



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, November 13, 2018

North Salt Lake City Hall

6:00 p.m.

Attendees: Ryan Mumford, David Frandsen, Jon Rueckert, TJ Riley, Alisa VanLangeveld, Manuel Delgado, Nola Lucke, Naomi Hall, Sally Beyer (Minutes)

Topic of Discussion:

- Events Update
 - a. 2018 Halloween 3K
 - b. Second Sunday Concert
 - i. Nov 11 – Messiah Sing In
 - ii. Dec – Utah Guitar Society
- Review Parks, Trails, Arts & Recreation Board (Ordinance 2014-1)
 - a. Where are we doing well?
 - b. Where can we improve?
 - c. City Council Update – Ryan
- Parks and Trails 2019 Goals and Priorities
 - i. Army Band
 - ii. Master Chorale
 - iii. Messiah
 - iv. Utah Guitar Society
- 2019 Calendar and Event Overviews
(Review past event, review planning overview, set date for 2019, set chair for 2019)
 - a. Kite Festival Review
 - b. Festival of Speed
 - c. NSL 5K
 - d. Second Sunday Concert Series
 - e. NSL Reads
 - f. Halloween 3K
 - g. Additional event proposals
 - h. Other city events (Do these go on our calendar?)
 - i. Finalize 2019 calendar
- 2019 Proposal Goal: Improve Marketing
 - a. Print marketing (calendar, posters, newsletter, calendar)

- b. Digital marketing (marquee signs)**
- c. Online marketing (Facebook, Instagram, City webpage, other)**
- d. Logo and other graphic design**
- e. Photography**
- **2019 Proposed Goal: Parks and Trails Recommendations**
 - a. Parks and Trails Update – David**
 - b. Budget Update – Ryan**
 - c. Review process and scope of recommendations**
- **2019 Proposed Goal: Clarify Board Responsibilities and Assignments**
 - a. Event Chair Responsibilities**
 - b. Additional Board Responsibilities**
- **Chair Notes (open topics)**
- **Next Meetings:**
 - a. Dec 4th (NSL Holiday Party)**
 - b. Jan 15th (3rd Tuesday)**

Minutes:

1. Events Update
 - a. *2018 Halloween 3K - Sarah Sargent was not present. Alisa VanLangeveld said it was well attended and went very well and Sarah is excited to be over it again and has some ideas how to improve it next year.*
 - b. *Second Sunday Concert*
 - i. *Nov 11 – Messiah Sing In – Manuel Delgado said it went very well. There were two soloists and his wife played the piano and approximately fifty people were in attendance.*
 - ii. *Dec – Utah Guitar Society – Manuel said he has e-mailed them and they are still on for December 9th.*
2. Review Parks, Trails, Arts & Recreation Board (Ordinance 2014-1)
 - a. *Where are we doing well?*

Alisa handed out paperwork to everyone and went over the ordinance verbally. Alisa wanted to see how everyone feels and if they are meeting the mandates. It was mentioned that Brian Horrocks (City Council) might have someone to replace Bruce Oblad while he is gone. Alisa said she felt like all the events went well this year. Alisa said she would like to take one of the agenda items for one of the months such as recreation and then take the time and review and talk about it for that night. Ryan said that was a great idea and that they should take parks, trails, & arts also and have a month where each is reviewed.

Alisa said she feels that the events are great and are moving forward with the parks.
 - b. *Where can we improve?*

Alisa said she feels like Cultural Arts is an area that needs to be improved. Camille Thorpe is putting together a group that will be focusing on Cultural Arts and so that might help us meet that mandate better. Ryan said that we have not focused enough on trails this year. Alisa asked if the maps were ready and David said he had talked to the GIS person and they are developing an app on the website which will have a map for the trails and should be really good.

Alisa suggested that each month they meet as a committee they should discuss the needs of one of the duties and responsibilities of the Parks, Trails, Arts and Recreation and review the policies. Ryan said that would be a great idea and gave some examples such as what is happening with Hatch and Mathis Parks. Alisa said that they are doing well with the cultural arts in the community except for visual arts and said that Camille Thorpe's group might be doing something with that in 2019. Manuel said he was thinking that they could incorporate visual arts with the concerts. Ryan mentioned that he feels like the "Festival Of Speed" is also a visual art.

Alisa said her plan for the annual written report is to write a brief report which will include the volunteer hours and reviews on all the different events this year and put them in a binder which will be a reference point. Then she will take it to the meeting and show how events are planned and executed. David said he puts together an annual Public Works report that looks really good and they could take the Parks, Trails, Arts & Recreation and include it in with his report. The report is usually done by March. Ryan said he likes the idea of the report being given at the same time but feels it should be separated and be its own report.

