



NORTH SALT LAKE CITY

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Ken Leetham
City Manager
David Frandsen
Public Works Director

NSL Parks & Arts

Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, September 25, 2018

North Salt Lake City Hall

6:00 p.m.

Attendees: Ryan Mumford, Ken Leetham, David Frandsen, TJ Riley, Alisa VanLangeveld, Manuel Delgado, Bruce Oblad, Camille Thorpe, Sally Beyer (Minutes)

Topic of Discussion:

- Administrative Update
 - a. Marketing (printed posters, FB events, online advertising)
 - b. Event Overview (1 page overview of your event, bring to Oct meeting)
- Events Update
 - a. Second Sunday Concert
 - i. Army Band
 - ii. Master Chorale
 - iii. Messiah
 - iv. Utah Guitar Society
- Parks and Trails Update
 - a. Legacy Park Playground Surface
- City Council Update
- Chair Notes
- Next Meeting – October 23rd

Minutes:

1. Administrative Update
 - a. Marketing (printed posters, FB events, online advertising)
Alisa VanLangeveld said that she feels like the events need to be marketed more systematically. Alisa would like to brainstorm as a group and then come up with a master list for assignments of what the board is responsible for with marketing. At this time we do marketing with printed posters, banners, newsletter and online social media. Ken said that anytime the committee has anything to advertise with electronics, they should give that to the city and they can push that out on twitter, facebook, electronic signs and the NSL website. Ken would like to see the committee use more social media and the city would be supportive. Alisa said that they have set a Facebook page and Instagram account. Ryan said he talked to Linda Horrocks last week and she said if she could receive the posters in the digital version she would post them to all the accounts. Manuel

said that they can also do targeted campaigns on Facebook as well. Ryan Mumford said it is very economical to do that. Bruce Oblad said to keep the posts short and to show short videos when applicable. Ken suggested that the whole NSL Newsletter next spring be all about the NSL Parks & Arts events for that year. David Frandsen said that it would be good to start working on the logos for next year's events and put them all in one place with the information and have it ready by the first of January. Ken said he would like to see all the event information on a post card and send it out to all the residents where they could put it on their refrigerator or somewhere in the house where they can easily see it. Alisa asked if all of the events both with the NSL Parks & Arts and the city's events should be on one calendar and Ryan Mumford said that they should be all on one calendar. Ken said it would be great to have all the information for 2019 in the December newsletter. After some discussion It was decided to have the calendar ready to go in January. The next planning meeting will be on Tuesday, November 13th. Alisa said she still likes the idea of banners around the city and would like to see them ready by the first of the year and will put them around the city in designated spots a month before the event. David brought up the idea of having permanent banner holders in those areas. Alisa said that she thinks the printed posters are the least effective way of advertising and should scale back on those.

b. Event Overview (1 page overview of your event, bring to Oct meeting)

Alisa said she would like to have a detailed overview of all the events that the committee members have been over. Alisa asked for descriptive headers such as "Budget, Early Planning, Description, Entertainment, Schedule and so forth". A draft copy was handed out and the committee was asked to bring the event overview pages at the next meeting in October.

2. Events Update

a. Second Sunday Concert

i. Army Band- Manuel Delgado said the band was very good but the turnout was lower than what was hoped for. Manuel felt the concert was not marketed well enough. Normally there are one hundred people who have attended (which is a low number) and this concert there were estimated about seventy five people in attendance. Ken Leetham mentioned that the concert is not close to a street and it is a steep walk to where it is located. Manuel said in the future they could have smaller ensembles of the Army Band and have it at the Amphitheater at city hall or inside the city hall. Ryan Mumford said after talking to Matt Jensen there is a chance that they may not come back.

ii. Master Chorale- Second Saturday on October 13th

iii. Messiah- November

iv. Utah Guitar Society- December

3. Parks and Trails Update

a. Legacy Park Playground Surface

David Frandsen handed out recent pictures taken of Legacy Park playground surface and concept drawings of Eaglewood Fishing Pond. The pictures of the Pour in Place on the Legacy Park playground showed large pieces missing. Alisa said she sees kids tearing up the pieces on the playground all the time. There was discussion about the differences between pour in place, rubber soft fall tile & synthetic turf overlay. TJ Riley said that the pour in place breaks down with the sunlight and heat and is very expensive to maintain. David said that Chris Sonntag with Sonntag Recreation told him that the newer pour in place is made better and should last longer. Ryan said that he went and talked to some neighbors in the Foxboro area

and they all said to replace it with pour in place. TJ said if it is decided to do the pour in place there needs to be a budget to maintain it each year. The soft fall tile is in individual pieces which interlock which looks like pour in place. Alisa said she would like to bring this up again at the October meeting and make a decision.

Alisa also mentioned she would like to see a "No Food Allowed" at the playground at Legacy Park. David said he could order a sign and also put it on the electronic sign.

