

MINUTES
TOWN OF ALTA: SPECIAL COUNCIL MEETING
September 15, 2026, 3:00 PM
Alta Post Office Building, 10351 E. Highway 210, Alta, Utah

PRESENT: Mayor Roger Bourke
Councilmember Carolyn Anctil
Councilmember Craig Heimark (attended virtually)
Councilmember Elise Morgan (attended virtually)
Councilmember Dan Schilling

STAFF PRESENT: Jen Clancy, Town Clerk
Ted Spencer, Deputy Town Marshal

ALSO PRESENT: Polly McLean, Legal Counsel
Mike Maughan, Alta Ski Area

1. **Call the meeting to order**

00:00:00

Mayor Bourke called the September 15, 2026 Special Alta Town Council meeting to order.

2. **Citizen input**

00:00:30

Mike Maughan, President and General Manager of Alta Ski Area, addressed the Council regarding the treatment of parking services in the business license fee study. Maughan explained that the Town and Alta Ski Area had an existing memorandum of understanding (MOU) under which Alta Ski Area provided parking on the north side of the highway in exchange for services provided by the Marshal's Office, and therefore requested that those services be removed from consideration in the business license fee calculation because they were already accounted for separately under the existing MOU. Maughan described the approximately 227 north-side parking spaces, including spaces owned or permitted through the Forest Service by the Town and spaces controlled by Alta Ski Area, and explained how parking permit revenues were allocated between the Town and Alta Ski Area. Maughan also identified other cooperative arrangements involving services such as the Alta Lodge rope tow and snow removal that benefited the Town but were not reflected in the business license study. Maughan concluded that including parking patrol and related police services in the business license calculation did not appear appropriate given the existing parking agreement.

3. **Discussion regarding the Business License Study**

00:04:30

Jen Clancy reviewed the business license fee discussion from the September 9 work session, including the Town's parking arrangement with Alta Ski Area (ASL). Clancy explained that the 2021 business license study did not account for the current parking program, which developed after ASL moved to a reservation-based system and involved pooling Town and ASL parking resources along the north side of the highway. The Town and ASL each contributed parking spaces under their respective Forest Service permits, and the arrangement allowed permit holders to use available spaces across the combined area. Clancy noted that the Town currently received approximately \$15,000 annually from parking permits and recommended treating the parking arrangement separately from the business license fees.

Clancy presented an option that removed the enhanced parking service fees and calculated the disproportionate fees at 35% of the maximum identified in the 2026 study. Under that option, hotel business license fees would increase from approximately \$840 to \$1,284, while liquor license fees would decrease substantially due to changes in the State licensing process. Clancy noted that the proposed fees would result in approximately \$18,000–\$19,000 in annual revenue compared with the \$26,500 budgeted for business and liquor license revenue, and explained that the Council could establish fees anywhere from zero to 100% of the maximum identified by the study. Clancy also identified temporary and nonprofit licenses as categories where the Council had additional flexibility.

The Council discussed whether the lower liquor license fees should be offset through higher business license fees. Craig Heimark supported increasing the disproportionate fees based on anticipated future Town expenses and the need to distribute costs between businesses and property taxpayers, proposing an increase from 35% to 50% followed by gradual increases toward the maximum. Dan Schilling agreed that the enhanced parking fees should be removed because of the existing parking arrangement and supported considering a gradual increase in the other applicable categories. Elise Morgan raised concerns about increasing business license fees primarily to offset the reduction in liquor license revenue, noting that businesses had already experienced other tax and fee increases and that different businesses provided services to residents as well as visitors. Morgan also noted that the Town had recently adopted the transient room tax and suggested that the Council consider a gradual approach to any additional increases. Carolyn Ancil suggested that, from a business owner's perspective, she felt the distinction between liquor and business license fees did not necessarily change the overall cost of operating the business, as a reduction in liquor license fees could be offset by an increase in business license fees, and she viewed the fees collectively as costs associated with conducting business. The Council discussed the distinction between the business and liquor license fees and whether the overall cost to lodging businesses would change significantly when the two fees were considered together.

The Council also discussed temporary and nonprofit business licenses. Clancy explained that temporary licenses applied to special events, vendors, and food trucks and that the current \$50 fee may be a barrier to entry and resulted to a decline in annual temporary permits, although the revenue involved was relatively small. The nonprofit fee was currently zero, and Clancy had modeled a \$35 administrative fee. The Council discussed the extent to which daycare and nonprofit services were used by residents compared with visitors and whether those categories should be treated differently from businesses primarily serving visitors. Clancy clarified that each category could be assigned a different percentage of the maximum fee rather than applying one percentage across all categories.

The Council generally supported removing the enhanced parking service fees from both the ASL and hotel business license calculations because of the interconnected nature of the Town and ASL parking arrangement. Clancy clarified that the parking fees had been included for both categories and had been removed from the proposed option. The Council then discussed whether to retain the 35% level for the applicable disproportionate fees and establish a gradual increase over subsequent years. Schilling proposed retaining the 35 percent level under Option C and increasing the applicable fees by 10 percent each year, while recognizing that this would not reach 100 percent of the maximum within five years. The discussion focused on establishing a gradual fee structure that reflected the business license study while allowing the Town to adjust fees over time as municipal costs and circumstances changed.

4. **Discussion and possible action to adopt Ordinance 2026-O-14 repealing and replacing Resolution 2026-R-29 to update the Town of Alta fee schedule**

00:42:00

The Council proceeded to formal action on the business license fee schedule. Clancy explained that State law required disproportionate business license fees to be adopted by ordinance and itemized in the fee schedule, and noted that staff had prepared the ordinance using Option C. Clancy clarified that the agenda had inadvertently identified the item as a resolution rather than an ordinance, although the ordinance had been prepared and included in the meeting packet.

MOTION: Dan Schilling motioned to adopt Ordinance 2026-O-14 with the fee schedule as proposed in option C with direction to the staff to increase Categories 1 and 7 by 10% each year not to go over 100% of the max identified in the 2026 Business License Study (excluding enhance parking fees). Elise Morgan seconded.

ROLL CALL VOTE: Councilmember Anctil – yes, Councilmember Heimark – yes, Councilmember Morgan – yes, Councilmember Schilling – yes, Mayor Bourke – yes, Ordinance 2026-O-14 was approved.

RESULT: APPROVED

Heimark raised two matters regarding the Town's memorandum of understanding with Alta Ski Area. Heimark noted that the agreement automatically renewed annually but could be terminated by either party with 30 days' notice at the annual renewal date, and suggested that staff review whether the Town should consider a longer-term agreement or other protections in light of the upcoming change in Alta Ski Area management. Maughan confirmed the renewal terms and clarified that the parking spaces associated with the Shallow Shaft were included in the Town's parking allocation, although they were not specifically detailed in the memorandum.

Clancy asked legal counsel whether the Council's direction to increase Categories 1 and 7 by 10 percent annually should be incorporated into the ordinance as a whereas section rather than documented only in the meeting minutes. Polly McLean recommended including the direction in a whereas clause so that the requirement would be clearly documented for future reference, particularly if the fee schedule were subsequently modified.

Clancy also clarified that Alta Ski Area would continue to obtain individual liquor licenses as needed and that the change affected the fees rather than the number or structure of licenses.

5. **Motion to adjourn**

02:49:00

MOTION: Dan Schilling motioned to adjourn, and Carolyn Anctil seconded.

VOTE: All in favor. The meeting was adjourned.

RESULT: APPROVED

Passed this 14th day of October, 2026


Jen Clancy, Town Clerk