



NORTH SALT LAKE CITY

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NSL Live

Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, January 9, 2018

North Salt Lake City Hall

6:00 p.m.

Attendees: Ryan Mumford, David Frandsen, Alisa VanLangeveld, Lori Seppi, Bruce Oblad, Nola Lucke, Shawna Gottfredson, Brett Levitre, Sally Beyer (Minutes)

Topic of Discussion:

- **Administrative updates**
 - a. Board members
 - b. Service hours
 - c. Chair assignments (Advertising, Sponsors, Trails)
 - d. Recreation update
- **2018 Calendar**
 - a. Easter Egg Hunt (YCC)
 - b. Kite Festival (Alisa)
 - c. NSL Reads/Write (Lori)
 - d. Festival of Speed (Bruce)
 - e. NSL 5K (Nola)
 - f. Second Sunday concerts (Shawna)
 - g. Community Choir
 - h. Halloween 3K
 - i. Other Events – Film festival, Youth photography, Easter Egg GPS Scavenger Hunt, Family Golf Day, Canoe River Day, Rubber duck race
- **2018 Finances**
 - a. Big West
 - b. Event budgets
- **Parks, Trails Updates**
- **Chair Notes**

Minutes:

1. Administrative updates

a. Board members - Ryan Mumford is the NSL Live representative for the council. After some discussion there was some confusion on exactly who appointed them and their term date. Sally Beyer will send the list of board members and who appointed them with their term dates to Ryan and Alisa. Lisa said that she received bad news that Shawna Gottfredson is moving to Idaho and will have to be replaced. Also, Callye Cleverly has resigned on the committee.

Ryan gave an update on the planning commission and how they got restructured. The appointments are four years. They will be staggered when the terms are done. Ryan said it would be nice to have two year appointments for this committee and to be also staggered. Ryan mentioned that you can always serve another year beyond your term if you would like to. Lori Seppi said she agrees except for the chair. The 5K Race is a huge event to put on and needs someone who has experienced it for a couple of years. Ryan said the planning commission starts in January and at the end of two years in December they will pick new members to replace those who are going out. Lori said that the only problem with this committee ending at the end of December is bringing in new people that will have new ideas in January which make it hard for planning. Lori suggested that they come in and help that year and then take over one of the events the following year. Ryan said he will contact both James Hood and Stan Porter to get new appointments.

b. Service hours - Alisa said this is something she would like to start tracking this year and have a record of how much work this committee is doing. Alisa said when we meet each time those who have helped and any volunteers who also helped in any way with an event will give their hours to Alisa. Alisa said she will then tell the council how many hours this committee has volunteered. Lori asked if Alisa wanted it broken down by each volunteer and the hours they have put in and Alisa said that is how she would like it.

c. Chair assignments (Advertising, Sponsors, Trails) - Ryan Mumford has asked Alisa VanLangeveld to be the Committee Chair.

Alisa said she would like to have each person on the committee chair an event. Alisa also mentioned that she would like to have a secondary responsibility such as being involved with the advertising and sponsors. Alisa would like to have a form that will have all the advertising and marketing information on it. When someone is over an event they will have the form so they will know what they can do to advertise and market their event. Lori said that there is a lot of responsibility with each of the events such as coordinating with the city to get reservations for the locations and some events will need police and fire help. It would be a good idea to get a city liaison to go through to help with these requests. Ryan said he would be happy to be the city liaison for the events.

Alisa also said we can expand on sponsorship for the events. Lori said that we need to be better at follow ups on sponsorships. It would be nice to have a letter written up and signed by the Mayor and make it more of a big deal. Alisa mentioned a chair for the trails and would like to talk about that in another meeting.

Ryan asked about the treasurer and if the committee had one in the past. Lori said that Steve Aase

had been the past treasurer and it should be a chair assignment.

d. Recreation update –David said the city outsources for the summer rec program which NSL Live committee has not been involved with. Ryan said he could ask the two women who have been in charge with the summer rec program if they would come and give a short synopsis and that way the committee will know what they do and if they should be involved or help give advice. Ryan said he would like this committee to be involved with the park replacement plans such as getting a list of material that is expiring, what the replacement schedule would be and what the budget would be from the city. After receiving the budget as an advisory committee we could then give our opinions on what should be replaced and look at the city's recommendations.

