



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 Live

Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, January 23, 2018

North Salt Lake City Hall

6:00 p.m.

Attendees: Ryan Mumford, David Frandsen, Alisa VanLangeveld, Lori Seppi, Brett Levitre, Sally Beyer (Minutes)

Topic of Discussion:

- **Administrative updates**
 - a. Board members
 - b. Service hours
- **Online advertising and social media**
 - a. Website location (city website or our own domain)
 - b. Social media platforms
 - I. Do we run this? Does the city do this?
 - II. Options: Facebook page, Facebook event pages, Instagram, other platforms.
 - c. Online advertising overview (where do we advertise online for each event?)
- **Parks, Trails Updates**
- **Chair Notes**

Minutes:

1. Administrative updates

a. Board members - Ryan Mumford said he asked the city to re-schedule the appointments for the NSL Live committee members to January and establish it as a set term. The city did a draft and Ryan will send it out to the group to have them look at it and then they can go over any changes they would like to make. Councilmember James Hood and Councilmember Stan Porter are going to be looking to appoint a member for the NSL Live committee. It was noticed that Nola Lucke's appointment who was under Matt Jensen is expiring but could be appointed for another term.

Ryan said she is a great asset that we don't want to lose. Ryan said he would like everyone to help find someone who would be willing to serve. David Frandsen said that the updated website went live last Thursday. Ryan said that on the new website there is a page that is NSL Live section. The city has discussed that they will give the NSL Live committee creative control on how it should be arranged. Ryan said they would still need to go through the city for updates. David said it is much easier to update now and it should go much faster.

Alisa asked when they should talk to Big West Oil for the fund raiser and when they usually donate. Ryan said that after talking to Matt it sounded like there is no set time as it has been different times of the year in the past. Sally Beyer will e-mail Alisa and Ryan the invoice information from last year.

b. Service hours – Ryan Mumford said he has one hour.

2. Online advertising and social media

a. Website location (city website or our own domain) – The Easter Egg Hunt event is not an NSL Live event but a lot of the committee shows 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. Social media platforms –

I. Do we run this? Does the city do this?

Alisa said that the city has the new website and we have ownership of the content where the information lies. Currently it is separated from NSL Lives, NSL Acts, NSL Plays, NSL Reads and so on. Alisa thinks that we should have our slate of events on the city's website contact information and, some photos. Alisa asked if the committee would want to create our own website page and other social media platform. Alisa said she talked to Ken and he wasn't aware of any perimeters to prevent us from doing that. He said the city would want to review what they were doing and if they saw any concerns then they would let us know. Lori Seppi said she would like to see on the city website a single page that no matter where you link it goes to this one page and on it would list all the events for the year and a poster of the next event and contact information. Lori would like to see a Facebook page that is NSL Live where we could post photos of the event and send out invitations of upcoming events. Lori said she thinks we would have a much better response if that was created. Ryan said he loves that idea and was thinking that one person from the committee would control the page. Ryan suggested that they have a NSL Live box that people can check to have texts and e-mails go out from the city that is already set up to send out other city information.

The graphic designers name is Rachel and the sooner the committee submits their items to her the better it will be as she will need time to do all the different designs for the events coming up.

Ryan also talked about contacting the person who is over the electronic sign boards to keep them updated.

II. Options: Facebook page, Facebook event pages, Instagram, other platforms

Alisa said that they would like to do a Facebook page for NSL Live Events including photos, events, invitations to events. Lori said it's important to have all the information in one location. The old website had more than one location which could be confusing. All the social media that would be used should have a link to the North Salt Lake website. Lori mentioned that she would like to do only a couple of social media and do it well for now. Alisa said they could do the

Facebook and the NSL Website. Brett Levitre asked if it was alright if he kept his NSL Master Chorus.org website page. Alisa said based on her conversation with Ken, she believes the website is ok as long as the city is aware of it. Brett said he would like the city to take a look at the website. Lori said she would like to see an e-mail blast go out to the city when the website and facebook is up and approved of by the committee.

c. Online advertising overview (where do we advertise online for each event?)

