



## NORTH SALT LAKE CITY

10 East Center Street  
North Salt Lake, Utah 84054  
(801) 335-8700  
(801) 335-8719 Fax

**Ken Leetham**  
City Manager  
**David Frandsen**  
Public Works Director

# NSL Parks & Arts

## Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, February 26, 2019

North Salt Lake City Hall

6:00 p.m.

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

### Topic of Discussion:

- **Administrative Updates**
  - a. 2018 Volunteer Hours (reviewed and sent to Alisa)
  - b. Event Overview (edited and send digital copy to Alisa)
  - c. 2018 Annual Report (topics – events, volunteer hours, decisions made, other)
  - d. Board Opening
- **Marketing Review and Follow Up**
  - a. Digital Marketing Update (Manuel)
  - b. 2019 Marketing Plan Review
- **Public Works Update**
  - a. Tunnel Springs Park damage
- **Policy Discussion – Evening hours in the parks**
- **FY2019 Budget Allocation - \$100,000 (Mathis fence rebuild)**
- **FY2020 City Budget Recommendations**
- **Chair Notes and open topics**
- **Review Action Items**

### Minutes:

1. Administrative Updates –
  - a. 2018 Volunteer Hours (reviewed and sent to Alisa)  
*Alisa VanLangeveld asked for all the volunteer hours from the committee.*
  - b. Event Overview (edited and send digital copy to Alisa)  
*Alisa asked the committee for their event overviews so they have a detailed history of how the event was put together for future committee members.*
  - c. 2018 Annual Report (topics – events, volunteer hours, decisions made, other)

*It was suggested by David Frandsen and Stan Porter that they like to see visuals (pictures & charts) that show what people are doing. David said he likes to think of it as an historical account like a yearbook.*

*d. Board Opening*

*Alisa said they have an opening for one board opening (replacing Nola) and possibly two. A text came from Sarah Sargent today and said she would be stepping down from the board. Stan said he is planning on appointing someone at the next council meeting.*

**2. Marketing Review and Follow Up**

*a. Digital Marketing update (Manuel)*

*Manuel said he met with Linda Horrocks to see how the Facebook account is managed. They now have access to the ad creation so a post for the page can be created. The understanding is that Linda will post them. Manuel said he is creating a spread sheet that the committee can fill in all the posts that they plan on doing throughout the year. He also has a Google calendar that he can add events to and be circulated.*

*b. 2019 Marketing Plan Review*

*Alisa said the marketing plan is split into two sections with Digital marketing and Print marketing. The website needs to be streamlined and updated. Alisa is proposing some detailed changes including a Parks and Arts page, changing the name on the website, a volunteer sign up page that can be a link on the main page and then having separate event pages for every single event. Naomi Hall said she has not done anything on Instagram for the last two months but thinks that it is a good idea to keep going with Instagram as they have a lot of businesses that follow them. Naomi said it would be good to have any photos and information of the events at least six weeks before so they can begin advertising the event.*

*Alisa brought up the city e-mail list. David said that the city also has a text list besides an e-mail list for different things that come up in the city. Alisa would like to ask Linda if they can tap into the city e-mail and text list or if she prefers that they give her the information and she takes care of it.*

*Rachel Conway had designed logos for the committee to look at. After discussion there was a unanimous vote to go with the full circle green color logo.*

*Alisa said with the Print marketing they will continue to use the city newsletter to share information. There will be banners purchased that will be used at each city event. The Parks department will place the banners around the city. They will no longer use flyers as an advertising method this year. They will use a larger calendar and also a smaller calendar that will be distributed at the Easter Egg Hunt.*

### 3. 2019 Parks & Arts Budget

#### 2019 Parks & Arts Budget

| Event                 | Date    | Event Chair    | 2018 Budget | 2019 Budget |
|-----------------------|---------|----------------|-------------|-------------|
| Kite Festival         | May 11  | Rachel         | \$1250      | \$2000      |
| Summer Trails Series  | Varies  | Alisa          | -           | -----       |
| Liberty Fest 5K       | Jun 29  | OPEN           | \$2500      | -----       |
| Liberty Fest Car show | Jul 2   | Allen Simonsen | \$500       | -----       |
| Sunset Concert Series | Varies  | Manuel         | \$1000      | \$1500      |
| NSL Master Chorus     | Varies  | Manuel (Brent) | \$500       | \$500       |
| NSL Reads             | Sept 25 | Naomi          | \$2000      | \$3000      |
| Halloween 3K          | Oct 26  | Sarah          | \$1200      | \$1500      |
| Banners               |         |                | -           | -----       |
| OTHER                 |         |                |             |             |

*Alisa said there are three different budgets she would like to talk about. The first one is to maintain and operate the events. The budget for that is Fourteen Thousand Dollars for the year. The second budget item that will be talked about later in the year is the fiscal year for the 2019 budget that Ryan secured for this committee that is One Hundred Thousand Dollars. Also, Ryan will take to the council budget recommendations from the committee for One Hundred Thousand Dollars for the 2020 fiscal year.*

