

Wasatch County Parks & Recreation SSD #21

Board Meeting

July 9, 2024

Minutes

*****DRAFT*****

Attendance:

Kendall Crittenden, Chairman
Karl McMillan, Vice Chairman
Steve Farrell, Board Member
Mark Nelson, Board Member
Spencer Park, Board Member
Erik Rowland, Board Member
Luke Searle, Board Member

Heath Coleman, Asst. Director
Amaria Scovil, Rec. Center Director
Jon Provost, Event Center Director
Taylor Baker, Programs Director
Jennifer Bowman, Marketing Coordinator
Laurie Duke, Admin. Assistant
Dustin Grabau, County Manager
Wyatt Finn, IT Specialist
Jim Johnson, IT Specialist

Excused:

Tom Bonner, Director

Kendall Crittenden called the meeting to order at 3:08 p.m.

Kendall asked if there were any Public Issues for future meetings. There were none.

Kendall asked if there were any Governing Board Issues for future meetings. There were none.

Kendall asked if there were any Public Comments. There were none.

Minutes: June 11, 2024:

Heath Coleman presented the minutes. Mark Nelson made a motion to approve the minutes for June 11, 2024. Erik Rowland seconded the motion. Motion passes with the following vote:

AYE: Kendall Crittenden

AYE: Steve Farrell

AYE: Mark Nelson

AYE: Spencer Park

AYE: Erik Rowland

AYE: Luke Searle

ABSTAIN: Karl McMillan (Not in attendance at June 11, 2024 meeting)

Warrants:

Heath Coleman presented the warrants for June 6, 2024 through July 2, 2024 in the amount of \$151,042.07. Heath explained that the pickleball club is going to reimburse us \$10,000. of \$11,721.89 charge for pickleball shade covers. Kendall asked if there were any questions on the warrants. There were none.

Steve Farrell made a motion to approve the warrants for June 6, 2024 through July 2, 2024 in the amount of \$151,042.07. Karl McMillan seconded the motion. Motion passes with the following vote:

AYE: Kendall Crittenden
AYE: Karl McMillan
AYE: Steve Farrell
AYE: Mark Nelson
AYE: Spencer Park
AYE: Erik Rowland
AYE: Luke Searle

Sponsorship & Advertising Update:

Jennifer Bowman introduced herself to the Board. She explained that she coordinates all marketing for Parks & Recreation. She has been in this new position for the past 4 months. She reported that, with the help of Jon Provost, our sponsorships have reached \$100,000. and there will still be \$60,000. coming in. Steve asked if all of our sponsors are local and if we have gotten any new sponsors. Jennifer responded that all of our sponsors are local, except for RC Willey. She stated that we have about nine new sponsors this year and we have had a couple that dropped due to their financial situation. Steve asked about the cost of sponsorships. Jen explained that our minimum sponsor amount is \$1,000. Most of our sponsors do annual packages and their amounts are \$4,000. or \$5,000. We have two title sponsors: Karl Malone Group for the Rodeo and Mountainland Auto for the Derby and they pay \$15,000. each.

Jen explained that she has really been pushing our Facebook presence with all of our events and programs. Kendall commented that he appreciates the posts he has seen and agrees that it is important to make the community aware of all the great events and programs that are offered by Parks & Recreation.

Jr. Livestock Sale

Mark asked if the livestock sponsors are separate. Heath responded that the livestock sponsors are completely separate. Heath stated that our livestock sale is the best in the state of Utah. The only sale that even comes close to ours is Summit County, but they sell only about half of the amount we do. Mark asked if any of the money from the sales goes directly to Parks & Rec. Heath answered that all the money goes to the participant that sells their animal, with a 2 to 3% cut that goes to admin. fees to manage the sale. Steve asked if we charge a usage fee for our facility. Heath replied that we do not charge usage fees and we donate our time as a staff. He said that we even have a food tent for them and are glad to accommodate them the best we can. We also pay over \$9,000. for premiums, that comes out of the Parks & Rec. budget and that also includes the 4H show that is right after the fair. Mark commented that he feels this is a very important thing to promote as a good will service and Heath agreed.

