

AMERICAN FORK CITY COUNCIL
OCTOBER 15, 2019
WORK SESSION MINUTES

Members Present:

Bradley J. Frost	Mayor
Staci Carroll	Council Member
Barbara Christiansen	Council Member
Rob Shelton	Council Member
Clark Taylor*	Council Member

Members Absent:

Kevin Barnes	Council Member
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Staff Present:

David Bunker	City Administrator
Camden Bird	Community Services Director
Wendelin Knobloch	Associate Planner
Lauralee Hill	Deputy Recorder
Aaron Brems	Fire Chief
Kyle Maurer	Finance Officer
George Schade	IT Director
Cherilyn Egner	Legal Counsel
Adam Olsen	Senior Planner
Darren Falslev	Police Chief
Derric Rykert	Parks and Recreation Director
Scott Sensanbauger	Public Works Director

*Clark Taylor participated electronically.

Also Present: Dale Gunther, Reggie Walker, Tara Adams, Leslie Walker, Heidi Boden, Mindy Eckroth, Amie Clayton, Jacob Ovard, Jeanine Cooper, John Miller, Koreen Hansen, Melanie Mumme, Aaron Wilson, Angi Branch and Jason Thomson.

WORK SESSION

The purpose of City Work Sessions is to prepare the City Council for upcoming agenda items on future City Council Meetings. The Work Session is not an action item meeting. No one attending the meeting should rely on any discussion or any perceived consensus as action or authorization. These come only from the City Council Meeting.

The American Fork City Council met in a work session on Tuesday, October 15, in the City Administration Office Conference Room, located at 51 East Main Street, commencing at 4:00 p.m.

1. Quarterly Report by PARC Tax recipients: Harrington Center for the Arts, American Fork City, and Timpanogos Arts Foundation. (Requested by Terilyn Lurker, Recorder)

Mayor Frost welcomed all the recipients of PARC Tax funds in attendance and invited them to present one at a time.

Summerisa and Spencer Stevens of Harrington Center for the Arts reported on Fork Fest 2019, which took place this past June. They stated that 28 bands/artists had been invited to participate in the family friendly event, many of them local. Each had been compensated and had performed on one of three stages erected for the event. Ms. Stevens described the stages and the publicity for the event which included flyers, billboards, yard signs and posters. 3,000 people attended and 40 food vendors were on hand. In addition, they provided a children's area with bounce houses, a foam machine, and an art tent. She stated that all reviews from news outlets were very positive.

Spencer Stevens spoke about the marketing campaign noting that attendees came from 63 cities and 10 states. Some of the bands attracted their own loyal fans to the event including Timmy the Teeth, Joshua James and Easton Shane. He outlined monies received from PARC Tax adding that the receipt of these funds had made it possible for them to receive other sponsorships. He reported that Fork Fest made approximately \$40,000 dollars in ticket sales. In addition, they received ten percent of food vendor profits and received many in kind donations and corporate sponsorships.

Council Member Taylor commended the Harrington Center for the Arts for taking a small investment and multiplying it to such an extent as did Mayor Frost and Council Member Shelton.

There was some discussion about Fork Fest 2020.

Reggie Walker, representing Timpanogos Arts Foundation, told the Council that program managers from each TAF entity would make a brief report on their individual programs.

- Amy Clayton of AF Youth Choirs introduced herself. She explained that in addition to a Concert Choir there were various other choirs including a flute choir, a ukulele choir, a brass choir and a games choir which provided early music training to young children. She stated that several new choirs came into existence this year and noted that each choir was encouraged to participate in a service project or community event (such as performing at a nursing home) prior to their upcoming concert on December 14th. She indicated that the Youth Choirs expected to continue to see growth.
- Mindy Eckroff of AF Community Theater spoke about last year's productions including Shrek: The Musical and Mad About Broadway. She mentioned that Clue: The Musical was currently running. As evidence of growth, she explained that last season was the first season to offer two productions in one year. In addition, she mentioned the significant number of participants in each show and stated that they averaged between 100 to 120 audience members each night.
- A representative from American Fork Symphony stated that the symphony was in its 26th season and its 11th season with the Timpanogos Arts Foundation. At their concert earlier in the week, approximately 70 artists performed and 450 people were in attendance. The previous year's Christmas concert was sold out (900 seats). He explained that the symphony performs five regularly scheduled concerts each year and that they had raised \$10,000 during the 2018-2019 season. Mayor Frost thanked them for doing such a good job promoting the PARC grant.