Alisa said she would like to brain storm ideas and make a list so that all the committee members can see where they need to advertise. When we advertise on line we will do a facebook event, city website, e-mail and potentially text updates. Lori brought up that there will need to be posters which then will be used in everything. Ryan asked where the posters are printed and Lori said they are printed at Signature Press. Lori also brought up advertising at Peach Jar and the information and posters need to be very colorful and interesting.

3. Parks, Trails Updates

David Frandsen said he hasn't talked to Ken about an idea he is bringing up but wanted to get the committees feeling on the girl who passed away a few months ago whose name is Laurel Isom. There is a park down the street from her house and David said he would like the thoughts of the committee about naming the park after her. The park hasn't been officially been named but they have been calling it the Winchester Park because of the street that it is on. David said he will talk to Ken first. Alisa said they should also talk to the family. After discussion it was decided that it might be better to have some sort of a children's memorial for all children who have passed in North Salt Lake. Ryan talked about the reconstruction of Hatch Park and as it is more central they could include a memorial section.

Alisa asked if the parks department would like to know when a resident spots something that could be dangerous or hazardous in the park and especially with the playground equipment. David said that they are very appreciative of the residents when they let the parks department know when they see something that they have not been aware of.

David said they are getting dates for the shade installation at Legacy Park. Most of the signs should be installed by May. Alisa asked if there were any signs that said "No Food Allowed" and David said there is a lot of signage but wasn't sure that particular verbiage was there. David said it is very hard to police the park. The parks department tries but sometimes it doesn't go very well.

Ryan mentioned that they would like to have a "Parks" updates in the upcoming NSL Newsletter.

4. Chair Notes

**Polynesian Cultural Festival Update: After discussion, the committee voted as to whether NSL Live will continue to provide financial funding for the Polynesian Cultural Festival. Voting was unanimous, the NSL Live committee will not provide funds for the festival in 2018. Ken said he will e-mail Sandra Puefua and let her know. Ryan said that the city council all express the same desire as the NSL Live committee and the city.*

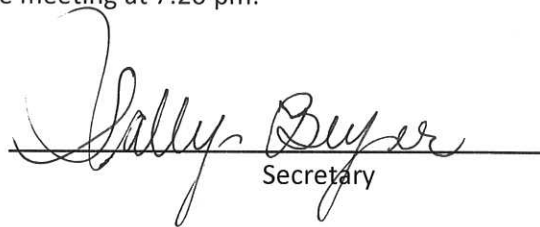
***Choir Update: Brett Levitre said they have sent out a lot of e-mails to the contacts they had for the various churches and put up posters at various places from Centerville to Salt Lake City. There has been some response but it has been slow. Brett said he put together a website with the address as nslmasterchorus.org. His goal was to start rehearsing on February 1st but doesn't think*

he has enough participation yet to start on that date. He mentioned that he could start with twenty but fifty would be much better. Brett said he is still looking for an accompanist and the people he has talked to would like to be paid. Alisa said if they were to budget for the accompanist how much would they want and Brett said he will ask how much people would charge. Brett said his daughter is willing to help but is not quite at the level he would like but she would do a good job. The information for the choir was handed in for the newsletter and has a press release for the newspapers. They will run it through Alisa first.

****Alisa brought up the name of "NSL Live" and asked how the committee felt about the name. Lori said if it needs to be changed now would be the time to change it before we build our brand. After discussion it was decided to keep all the events under the "NSL Live" name and keep the icons that are under the sun different with each event. Alisa said that Millcreek City has a group similar to this that is called "Venture Out" and they have a facebook page which is much larger than what we do. Alisa said she would like the committee to look this up and see how they have done it and see if they would like to incorporate any of their ideas. A Council member of Millcreek City said that the city funds the Venture Out events in the area of Forty Thousand plus they have a lot of sponsorships. They do an event once a week in the summer and have a great system going on.*

Next meeting will be held on February 13th at 6:00 pm at City Hall.

Alisa VanLangeveld adjourned the meeting at 7:20 pm.


Chairman
Secretary