*Alisa went over the budget for all the events and the 2019 budget is shown above under the 2019 budget graph. All of the events had an increase except for the Master Chorus which had not asked for any money last year. Alisa wasn't sure on the Summer Trails Series as this is a new event and she needs to think more on that event. The Liberty Fest 5K and Car Show is no longer coming out of the Parks & Arts budget.*

*Naomi mentioned that Brandon Mull is coming to the NSL Reads this year and does not charge a speaking fee. The theme will be the fantasy "Five Kingdoms". Alisa talked about possibly a different venue as he is a popular author.*

*David said he will get the cost of the banners today. Alisa said the "other" line item is for any other things that come up.*

### 4. Public Works Update

*a. Tunnel Springs Park damage – David said that it was three teenagers in a truck that did all the damage on the grass field. The field will have to be totally redone and they are getting bids for the cost. The teenagers could be facing a third degree felony.*

*David said he would like to talk about some of the needs of the parks that they had discussed in the past. TJ Riley talked about the difference between synthetic turf and pour in place. The synthetic turf can be replaced in sections where the pour in place cannot.*

*David said the pour in place was between Twelve to Fourteen Thousand Dollars in the overlay each year. Miguel asked about the tiles they had previously in another meeting talked about. TJ Riley said the tiles are close to the pour in place in cost but there is a problem with the tiles as they expand and contract. TJ said that overall all the people he has talked to said that synthetic turf is by far the best way to go. Alisa said she will get the feelings of people in her neighborhood and come back to the meeting next month. As a tentative decision today the committee is leaning toward the turf.*

*David talked about the lighting at Tunnel Springs Park. There is only a light at the restroom. David explained the different options of lighting that has been discussed with the council and they wanted to get this committee's input. David explained it was quite*

*expensive to run conduit to the Tennis Courts and there would need to be more research done on this.*

5. Policy Discussion – Evening hours in the parks

*TJ Riley said that the parks policy states they are closed at eleven. Alisa asked if they want to have lights and gave examples of the Tennis Courts and Basketball Courts being lit at night. David brought up Tunnel Springs Park and how it doesn't have a gate and what has happened to the park this winter. David said that a regular gate would cost about Five Thousand Dollars. They have also talked about getting an electronic gate. Jon Rueckert estimated that the cost would be between Fifteen to Twenty Thousand Dollars. David wanted to throw out a couple of options for Tunnel Springs Park. Option 1 would be to shut the whole park down in the winter as there are so many problems in the past with this park especially because it's dark. Option 2 would be to put a fence up, possibly a rod iron fence. Option 3 would be to put a gate up (that would cost about Five Thousand) with a fence (that would also cost about Five Thousand) in the front that can be opened and closed and still have access to the park.*

*There was discussion about lighting at Tunnel Springs Park. David said that City Council approved three lights. The committee liked the idea of having lights at the tennis courts. The committee also said they would like to see more than three lights at the park and suggested five lights. David said they would need nine lights for full coverage.*

6. FY2019 Budget Allocation

*They have allotted Forty-Eight Thousand Dollars for fencing for Mathis Park. David said they have a problem with one of the properties surrounding the park. There are trees that would need to be cut down. David said he is going to talk to the property owners to see if they can come up with a solution.*

*There was discussion about Palmquist Park and David went over the different options that could be available and wanted to focus on the playground and come up with the best playground for this park. Naomi and Alisa said that they would like to also see a pavilion with tables as people often picnic at this park. David asked the committee to be thinking of all the information for the parks and to come to the next meeting with an idea of what they would like to see happen at these parks.*

7. FY2020 City Budget Recommendations

*Alisa said that Ryan wanted the committee to be thinking and come up with some information so that when he goes in to the budget negotiations with the city council he can let them know what the priorities are for this board. Alisa said she would like to see some updating and maintenance of the parks. There was also mention of the safety and lighting of the parks.*

8. Chair Notes and Open Topics

*Alisa introduced Eliot Steimle who is the Operations Manager with The Food Truck League. Eliot said it's a small company that started four years ago with 15 employees. They will be doing a Food Truck Round-Up in North Salt Lake at Legacy Park on Mondays starting in May. They like to have at least 100 customers per food truck for part of the day and 200 customers if it is an all-day event. Alisa said she was concerned that if there were six to fifteen food trucks they might not meet their criteria. Eliot said they could lower the amount and fit the need of each event they attend. They charge a fee of Sixty Dollars for anyone who wants a food truck but he thinks they could waive the fee for the city.*

*David talked about signage and banners. David said either a metal or wood sign that information can be changed out would be best as these signs are more secure and cost less. They would be put throughout the city.*

9. Review Action Items

*Manuel will figure out the question about the e-mail list. Alisa will make sure everyone has each other's phone numbers so we can send things to Naomi for Instagram. Alisa will get turf feedback from surrounding neighbors about Legacy Park and will report back to David next Friday. Everyone should bring ideas about the kind of concepts they would like to see for the play structures at the parks as discussed.*

**Next meeting will be held on March 20th at 6:00 pm at City Hall.**

Alisa VanLangeveld adjourned the meeting at 7:45 pm.

  
Chairman

  
Secretary