Steve said that he feels bad for the participants who are not well known and their animals don't get sold for as much as others. He feels it has gotten political but said that he doesn't know how you can get around it. Heath agreed and said that of course grandparents and businesses will pay more for their family members and friends who are selling their animals. He did point out that there are a group of guys that stay at the auction all day and make sure that animals go above a certain threshold. Mark asked if we need to try to formalize a way to make it more fair for all participants. Heath responded that there is another option where after an animal is sold an individual can donate more to that participant. Heath said he has seen this happen multiple times. Heath commented that for now, we probably shouldn't try to fix something that isn't broken. Karl agreed and said that we don't want

to get into price fixing. Mark agreed but he feels that if some business owners were aware they might specifically go to the auction just to help those few unknown participants. Heath responded that over the years he has seen many incidents happen, and even once an animal died right before the auction. He said that when unfortunate things happen, word travels fast and the community responds and takes care of those kids 3 or 4-fold. All in all, our community is phenomenal at helping and supporting our Jr. Livestock Program.

Food Trucks

Kendall asked about food trucks at the Country Market. Heath explained that most of the food truck owners want to be at the Derby and Rodeo, so we work with them to try to have them do the Country Market during the day and Derby and Rodeo at night. Heath explained this is one reason it is so great to have Isabel, our Concession Manager, and Jennifer on board because they are on top of that and accommodate the vendors the very best we can. Heath continued, saying that this is why the land acquisition of the Spring Creek Nursery is so important. That area rolls right into the south side of the outdoor arena where the bleachers are. Steve asked if we can access that area without going through the Cowley property and Heath said that we can. He stated that they have a lot of ideas and plans that they will be presenting to the Board in the future. He said that they want to get started on a concession stand and underground power so that we will have just as many food trucks and concession options on the south side as on the north side. Jennifer stated that already this year we will have more food trucks on the south side than we have had in the past.

Steve asked if there was any way to speed up the concessions. Heath answered that this has been a consistent problem and they are working on a system now but are not sure when they will launch it. He explained there is an app they are pursuing where you will be able to order from your seat and then you will receive a text when your order is ready. He stated that they are very aware of this problem and are constantly looking at ways to be more efficient. Heath feels that we have the right people in place to find solutions. He said that having Isabel come on board has been a big deal for our concessions and that she is doing a great job.

Demolition Derby

Heath announced that we will be going to a 3-Day Derby next year. Erik asked if it was because of ticket demand and Heath responded that Parks & Recreation's #1 purpose is to accommodate locals so that they can purchase tickets. For the past two years, Derby tickets have sold out by noon of the day the tickets go on sale. Since Destructive Behavior has taken over, which is a local production by owners, Brad Bowman and Ryan Simpson, we have re-captured the local interest and we are seeing the direct impact of that with ticket sales. We are negotiating right now for next year and looking upwards of a \$200,000. purse, which will put our Derby in the top 5 in the country.

Marketing Goals

Luke asked Jennifer what the marketing goals were for next year. Jennifer responded that this is a work in progress. Right now, she is identifying what our community is looking for and making sure that the community has a knowledge of all of our programs, what they are and when they need to sign up. She is working with Taylor and his staff on keeping all that information current and updated. It is the same for all of the events, getting all the information out to the public. Luke asked if she has connected with Joan about the PIO meetings. Jennifer responded that she has met with Joan and is excited to work with her. She feels Joan will be a great asset.

Kendall brought up the issue of reaching out to Heber City again in the future to see if they would move their Thursday Party in the Park over to Fair Days for that one week. He realizes we have tried over the past years and they haven't done so, but he feels they should support the fair. Jennifer responded that there is definitely a collaboration that we haven't tapped into. Heath said that this is an evolving relationship and everyone agreed that we should reach out again next year.

Miss Wasatch & Miss Heber Valley

Kendall asked if everything went well at the Miss Wasatch Pageant this year since he knows there have been changes to that program in the past couple of years. Heath answered that yes, it went very well. Miss Wasatch is Madeline Dahl and Miss Heber Valley is Elle Miller. The attendants are Drew Russell and Ella Prater.

