

CITY OF NORTH SALT LAKE
ARTS COMMITTEE MEETING
CITY HALL 10 EAST CENTER STREET, NORTH SALT LAKE
OCTOBER 20, 2025

FINAL

PRESENT: Tori Beck
 Rachel Chase, Chair
 Heather Hendrix
 Heidi Smoot, Vice Chair
 Camille Thorpe

EXCUSED: Suzette Jackson, City Council

STAFF PRESENT: David Frandsen, Assistant City Manager; Sherrie Pace, Community Development Director.

OTHERS PRESENT: Gentry Holbrook, Lori Seppi, Jean Montanaro, residents.

1. WELCOME & INTRODUCTIONS

Rachel Chase, Chair, called the meeting to order at 6:30 p.m.

2. CITIZEN COMMENT

There were no comments.

3. DISCUSSION OF 2026 NSL READS EVENT AND BUDGET

Camille Thorpe reported on the upcoming Spooktacular event at Tunnel Springs Park and plans to distribute participant bags containing coloring books and candies. She explained that NSL Reads would serve as the first activity of the year in March, partnering with the Events Committee to kick off annual events. She noted the book and author for NSL Reads this year would be fantasy themed for 2026, with the event scheduled for March 5th at City Hall, flyers will be distributed at back-to-school night.

Gentry Holbrook stated the fantasy theme would be announced on January 2nd, with writing contest entries due February 26th. She detailed plans for a second event tied to America 250, including a reading challenge from March to July 3rd using a State-vetted constitutional reading list with books for all ages. She proposed a booth at Liberty Fest for participants to redeem prizes after reading books from the list.

Lori Seppi requested volunteers for NSL Reads event activities and judging the writing contest, typically receiving 30-40 entries. She suggested launching the challenge at the March event with punch sheets redeemable at the 2026 Liberty Fest.

Sherrie Pace inquired about the reading list origin and confirmed it came from the State. She asked if a booth at Liberty Fest posed issues. David Frandsen indicated space at the top of the hill or the North Salt Lake booth could work and affirmed both July 2nd and 3rd dates were workable.

Gentry Holbrook proposed a patriotic NSL Reads bookmark as a prize, along with additional items. Camille Thorpe suggested other patriotic prizes. Sherrie Pace recommended donated prizes with raffle entries for completed challenges to encourage returns.

Rachel Chase recalled the Book-It program inspiring reading and suggested gift cards or similar incentives. Gentry Holbrook offered to solicit local business gift cards for a basket raffle, naming vendors like Janet's Cafe, Fizz, JJ's Donuts, and Nacho House.

Lori Seppi described the guest author Erin Stewart, writing middle-grade magical novels, with a \$500 fee for three school appearances and the evening event. She proposed hiring a magician for \$300-\$500 to attract non-readers. She noted \$275 for writing contest prizes.

Gentry Holbrook outlined activity costs: \$164 for stickers, notebooks, and cups; \$288 for themed pencil prizes; \$115 for 300 custom cookies from a local baker. She stated the total NSL Reads budget was \$1,700, excluding July prizes reliant on donations.

Rachel Chase suggested a storytelling festival as a future event. Heather Hendrix mentioned the Utah Storytelling Guild as a resource for hiring tellers. Rachel Chase described past elementary school storytelling festivals with memorized book portions.

Gentry Holbrook confirmed the event during Read Across America week. Heather Hendrix asked if America 250 targeted children. Gentry Holbrook affirmed the reading list spanned youth to adults, with all NSL Reads events for everyone. Lori Seppi explained shifting to middle-grade books for family reading together.

Sherrie Pace offered to check existing budget allocations and requested the itemized budget be emailed to her. Heidi Smoot noted the email existed in a chain and suggested resending it separately.

4. MURAL PROGRESS UPDATE AND SCHEDULING AN EVENT TO CELEBRATE THE COMPLETION

Heidi Smoot praised the mural progress and thanked contributors. Jean Montanaro reported that as long as the temperatures remained above 40 degrees she would not have any issues with paint viscosity or adhesion. She stated that she aimed for tentative completion by late October.

