



NORTH SALT LAKE CITY

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City Manager
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NSL Parks & Arts

Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, November 12, 2019

North Salt Lake City Hall

6:00 p.m.

Attendees: Ryan Mumford, David Frandsen, Jon Rueckert, TJ Riley, Alisa VanLangeveld, Manuel Delgado, Naomi Hall, Rachel Conway, Kristine Pepin, Sally Beyer
(Minutes)

Topic of Discussion:

- 2019 Event Updates
 - a. Halloween 3K
 - b. Sunset concert Series
 - i. Nov – Messiah Sing In
 - ii. Dec – Master Chorale Concert
- Administrative Updates
 - a. 2020 Chair – Manuel Delgado
 - b. City Council Working Session Meeting Update
 - i. Annual Board Report to be given in Council Work Session in January
 - ii. Continue annual City Staff meeting with Chair and Chair-Elect
 - c. Review Action Items from October Meeting
- Review 2019 Goals and Priorities
 - a. Goal #1: 2019 Marketing Plan (Review and amend)
 - b. Goal #2: Review and recommend parks and trails improvements
 - c. Goal #3: Clarify board member responsibilities and assignments
 - i. Create board members responsibilities list
 - ii. Brainstorm contents of a Parks & Arts Board member information binder
- 2020 Goals and Priorities
- 2020 Calendar and Event Overviews (review event and determine 2020 Event Chair)
 - a. Kite Festival
 - b. Summer Trails Series
 - c. Sunset Concert Series
 - d. Master Chorale
 - e. NSL Reads
 - f. Halloween 3K

- g. **Plan for 2020 calendar (where will this be sent? Posted? Shared?)**
- **Palmquist Park Review and Recommendations**
- **Chair Notes and Open Topics**
- **Review Action Items**
- **Next Meeting**
 - a. **Dec 3 (NSL Holiday Party)**
 - b. **January 2020**

Minutes:

1. 2019 Event Updates –
 - a. Halloween 3K – *Alisa VanLangeveld said the Halloween 3K went very well and was very fun. The attendance was higher than it has ever been. Alisa said she put books for four different age groups inside the gift bags and that was a big hit with the kids. There were forty left over and Alisa took them to Foxboro Elementary to hand out at the Food Pantry.*
 - b. Sunset Concert Series – *Manuel Delgado said this Sunday is the “Messiah Sing-In” and everything is coming together for this concert. Kristine Pepin said that the Master Chorale Christmas Concert is scheduled for Friday, December 6th at 7:30 p.m. at City Hall.*
2. Administrative Updates -
 - a. 2020 Chair – Manuel Delgado
Alisa said she heard from Brian Freeman this week and he said he is not able to give the time needed for the committee and will no longer serve on the board. Natalie Gordon who is on the council will appoint a replacement. Alisa said that there are new guidelines starting in January.
 - b. City Council Working Session Meeting Update –
 - i. Annual Board Report to be given in Council Work Session in January
Alisa said that the meeting went very well and was helpful. She went to find out what guidelines and to be clear on what this committee’s responsibilities are. Alisa said one of the ideas discussed from the meeting is they would have an annual board report to be given in the council work session starting in January. It will be a live report instead of a written report. Alisa said she will do that for this coming up January and Manuel will do it for next January. They will continue to do this with the chair and then the chair or chair elect and will sometime during the year have the city staff meeting. It was suggested to have it in the fourth quarter. Manuel said he liked how positive the city staff were and their support for this committee. Ryan Mumford said that the city council had no complaints and were very happy what was happening with the Parks & Arts committee. Alisa mentioned that they will hire a photographer for all the events. Alisa said there are two parts of the mission of the committee. The first is the events that take place and the second is Parks & Arts review and maintenance. David Frandsen will mainly guide the committee into this area.
 - ii. Continue annual City Staff meeting with Chair and Chair-Elect
 - c. Review Action Items from October Meeting -
Alisa went over all the action items given in October and all were completed. Alisa said that on average number for this board are volunteering between ten and fifteen hours a month. There are some months that are less and some that are more which balances the year out. The council mentioned that was at the high end for volunteer hours.

