



CLEARFIELD PARKS & RECREATION COMMISSION AGENDA
May 19, 2021 7:00 p.m.

Meetings of the Parks & Recreation Commission of Clearfield City may be conducted via electronic means pursuant to Utah Code Ann. § 52-4-207 as amended. In such circumstances, contact will be established and maintained via electronic means and the meetings will be conducted pursuant to the Electronic Meetings Policy established in City Code § 1-6-4H for electronic meetings.

Executive Conference Room
55 South State Street
Clearfield, Utah

CALL TO ORDER: Nathan Wimmer
APPROVAL OF MINUTES: April 21, 2021

1. Open Comment Period
The Open Comment Period provides an opportunity for the public to address the Commission regarding concerns or ideas on any topic. Participants are to state their names for the record.
2. Staff Reports
Community Services department managers have an opportunity to provide the Commission with an update on initiatives within the division.
3. Park Watch Reports
Commissioners have an opportunity to report back on issues and concerns that they have identified during their visits to their assigned areas during the month.
4. Events Discussion
Review the events plan as presented by staff to determine the appropriate magnitude and frequency of special events in the community throughout the year.
5. PARAT Tax Master Plan
Review and discuss the options for the remaining PARAT Tax funding prior to its return to the ballot in November of 2024.

COMMUNICATION ITEMS:

Council Liaison Minute
Commissioners' Minute
Deputy Director's Report
Director's Report

****PARKS AND RECREATION COMMISSION MEETING ADJOURNED****

Dated this 14th day of May 2021.

/s/Sheila Olsen, Secretary



Clearfield City Parks and Recreation Commission Minutes April 21, 2021

PRESIDING:	Nathan Wimmer	Chair
PRESENT:	Alyssa Belford	Alternate Commissioner
	Andrea Bush	Commissioner
	Jim Cordeiro	Commissioner
	Connie Dooley	Commissioner
	Thomas Mayer	Vice-Chair
STAFF PRESENT:	Eric Howes	Community Services Director
	Curtis Dickson	Community Services Deputy Director
	Jackie Christensen	Recreation Manager
	Sheila Olsen	Secretary
ABSENT:	Kristi Bush	Commissioner
	Vern Phipps	Council Liaison

Call to Order

- Chair Wimmer called the meeting to order at 7:01 p.m.

Approval of Minutes

- Commissioner Mayer moved to approve the minutes from the March 17, 2021, meeting, as written, seconded by Commissioner Cordeiro. The motion carried upon the following vote: Voting AYE – Commissioners Belford, Cordeiro, Dooley, and Mayer. Voting NO – None. Commissioners A. Bush and K. Bush were not present for the vote.

Open Comment Period

- Chair Wimmer acknowledged no public were present tonight.

Staff Reports

- Jackie Christensen, Recreation Manager, provided information from the recreation department.
 - Ms. Christensen expressed excitement that some COVID restrictions have been lifted which will allow the department more freedom to recreate.
 - Spring and summer sports are busy, and plans are to play sports as normal.
 - The tiny tot soccer program has 28 teams.
 - T-ball and machine pitch leagues are full.
 - Baseball for the older children was offered, but the leagues did not fill up so those players will join Clinton leagues.
 - Girls softball was not offered this year; they were referred to Clinton.
 - A multi-sport league will be offered for the older children. They will play a different sport every week.
 - Many other cities in the state are experiencing the same issues with low numbers in recreation baseball. Speculation is that the children may have moved to competition leagues.
 - Pickleball leagues are filled to capacity.
 - March indoor pickleball tournament was successful with participants from all over Utah.
 - The first outdoor pickleball tournament is scheduled for June.
 - Clearfield will be hosting the URPA state junior pickleball tournament.
 - Nike's #4 world women's pickleball player will host a pickleball camp this summer in Clearfield.



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An additional camp is being considered. Volunteers at pickleball events are always welcome.

- Many staff who were furloughed last year due to COVID did not return, so having enough staff to run programs this year is a concern. Ten positions are open, but few people are applying; however, five employees were recently hired.
- Easter egg hunt was held in four (4) parks this year due to COVID to allow more room for social distancing and to make it easier for families to walk to their neighborhood park and not have to worry about parking. Parents provided positive feedback about the format. Clearfield was the only city that offered a traditional egg hunt.
- Mr. Howes commented he was not sure that the pickleball courts could have been built this year due to the increased costs, high demand, and scarce resources. Ms. Christensen said the courts will be well-used with the programming and tournaments that have been scheduled.
- Clearfield and URPA are encouraging youth to participate in pickleball. Teachers plan to start after-school programs, and then send youth to Clearfield for summer leagues and camps.

Park Watch Reports

- Commissioner Dooley reported Fox Hollow park looks great, and she thanked parks department for removing the poles.
- Commissioner Cordeiro reported the sign is upside down on the gravity rail at Hamblin Park.
- Commissioner Belford reported there were a lot of people, practicing social distancing, at Mabey pond.
- Chair Wimmer asked Commissioners to get out and check their parks and report any safety concerns and commented how nice Clearfield parks are looking.
- Commissioner Mayer inquired about the utility shed at South Steed. Mr. Howes replied it is for Utopia main hubs which are in five or six parks around the city.

