

1 **South Davis Recreation District**
2 **Administrative Control Board Meeting**

3 February 10, 2020, at 3:30 p.m.
4 at the Recreation Center
5

6 Attendance: **Board Members**

7 Bret Millburn, Davis County Representative
8 Marti Money, Davis County Representative
9 Mayor Ken Romney, West Bountiful
10 Councilmember Tami Fillmore, Centerville
11 Todd Meyers, Davis County Representative
12 Mayor Len Arave, North Salt Lake
13 Mayor Randy Lewis, Bountiful
14 Mayor Rick Earnshaw, Woods Cross
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17 Others:

18 Todd Godfrey, Hayes, Godfrey & Bell Attorney
19 Galen Rasmussen, Board Treasurer
20 Tyson Beck, Board Clerk
21 Tif Miller, Executive Director
22 Scott McDonald, Aquatics & Fitness Director
23 Cory Haddock, Recreation & Ice Director
24 Mary Gadd, Office Manager
25 Tom Lund, Maintenance Supervisor
26 Heidi Kearsley, Customer Service Manager
27 Whitney Ward, VCBO Architecture
28 Chase Ward, Imber Services
29 Kyrene Gibbs, Y2 Analytics

30 **WELCOME**

31
32 Chairwoman Fillmore opened the meeting at 3:33 p.m.
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34 **CITIZEN MATTERS**

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36 No remarks.
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38 **PRESENTATION ON ADAPTIVE PROGRAMMING**

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40 Tif Miller introduced Chase Ward from Imber Services. Mr. Ward explained that Imber
41 Services offers and assists in providing services to get adult individuals with special needs out
42 into the community. Mr. Ward asked Board Members and District Staff to explore the possibility
43 of offering additional adaptive programming at the Recreation Center. Mr. Miller thought that
44 the overhead and equipment needed should be minimal budget expense. Mr. Ward offered that
45 Imber Services would be willing to provide training and would help in securing grant funding.
46 Mr. Miller said the next step would be to put together what programming the District could offer
47 and to report back on the opportunities for grants.
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49

50 **APPROVAL OF MINUTES FOR JANUARY 13, 2020**

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52 Minutes of the Administrative Control Board meeting held on January 13, 2020, was
53 approved on a motion made by Mayor Earnshaw and seconded by Mayor Lewis. Board
54 Members Millburn, Money, Romney, Fillmore, Meyers, Arave, Lewis and Earnshaw voted
55 “aye.”
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57 **REVIEW AND APPROVAL OF EXPENDITURES/FINANCIAL STATEMENT**
58 **REVIEW FOR JANUARY 2020**

59
60 Mrs. Money inquired fees for an Iron Man Meet to I.J. and Jeanne Wagner Jewish
61 Community Center, in the amount of \$495.00. Scott McDonald explained that Tsunami
62 swimmers pay the District to participate in a swim meet and the District will issue one check for
63 all the swimmers.
64

65 Total expenditures of \$1,565,706.05 for the period of January 1, 2020 to January 31,
66 2020 was approved on a motion made by Mayor Arave and was seconded by Mr. Meyers. Board
67 Members Millburn, Money, Romney, Fillmore, Meyers, Arave, Lewis and Earnshaw voted
68 “aye.”
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70 **UPDATE AND DISCUSSION ON MASTER PLAN AND SURVEY WITH Y2**
71 **ANALYTICS AND VCBO**

72
73 Mrs. Ward reviewed that the intent of the current survey is to understand the current
74 public perception of what the District is, to understand if the proposed improvements in the
75 Master Plan is appropriate with the public perception and to test if the public has an appetite for
76 investment. Mrs. Ward explained the catalyst to a public perception survey was that the prior
77 survey, while open to the public, was predominantly answered by center users, with an emphasis
78 on the aquatic user and a broader public opinion survey was wanted. Kyrene Gibbs said the
79 feedback received from Board Members has been focused on adding specificity or
80 contextualizing survey questions. Ms. Gibbs noted that the introduction to the survey gives
81 respondents a good overview of the District facilities and the programs provided and to go
82 further than the introduction could influence or inform the respondents’ opinions. Mrs. Ward
83 acknowledged that there is a need for information distribution and that content could be provided
84 for the District’s website. When a respondent finishes their survey a link could be provided to
85 that information for them to learn more about the District.
86