3. Review 2019 Goals and Priorities

a. Goal #1: 2019 Marketing Plan (Review and amend)

Alisa said that for this goal there was print marketing and digital marketing. Kristine Pepin said she really likes the signs that were made and posted. Manuel Delgado said he thinks the key for online marketing is to get the information to Linda Horrocks as soon as possible. Kristine said that it is the responsibility of the person over an event to get the information to Linda. It was decided to only run Facebook information on the city's Facebook page. Naomi Hall said that the Instagram works but there should only be one account which should be under the city's and the information needs to get to Linda quickly for it to be efficient. Alisa said they have talked in the past about a shared "Google Drive" where everyone can post and upload their messages and photos. It was decided for the print marketing that no posters be printed this year. Alisa said she would have like to see about four printed posters when you go into city hall. It was also mentioned that it was discussed previously about displaying the posters at city hall as framed art pictures. Ryan Mumford said that he likes the idea of a printed poster or banner with all the events for the year posted at City Hall. Alisa said they could have one printed for the City Hall and one that is portable to take to all the events. Kristine said she could work on that. Ryan said he will need to talk to Ken Leetham, the City Manager about the free standing sign before they go ahead. Rachel asked if the signs in the city were going to stay up or what is going to happen with them because all the events are over. David Frandsen said the poles will stay in place so that they can replace them with the new signs.

b. Goal #2: Review and recommend parks and trails improvements

Alisa said she is very pleased how that has progressed over the year. David said that they are moving forward with the Palmquist Park. Alisa said that after the City Staff meeting and Council meeting there was an interest in this board to review the Master's Park Plan. Alisa said she would like to have a meeting where that would be their topic. David said that it would be a good idea to have the meeting either in February or March.

c. Goal #3: Clarify board member responsibilities and assignments

i. Create board members responsibilities list

- 1. Attend Meetings and provide feedback.*
- 2. Assign each Board member an event.*
- 3. Gather feedback from the city.*
- 4. Gather more information about the city's parks.*
- 5. Review the parks for equipment repair budget.*
- 6. Find a way to make an impact on the neighborhoods with Parks, Arts and Recreation.*
- 7. Find ways to include other citizens in the planning of the events.*
- 8. Decide what involvement this board has for the Recreation part.*
- 9. Review the Public Works staff and how they help the events and their service level in the city.*
- 10. David will come and do an annual report on the responsibilities of the Public Works in the city. (Alisa said she would like to see a rough draft of 4 tiers of service.)*

ii. Brainstorm the contents of the Parks and Arts Board Member Information Binders.

Alisa would like the binder to be a "Welcome To The Board". Included in the binder will be a calendar of events, the Board Member roles, Public Works Annual Report, map of all the parks in the city, contact Information for city employees and board members, Master Park Plan, budget, volunteer hour form & reimbursement form.

4. 2020 Goals and Priorities –

Manuel said he would like to carry on the goals of 2019 that were good from this year.

Alisa said she would like to have the goal of “Level of Service”.

Manuel said he would like to have a goal where each board member would visit a different park each month and report. Naomi mentioned being an advocate for the parks and starting a community movement where we are saying “We are going to a park every quarter and cleaning it up”. Like a Grassroots Movement and let the community take ownership in their parks. David mentioned that Ryan would like to clean up the wetlands. David said he would like to see the Public Works employees help do service after hours by cleaning up areas in the city that needs attention. It would be good for community involvement. David said the best areas for clean-up are places like the Fishing Pond and the wetlands. Alisa said that they could connect this with the Summer Trail Series as they could walk the trails and pick up the garbage as they go. Alisa said they could also have a “Parks Clean-up Day” and have it one Saturday a year. There was discussion about next year’s Arbor Day and the Parks and Arts Committee would like to be involved. There was further discussion about Arbor Day and TJ Riley said he has had suggestions on having trees planted on the west side of Legacy Park and thinks it would be a good idea and attentively will be scheduled on Saturday, April 25th, 2020.

5. 2020 Calendar and Event Overviews (review event and determine 2020 Event Chair) –

- a. Kite Festival – *Rachel Conway will be the Chair and the event will be on Saturday, May 9th.*

Alisa said she loved the live music this year and would like to see it happen next year. Rachel said she also loved the live music and will work on that and thought they could even hire a DJ for half of the event but didn’t think the dancers were a good addition. Rachel said she would like to see two face painters this year as there were long lines and some of the children were not able to get their face painted. Rachel said she was thinking of a blow up slide and will try and get that for next year. (Total budget spent this year was about Two Thousand Dollars.)