There was some discussion about the South Davis Recreation District. Alisa said she talked to Haley Turner who coordinates part of the recreation program and basically wants a location to run their programs. David said there were some fields available but after the Football league took over Legacy Park it would not have worked to have anyone else try and use the fields.

David said the applications for an event are reviewed and either approved or denied by the DRC committee (which consists of administration, public works, fire and police). Most applicants are those that are doing fundraising events such as a 5K. Ryan said the only exception is "The Polynesian Cultural Festival" which he feels should come before this committee as they not only want to use the park, but also ask for funding from the city.

Alisa said as far as cooperating and coordinating with other governmental entities or communities, she has contacted the Bountiful Davis Arts Center and their location is in Bountiful. Alisa said she has talked to them before about doing Satellite Art nights where they would bring all the supplies and they could come to the city hall or somewhere else in the city and do a family night/art night. It didn't get pursued very far but it could be if everyone thinks it should be. Ryan said that is a great idea.

c. City Council Update – Ryan said that Ken wanted the city to have a level of service. He would like the committee to reflect what kind of level of service this committee is doing and who the level of service is directed to. Ryan said they should set a number of attendees to an event as a level of success. Another level of success would be to set a budget and stay to that amount. Ryan feels that the city council struggles with the measure of success for this committee's events. They seem to only count the number of attendees from one year to another and if there are more this year then it is a success. Alisa said they haven't counted numbers in the past but this year they have started to count. Alisa also said there is some room to grow in numbers for some events but for other events there is not enough room for more growth.

There was discussion about how the committee can be supportive of all the good things that the city public works do and how they can get out positive information out to the public. David said that the good of facebook is where the public sees pictures of the events and the fun that people are having.

Nola asked if there is anything going on with having a photographer at all the events. Alisa said that is something she is working on. She would like to see the same photographer come to all the events. Naomi said there is a great photographer named Charles with Really Photography.

3. Parks and Trails 2019 Goals and Priorities

i. Proposed: Improve marketing for events and parks/trails resources in the city.

ii. Proposed: Review and recommend parks and trails improvements.

iii. Proposed: Clarify board member responsibilities and assignments

iv. Other proposed goals and priorities

Alisa said she has a goal for the committee and that is to improve the overall marketing and branding so that people will visit our facebook page and give us feedback on our events.

David said that you will get the negative along with the positive. David gave an example with our Parks Department and what a good job they do but still get negative comments.

Naomi Hall said that this committee should be lifting the public works up publicly.

Alisa said she would also like to propose that we support our local businesses more.

4. 2019 Calendar and Event Overviews

(Review past event, review planning overview, set date for 2019, set chair for 2019)

a. Kite Festival Review - Alisa said she would be happy to chair the Kite Festival in 2019. Alisa went over the Kite Festival in 2018 and said that the only thing she feels a need for is a stage for the performers. The budget was Twelve Hundred Dollars and the event was under that amount. Alisa said she would like to start advertising earlier for this event next year. Also, Alisa said she would like this event to feel like a North Salt Lake event instead of a Foxboro event. After some discussion the committee decided to hold the Kite Festival on May 11, 2019.

b. Festival of Speed – Bruce Oblad (who has been excused) handed over the chair for this event to Alan (his friend) as he will be gone for an extended period of time. David said that this event has now become a part of “Liberty Fest” and should probably be handled through the city as the bulk of the needs of this event come from the city. There was discussion about how big this event has become and the problems that comes with that.

c. NSL 5K – Nola said that this year we had over a hundred racers which was lower than the year before but some of that has to do with the further they get away from the Fourth of July date the lower the numbers are. The date for this event next year will be on June 29th. Nola said she may be out of town on that day next year. Nola said she spent around Four Thousand Five Hundred Dollars. Nola went over the expenditures and Ryan said he thinks we should be able to do the same thing this year. Nola said that the Youth City Council did very well as they were split up into three different groups. One group did the food, another group helped with Dimitrio and another group helped with the water stop. Alisa asked about reusing the medals and Nola said she thinks it is nice to have new medals each year but could think about a possibility of rotating every three years. Nola said that Linda Horrocks suggested changing how they have been doing the shirts. She would like to see Men’s size shirts and Women’s size shirts and also raising the price of the shirts. Alisa said she would also like to see the registrations of the race increase.

d. Second Sunday Concert Series – Manuel Delgado said that at this time it doesn’t look like we will be able to have the Army Band come back next year. There is a possibility of having a partial of the Army Band come back for a concert but not at Eaglewood Golf Course. Manuel

said that the budget that was given to him was One Thousand Dollars for all the concerts. In July the concerts happening August through December should start getting promoted through the North Salt Lake newsletter and Social Media. Manuel would also like to send a post card out that people could put on their refrigerator to remind them of what is coming up. Some of the ideas that Manuel has been thinking about for next year is having an Art Gallery, having a North Salt Lake resident showcase which they could sign up and then submit what they would like to do through e-mail as part of the audition. Alisa said that part of using NSL residents talent could be put to use at some of the other events. Manuel said it would be fun to have something for the younger audience. Naomi suggested that Woods Cross High has a party band that could possibly come and perform at one of the concerts. Manuel said they have been averaging between sixty and seventy for each concert. Ryan Mumford said he thought that was an adequate number for a lot of the concerts. Alisa said that if they ever have an event where they think a different day would work better other than Sunday they should go ahead and do a different day. After discussion they said it has good and negative aspects and will think about it further. There was also some discussion on doing a "Sunset Series".

