



## NORTH SALT LAKE CITY

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**Ken Leetham**  
City Manager  
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Public Works Director

# NSL Parks & Arts

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

Tuesday, January 22, 2019

North Salt Lake City Hall

6:00 p.m.

Attendees: Ryan Mumford, David Frandsen, Jon Rueckert, Alisa VanLangeveld, Manuel Delgado, Nola Lucke, Rachel Conway, 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. 2019 Meeting Dates, 4<sup>th</sup> Tuesdays

|        |        |        |                |
|--------|--------|--------|----------------|
| Jan 22 | Apr 23 | Jul 23 | Oct 22         |
| Feb 26 | May 28 | Aug 27 | Nov 26         |
| Mar 26 | Jun 25 | Sep 24 | No Dec meeting |
  - d. Review Event Dates and Event Chairs

|                       |        |                |
|-----------------------|--------|----------------|
| Kite Festival         | May 11 | Alisa          |
| Liberty Fest 5K       | Jun 29 | Nola           |
| Liberty Fest Car Show | Jul 2  | Allen Simonsen |
| Sunset Concert Series | Varies | Manuel         |
| NSL Reads             | Sep 25 | Naomi          |
| Halloween 3K          | Oct 26 | Sarah          |
  - e. Proposed Event – Trail Series
  - f. Board Opening
- **Marketing**
  - a. Branding (Who are we? What is our vibe?)
  - b. Our audience
  - c. 2019 Calendar for distribution
  - d. 2019 Marketing plan
    - i. Print (calendar, newsletter, flyers, banners)
    - ii. Online (city website)
    - iii. Facebook (Parks & Arts page, posting calendar, events, ads, videos)
    - iv. Instagram (posting calendar, events)
    - v. Email list
- **Public Works Update (David)**

- **City Council Update (Ryan)**
- **Chair Notes and open topics**

## Minutes:

### 1. Administrative Updates

#### a. 2018 Volunteer Hours (reviewed and sent to Alisa)

*Alisa VanLangeveld asked for all the volunteer hours from the committee so she could take the report to city council.*

*Alisa introduced Rachel Conway who is the newest member of the NSL Parks, Arts, Trails and Recreation Advisory Board. Alisa also recognized Nola Lucke who is leaving the board after many years of serving and helping with the events.*

#### b. Event Overview (edited and send digital copy to Alisa)

#### c. 2019 Meeting Dates, 4<sup>th</sup> Tuesdays

|                      |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|
| Jan 22 <sup>nd</sup> | Apr 23 <sup>rd</sup> | Jul 9 <sup>th</sup>  | Oct 22 <sup>nd</sup> |
| Feb 26 <sup>th</sup> | May 28 <sup>th</sup> | Aug 27 <sup>th</sup> | Nov 12 <sup>th</sup> |
| Mar 26 <sup>th</sup> | Jun 25 <sup>th</sup> | Sep 8 <sup>th</sup>  | No Dec meeting       |

*(July, September and November dates were changed.)*

#### d. Review Event Dates and Event Chairs

|                       |                      |                |
|-----------------------|----------------------|----------------|
| Kite Festival         | May 11 <sup>th</sup> | Rachel         |
| Liberty Fest 5K       | Jun 29 <sup>th</sup> | Nola           |
| Liberty Fest Car Show | Jul 2 <sup>nd</sup>  | Allen Simonsen |
| Sunset Concert Series | Varies               | Manuel         |
| NSL Reads             | Sep 25 <sup>th</sup> | Naomi          |
| Halloween 3K          | Oct 26 <sup>th</sup> | Sarah          |

*Rachel will be taking over the Kite Festival from Alisa. There will need to be a new chair for the Liberty Fest 5K as Nola is leaving but will be helping the new chair with the event. Alisa asked the committee to be thinking of someone who likes this event and be willing to be the chair. Allen Simonsen will be over the Liberty Fest Car Show but will not be a chair in this committee. Manuel will be working on the dates for the Sunset Concert Series. Naomi will be the chair for the NSL Reads and Sarah will be the chair over the Halloween 3K.*

#### e. Proposed Event – Trail Series

*Alisa said she would like to propose an additional event that she is calling a “Trail Series”. The idea is it would run through the summer months June, July and August. She will pick one Saturday morning in the month and highlight a trail in the city such as Wildrose Trail and Legacy Trail. The committee would be there and take part by bringing balloons, donuts and water bottles. The real goal would be to let the residents know on social media what a great scope of trail systems we have. Alisa said she would chair this new event.*

#### f. Board Opening

*Alisa asked the board members that if they knew of someone especially if they loved to run to invite them for the new opening of the 5K Run.*

### 2. Marketing

#### a. Branding (Who are we? What is our vibe?)

*Alisa said she would like to talk about branding and have the committee brainstorm words that would describe what this group is and create a very active online presence. Manuel said he would like the residents to see us as an “active” community. Alisa said she likes the idea of*

*the community being “connected”. The words “creative” and “artful” were also mentioned.*

*b. Our audience*

*Ryan said he likes that people in this community like to recreate in North Salt Lake and that it is a great place to be.*

*c. 2019 Calendar for distribution*

*David handed out a detailed calendar for the year that he and Linda has been working on. The calendar was very detailed and had all the events that this committee will do, all of the Public Works information along with all the city events. There was some discussion about the planning meeting being on the calendar and not this committee. The committee said they should be on the calendar and David said he would add their meetings. Some of the dates on the calendar are subject to change. Manuel Delgado said he doesn’t have exact dates for Sunset Concert Series but will hopefully have them in March for the calendar. Alisa said that even if Manuel could make a close guess they can change it later when he knows exactly when they will be held.*