- b. Summer Trails Series – *Alisa said she will be the Chair for this event. (Total budget spent this year was about Two Hundred Dollars)*

- c. Sunset Concert Series – *Manuel said he would like to consolidate the concerts more in the next year such as having one in the Spring and one in the Fall. Also having Master Chorale filling in the gaps as needed. Manuel would like to have a Classical Concert in the Spring and feature as many residents as possible. Manuel said he was thinking of Saturday, March 21st for the Classical Concert. In the Fall Manuel said he would like to have the concert competition. Alisa asked if they could have that earlier in the year so the winners could perform for the Kite Festival and the Classical Concert be in the fall. Manuel said he would think it over. Manuel said he will do the Messiah Sing-In again for next year and thought November 15th is when he would like to have the concert. August 29th was another date that was discussed for the fall concert. (Budget was about \$1,500.00)*

- d. Master Chorale – *Kristine had contact with Brett Levitre and he said his goal for the chorus is to have at least sixty voices. He would like to find a concert venue that would accommodate that many and corresponding attendees. Brett would like to form a committee that would divide up some of the responsibilities that he is currently shouldering alone. He would like a budget to purchase their own music copies. He would also like to hire a professional accompanist. His long term goal is to convert the NSL Master Chorus to an auditioned chorus*

of twenty-four singers, form the NSL Community Chorus and an NSL Children's Chorus for the younger singers. He would also like to have an NSL Women's Chorus and NSL Men's Chorus or a Community Orchestra. He would also like to have a larger venue with a grand piano. Brett would like four concerts in March, May, October & December. Brett's dream budget would be as follows: The accompanist \$3500.00 to \$4,000.00 a year, \$150 to \$200.00 for Rehearsal, \$3,000.00 to \$4,000.00 for Concert venues (which could be offset if charging for attendees entrance), \$5,000.00 to \$6,000.00 to cover music for fifty to sixty singers for each concert, \$800.00 for printing, \$250.00 for tuning the piano before each concert. Alisa asked Kristine and Manuel to get together and come up with their own budget.

e. NSL Reads – Naomi Hall will be the Chair for this event. Naomi said she has already ran into a problem as the Utah authors are becoming more popular and they want to charge for coming to this event. Naomi would like to have the event on September 23rd and have it at Orchard Elementary again. The budget was just over Fifteen Hundred Dollars. For next year Naomi would like \$1,500.00 to \$2,000.00. Ryan suggested they could get 2 to 3 new authors from North Salt Lake to come next year.

f. Halloween 3K – Alisa said they handed out eighty bags and estimated to be about three hundred people in attendance and it went very well.

g. Plan for 2020 calendar (where will this be sent? Posted? Shared?)

Alisa said the plan for the 2020 calendar will be in the newsletter early in the year and will be shared on the city's Facebook and other digital places in the city. Alisa said she would also like to see a brochure with all the events for the residents to see. Alisa asked Manuel to make the decision for that. Manuel said he would like to see everyone come to the January meeting with firm dates.

6. Palmquist Park Review and Recommendations

This discussion on this agenda item will be tabled until the January meeting.

7. Chair Notes and Open Topics

Ryan said the Christmas party will be on December 3rd.

It was decided to have the meetings on the 4th Tuesday of the following months:

January 28th, February 25th, March 24th, April 28th, May 26th, June 23rd, August 25th, September 22nd, October 27th, November 10th (planning meeting).

8. Review Action Items

- Manuel is going to delete our Facebook Group Parks & Arts Board Account.
- Naomi is going to delete our Instagram Account for Parks & Arts.
- Manuel is going to create a protocol for the timeline that we get information to Linda and he will share a link with Sally which she will include the link in all the monthly e-mails reminder for meetings.
- Ryan is checking with Ken Leetham about the fire code and will check and see if we can put the sign in the City Hall.
- Rachel will design the sign and have it in place by March.
- Alisa will make changes to the Marketing plan and send it to Manuel.
- Manuel will have either February or March be the annual review of the City Master Parks plan.
- Alisa will put together information for a Parks and Arts Board Member Binder.
- Manuel will articulate a plan for 2020 to have the board members visit a park each month and report at the next meeting.

9. Next Meeting

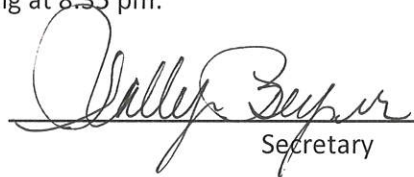
- a. December 3rd (NSL Holiday Party)
- b. January 28, 2020

Next meeting will be held on January 28th at 6:00 pm at City Hall.

Alisa VanLangeveld adjourned the meeting at 8:35 pm.



Chairman



Secretary