

**PARKS AND RECREATION
ADVISORY BOARD MEETING MINUTES**

In-Person and WebEx

Location: Government Center, 2001 S. State Street SLC, Utah 84118
June 14th, 2023 | 11:30AM-1:00PM

In Attendance

Board Members: Jerry Cordova-Ong, Lynnette Wendel, Chris Hill, Carl Fisher, Lisa Dean, Robynn Masters, John Warnas, Connie Burgess, Soren Simonsen, Danny Shoenfeld, Nate Salazar, Jaren Cooper

Absent: Mont Millerberg

Staff: Jerry Brewster, David Johnson, Jon Ruedas, Andrea De Paz, Brent Laulusa, Martin Jensen, Jan Donchess, Robin Chalhoub, Doranne Pittz, Liz Sollis, Patrick Leary, Julie Peck-Dabling, Joey Mcnamee, Dustin Wiberg, Ryan Cutler, Joshua Reusser, Danielle Calacino,

Citizen Participation: Steve Van Muren, Joyce Walker

CALL TO ORDER

Carl calls for the introduction of all attendees.

PUBLIC COMMENTS:

Joyce Walker extends appreciation for the Parks' committee and Dimple Dell management group. Earth day's (April 22) support was phenomenal – additional staff that has been hired, many committee members showing up made it a great event.

BUSINESS ITEM – APPROVAL OF MINUTES

Motion to approve May 2023 minutes. Carl motions to approve, board approves the minutes. July's meeting will be a bye, so no convening until August 9th.

DIRECTOR'S REPORT

Last week, we celebrated the induction of the Spencer Homestead House and some of the surrounding land, into the National Historic Register list, status which was obtained by Robyn McDuff. It was great to see all the support and interest in that event.

A few things to mention:

- Midvale Recreation Center article in The Salt Lake Tribune: The article mentioned potentially replacing Copperview Recreation Center but Martin wanted to reiterate that Copperview Rec Center is still up and running, and we do not have any plans to close that center. There is a plan, as we start to update the master plan, to look into the future of all centers that were built in that same era which includes Copperview, Kearns, Redwood, and Central City. The process for new amenities/rec centers in cities is lengthy; we convene with up to 12 mayors, at large citizens, and a board member to set the master plan in motion for these items.
- Starting our 2024 budget: we are looking at our priorities, what we need, and what the economy looks like within our community. Martin encourages all to listen to the economic update given to the Council by Natalie Gardner from the University of Utah. She spoke on the times there has been a recession and all the key

indicators through that time. We are seeing those same indicators, which means the economy is slowing down a bit, which places a factor in our budgeting next year. Our budget will be modest for next year – although there are key areas that we will target.

- Bingham Creek Regional Park: celebrating the opening it next Thursday, June 15th. Took a couple of years of all the remediation done in it to get it up and running into a park.
- Soren Simonsen wonders if there are any plans to raise awareness about the new boating infrastructure along the Jordan River as Mayor Hall in Bluffdale would be interested in joining the County, if so. Martin will convene with our teams and see what can be done.

FIF PROJECT: BUDGET UPDATES FOR 2024 APPROVAL

As reminder, the FIF Projects stand for “Facility Improvement Fees” Projects and was implemented a couple of years ago, to address projects that won’t qualify as capital projects. The fee money being collected goes directly back into projects that will improve the patron experience.

Patrick’s FIF Updates:

- Park’s projects:
 - Activity Barn Kitchen at Wheeler Farm: used for weddings and events but it is very dated. \$57,000 will go towards updating this amenity.
- Recreation’s projects, \$75,000 budget:
 - Central City – basketball hoops moving from stationary to folding up/down
 - Gene Fullmer – drop-in childcare new carpet
 - South Jordan – broken mirrors, fitness rooms are getting fans
 - Northwest – pickleball lines added to their courts
 - Holladay Lions – tint the fitness room windows
 - Larry H. Miller and Valley Regional Softball Parks – hardware purchases for wi-fi capacity to pay for items using credit cards.
 - South Jordan, Holladay Lions, and Fairmont – water bottle fillers so we can help conserve and recycle
- Golf’s projects, \$90,000 budget:
 - Trees, sand, and greens to keep the golf course in top shape
 - Some will be used to fix amenities in restaurants and the golf buildings

Increases in budget will be worked through and raised as we see inflation and prices for items go up as well. Robynn mentions that rentals around the division could potentially be a place to make money but Patrick clarifies that for pavilions, it is more of a community service amenity. We don’t make a lot on them, but recreation does see some money come in from party rooms and spaces.

