

Jordan River Commission Event Advisory Committee

December 12, 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 10:01 a.m.

1. Welcome & Introductions

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

Event Advisory Committee Members

Jon Glenn, Chair
Councilmember Silvia Catten, Millcreek City
Tim Brown, Tracy Aviary
Councilmember Tish Buroker, Riverton City
Kyle Fuchshuber, Salt Lake City Sustainability
Todd Munger, Lehi City Sustainability, Jordan River Foundation
India Nielsen Barfuss, Division of Outdoor Recreation
Tori Bird, Hogle Zoo

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

Gillian Chapman, Commission Intern
Madelyn Bossarte, Commission Intern
Gale DeVisser, Member of the Public
Anna Habben, Mighty Penguin
Cindy Kindred, Might Penguin

2. Public Comments

There were no public comments.

3. Committee Business

a) Adopt Prior Meeting Minutes

Todd Munger moved to approve the listed meeting minutes. Kyle Fuschuber seconded the motion.

Soren Simonsen stated that he was grateful for being able to hire additional administrative help at the Commission to get caught up on meeting minutes and other tasks.

The motion was unanimously approved by the Committee Members present.

b) Adopt 2025 Committee Meeting Schedule

Tish Buroker moved to adopt the proposed 2025 Meeting Schedule. Tori Bird seconded the motion.

There was no further discussion on the motion.

The motion was unanimously approved by the Committee Members present.

4. Commission Events

a) Get to the River Festival:

2024 Festival Financial Report:

Soren Simonsen provided an overview of the budget. The majority of the income came from sponsorships. Additional funds available to the Commission allowed for seasonal staff to be hired for the Get to the River Festival. Total expenses were \$4,327 over the initial budget, which was covered using funds that had carried over from the prior year.

Jon Glenn asked if this included a \$5,000 grant from Dominion Energy that the Committee was expecting to receive before the end of the year.

Soren reported that the grant was expected from Dominion Energy, but due to their acquisition by Embridge, the receipt of the funds was delayed. It is not currently reflected in the budget, as it has not been received, but it will be paid through the Jordan River Foundation and included for next year.

2025 Festival:

a) Fundraising Update

Cindy Kindred provided an update. She reported that they received \$400 more than last year through the ZAP funding program. These funds are already in hand. She reported that they have already been in discussions with sponsors, and many are excited to return as sponsors next year. They are also reaching out to several other prospective partners before

the end of this year to increase the likelihood of the Get to the River Festival sponsorship being included in other organizations' budgets for next year.

Soren mentioned that someone from Cypress Credit Union has expressed interest in getting involved with the Jordan River Commission, since several of their locations are close to the River. Soren reported that they expressed potential interest in partnering for the Get to the River Festival.

Cindy noted that she already has materials ready to send out, and they can work on getting a meeting set up to discuss the opportunity.

Committee Members discussed a variety of other potential partnership and sponsorship opportunities to explore.

Soren mentioned that there is a possibility that the Celebration & Recognition Event could be held at Thanksgiving Point, but those conversations are still ongoing. He noted that most of the events tend to be in Salt Lake County, but

Todd Munger noted that he has also been in conversations with Thanksgiving Point about the Festival.

Soren noted that an in-kind donation of event space might be the best form of sponsorship from them.

Jon stated that he enjoyed the Aquarium space used this year.

Soren noted that the person who they had previously worked with at the Aquarium is no longer employed there, so another contact is needed.

Soren noted that the groundbreaking ceremony for The Point takes place next week, and that may provide some networking opportunities.

Jon asked about a potential sponsorship from Zions Bank.

Cindy reported that they approached Zion's Bank last year, and their application was not approved.

Anna reported that Zions Bank has a new person overseeing their Gift Department who had told her they would be reaching out.

b) Preliminary Budget Proposal

Soren provided an overview of the proposed budget for 2025.

Jon asked if the approval of Mighty Penguin's contract, which was approved at the previous meeting, reflected the \$47,000 budgeted in this report, or if the contract had been approved at \$45,000 and required an amendment.

Soren replied that the contract approved at the previous meeting did reflect the \$47,000 cost for 2025.

Jon asked if the Get to the River Festival 2025 budget would be approved at the next meeting.

Soren replied that yes, the budget would be up for adoption at the February meeting.

b) City Nature Challenge – April 2025:

Event Planning Updates: Julie Williams reported that the City Nature Challenge will take place on April 25-28th. The planning team is awaiting Ellen Erickson's invitation to the initial planning meeting.

Tori Bird replied that they are also waiting on Ellen Zoo, Aviary, Museum,

Soren noted that they did budget \$1,000 for this event for the first time in the Commission budget this year. He asked if it would be helpful for the Commission to come up with a proposal for how to spend their funds.