- Heidi Boden of AF Visual Arts said that what started as an art club had now become a thriving arts' entity. The biggest event they do each year is the Steel Days Art Show which last July brought in \$3,000 dollars. 250 awards were given out and 500 hours of volunteer work were donated making this event the most successful art show in Utah County. They also offered a robust selection of art classes, advertising at the library and at the fitness center. They were currently helping with Reflections. They had gone from one summer art camp to four, staffed by teachers and AP art students. The AF Library Art Gallery hosted a monthly art show which promoted local artists. She further stated that this organization had matched the received PARC grant with entry fees and ticket sales.
- Koreen Hansen of AF Youth Theater outlined the productions in the recent past and those that were upcoming including Chitty Chitty Bang Bang Junior (past production with 55 cast members and 1800 attendees over a six night run), The Little Mermaid (January 2020) and 101 Dalmatians (March 2020). She mentioned that parents with children participating are required to volunteer. Furthermore, they now offered acting classes and last year they added a week long summer musical theater camp.
- Sarah Wheelwright of Timpanogos Chorale stated that she represented a passionate organization with a family vibe. She further mentioned that the director wrote many of his own choral arrangements and occasionally they collaborated with other organizations, most recently the Timpanogos Symphony Orchestra. She indicated that they already had six events scheduled over the Christmas holiday. In addition, they presented a spring concert. They were sponsored annually by two businesses. In addition, they did two fundraisers each year. Much of their funding came from membership dues.
- Jeanine Cooper of Wasatch Winds explained that the name "*Wasatch Winds*" referred to woodwinds, brass and percussion. She outlined the four concerts they performed each year including winter, Christmas, spring and a joint concert with the AF Marching Band. The band is comprised of 60 performers and last quarter's volunteer hours were 433. They used the PARC funds to purchase instruments (mostly percussion) for the band. They were in their 13th season.
- Melanie Mumme of Wasatch Show Band stated that last year they performed seven concerts including collaborative concerts with Wasatch Winds and that they exceeded their income of the previous season in the first quarter of this season. They recently hosted a big band dance night and provided a free lesson for all attendees which was wildly successful and will become an annual event. They were in the process of launching a mentorship youth program where youth could receive one on one training with a member of the Wasatch Show Band.

Mr. Walker stated that he was very proud of those who had reported and their organizations. He expressed confidence in the future of TAF and stated that they had begun more aggressive fundraising.

There was some discussion about what counted as fundraising.

Mr. Walker stated that TAF was working with an expert in fundraising and grant writing. They were kicking off a membership drive and he mentioned other fundraising opportunities that were in the works (Valentine Theater Contract and Season Tickets). He further mentioned receiving the dedication of an estate to benefit TAF.

There was further discussion on fundraising, volunteer efforts, corporate involvement and publicity efforts.

Mr. Walker expressed frustration about the Council's emphasis on long-term fundraising expectations. He stated that when the City provided other types of services to AF citizens they contracted those services out with providers. Referring to TAF as the provider of artistic services, he asked why no contract was in place.

Council Member Shelton felt that PARC tax funds were awarded instead.

Mr. Walker contended that PARC tax funds were received through a grant process and asked if any entity receiving a grant from the city could automatically consider themselves the art organization for the city. He said that he and other members of TAF were frustrated and gave the example that TAF does the art show for Steel Days but the city receives the credit. He stated that there was confusion and frustration that the City had decided to divest the arts and that citizens don't know that American Fork City no longer offers arts. TAF is the organization that is offering arts as of 2012.

Council Member Taylor stated that he was over the Arts Council when they divested and gave an explanation of the decision made at that time.

Mr. Walker expressed that this change had been sudden and had caught TAF off guard. TAF staggered a bit trying to recreate themselves with less support from the city when this change took place and he compared the experience to changing a tire while the bus was going down the highway.

Council Member Shelton suggested another meeting.

Mr. Walker stated that TAF was asking for a contract with the city as they were providing residents of the city with arts' opportunities. Cheryl Egner mentioned that the city had begun working on this in former Mayor Hadfield's time which was separate from PARC. The contract ultimately was pushed aside and the decision had been made to treat TAF like any other art entity in the city.