Yard of the Week Program

- Chair Wimmer asked all to review the proposed assignments for judging yard of the week.
- Mr. Howes reported that vacancies for the planning commission and this commission have been posted on the city website and expectations are to have two new Commission members appointed by June.
- Mr. Howes is awaiting a youth commission nominee from Council Member Roper.
- Door hangers will be provided at the May meeting and can be picked up in the office.

Goals Discussion

- Chair Wimmer, referring to the “appreciation and thanks” goal, stated he wants to have a positive impact as a Commissioner and have positive people in the right place as coaches.
- Chair Wimmer acknowledged the park amenities goal has been accomplished. He asked Mr. Howes about the status of the playground at Hoggan’s Park. Mr. Howes responded the project is on hold due to the staff shortage in the parks department. He stated assembly may have to be contracted out.
- Mr. Howes suggested Commissioners consider whether the goals represent what the commission wants to accomplish and members can add additional goals or change the goals at any time.

Council Liaison Minute

- Council Liaison Phipps was not present.

Commissioners’ Minute

- No comments.



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Deputy Director's Report

- Curtis Dickson, Community Services Deputy Director
 - Bids were received for resurfacing tennis and basketball courts at Kiwanis Park and at Fisher Park. The proposal will be presented to Council at the May 4 work session and will be finalized on May 11. Plans are to complete the project by the end of June.
 - The cost to resurface the courts at other parks was out of budget range, so those costs will be included in future budgets.
 - Bids were received for Fox Hollow Park fencing for the dog park in the grassy area on the north. The proposal will be presented to Council at the May 4 work session and will be finalized on May 11. Plans are to complete the project by the end of June.
 - Bids for the art center renovation will be opened tomorrow, April 22. The proposal will be presented to Council at the May 4 work session and will be finalized on May 11. Currently, \$550,000 is committed to this project, but there are other options to add to the budget if needed. Plans are to start in June and to complete in 3-6 months.
 - Chair Wimmer asked thoughts on why youth are not joining baseball. Mr. Dickson stated studies indicate the youth stop having fun either because of their parents or coaches. Other reasons are because of injuries, turnover of residents, and the popularity of e-gaming.

Director's Report

- Eric Howes, Community Services Director
 - One employee in the marketing / communications division is leaving so staffing is being re-evaluated.
 - Football equipment donation to the Ute football conference was approved by city council last week. The Clearfield financial assistance program will be available for qualified Clearfield youth to cover partial fees for participating in the Ute league.
 - Plans for the July 4th celebration, to be held on Saturday, July 3, are moving forward with traditional activities scheduled such as the run, food trucks, movie in the park on July 2, pool bash, painting the bridge on June 25, parade, fireworks. A patriotic concert is scheduled for July 4 at Bicentennial Park. Mr. Howes and Mr. Dickson reviewed a map showing the change in locations for the events at the park due to construction at the school.
 - The bid for the restroom sewer line at the pickleball courts will be going out. The restroom has been reduced to 4 stalls due to cost, and there is a four-to-five-month delay for delivery; porta-potties will be provided in the meantime, and will have to be provided for larger tournaments.
 - Public Works staff have added a layer of millings for the temporary parking lot for the pickleball courts.
 - The 200 South well project to lower the bowls and replace the pump has been completed. In the process, Rocky Mountain Power had to move the power lines and blew the transformer. Because finding a replacement was so difficult, they are upgrading the panel and it should be in operation by end of month.
 - The freeway design concept was shared with Commissioners. Council will consider bonding for as much as \$2 million to complete all freeway interchanges.
 - Shared a graph showing the impact of fee changes on revenues. Admissions in most months in 2020 were higher than the previous year. Membership revenues have been lower but are trending higher starting in March 2021. Memberships were set to increase 16.8% each year for 3 years, but it will be proposed to Council to delay the increase this year due to COVID impacts. The goal for increasing prices is to recover direct costs, not to make money.



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Adjourn

- Commissioner Mayer moved to adjourn, seconded by Commissioner Dooley. The motion carried upon the following vote: Voting AYE – Commissioners Belford, A. Bush, Cordeiro, Dooley, and Mayer. Voting NO – None. The meeting was adjourned at 8:34 p.m.

