 p.m.

I hereby certify that the foregoing represents a true, accurate, and complete record of the Central Wasatch Commission Stakeholders Council Economy System Committee Meeting held Wednesday, April 9, 2025.

Teri Forbes

Teri Forbes
T Forbes Group
Minutes Secretary

Minutes Approved: _____