Jerry Cordova-Ong and Lynette communicate on the facilities that the County runs which is currently seeing a difference in updates within its buildings, depending on location. It’s a constant battle between those in our communities who can spend an additional amount of money on fees or memberships, versus those who may not be able to – yet all the recreation centers ask for the same membership rates regardless. Liz reiterates that those recreation centers and parks that do need extra attention are already on our radar to make sure they’re up to par for our patrons. Martin mentions that one of the challenges we’ve had is growth in our community so we are constantly having to decide whether to upkeep or to build new. He would like to come back and discuss philosophical fees and where we do/don’t charge money, benefits of all that goes into it.

Board votes and approves the FIF Project List proposed for 2024.

COMMUNITY ENGAGEMENT UPDATES

Liz distributed the annual report for 2022 where the communications team has focused a lot of their energy and time to complete. Very exciting highlights and work done throughout the year and great for patrons to access amenities and open space for their recreative activities.

- Callista: we wanted to make our social media engagement consistent and clear, and for connecting on a deeper and personal level. Over the past few months, we've identified reach for metrics for growth in engagement. In 2022, our reach for the entire year was 166,000; this year we are at 113,000 only 6 months in, which we hope to double in a couple of months. On Instagram in 2022, our reach was 47,000; this year, we're already at 499,000! Our Instagram followers have increased yearly – 2022 we were at 280 new followers; in 2023, we are at 2600 new followers. We are using more tools available on the platform – reels, stories, and engaging with customers on a consistent basis. We visit our amenities and facilities and go “live” on these platforms, which makes our agency more real.
- Josh: in previous roles, he managed well over the intended amount of work assigned to him including social media accounts for individual recreation centers. Now as part of the communications team, he wanted to take some of the workload from those who are out in the centers so they would be able to focus on the programming and patrons. We've been working on sharing stories of our employees and making them the heroes of the stories. We are excited to continue growing this business and showing all that we do in Parks and Recreation throughout these stories on social media.

Liz introduces our intern, Ryan Cutler, who has been a great help to our divisions – coming from the USU program that Martin, Doranne, and Liz have sat in previously that discusses the benefits of working for/with our organization.

FLOOD CONTROL DECOMMISSION UPDATES

Patrick mentions that although there is still a lot of snow up in the conduit canyons, we haven't seen much flooding. We're now moving to the decommissioning side of things; there are a list of facilities that are being offered as a drop off location for extra sandbags that patrons no longer need. We are encouraging patrons to return them if they so desire but are not required to – they just can't throw them away in their trash receptacles.

BUTTERFIELD TRAIL MILESTONES

Dustin Wiberg goes over updates on the trail projects:

- Agreements with Rio Tinto to build trails on to their property, which was a big step forward in working with them since they basically own 2/3 of the Oquirrh Mountain range.
- Started last year, and our contractor was able to build the highest number of trails in the State in a particular amount of time: 12 miles of new trail, a big feat. Due to the epic winter, it was slow to start back up in the spring. This year, we have made an additional 5 miles of trails, which are multi-use trails: hikers, bikers, and had a steering committee who had folks from the equestrian community and other organizations that helped us talk about the trails.
- Funding came in for the construction of the trails, with later funding coming in for the trailhead. Our bid did come in high, which was surprising. We had to cancel and put it out again for a condensed version of what the trailhead looks like. Equestrian entrance was taken out but we will still have access to the area in the parking lot or pasture area.
- Hauled off 200 cubic yards of material to remediate it and to make it safe for recreational use, as it was contaminated.
- 2 new bridges: 80 ft. and 50 ft, to provide access to the knoll as it was steep in that area as well.
- Future phases our target is to continue going up the mountain and make connection into Toole County so we are hoping for another 32 miles that will take users to other parts of the canyon.

BOARD BUSINESS

ADJOURN

Carl takes motion to adjourn, Jerry Cordova-Ong seconds.