Ryan said that the planning commission will now be receiving a stipend and asked the committee how they feel about a stipend for the NSL Live committee. After discussion it was the consensus that this is a volunteer organization and they would like to leave it that way.

2. 2018 Calendar review of 2017 (what worked, what opportunities are there to improve)

a. Easter Egg Hunt – This event is not an NSL Live event but a lot of the committee will show up to help and Nola said they like to put it on their calendar and hand out their flyers as it kicks off the events that come right after it. Lori said they have their shirts this year and it will make them look more official.

b. Kite Festival (Alisa) – They will look for a date after the Easter Egg Hunt for this event.

c. NSL Reads/Write (Lori) – Lori said she will chair this event this year. The NSL Write will not happen this year because of poor attendance and the NSL Reads will be sometime in the first part of October.

d. Festival of Speed (Bruce) –Bruce said the Festival of Speed Event will be on July 2nd this year.

e. NSL 5K (Nola) – The 5K Run will be on Saturday, June 30th.

f. Second Sunday Concerts (Shawna) –Shawna will move to Idaho in March. She has planned all of the concerts for this year. Alisa said that someone will take it over to supervise as the hard work for the concerts have been done.

g. Community Choir – Brett Levitre brought a proposal that he handed out to the committee. After discussion the committee decided to name the choir "North Salt Lake Master Chorale". This will be a volunteer choir and there will not be auditions. Alisa said she will be the contact for this until they get a replacement. Brett said they will need an accompanist and hope they can find someone who would also volunteer. It will be advertised in the city newsletter, facebook and a small article in the newspaper. It was also mentioned that the churches in the area should be contacted. The choir would be available to attend the NSL Live events if needed. Brett would like to practice on Thursday evenings from 7-9 pm and hopefully be able to have a concert in May.

h. Halloween 3K – This still needs a chair and will wait and see if one of the new committee members will want to chair this event.

i. Other events – Ryan went over the year's events and said that it is a very full year with what we already have and suggested that we don't add anything further. The committee all agreed and Lori said she thinks we should do what we have and do it well.

3. 2018 Finances Brainstorming for 2018 Events

a. Big West - Ryan said he would contact Big West Oil who has been a sponsor for the city in the past. Alisa asked Ryan if he would ask Big West Oil if they are open to do another open house.

b. Event budgets – Zions Bank has given cash in the past for NSL Reads. Jerry Seiner has also

provided cash for the 5K Run. Lori said she has drafted a letter in the past and will go ahead and do it this year and will then send it to Ryan.

4. Parks, Trails Updates

David said he is talking to a GIS consultant on getting the maps for the parks and trails. He is not going to use his brochure that he has designed and will be working on a new one that will be larger and will bring it to the committee when he has it finished.

5. Chair Notes

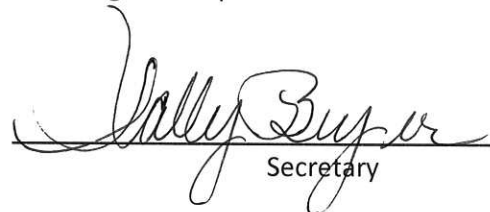
David Frandsen mentioned that the city is going to be coming out live with their new website update in a couple of weeks and it will be easier to manage.

Alisa said the main topic for the next meeting will be advertising and social media. She would like to know what the committee can add to the website for NSL Live events. Alisa also asked if someone could talk to the city attorney about creating their own Facebook pages on the NSL Live events. Ryan said he would ask what the city's perimeters are.

There was discussion about the Polynesian Cultural Festival and the committee voted that if they wanted to have another event this year it will not be part of NSL Live and there will be no money offered from the budget. Lori said that if anyone comes to a meeting and wants to put on an event in North Salt Lake there should be a check list that the committee and interested party will have to go over and they will need to meet all the criteria.

Next meeting will be held on January 23rd at 6:00 pm at City Hall.

Alisa VanLangeveld adjourned the meeting at 7:30 pm.


Chairman
Secretary