

Wasatch County Parks & Recreation SSD #21
Board Meeting
August 13, 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

Heath Coleman, Asst. Director
Taylor Baker, Programs Director
Jennifer Bowman, Marketing Coordinator
Laurie Duke, Admin. Assistant
Dustin Grabau, County Manager
Randy Bates, Finance Director
Wyatt Finn, IT Specialist

Excused:

Luke Searle, Board Member
Tom Bonner, Director

Kendall Crittenden called the meeting to order at 3:11 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: July 9, 2024:

Heath Coleman presented the minutes. Mark Nelson made a motion to approve the minutes for July 9, 2024. 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

ABSENT: Luke Searle

Warrants & Fair Days Recap:

Heath Coleman presented the warrants for July 3, 2024 through August 7, 2024 in the amount of \$553,547.32. Heath explained that the really big items are pass through and/or fair expenses such as: Destructive Behavior for \$120,000. for the Derby, Midway West Amusement, \$50,000. for the Carnival, and Powder River Rodeo for \$64,533. for the Stock Contract.

Spencer asked about the exhaust fans for the rodeo arena for \$9,500. Heath explained that this is something we have been wanting to do for the past 2 or 3 years. He said that in the past we have

used temporary fans, but these are permanent. These fans re-circulate every 30 minutes, which is great, especially during the Livestock Auction when it gets so hot and muggy in there.

Steve asked how much our costs will go up by doing a 3-day Derby next year. Heath answered that costs will go up significantly, but that it will be pass through and that actually our revenue will outweigh the costs. Heath commented that they are looking into the possibility of increasing our seating on the east side where the portables are now. He said that they need to figure out the up front costs and return on investment, but that they would like to seat another 1,000 plus people. He stated that we would fill it for the Derby and for the Saturday Rodeo and thinks we would be very close to filling it on Friday's Rodeo. Thursday's Rodeo is always a challenge to fill. Steve commented that the rodeo on Thursday was great with a good line up but attendance was poor. Heath agreed and said that he has looked at the numbers and if we can fill half of the arena on Thursday, we cover our costs.

Heath explained that when we increased the money for the rodeo, we changed the map to the NFR. We are considered a big rodeo in the country now and contestants come to our rodeo to get those dollars.

Heath stated that he was impressed with attendance at the fair this year. He said that as our community grows our numbers and support grow. He was happy with the parade attendance. He feels that the community is finally starting to embrace the parade route. Steve commented that one of the problems for parade attendance is that the Livestock Sale doesn't get over until about 3:45. Heath explained that the reason we start at 4 p.m. is so that staff can transition to the rodeo. They discussed starting the auction at 8 a.m. and Heath said that when they did change it to 8 a.m. there wasn't hardly anyone there at 8 so they went back to the 9 a.m. start time.

Mark asked if our big sponsors are providing cash and trade. Heath answered that they provide both. Heath explained that since Jennifer Bowman, our Marketing Coordinator, has come on board our goal is \$200,000. in sponsorships for the year. He stated that they have re-structured the sponsor packages and are thinking outside the box, making it possible so sponsors can sponsor anything that we can attach a name to.

Heath explained that RAM chose to forego their sponsorship with the PRCA which allowed us to go seek our own title sponsor for our rodeo. Team Karl Malone stepped up and wanted in and so they are our title sponsor. Steve asked what events Karl attended this year and Heath responded that he was at the Special Needs Rodeo and also the Livestock Auction, where he purchased several animals.

Heath stated that they are in negotiations with Destructive Behavior regarding Parks & Rec. having sole responsibility for sponsorships. Heath feels that we will be able to double or even triple that revenue source.

In summary, Heath stated that everything is flowing very well with the whole fair. He said that he has received lots of positive comments and that our team is amazing. They have done it for years and he feels they have the right people in the right places.

Heath gave an update on the bad storm we had yesterday. He said that he thinks our complexes were at the epicenter. He was out with the crew until about 10:30 p.m. last night. He reported that the

Shop had about 8 inches of water in it. The Stall Barn was like a flowing river. The hail came first and created ice dams and funneled the water right through. He commented that he had never seen anything like it. He was very worried about the Rec. Center, but when he checked with John Burns, there were only a couple of minor leaks, so the roof is really paying off. About a quarter of the Indoor Arena flooded, but he said that the crew was able to mitigate that quickly using our equipment to dump sand in the doorways to divert the water. We had a couple breaches of the canal and it was overflowing on our bridges. The Outdoor Concessions stand had about 5 inches of water that they are getting dried out and it will be ready for our event this weekend. He said that our crew responded very well and that there wasn't any permanent damage at the county or Parks & Rec. properties, which is amazing after so much water and hail.

Kendall directed the meeting back to the approval of the warrants.

Erik Rowland made a motion to approve the warrants for July 3, 2024 through August 7, 2024 in the amount of \$553,547.32. Steve Farrell 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
ABSENT:	Luke Searle

Steve commented that all of the Parks & Recreation Department need to be commended for a job well done with the fair this year and all the council agreed. Heath agreed and said that we have a solid team and that there is a full-time employee over every aspect of the fair. Erik asked how many hot dogs were served at the Party in the Park and Heath responded about 1,800. Heath stated that once all the numbers are in for the fair, which will be in a month or two, he will update them on that.

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

Karl McMillan 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
ABSENT:	Luke Searle

Meeting was adjourned at 3:33 p.m.