

Jordan River Commission Event Advisory Committee

October 10, 2024 | 10:00 a.m.

Meeting Location

This is a virtual meeting conducted via Zoom, with an anchor location at the Jordan River Commission office.

Meeting Minutes

Jon Glenn, Chair, called the meeting to order at 10:04 AM.

1. Welcome & Introductions

Identification of Event Advisory Committee members and other meeting participants in person and online

Event Advisory Committee Members

Jon Glenn, Chair
Kyle Fuchshuber, Salt Lake City Sustainability
Angelo Calacino, Salt Lake County
Todd Munger, Lehi City Sustainability, Jordan River Foundation
Tim Brown, Tracy Aviary
Tori Bird, Utah's Hogle Zoo
India Nielsen Barfuss, Utah Division of Outdoor Recreation

Commission Staff

Soren Simonsen, Executive Director
Rachel Turk, Communications & Outreach Manager
Julie Williams, Event & Volunteer Manager
Ren Griffeth, Administration, Grant & Research Specialist

Visitors and Guests

Cindy Kindred, Mighty Penguin Consulting

2. Public Comments

There were no public comments.

3. Committee Business

[Action Item] Adopt Meeting Minutes

India Nielsen Barfuss moved to table the meeting minutes until the next meeting. Angelo Calacino seconded the motion, which was unanimously approved by the Committee.

Commission Staffing & Budget Updates

Soren Simonsen expressed appreciation for the funding to hire a new staff member, interns, and seasonal staff. Final budget approval was received to perform an overhaul of the website and mobile app.

Committee Membership

Soren Simonsen expressed his appreciation for the existing Committee members and reported that there is an open position on the Event Advisory Committee. He asked attendees to consider any potential candidates that they may know of and asked for suggestions. He also mentioned that this could be advertised in a Jordan River Commission newsletter.

Upcoming Committee Meetings

December 12, 2024 - Committee Meeting
February 13, 2025 - Committee Meeting

4. Commission Events

Get to the River Festival

a) 2024 Festival

Cindy Kindred provided a summary of the 2024 Festival, which saw more funding, sponsors, and participants than the year before. She expressed appreciation for the many sponsors. \$73,500 was raised in total and she anticipates potentially raising an additional \$5,000 by the end of the year. They saw a \$12,500 increase from the year before. This additional funding was used to increase Festival visibility, hire temporary staff, and provide additional mini-grants and support for partners.

There were some bigger media appearances from KTVX-ABC 4 Good Things Utah, KSTU-Fox 13 Good Day Utah, and KRCL RadioActive. They were also able to get events on several community calendars, newspapers, and magazines. The Great Salt Lake Collaborative featured many of the festival events in their publications.

54 total events over 33 days were held with a variety of partners. She reported that many of these events were successful in getting a high number of attendees out to enjoy nature in meaningful ways. She summarized the Celebration & Recognition Event at the Loveland Planet Living Aquarium and noted that it was a big success. Heather May from the Great Salt Lake Collaborative provided the keynote speech, and a variety of special partners were recognized.

Angelo Calacino expressed appreciation for the Festival and the work being done to increase the Jordan River's visibility. He mentioned that he is often surprised when he meets people who do not know about the Jordan River.

b) 2025 Festival

[Action Item] Review & Consider Approving Mighty Penguin contract extension

Angelo Calacino moved to approve the extension of the Mighty Penguin contract. Todd Munger seconded the motion, which was unanimously approved by the Committee.

Early Planning and Fundraising Guidance and Input

Soren Simonsen mentioned some additional relationships that could be important to further develop. He asked for any input or ideas that Committee members may have for future events and partnerships.

Cindy Kindred mentioned that she is looking to expand events to include partners from the downtown Salt Lake area.

Angelo Calacino mentioned that it could be beneficial to reach out to diverse cultural groups to create reciprocal relationships with them for Festival events.

5. Other Events

Jordan River Parkway Event Guide

Soren Simonsen reported that this is an online and print resource to assist with event logistics and execution. A Jordan River Commission intern is working on gathering data for this resource, which will contain information about the different jurisdictions, permitting processes, etc. along the river that are important and helpful to know for event planning.

6. Communications, Engagement & Outreach

Recent Media Coverage

Rachel Turk noted that she tracks news about the Jordan River year-round and summarized some recent stories and articles. She noted that about 20 journals featured stories about the Get to the River Festival Kick-off event. There was also quite a bit of coverage for a variety of Festival events.

Jon Glenn asked about adding a “Media” section to the website.

Rachel replied that a “News” section was recently added to the website, but it is still being built out.

Upcoming Media Opportunities

Rachel Turk mentioned there will be upcoming workshops related to the Blueprint Jordan River that will provide opportunities.

Angelo Calacino provided a summary of the many workshop events and their locations, which are spread throughout the watershed.

Soren Simonsen noted that upcoming city planning announcements around green spaces and recreation could provide additional opportunities for engagement and outreach. He asked Todd Munger if he was correct in remembering that Lehi City had such plans.

Todd Munger replied that Lehi City is working on a variety of projects that will increase outdoor and recreational accessibility. They are working on a variety of trail park plans currently, which will provide additional opportunities.

Soren Simonsen also mentioned that a recent grant was awarded from FWHA that the Jordan River Commission is working on with the MAPS Lab. The funding from it is meant to be geared toward youth. He reported that they plan to use it to increase accessibility and education opportunities with schools that are within a half mile to a mile of the Jordan River. This work will also provide opportunities for additional community engagement and outreach.

7. Upcoming Committee Meeting

December 12, 2024 - Committee Meeting
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8. Adjourn

Angelo Calacino moved to adjourn the meeting, which was unanimously approved by the Committee.

The meeting was adjourned at 11:11.

A meeting recording, presentation and handout materials, and meeting minutes are available at www.utah.gov/pmn/sitemap/notice/945701.html.

Meeting minutes prepared by Ren Griffeth, Jordan River Commission Administrative, Grant & Research Specialist.