Sherrie Pace shared positive public feedback and suggested a celebration or dedication once scaffolding was removed. Rachel Chase proposed aligning with Winterfest. Sherrie Pace confirmed Winterfest was on December 1st, the Monday after Thanksgiving. Jean Montanaro noted that day was her mother's birthday. Sherrie Pace suggested hot cocoa and temporary spotlights at dusk. Camille Thorpe indicated Winterfest started at 6:30 p.m. with Santa arriving by firetruck and recommended an earlier mural dedication.

Jean Montanaro titled the mural "From Dawn to Dusk, A Perspective from the Original Mind," matching sunrise and sunset geography. She explained the QR code linked to a website write-up coordinated with the City.

Camille Thorpe suggested City-printed postcards of the mural for the celebration and coffee shop sales.

5. DISCUSSION HATCH PARK

Sherrie Pace presented landscape architect updates for Hatch Park with renderings of the pavilion and center monument. The images on these structures would be created using pixelated metal panels which are back lit with changeable LED lights. She shared themed image options reflecting North Salt Lake history, orchards, and sunsets.

Heidi Smoot questioned maintenance for electrical components. David Frandsen described reliable LED technology with warranties.

Sherrie Pace explained the monument would display "North Salt Lake" on one side and continuing images on others, preferring the full city name over using just the initials NSL, per City Council directives.

Rachel Chase inquired about Hatch Park naming. Heidi Smoot identified that the park was named after Ray Hatch, who was a former Mayor. She recently met a resident who is a grandson to Mr. Hatch. She shared historical anecdotes, including Woods Cross origins. Camille Thorpe suggested involving the Hatch family for stories.

Heidi Smoot favored the sunset/Great Salt Lake image for the representation on the pavillion. Camille Thorpe preferred the orchard scene over repetitive mountains. She requested slightly

smaller "Hatch Park" font to emphasize imagery. Sherrie Pace noted evolution from larger initial designs and positive light demonstration. The consensus was that the sunset graphic was preferred.

6. IDENTIFICATION OF PUBLIC ART LOCATIONS

Sherrie Pace listed potential sculpture sites: Veterans Memorial Plaza/amphitheater, Center Street/Highway 89 plaza, Eagle Ridge Drive roundabout, Hatch Park, Legacy Park, Foxboro Drive roundabout, Spectrum schools, Lee's Market area, wetlands park, Eaglewood Golf Course, Tunnel Springs Park, Legacy Parkway Trails.

Heidi Smoot referenced St. George's rental program at 10% of sculpture value, citing a \$3,500 dragon rental. Tori Beck mentioned a golfer sculpture at her gallery suitable for the golf course.

7. ARTS COMMITTEE GOALS AND PROPOSED PUBLIC ART PROJECTS

Sherrie Pace reviewed existing goals without additions beyond storytelling festival. Rachel Chase noted low photo contest entries due to late America 250 theme incorporation. Sherrie Pace advised judging without strict theme adherence and planning earlier theme selection with Dallas Golden in the future.

8. PREPARATION FOR ANNUAL REPORT AND BUDGET TO CITY COUNCIL

Sherrie Pace mentioned the presentation to the City Council would be on November 18th. She proposed \$20,000 for sculptures, \$10,000 for murals, utility box wraps, and other items.

Heidi Smoot advocated asking high, suggesting \$20,000-\$25,000 for sculptures with preparation costs. Camille Thorpe proposed a cultural organization grant program modeled on Lehi's.

Sherrie Pace adjusted sculptures to \$20,000 and utility boxes to \$3,000 for four annually. She noted one-time versus recurring costs and potential RDA funding or donations.

9. APPROVAL OF MINUTES

The Arts Committee minutes of September 10, 2025 were reviewed and approved.

Committee Member Heidi Smoot moved to approve the minutes of September 10, 2025, as written. Committee Member Camille Thorpe seconded the motion. The motion was approved by Committee Members Beck, Chase, Hendrix, Smoot, and Thorpe.

10. ADJOURN

The meeting was adjourned at 7:47 p.m.

The foregoing was approved by the Arts Committee of the City of North Salt Lake on November 17, 2025 by unanimous vote of all members present.



Rachel Chase, Chair



Wendy Page, City Recorder

