October 29, 2026
Recreation Advisory Commission
DRAFT Meeting Minutes

Commission Members in Attendance: Reed Payne, Stephanie Whyte, Mike Jones, Linda Coy (virtual)
CC Representative: LaNae Millett
Commission Members not present: Crissa Robertson and Eric Allen

Agenda Items

- Approval of Meeting Minutes (Sept. 24)
- Update: Swim Scoreboard
- Presentations
    - Dept. NPS Scores Fall 2026
    - Dept. eNPS Scores May 2026
    - 2026-2027 Grant Priorities

1. Approval of September Meeting Minutes

- Reed motioned to approve the September 24th minutes- motion was seconded by Mike.
  Voted Yes (4) Reed, Stephanie, Mike, and Linda
  Voted No (0)
  Absent (2) Crissa and Eric
- September 24th Minutes passed and approved

2. Update: Swim Scoreboard

- Major electronics are currently held in customs, causing delivery delays. There is no set date for delivery yet, but as of right now, it is still in the process of shipping.

3. Dept. NPS Scores for Fall 2026

- NPS (Net Promoter Score) is a metric that measures customer loyalty and satisfaction by asking how likely customers are to recommend a product or service to others.
- On a scale of 1 to 10.
    - 0-6 are considered “Detractors- Unhappy customers who could potentially harm your brand’s reputation through negative reviews.”
    - 7-8 are considered “Passives- Satisfied but not enthusiastic customers who might easily switch to competitors.”
    - 9-10 are considered “Promoters- Your biggest fans who will spread positive word-of-mouth.”
- The scoring system shows that final scores between 0+30 ranks as “Good” 30-50 ranks as “Strong” and 50+ ranks as “Excellent”.

- Strengths of NPS are the use of Qualitative Responses that can potentially lead to Focus Groups/Broader Surveys, Staff/Coach/RAC Ideation, and Implementation/Impact.
    - **Youth Flag Football**
        - Received 19 responses and scored 48 (63 Promoter: 22 Passive: 15 Detractor)
        - High Satisfaction rate, but parents raised concerns over roster balance and talent distribution.
    - **Youth Soccer**
        - Received 45 responses and scored 45 (57 Promoter: 27 Passive: 15 Detractor)
        - The first season ran ‘in-house’ with 70 teams. Feedback noted long seasons (11 weeks), Coach communication/training gaps, coed play at older levels, and parking/location challenges which staff will iterate for the Spring season.
    - **Youth Softball**
        - Received 16 responses and scored 32 (50 Promoter: 32 Passive: 18 Detractor)
        - Challenges around pitching ability and hitting success- we discussed the use of pitching machines with the younger age groups.
    - **Adult Volleyball**
        - This survey was sent to a smaller and more focused group that comprised the team captains only. Received 6 responses and scored 66 (5 Promoter: 0 Passive: 1 Detractor)
        - Had mixed reviews on the switch to guaranteed two-set game format instead of a best-of-three game format.
    - **Pavilion Rentals**
        - Received 48 responses and scored 67 (71 Promoter: 25 Passive: 4 Detractor)
        - It was noted that this score was a significant turnaround from previous years after integrating Parks and Recreation coordination.
        - Issues remain with citizen to citizen conflicts and noise during private events.
    - **New Membership**
        - Received 6 responses and scored 100
    - **Our Key Takeaways**
        - Prioritize volunteer coach support
        - Address the “complete customer journey” friction points such as registration and parking
        - Integrate citywide recreation management software (a 15-month plan has been put into place)

- Refine response collection. Some ideas that were shared were the use of QR codes and emphasizing the response collection towards the end of the season. Incentives for participating in the survey's etc…

4. Dept. eNPS May 2026

- Employee Net Promoter Score- this survey was sent out to all Orem city employees.
- Department scored -9 (30 points below the city average)
- Some of the key drivers for these responses most likely point to the uncertainty surrounding the recent Parks and Recreation merger/reorganization that was happening at the time that the survey was taking place. At the time, there might have been felt by many of the current employees a shift away from a 'Public Works identity', leadership transition, and seasonal hiring strain.
- The current status has been improved team cohesion and trust over the summer. Priorities were put on communication, clearer advancement pathways, and empowering crews with park-level ownership.

5. 2026-2027 Grant Priorities

- Briefly presented on the grant targets for the upcoming year. Our consistent grants that we apply for being LWCF, CDBG, CARE and CIP.
- Discussed some new grants that the department intends to apply for next year.
- Recreation Restoration Infrastructure Grant ($250K with a $140K City match)
- Nielsen's Grove restorations for the fountains, swing, and gardens.
- Community Parks and Recreation Grant ($200K with a $120K City match)
- Mt. Timpanogos Park infrastructure upkeep and amenities around the dog park and bike trails to help make it a regional attraction.
- Daniel's Fund (TBD, would take effect if FY28)
- Hillcrest Classroom #2 and Wellhouse Project
- USTA ($50K - also FY28)
- Orchard, City Wide Amenities system
- US Soccer Foundation/Musco (TBD- FY28)
- Lakeside- adding lighting for the fields

Parks Master Plan Assignments

- Briefly discussed a list of focus areas so that commission members can choose assignments. The list will be sent out to the commission members and assignments/updates will be discussed further at the next meeting.

Adjournment

- Mike motioned to adjourn the meeting. Stephanie seconded the motion. All approved

Next Meeting Scheduled for November 19, 2026 at 4:00pm