Jon replied that this would be helpful and asked if that could be made available for review at the February meeting.

Soren replied that it should be done by then, as the event takes place in April. He also noted that the \$1,000 would be used for programming and activities developed by the Commission.

Rachel Turk mentioned that her and Julie have been discussing tentative plans to focus on a different part of the River on each of the event days, and partner with different businesses for each of those.

Julie provided additional details that these events may include a Bio Blitz event, clean up events, educational events, a mosquito survey, or other such events.

c) Golden Spoke – May 2025:

Event Planning Updates:

Julie reported that the Golden Spoke Ride will be on May 10, 2025. During the first planning committee meeting they assigned subcommittees. The Logistics Subcommittee has developed plans for a variety of routes. The current plan for the main route is to start at the Tracy Aviary and end at the Provo River Delta, with a few stops along the way. They will also have an optional 100-mile Century ride that will start in Davis County, but most of the resources will be focused on the main route. She asked for feedback on their planning.

Soren suggested that Julie may want to contact someone who could serve as a resource for planning. Charlie Ewert, a planner for Weber County, is interested in participating on the Planning Committee and helping to facilitate the start of the Century ride. Soren reported that they were enthusiastic about participating in the Golden Spoke event.

Jon asked if the Commission partners with bike collectives for this event.

Julie replied that they are planning to work with bike collectives. They have helped provide bicycles for people who didn't have them at past events and have been great partners.

Todd Munger replied that he is planning on overseeing the stop in Lehi, and that it was an enjoyable experience during the last event.

Soren expressed appreciation for their assistance.

5. Other Events

a) Jordan River Parkway Event Guide:

Soren provided some background on the purpose of this project. Because the Jordan River Parkway transects multiple jurisdictions, it can be challenging to plan events along it. This resource, once completed, will assist with event planning.

Madelyn Bossarte introduced herself and provided an overview of her project, which aims to improve public access, streamline event planning, and strengthen partnerships. It includes information about the different facilities, hours of operation, amenities, trail access points, permitting requirements, website, and contact information for over fifty different points along the River.

Tish Buroker expressed her appreciation for this project.

Julie noted that another intern will be taking this over and completing this project in the Spring.

Todd asked if mapping would be included as part of this project.

Julie replied that it is not a current part of the project, but that it is a good idea and they can certainly look into that.

Soren agreed and recommended that the Commission perhaps develop something along the lines of a two-page fold out brochure with a map and the corresponding information.

Jon recommended potentially crowdsourcing to get the different site pictures they need for this guide.

Soren noted that the Commission is currently working on developing a mobile app, which will expand capacities for crowdsourcing. He would like to explore integrating information on available amenities and facilities into the app.

Jon asked about responsibilities for making sure this information stays up to date.

Julie replied that she will aim to have interns keep up on this as part of their responsibilities, and that she will maintain it if there is not an intern.

Kyle Fuschuber mentioned that he works on planning with Salt Lake City and offered to be a resource for this project.

Julie replied that she appreciates the offer and will be in touch.

b) Roundtable Discussion:

Soren asked for input on other events the Commission should be involved in, or ideas on new events.

Jon asked if there are any updates on the Power District project and the impacts it will have on the River.

Soren replied that the Commission has been in discussions with Larry H. Miller Company, who is the primary developer for that area. They are currently going through the permitting process for their plans. Rocky Mountain Power's facility will continue to operate until 2030 or 2031. He reported that the plans for the area will feature the Jordan River as a central piece of their development plans, which represents a welcome focal shift. Larry H. Miller Company has joined the Governing Board and will be presenting in early 2025 to give a more detailed update.

Todd noted that he would like to do a riverbed cleanup event in Lehi while the water levels are low since there is a concerning mess that needs to be cleaned up, including tires and other debris.

Soren recommended involving the Division of Forestry, Fire & State Lands if they utilize equipment for their cleanup, since the riverbed is under their jurisdiction. He noted that from around mid-October to mid-April tends to be when the water levels are lowest.

6. Communications, Engagement & Outreach

a) Recent Media Coverage:

Rachel reported that there is a list of recent articles in the meeting packet. The newsletter has been reformatted and they now send out two newsletters per month that alternate between different focuses.

7. Upcoming Committee Meeting

a) Upcoming Committee Meeting:

February 13, 2025 – Regular Committee Meeting

8. Adjourn

Todd Munger moved to adjourn the meeting. Sylvia Catten seconded the motion.

The meeting was adjourned at 11:31 a.m.

A meeting recording, presentation and handout materials, and meeting minutes are available at <https://www.utah.gov/pmn/sitemap/notice/950027.html>.

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