Amaria explained that now if we have over 8 contestants we award a Miss Wasatch and a Miss Heber Valley and both are able to compete in the Miss Utah pageant. Each of them choose their own Little Miss, as we no longer hold a Little Miss Wasatch competition.

Amaria reported that each contestant received a \$500. scholarship that was completely paid for by sponsors. In addition to that, there is a People's Choice Award in which all donations for the specific contestant go to them. Some of the contestants received a lot of money through this.

Grand Marshals

Kendall announced that Brent and Cora Briggs are the Grand Marshals for Fair Days 2024. They are our full-time cooks at the Senior Citizen Center.

Rodeo

Steve asked if we had some big names coming to our rodeo and Heath responded that we should because we are a 3-day rodeo and we have increased our purse \$20,000. for each event. We are now a top 20 rodeo. Heath explained that last year at the NFR convention they were told that if we did this it would change the route to the NFR. Heath & Tom are confident that with the sponsorships and ticket sales we will be able to cover the increase. Steve asked how long our contract is with Powder River and Jon answered that it is 3 more years with a 2-year option. Steve stated that this was the best move we ever made.

High School Rodeo & Economic Impact of our Events

Kendall asked about the High School Rodeo Finals contract because there had been talk that they wanted to make it permanent. Heath responded that we have a 3-year contract, and yes, they would like to make it permanent. Heath said that we have some reservations about this, not because we don't want it, but because of the rising costs. Steve asked if we were anywhere close to breaking even and Heath responded that we are breaking even right now, due to our decision to take all the proceeds of the stall barn and camping. Jon commented that the dump station has been great.

Jon stated that this is our 50th year hosting High School Rodeo Finals. Heath said that we have a good partnership with them and that we are not in it to make money, we are in it to bring the positive economic impact to our community, which it does.

Steve asked if they get inquiries from other counties on how we are able to make a profit or at least break even on all of our events and Heath replied that yes, he has heard from Duchesne, Ogden,

Toole, and St. George. He said that they are struggling hosting a lot of single day events, like we were 15 years ago. Heath explained that we have really limited ourselves to quality, multi-day events and that's where our focus is. The people coming to our events are spending money up town and housing their horses and camping in our areas.

Heath also reported that for the past 3 weekends we have had major softball tournaments. Our Firecracker Tournament over the Fourth of July brought in 315 teams and it went from Friday to Monday, so we had people staying here for 4 days. Kendall commented that he wished Heber City would recognize the economic impact of all of the Parks & Recreation events. Heath replied that the impact is huge, that these events bring in multi-millions of dollars a year. He shared a story of when he had taken some visitors that were here for one of our events to lunch at Chicks. He said that Shelly Wright, the owner of Chick's, thanked him for the equestrian events and softball tournaments put on by Parks & Recreation because it really helps their business. Steve commented that he wished there was a way to put an actual dollar figure of the indirect benefit to the community and Heath said that Tom is actively pursuing a firm or business school that would be able to do that. Mark suggested the Ken C. Gardner Institute. He said that they are the pros for something like this. Heath responded that he believes that is who Tom has reached out to.

Steve asked if we are still meeting our local needs, such as having a night where our locals can use the facility to ride and Jon replied that since we are not doing every little event, we have created more nights that our locals can come. He said that we are rarely shut down and Steve said that was great.

Heath stated that we are also accommodating our local teams, but that our baseball fields are at a premium. Two years ago, there was an IFA study done and it showed that we would need a 40-acre regional park in the next 5 years. Heath said that we already need it. Taylor and his staff are having to kick off competition teams for baseball, football, lacrosse, and rugby so that we can run our own programs.

Steve commented that he went to the Rec. Center today to pick up his tickets and it was very busy and all areas were being used. He said that it was great to see the utilization of this facility. Taylor made the comment that it is that way every single day in the winter. We are running out of courts for our Jr. Jazz Program. Heath agreed but said that we can work through that with scheduling and satellite locations. He reiterated that we have a great need for the multi-use regional park.

Volleyball

Mark asked how everything turned out with the volleyball issues that were brought to the Board last month. Heath answered that the issues were resolved very quickly. It was decided that we would train a few patrons that play volleyball every week to put up nets. The other issue was a misunderstanding of availability. They said they were only talking about courts for the summer and we thought they were talking year-round and especially during winter, when it is our busiest time.