Mayor Frost expressed understanding and asked if a contract would resolve the frustrations expressed by Mr. Walker in behalf of TAF. Mr. Walker thanked the mayor and the council and reiterated that he felt very passionately about the people who comprised his organization and the work they did.

Mayor Frost suggested reviewing the idea of a contract with the council.

Council Member Taylor expressed concern that if a contract was created, the city would be required to allow other entities to submit bids for the same services and Ms. Egner agreed that this was the difficulty faced when the city had looked at the issue previously.

Jason Thomson of Parks showed the various projects the PARC fund grant was being used for.

- Art Dye Scoring Pavilion. This project was 40% complete. He mentioned some future costs related to the project including the scorekeeper building, sod for the south fields, and intersection/parking lot redesign. Council Member Shelton requested that foresight with regard to known upcoming projects be used so as to not tear up asphalt in the future and Aaron Wilson confirmed that these considerations were being scrutinized and lines

needed in the future were being placed and fed up to their future locations as best the city could predict. Scott Sensenbauer referred to a map and reminded the council that they had asked Public Works to make all traffic through this park one-way. He demonstrated one road going into the park and two going out. He further explained that straight parking (as opposed to angled parking) allowed for more parking spaces. He showed the council the proposed roundabout. Council Member Shelton advocated for more regularly spaced entrances/exits to the roundabout and Council Member Carroll explained that the value of a roundabout is that it allowed for continuous flow even with irregularly angled entrances/exits. Without a general consensus on the roundabout among council members, Mayor Frost suggested sending the plan to experts for a second opinion and the council agreed.

- Hindley Parking Lot. Mr. Thomson stated that work would begin on this project in the spring of 2020 with projected completion in the summer of 2020.
- Rotary Pavilion. Mr. Thomson stated that the pad and poles were in and power and water lines had been run. This project would be 95% complete by the coming month. Council Member Carroll said that she was glad some funds were being spent to revitalize an older park in the city.
- Robinson Park Playground Project. Mr. Thomson said that this playground would be complete by the end of November. He showed the council a panel with the PARC logo that would be placed to recognize the use of PARC tax funds in the construction. Council Member Shelton inquired about more exotic and modern playground equipment that other cities were installing in their parks and Mr. Thomson stated that over time old playground equipment in each park would slowly be replaced with updated equipment as funds became available.
- Amphitheater Entrance. Mr. Thomson said that this new entrance would have a nice curve and new asphalt with a wrought iron fence to make it more upscale for weddings and other events. He stated that he hoped to apply for PARC funds in the coming year to build a restroom in this location. Council Member Shelton mentioned the importance of laying infrastructure for this new bathroom before laying down the asphalt during the current project.
- Park Upgrades. Mr. Thomson identified various park upgrades in American Fork showing which parks had received benches, trees, trash cans and tables. He said that the greatest need this year was tables and noted that 16 new tables had been placed in various parks.

Cassandra Crane of the AF Library briefly presented.

- AF Library. Ms. Crane stated that the library had, according to a request from the council, created a community assessment to find out what library offerings were of greatest value to American Fork citizens. The assessment consisted of a survey, a focus group, and a series of interviews. These findings would be presented in December and construction would begin in the spring.

Derrick Rykert of the AF Fitness Center briefly presented.

- AF Fitness Center. Derrick Rykert showed the five shade structures for the edge of the pool that would be installed with PARC funds. There was subsequent brief discussion on these structures.
2. Report on Steel Days 2019 Report and discussion on Steel Days 2020. (Requested by Terilyn Lurker, Recorder)

Josh Walker of the Chamber of Commerce mentioned a meeting he'd had with Council Member Carroll to discuss potential changes to the contract including:

- Moving the carnival from Robinson to Art Dye Park and being non-specific about which carnival would be used.
Mr. Walker stated that they'd received both positive and negative feedback with regard to the change of venue. He further stated that he recommended not identifying a specific carnival so that the best deal could be researched. Ms. Egner stated that the city had a contract with City of Fun and Mr. Walker specified that the contract was only for one more year. The mayor noted that City of Fun has always given AF a good deal in the past. There was some discussion on bidding the contract out to other carnivals but the general consensus was the City of Fun carnival gives a very good rate to American Fork.
- Removal of Soap Box Derby and addition of Kids' Splash Night
The soap box derby was very expensive to put on and participation wasn't as high as other events so this was discontinued and replaced by a Kids' Splash Night. This was very well attended. A chili cook-off, a pickle ball tournament (with assistance from Derrick Rychert and his team) and Chalkfest (sponsored by Harrington Center for the Arts) were also added this year.
- Removal of Summer Concert Series from Steel Days' Contract
Mr. Walker expressed the opinion that Steel Days and the Summer Concert Series should be separate contracts. Anji Branch, the volunteer coordinator of the Summer Concert Series, was invited to provide some information and her opinion on this issue.
- Removal of the movie in the park
- Collaboration with Beautification Committee on garden tours
- Additional authorization of the Steel Days Committee to determine the scheduling, rescheduling, cancelling or adding of events with at least two members of said committee having been appointed by the city.
Mr. Walker indicated that Section 1.4 had been changed up a bit as it was somewhat contradictory to Section 1.10. Council Member Shelton stated that making the suggested changes to 1.4 would shift liability to the Chamber. He also expressed his opinion that the city should have enough representatives on the Steel Days Committee to form a majority. Mayor Frost stated that he would be comfortable turning some of these decisions over to the committee. Ms. Egner suggested a determination be made as to whether Steel Days was a city event or a Chamber of Commerce event.

Mayor Frost asked Josh Walker to compare Steel Days 2019 to previous years. Mr. Walker stated that hitting nearly \$90,000 in sponsorship and seeing businesses that were not expected to

participate step up to sponsor the event was exciting and rewarding. He said that total expenses for the event were just over \$174,000 after sponsorship and trades.

There was some discussion about selecting a consistent week for Steel Days so the community always knew what to expect as far as scheduling.

Mayor Frost asked if everyone felt that the Concert Series should be removed from the contract. Various Council Members said they felt fine about this. Shelton asked for clarification. Mr. Walker stated that a majority of the business community wants to participate in Steel Days. This was not the case with the Summer Concert Series and other than one concert, the series was unrelated.

Council Member Carroll asked how beneficial the Summer Concert series was to the city. The council learned that somewhere between 250 and 275 people attended the concerts. Council Member Shelton advocated incentivizing food trucks by giving them Steel Days priority. Mr. Walker stated that he didn't feel good about having a food truck come to a small event and not earn any money. There was some discussion on consistency of food trucks and expectations of attendees. Council Member Carroll asked if the City's contribution could be providing the venue, the clean-up of the venue and power. Mr. Walker stated that the City already provided those things. Angi Branch suggested that the summer concert series couldn't be dependent on PARC funds unless the awards of the PARC fund grant were expended earlier as artists booked out before funds became available. Council Member Christiansen stated that the council could consider making an exception due to the difficult calendaring. Council Member Carroll asked if the timeline for awarding grants could be changed. Council Member Shelton stated that every dollar that comes in starts a new clock and Ms. Egner directed using the fiscal year. Mr. Bunker suggested paying the artists at the beginning of the year when the artist was engaged but after further discussion it was determined that the payment should not occur until the artist had performed. Ms. Branch stated that the chamber is not a 501c3 and so is unable to qualify for PARC grant monies. The Harrington Center was consulted to see if they were interested in taking on the Summer Concert Series and they indicated that they would consider doing this. Council Member Carroll expressed her desire that Steel Days and the Concert Series be separate. Council Member Shelton stated that this had been done on a shoestring budget when he helped and said that each band was paid \$500 and some artists refused the invitation to perform. Ms. Branch said that it would be nice to pay more money to bands in order to keep the quality up and pay for sound. There was some discussion about the importance of being fair to the artists. The council agreed that, since the Chamber couldn't qualify for PARC tax funds to augment what the artists could be paid, the Summer Concert Series should be divided out of the contract and a separate entity that *could* qualify for these funds should take on the contract.

The council returned to the question of whether to relinquish more decision making power about Steel Days to the Chamber of Commerce. Ms. Egner reiterated that the initial contract came as a result of much discussion over which entity paid for the various Steel Day expenses and who received monies. She also stated that the Steel Days contract is a year to year contract as Mr. Bunker had pointed out previously, so if there was fallout, the contract would be given to another entity thus settling the issue. There was discussion about liability over the fireworks and whether the Chamber or the City should be the responsible party.

Mayor Frost suggested tabling the issue and hammering it out in a council meeting.

3. Adjournment

The meeting was adjourned at 7:01 p.m.

A handwritten signature in cursive script that reads "Terilyn Lurker".

Terilyn Lurker, City Recorder