e. NSL Reads – Naomi said that they have always had an author from Utah and have always included a writing competition. This year we had "Creature Encounters" come which brought some lizards and snakes. The budget was Two Thousand Dollars for this event and Naomi said we were under budget but doesn't have an exact amount yet. Naomi said that she has not heard back from anyone that she has reached out to for next year and will need to have someone booked by January. The schedule was outlined as follows: In May the graphics need to be created so that the posters and flyers can be ordered. The photographer, Brittney with Osborne Books and entertainment of choice depending on what theme we will be going with will need to be contacted. In June we will create the Facebook event, post to Instagram and distribute the posters and flyers. Will continue to advertise in July, August & September. Naomi said there were almost one hundred fifty hours that were volunteered. There is a lot of preparation that goes on before and after the event. Naomi said that Zions Bank will no longer help sponsor this event. Last year there were around two hundred people that came to this event and this year there were seventy-six people. Ryan said he felt like the event this year was a great success and they received positive feedback. Naomi asked if they should mix up the age groups up every year so it doesn't cater to the same age every year. The committee thought that they should mix it up from year to year. Naomi said she is good to be the chair for this event next year. A date of September 25th was chosen for 2019.

f. Halloween 3K – The date of October 26th was chosen for 2019.

g. Additional event proposals

h. Other city events (Do these go on our calendar?)

(Egg Hunt, Youth Council Movie Nights, Night Out Against Crime, Fire Station Open Houses, July 3rd Fireworks, Get In The River, Others)

i. Finalize 2019 calendar

5. 2019 Proposal Goal: Improve Marketing

a. Print marketing (calendar, posters, newsletter, calendar) -

Alisa said she doesn't think print marketing is particularly helpful and people aren't getting information from the posters. Ryan said that when he asked the people at the 5K Run how they found out about the event they said it was through the NSL Newsletter that comes with the water bill. Ryan said he would like to utilize the newsletter more. Manuel said that he opted out for receiving the water bill because he pays on line. There was discussion about sending a postcard to all the residents with the events for the year.

b. Digital marketing (marquee signs)

Alisa said we will coordinate with the city for the marquee.

c. Online marketing (Facebook, Instagram, City webpage, other)

Naomi said that she would like to see whoever is over the their event get their information like their logo, their poster, their pdf or whatever they have as early as possible so they can put it up on line early. Alisa said she will work with the city for the advertising. Manuel said he would like access to the different on line marketing so he can work as editor for his event. They talked about sitting down with Linda and talk about a procedure of what will work with the social media. Alisa said that they will be discussing "Marketing" on our January 22nd meeting.

d. Logo and other graphic design

Alisa said that she would like to see the logos and graphic designs done in January or February so that it is done. David said he would like to see the colors connect with the logos and brand everything together. Manuel said to keep in mind that you shouldn't have more than thirty percent text. Alisa said she would like to see the posters for the events to be put in the March newsletter which would give them some time to work on it.

e. Photography

Alisa said that is something she is working on.

6. 2019 Proposed goal: Parks and Trails Recommendations

a. Parks and Trails Update – David

b. Budget Update – Ryan

Ryan asked if they could put the purpose of the February meeting to be all around the budget. The reason why is because they need to start setting the budget proposal and what it is in March. Then Ryan will present it in April. That should give enough time to coordinate and plan and what we are thinking at that meeting.

c. Review process and scope of recommendations

David said that we have already given information on where the problems are at the parks and said he has a list for review. Their needs to be discussion about fence, playgrounds, get opinion on the docks, website, brochures and the tile and turf situation.

7. 2019 Proposed Goal: Clarify Board Responsibilities and Assignments

a. Event Chair Responsibilities

b. Additional Board Responsibilities

Alisa said they have talked about Facebook, Budget and David will be screening out event proposals and only bringing those that the committee needs to do.

8. Chair Notes (open topics)

9. Next Meetings:

a. Dec 4th (NSL Holiday Party)

b. Jan 15th (3rd Tuesday)

That has been changed to January 22nd because of Council Meeting.

Next meeting will be held on January 22nd at 6:00 pm at City Hall.

Alisa VanLangeveld adjourned the meeting at 7:45 pm.



Chairman



Secretary