Engineer's Estimate for Parking Lot at Vet's Parks

Mark confirmed that there will not be any action on the parking lot at Vet's Park this year. Kendall asked if we have looked into doing that in phases and Heath said that is absolutely what we will have to do. He thinks we will have to do it in 2 or 3 phases. Heath also stated that as we move through this capital project and improvements for Parks & Recreation county wide, we are happy with Vets

Park, but we are aware that we need asphalt parking, perimeter fencing, and pavilions. We were awarded \$75,000. from the TAP tax that we will use for pavilions at Vets West.

Parks & Recreation Priorities

Heath stated our highest priority right now is the take over of the Spring Creek Nursery property that we acquired and making that south end so that we can park patrons there, have a ticket gate, restrooms, a concession area with underground power for vendors, as well as a covered stall barn. We believe all of this is income generating. These improvements are the main focus of our department right now. He continued, saying that they even have ideas of building on to the front of the event center to host events, such as weddings, parties, etc. He said they are always thinking of multi-use facilities and have some big ideas they will be presenting to the Board. The committee will be put together after Fair Days with our outlying communities. We are also going to survey the community to see what they want.

Dustin added that on the property acquisition we only have 3 years on that option, so we need 2 million dollars to buy the remainder of that piece, so that is one of our timely high priorities. Dustin explained that it was a 5 million dollar deal and we did the first 3 million for the northern parcel and then it's 2 million to exercise the option within the next 2 additional years. Dustin said that is our first priority to fund that acquisition.

Trash Receptacles in Parks

Erik asked if we had enough trash receptacles and enough resources to collect the trash at the parks because he has received some complaints that the receptacles are always overflowing. After some discussion, it turned out that Erik was talking about the neighborhood parks. Heath responded that the neighborhood parks are the responsibility of Mark Rounds with Heber City. The Parks & Recreation department is responsible for Southfield Park and Vets Park. Heath commented that both of those parks look great and that our grounds crew does a great job.

Future Staff

Steve brought up that Heath had mentioned he has 7 more years before he can retire and Tom has much less than that. Steve said that he remembers 20 years ago when the Parks & Rec. Department was floundering and that they have turned it around to what it is today. He said it is amazing what they have done and Steve said that he doesn't know how they will find people to take over. Heath assured him that those people are already on staff and that the future of Parks & Rec. is in good hands. Heath praised the whole staff for the great job they do. Kendall agreed and complimented all of the staff. He said that they are all professional and work well with the public and appreciates all they do.

Fair Days Schedule for Board

Heath asked the Board to serve at the Party in the Park on Monday, July 29th at 5:30 p.m. at Southfield Park and also the BBQ Dinner on Wednesday, July 31st at 5:30 p.m. at Southfield Park. They will also be riding in the parade on Saturday, Aug. 3rd and should be at the corner of the train by 3:30 p.m. Dustin and Heber are also invited. The Board, Dustin, and Heber will all be recognized on the Jumbo Tron each night of the Derby and Rodeo.

Skatepark

Heath reported that since the Skatepark closure and public meeting, we have had a couple events and clinics that have gone well. On July 13th, we have the Utah Amateur Skateboard League Competition which is a big qualifier for some national competitions. He reported that his staff are actively pursuing cleaning up our skatepark and having programs and events. Kendall added that there is also a skate competition during Fair Days. Kendall asked about the vandalism issues and Heath replied that there have been a few minor incidents, but nothing like we were experiencing a few months ago. Heath commented that he and Tom have met with a few of the kids that were issued trespass, which means permanent ban, and had a great conversation and have awarded them access back. Right now, things are good with the Skatepark.

Kendall asked if there were any other questions or comments. There were none.

Spencer Park made a motion to adjourn. Erik Rowland seconded the motion. Motion passes with the following vote:

AYE:	Kendall Crittenden
AYE:	Karl McMillan
AYE:	Steve Farrell
AYE:	Mark Nelson
AYE:	Spencer Park
AYE:	Erik Rowland
AYE:	Luke Searle

Meeting was adjourned at 4:15 p.m.

Minutes prepared by Laurie Duke