*d. 2019 Marketing plan*

*Alisa talked about a smaller flyer with all the events listed and there dates to put inside the newsletter. There was discussion about the size and if it was too big for a magnet to put on the refrigerator. It was decided to wait and have further discussion in another meeting. David said he would talk to Linda and see what her thoughts are. Rachel Conway who has done the posters in the past said that she hasn’t seen any posters in North Salt Lake and she didn’t see any of the posters on the Facebook page.*

*i. Print (calendar, newsletter, flyers, banners)*

*Alisa said she likes the banners. David said there are seven areas that they have placed banners in the city. Ryan said they had talked about having official banner mounting boxes that were permanent and would not have to hammer the stakes in every time. David said that they could also think of having more digital signs as it is easier to change. He talked about the electronic sign for the Splash Pad as an example. David said for the Parks Department to go out and switch the banners out takes about half a day. Ryan said to purchase the electronic signs would have to be discussed and added to the next year’s budget. Alisa said it wouldn’t help with the events this year. Alisa would like to see the banners put up this year and see how effective they are. Ryan said he would like to see the flyers cut this year as he had talked to people coming in to the events how they had heard about the event and everyone he talked to said it was through the city newsletter. There was discussion on the events that would need the banners and it was the Kite Festival, NSL Reads and Halloween 3k. The Second Sunday concerts were also discussed.*

*ii. Online (city website)*

*Alisa said the city website needs to include all the events of this committee.*

*iii. Facebook (Parks & Arts page, posting calendar, events, ads, videos)*

*Manuel will be over the Facebook account. Manuel said the problem with the Facebook account is the disconnect from the city website page and the Facebook page. The city page is the one we should be marketing to. Manuel would like to see an ads manager account for the city page where we can post and advertise our events as that would make a big difference in the people that we reach. Ryan said it would be good to schedule a time with Linda and talk it over. Alisa said the things to go over with Linda would be the access to run ads and the landing page for each event.*

*Manuel talked about having local talent from the city for the concerts as it seems to bring more people to the event. The “Guitar Concert” was brought up as not being very successful*

*from the city and Manuel said that it doesn't have to necessarily be exclusive but would like to see more city involvement. Manuel also talked about having a city talent showcase where we can have kids and people from the city who would like to share their talent come and audition. One of the Second Sunday Concert could be the showcase. Ryan said it could be named "North Salt Lake Has Talent". The committee all agreed this would be a great event.*

*Alisa said she would like to hire a photographer this year to come to all the events.*

*iv. Instagram (posting calendar, events)*

*Naomi Hall was not present tonight but will be over the Instagram account.*

*Alisa said that Naomi wanted to have consistency between Instagram and Facebook. For an example it could be scheduled to post on Monday, Wednesday, Friday and more often when it gets closer to the event. It was discussed about having the marketing ready in advance.*

*v. Email list*

*NSL Reads has its own e-mail list and the city has an e-mail list but it's an "opt in" type of list. Alisa said she would like to develop an e-mail list for the NSL Parks and Arts events.*

*One way to generate the e-mail list is to have an opt in sign up on line.*

**3. Public Works Update (David)**

*David handed out two different maps outlining the Trails and Parks of North Salt Lake for the brochure. David said this is the printed version of what they would like to put in the brochure and would like to incorporate the maps into the website. David also mentioned that the Mayor wanted to ask this committee about the "Golden Spike 150th Anniversary" that is being held this year and are asking cities to be involved if they would like to. Ryan said the Mayor had also talked to him about this event and the timing wasn't good as it was the same weekend as the Kite Festival.*

*David said the "Tour of Utah Bike Race" in August is finishing at North Salt Lake this year. They are estimating there will be twenty thousand people. For the Public Works it will be a big undertaking and there will be roads closed for this event.*

**4. City Council Update (Ryan)**

*Ryan said they have moved all the appointments for this committee in January. Ryan said that last year they talked about the need to have a "Chair Elect" so that when the Chair is finished the Chair Elect will take over and they haven't done that yet. Ryan said that at the next meeting they will have to pick someone. Ryan said that the Mayor has talked to a hospital in Salt Lake City and they would like to do an "outreach" for public health. Ryan said he was thinking they could do a booth at one of the events such as the Kite Festival which seems like the best event for this. Alisa mentioned that the Kite Festival is a good event for the businesses of North Salt Lake to also have a booth if they would like to. David said that the Public Works were also looking at having a booth at this event to educate people about the different things that they do such as water conservation, maintaining the streets in the city, etc. It would be a good public outreach for their department. Ryan said there are businesses that do incredible things that residents aren't aware of and this would be a perfect event for them to come and let people know what they do.*

**5. Chair Notes (open topics)**

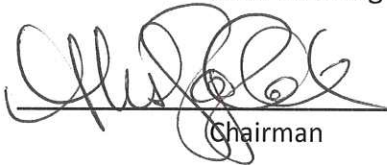
*Alisa said that at the next meeting the annual budget will be discussed. Alisa said she would like to replicate David's annual report that he does for the Public Works. David said he would send Alisa a copy of what he has.*

*Alisa said she would like to add another agenda item and the name will be "Action Items" to*

*the future agenda's which will appear in the minutes. Alisa will go through everything that was discussed at the meeting and put down what she considers being action items and hopes that it will help the committee take action of things that need to happen and get done before the next meeting.*

**Next meeting will be held on February 26th at 6:00 pm at City Hall.**

Alisa VanLangeveld adjourned the meeting at 7:45 pm.

  
Chairman  
Secretary