

# **Jordan River Commission Event Advisory Committee**

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

## **Meeting Location**

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This is a virtual meeting conducted via Zoom.

## **Meeting Minutes**

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Jon Glenn, Chair, called the meeting to order at 10:00 a.m.

### **1. Welcome & Introductions**

Roll Call of Committee Members, and any Guests or Visitors, including the introduction of new Committee Members: Todd “TJ” Munger, Environmental Sustainability & Recovery Director, Lehi City, and India Nielsen Barfuss, Deputy Director, Utah Division of Outdoor Recreation.

#### **Event Advisory Committee Members**

Jon Glenn, Chair  
Tori Bird, Vice Chair, Utah’s Hogle Zoo  
Ali Avery, North Salt Lake City  
Councilmember Silvia Catten, Millcreek City  
Marissa Beckstrom, Tracy Aviary  
Kyle Fuchshuber, Salt Lake City Sustainability  
Angelo Calacino, Salt Lake County  
Todd Munger, Lehi City Sustainability, Jordan River Foundation  
India Nielsen Barfuss, Utah Division of Outdoor Recreation

#### **Commission Staff**

Soren Simonsen, Executive Director  
Julie Williams, Event & Volunteer Manager

#### **Visitors and Guests**

Anna Habben, Mighty Penguin Consulting  
Cindy Kindred, Mighty Penguin Consulting  
Tim Brown, Tracy Aviary

### **2. Public Comments**

There were no public comments.

### **3. Committee Business**

Postponed: June 13, 2024, Meeting Minutes Adoption

Event Web Sites Updates: Soren Simonsen provided a brief update. He reported that the Get to the River Festival and Golden Spoke Ride events webpages have been integrated into the Commission website. There is also an updated and more user-friendly event calendar that can be sorted by categories and locations. Final approval has been received to migrate the website to a “.gov” domain.

Commission Staffing & Budget Updates: Soren reported that a new intern, Gillian Chapman, is in the onboarding process. He also noted that Festival fundraising will enable additional temporary staff during the Festival. A new full-time administrative assistant position will be opened shortly.

Upcoming Committee Meetings:

a) September - Field Trip or Social Activity

***Kyle Fuchshuber moved to finalize a Committee social activity on October 12, 2024, at 7:00 p.m. Tori Bird seconded the motion, which was unanimously approved by the Committee Members present.***

b) October 10, 2024 - Committee Meeting

#### **4. Commission Events**

Get to the River Festival – September 2024: Anna Habben and Cindy Kindred provided a summary of the Festival sponsors and budget information. Soren Simonsen also provided background information about some of the relationships that have been built with certain sponsors. Several dignitaries will be attending the Festival Kick-off Event at Big Bend Nature Park & Preserve on August 30<sup>th</sup>, which will also serve as the event to publicly announce the award received from the America the Beautiful Challenge Grant.

Anna and Soren provided an overview of the Festival events that have been planned so far. Several partners are hosting their own Festival events for their staff. Cindy provided an overview of the media plan.

City Nature Challenge – April 2025 & Golden Spoke – May 2025: Julie Williams has begun to delve into these events but is currently primarily focusing on the Festival. More planning for these events will take place later in the year.

#### **5. Other Events**

Jordan River Parkway Event Guide: Soren Simonsen described the general plan for creating a community guide that will help organizers plan and execute events along the Jordan River Parkway. This guide will provide information about permitting, etc., across different jurisdictions. He reported that the Commission hopes to begin work on this in the next few months.

Roundtable Discussion: There were no additional comments.

## **6. Communications, Engagement & Outreach**

Recent Media Coverage: Soren Simonsen reported that there has been a lot of media coverage for the growing population of unhoused individuals along the River. He asked Committee members if they knew of any other opportunities to highlight the more positive aspects of the River and the work being done along it.

Upcoming Media Opportunities: Angelo Calacino mentioned that it would be beneficial to highlight improvements that have made the River more navigable and increased recreation opportunities.

Todd Munger noted that several municipalities are doing work along the River that could be highlighted, including improvements to riparian buffers.

India Nielsen Barfuss noted that asking local social media influencers may provide good opportunities.

## **7. Adjourn**

***Kyle Fuchshuber moved to adjourn the meeting. Sylvia Catten seconded the motion.***

The meeting was adjourned at 11:26 a.m.

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*A meeting recording, presentation and handout materials, and meeting minutes are available at [www.utah.gov/pmn/sitemap/notice/931723.html](http://www.utah.gov/pmn/sitemap/notice/931723.html).*

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