87 Mrs. Ward posed the question if the Board is wanting to start with gaining an
88 understanding of the perception of the public’s opinion of the District facilities and programs.
89 Mayor Arave commented that without context to some questions that respondents might be
90 likely to answer no to everything. Chairwoman Fillmore commented that a current understanding
91 of the public perception is known based on their behavior, but that respondents would recall their
92 opinions with a helpful reminder. Ms. Gibbs addressed that if the broader goal is to understand
93 what the public would support more deeply than just current usage, attitudes and priorities that
94 would require a different type of messaging survey and would need to be reevaluated. Ms. Gibbs
95 clarified that the survey is an initial survey to understand the community’s priorities absent of
96 any communication campaign or educational opportunity. Mayor Arave commented that he’d be
97 interested in knowing what respondents think once they are informed. Mrs. Money asked about
98 the possibility of producing a logical flowchart of how information and results are processed and
99 what the possible end points could be. Mayor Earnshaw commented that preliminary information

100 should be gathered to understand what the public's appetite is toward the issues that they may
101 have. Mayor Arave expressed his concern that this initial survey, without context and
102 information, would only bear results based upon each respondents' demographics. Ms. Gibbs
103 explained that results from the initial survey should allow the Board to shape a decision of what
104 they would ultimately take to the public.

105
106 Ms. Gibbs explained once the wording of the survey is finalized that mailers would be
107 distributed in approximately 24 hours, then 2 weeks for data collection and approximately
108 another week and a half to compose a deep analytical report.

109
110 Mrs. Ward presented trends in recreation from the NRPA and Sports & Fitness Industry
111 Association but noted that the two have varying data points. Mrs. Ward reported that the reports
112 show everyone is more engaged in recreation and participation is growing. Mrs. Ward added that
113 the two areas that are growing the most are fitness sports and outdoor sports, an avenue that the
114 District isn't currently addressing but that the topic had come up in the past. Mrs. Ward noted
115 that class-based exercise is up 3.5%, outdoor activities are up 7%, some team sports participation
116 is down, and some aquatic activities are down.

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118 **DISCUSSION REGARDING DISTRICT'S ROLE VS. CITY ROLE IN SUMMER**
119 **PROGRAMMING**

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121 Mr. Miller reviewed that Chairwoman Fillmore informed him that Centerville's Summer
122 Programming Coordinator is retiring. Mr. Miller asked if the District should help and how the
123 District can help. Mr. Miller said there are programs that the District can offer but asked if there
124 were other programs the District should be involved in or should the District help push them
125 towards Woods Cross or North Salt Lake camps. Mayor Arave asked if the District runs the
126 programs for Bountiful City. Mr. Miller answered that the District doesn't offer soccer camps or
127 other certain types of camps but offers a tennis camp and speed & fitness camps. Mr. Miller
128 questioned if the Board would want the District to start to serving in the role and take over these
129 programs for cities residing in the District.

130
131 Chairwoman Fillmore asked what the Districts role is, is it like a YWCA or a building
132 that has things and the public comes and does the things. Chairwoman Fillmore asked the
133 Mayors what their view was. Mayor Earnshaw said their program is doing well and the Director
134 is doing an incredible job. Mayor Earnshaw felt that a lot of what his City offers, the District
135 wouldn't be able to do. Mayor Arave added that parents won't participate if it isn't local and
136 close and that would make it difficult for the District to do. Chairwoman Fillmore added that she
137 was bringing this at the request of Centerville Staff and wanted to measure what programs other
138 cities were offering and if it makes sense to consolidate certain types of programs. Mayor
139 Earnshaw said Woods Cross offers everything from cooking, arts & crafts, archery, basketball
140 and pickleball. Mayor Lewis was asked what Bountiful offers and answered that golf is the only
141 program that is operated by Bountiful City.

142
143 Mr. Miller added that the District already offers tennis and if given more courts could
144 expand the program. Mrs. Money said that summer programming runs best when kept local and
145 in neighborhood parks. Mr. Miller said the District could fill the gap in tennis, but other areas
146 would be more difficult. Mr. Godfrey added that he has seen Cities push their recreation towards
147 a District to only have their City Councils asking to take it back.

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149 **OTHER MATTERS**

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No remarks

NEXT BOARD MEETING

Next Board meeting will be March 16, 2020 at 3:00 p.m.

Meeting adjourned at 4:57 p.m. on a motion made by Mayor Romney.

APPROVED