**Wasatch County Parks & Recreation SSD#21**

**Board Meeting**

**April 10, 2018**

**Minutes**

**Attendance**:

Danny Goode, Chairman Tom Bonner, Director

Spencer Park, Vice-Chair Jon Provost, Event Center Director

Kendall Crittenden, Member Adaire Willoughby, Event Center Sales & Marketing

Steve Farrell, Member Laurie Duke, Admin. Assistant

Mark Nelson, Member

Mike Petersen, Member

**Excused**:

Greg McPhie, Member

Heath Coleman, Asst. Director

Danny Goode called the meeting to order at 3:23 p.m.

Tom Bonner presented the minutes for March 13, 2018.

Mike Petersen made a motion to approve the March 13, 2018 minutes.

Steve Farrell 2nd the motion. Motion carries.

Danny asked if there were any Public Issues for future meetings. There were none.

Danny asked if there were any Governing Board Issues for future meetings. There were none.

**Warrants**:

Tom presented the warrants for March 9, 2018 through April 3, 2018 in the amount of $52,285.24.

Steve Farrell made a motion to approve the warrants for March 9, 2018 through April 3, 2018 in the amount of $52,285.24.

Kendall Crittenden 2nd the motion. Motion carries.

**Live Stream Update**:

Tom reported that the MOU is at the attorney’s office. Once it is done, he will get a resolution ready. Tom will try to get this on the agenda for the next council meeting so we will be ready to live stream at our next Parks and Recreation Board Meeting.

**UBRA Presentation**:

Jon Provost introduced Sherry Young, who is a promoter for the Utah Barrel Racing Association. Sherry is president of UBRA , and also serves on the Salt Lake County Mayor’s Appointed Advisory Board for the Salt Lake County Equestrian Park, and is also a competitor. She spoke to the board to advocate for additional covered stalls and improved stalls at the Event Center.

She reported that UBRA has been holding events at our event center since 2010. The first event they held had approximately 200 to 250 entries and has grown every year since then. They draw participants from all the surrounding states and some come from as far away as Texas and Oklahoma. They love to come to our facility, but the biggest concern is the stalls. The indoor stalls sell out within 15 minutes of going on sell. There have been years when every single stall, indoor and outdoor, have been sold. Last year on Saturday night in April, they had 450 participants.

She said that the Wasatch County Event Center is a world class facility. She has been to facilities all over and said that we are second only to the South Point facility in Las Vegas and their stalls do not compare with ours. She feels that the addition of a covered stall facility would greatly enhance and grow their events. It is important for those who compete to have good amenities for their horses.

Mike Petersen asked if she was proposing we build a new building and she said not necessarily. She spoke of a facility in West Jordan that is a covered arena that has 350 covered stalls, but can be used for multi purposes.

Danny commented that a stall barn is on our priority list. Tom explained that currently we have 178 stalls and that he would like to have a new covered area where we can put an additional 200 stalls. He said that it would not be a building with four walls, just a cover. He would like to put it at the east end of the arena so it could be used for the county fair, where we could put more pig pens and hold stock for the Circuit Finals when the weather isn’t good.

We currently charge $15.00 a night for stalls. Jon explained that from the growth just from the events we currently host we could fill these stalls. He said the Paint Horse show calls him every couple of years to see if we have added more stalls because they would like to come here. He explained that a few weeks ago we had a Jr. High Rodeo, put on by South Summit, and we made $12,000.00 from stalls. Steve asked how much we take in annually from the stalls and Tom answered that it is approximately $100,000.

Spencer asked about the size of the area and Jon said it would be approximately 130’ by 400’ , doing 12’X12’ stalls. There was a discussion about putting concrete down compared to a dirt floor and different details were discussed. Jon said that he would like a building that could be used for other things besides stalls.

Tom reported that he has talked to a few people to get some cost estimates and once he gets those numbers, he will talk to Mike Davis. He will make contact with Cody Deeter regarding a bond. Spencer requested a spreadsheet for the anticipated revenue. Tom said that a spreadsheet could be provided.

Tom reported that the three things they are focusing on right now are the Stall Barn, Cowboy City, and an Expo Building.

Sherry summarized by stating again that we have a quality facility and how lucky they are to be able to compete here, however, there is a need for growth. It is important to have a safe place to keep their horses.

Tom also reiterated that this area would really help with the county fair.

Mark Nelson requested that Jon write a brief description of the strengths and weaknesses of our facility. Jon responded that our strengths are that our facility is a world class facility, one of the top facilities in the country. The flow of our facility works very well, and the events that we host are top in the country.

**Memorial Hill**:

Tom asked Brandon Cluff to come to the meeting today. They have had discussions regarding Memorial Hill. Tom stated that we need to have a plan regarding how we take care of it and what we are going to do in the future. They have discussed what is already in place and the sprinkling system. One concern is the planting of trees in places where we do not have water to reach them.

Mark Nelson reported on a future development by Memorial Hill. He drew a master plan of the area around Memorial Hill on the white board, showing land that is annexed into the city and a street that will be put in along Memorial Hill on the north side. The developer is considering donating a piece of land to the county for a parking lot with access to Memorial Hill.

Tom requested that he & Brandon be a part of the discussions moving forward. Steve Farrell said that there needs to be a department in charge, whether that be Parks & Recreation or Public Works, and an Advisory Board set up. Tom said that whichever department it falls under, the other department would be willing to help.

Brandon reported that there are four names that are not listed on the hill and that there isn’t any more room. Mike Petersen said that his son served in Desert Storm and his name is not there. It was decided that this will be an agenda item for the County Council Meeting.

**Logan Expo. Building**:

Tom reminded the Board that we are going to Logan tomorrow to see the Expo. Building being built in Logan. Steve said that he has the floor plans for it. Tom said that they will get more information and pictures and report back to the Board.

**Programs for Derby and MVS (Digital):**

Tom asked Adaire Willoughby, Sales & Marketing Director, to attend this meeting. Tom reported that they have been discussing the printed programs for the Demolition Derby and Mountain Valley Stampede. Last year we had about 6,500 printed programs and there were probably about a quarter of those thrown away and we have about 500 left over still in the boxes, so we have updated our app. Our app is: **Wasatch County Events**.

On this app there is a schedule of all of our events. All event advertising and sponsorships will be there. There are maps and a diagram of the seating and you can also buy tickets from the app. Adaire presented the app and showed how it works. Going digital cost $5000.00, but they were able to negotiate with the developer and they will absorb $3,000. of that, so our cost will be $2,000. Using this app and doing away with the printed programs will save us about $6,000. Jon said that we will be able to pay for it with one event.

Tom explained that we will have a tutorial on the big screen to show how to use the app before the event. We will still have a day sheet for the rodeo. The Board was very much in favor of the app replacing the printed programs.

Spencer Park made a motion to adjourn.

Mark Nelson 2nd the motion. Motion carries.

Meeting was adjourned at 4:04 p.m.

Minutes prepared by: Laurie Duke