

Community Engagement and Events Committee

MEETING MINUTES

August 26, 2026

Present:

Stefania Wilks, Falguni Dharodiya, Tara Bradshaw, Mark Vincent, Jenny Haase, and David Wilks (Staff liaison)

Present via Zoom:

Amativa Ray, Ben Pattison, and Kathryn Dahlin (Council liaison)

Not present:

Melany Moras, Lindsay Simons, and Stephanie Sherrell

Mark Vincent welcomed committee members, who then introduced themselves. The committee approved the minutes from its June 24, 2026, meeting.

David Wilks then provided an overview of Draper Days 2026. The three-day main event at Draper Park attracted approximately 41,000 visitors and generated \$250,000 in revenue. Sponsorships were the largest revenue source, totaling \$101,000. Approximately 39% of attendees came from Draper and 18% from Sandy.

Key accomplishments included increased revenue, two successful rodeo performances, a new LED video board at the rodeo, a well-attended Horse Pull, 18 community stage performances, and a new drone show. We know some costs increased because of changes to the new park layout. We currently know our income but we do not have all of our expenses reported yet.

Committee members shared positive feedback about the new Draper Days layout, particularly the additional space and improved flow around the community stage. In response to a question, David explained that visitor data came from Placer.ai, which uses aggregated smartphone location data to estimate visitor origins and movements.

The committee then discussed the July 5 America250 picnic, which drew mixed attendance across several locations. Tara Bradshaw reported low attendance at the south pavilion in Draper Park. Mark said approximately 14 people attended the

SunCrest location and noted that visitors appreciated the free rocket pops. Kathryn Dahlin reported strong attendance and participation at Steep Mountain Park. She said the gathering had a positive neighborhood atmosphere and helped attendees meet new neighbors. Members suggested adding a community potluck to Draper Days in future years.

David reviewed plans for the International Arts and Crafts Festival on September 12. The event will feature approximately 80 handmade vendors, international performances on the community stage, and a children's activity area. Children will complete five crafts representing different countries, receive passport stamps, and redeem their completed passports for prizes. The Mayor's Youth Council will staff the activity area.

Mark Vincent will serve as the event emcee. Committee members discussed staffing for prize redemption, chair setup, and volunteer coverage. David confirmed that a shade structure will be provided for spectators. Scheduled performers include the World Dance Company, the Utah Pipe Band, and several cultural groups.

The committee coordinated volunteer coverage for the six-hour event, with two or three volunteers needed during each shift. Members also discussed inviting the mayor to introduce the committee and highlight opportunities for community involvement. Falguni confirmed that volunteer assignments were available on the committee's shared Google spreadsheet.

The committee next discussed the Haunted Trail in October. David invited members to assist with guest check-in and line management during the three-day event, which will operate from 4:00 to 9:00 p.m. Decorating will begin in mid-September, primarily on Saturdays, and committee members interested in Halloween decorating are encouraged to participate.

The committee agreed to form a subcommittee, led by Jenny Haase, to plan activities for World Kindness Week and Random Acts of Kindness Week. The committee will schedule a planning meeting outside the regular committee meeting. Members also discussed possible participation in future Christmas activities, including the Sub for Santa program.