David said the two conceptual drawings of Eaglewood Fishing Pond were by C. Brown Design. Ken said this pond was given to the city in less than perfect condition by Eaglewood Village. David said it would be good for the committee to go look at this pond before they decide what concept drawing is best. Ken said there was a ramp system to be able to get people to walk to the shoreline. It was ADA compliant but was awkward and the fishing dock that was built never functioned properly and was not fastened to the dock properly and is now detached and is floating around in the pond and would be considered a failure. Ken said it is potentially a beautiful park area but the problem is that it looks like it belongs to the Apartment Complex and is not known as a city facility. Ken said he questions whether we should invest any more in this property. There were questions brought up about the parking by the fishing pond. TJ Riley said that it is a problem and especially if there are very many that would come and park at the same time. Ken said this pond also serves as a storm drain detention pond. Ryan said they have one hundred thousand dollars in the budget for park improvements and the big things he is thinking about is improving Center Street's landscape, Eagleridge Drive with tree planting and beautification and the fence at Mathis Park. Ryan said he feels like if they put a lot of money toward the Eaglewood Fishing Pond which could be as high as six hundred thousand dollars and the majority of the benefit will be for those who live at the Eaglewood Apartment complex. TJ Riley said it is unmaintainable because it is too steep and there is no way you can get equipment on it. Ken mentioned trees along the slopes as a way of beautifying the slopes and the rest would not have to be maintained. TJ Riley said that he likes that idea and said the west side is so steep you cannot walk down it.

4. City Council Update

Ryan said he would like to make a decision concerning Mathis Park. David brought some catalog's with playground equipment to have the committee look at. TJ Riley said that the concrete fence at Mathis Park is expensive to take down. TJ said the irrigation will be off on October 1st and there is still a lot to do before snow falls. If it is in the budget TJ would like to get the fence replaced as soon as possible. TJ also said that every bit of old concrete and fence needs to be gone. After discussion the committee said they would like to see vinyl fencing replace the old fence. David said he would get the cost of the fence. Alisa asked for a vote from the committee to replace the fence at Mathis Park and it was a unanimous vote to replace the fence.

5. Chair Notes

Camille Thorpe was present and said on short notice she was trying to get a committee to tonight's meeting that Ken had asked her to put together for the Arts. Ken said that Camille had called him and talked about an emphasis on the city about Arts. Ken went to City Council for a City Manager's report and said that Camille Thorpe would like to work hard on Arts in the city. After discussion with the City Council it was decided they did not want a separate committee. Camille said she would like to consolidate with the committee as there are people with different walks of creativity and would like to be part of the direction the city will be going with art. Camille said she would like to put a hold on the presentation until the next meeting on

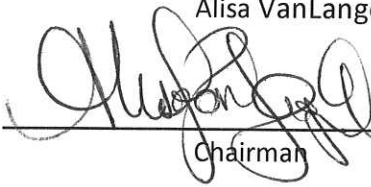
October 23rd when she will come with the other people that she has pulled together. Camille asked about how they could become involved with the Parks & Arts Committee and Alisa said that Camille or someone else could sit on the board without being appointed and not having the expectations as the other board members have. They would come and report when necessary and the meetings are normally held once a month. Ken said he feels like this would need to be taken to the City Council to make sure that they comply with their wishes for this committee. Ken said the City Council expects this committee to make recommendations and are grateful for the volunteers. Ken said we are creating some spaces in the Town Center and will continue with all the development projects including the city's project with Hatch Park and would like to see public art in those areas. David said he looked in to and has a lot of information on the Art Pedestals in St George. Ryan explained that on their Main Street in St George they have concrete pedestals that the city has poured and then artists bring their sculptures and the city attaches them to the concrete. They leave their art up for one year and then they are sold and taken down. New art is put up for another year. Ryan said the cost to the city would be the concrete pedestals and the switching out the statues and artwork. Ryan mentioned looking into grants that would help with the cost.

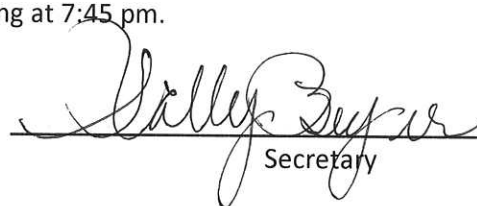
Alisa wanted to thank Bruce Oblad for all the hard work he has done for the Festival of Speed and wished him good luck on his mission to Africa. Bruce said he wanted everyone to look at pictures of the Festival of Speed and to notice the yellow shirts and how they stood out. The blue shirts were harder to see and blend in. Bruce suggested to get neon yellow or green shirts to be seen and stand out. Bruce said that his replacement will take over the Festival of Speed while he is away but will not be involved with the rest of the events.

6. Next Meeting – November 13th

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

Alisa VanLangeveld adjourned the meeting at 7:45 pm.


Chairman


Secretary