DRAFT



STAFF REPORT

TO: Chairman, Nathan Wimmer & Commissioners
FROM: Eric Howes, Community Services Director
MEETING DATE: May 19, 2021
SUBJECT: Events Discussion

RECOMMENDED ACTION

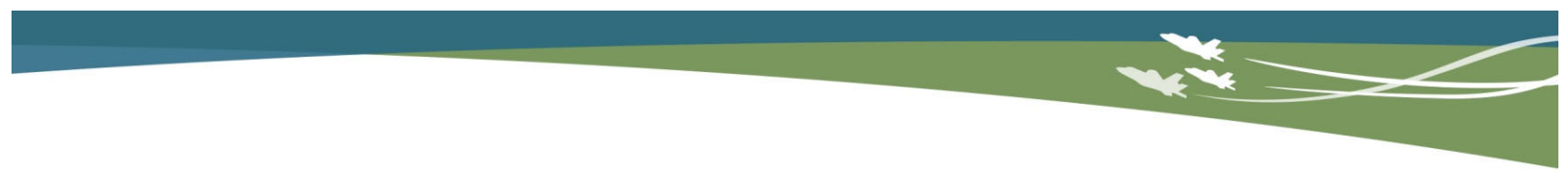
Review the events plan as presented by staff to determine the appropriate magnitude and frequency of special events in the community throughout the year. Provide staff with direction regarding the appropriate use of existing resources for the provision of special events.

DESCRIPTION / BACKGROUND

Staff from the Community Services Department and the Communications Division have been meeting over the course of the last several months to develop a plan for the provision of special events in Clearfield City. Over the course of the past decade, the number, variety, and frequency of events offered by the city has continued to grow. The staff and resources dedicated to the provision of these events has not grown at the same rate and it has become increasingly challenging to meet the demand.

The plan development began with a discussion of how we define special events and why we offer them to the community. The definition or conception of the purpose of special events that we believe best describes these events is *“from a public relations perspective, the reason an organization hosts a special event is to promote an idea, a cause, or a project that is important to the organization and its publics. Special events should not be done just for the sake of doing them.”*

The reason that we hold special events is included in the city’s goal of “Creating a place where people want to be.” Community events bring people together and show our residents that we care about them and about creating a sense of community. Additionally, some events are held to highlight services, departments, facilities, or businesses within the community. Finally, other events include sporting events like tournaments, or performances of the band, theater group, or choir, and often generate revenue. We recommend dividing our events into these three categories: (1) Community Building, (2) Highlighting things in the community (education), and (3) Sporting events, performances, and competitions.



We believe that Community building events are intended to connect people with each other and with their leaders. The goal is to create a sense of community and belonging with the people, places, and spaces within the community. We currently hold three of these events each year: (1) Easter egg hunts, (2) 4th of July events, (3) Boonanza. These events are generally the responsibility of the Community Services Department. However, the Communications Division also plays a critical role in the marketing and coordination of specific elements of the events.

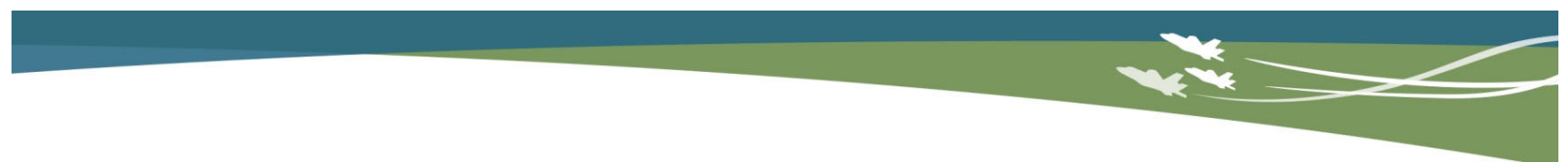
Events that highlight things in the community can be categorized as “Ceremonies and Open Houses.” These events are intended to highlight places and amenities in our community and to educate our residents about the many things that we offer to the community. An important goal of these kinds of events is to improve public awareness and public image. The frequency of these events is less concrete because they are often tied to grand openings of new parks or facilities. Some examples of these kinds of events include the Police Department’s National Night Out, the Christmas tree lighting ceremony, Arbor Day, Movies in the park, pop-up parties, and search the city. The specific responsibility for these events will vary depending on the nature of the event. Pop-up parties or open houses that are intended to accomplish specific council initiatives would be the responsibility of Communications. The Tree Lighting Ceremony would be the responsibility of Community Services. There is still more discussion regarding specific responsibility for this type of event that still needs to be determined.

There are also a variety of sporting events and performances that draw people to our community and often are intended to generate revenue. Pickleball and softball tournaments are great examples of this as are concerts and theater performances. These events are intended to showcase the talents and abilities of the participants and should be planned and implemented by the department or division responsible for the activity. “Swim with Santa” would be managed by the CAFC, the “Tax Man Tournament” by Recreation, and so forth.

It is the recommendation of staff that the total number of events held throughout the year be carefully managed and limited throughout the year. Additional events serve to stretch available resources and inhibit staff’s ability to manage the regular day to day workload and plan and hold high quality events that represent the city in the best way possible. To that end, other holidays such as Memorial Day, Juneteenth, and Veteran’s Day should be classed as observances and celebrated by the display of flags in front of City Hall, the CAFC, and the Cemetery, and not by hosting additional events on those days.

HEDGEHOG ANALYSIS

My hoglet score for this item is a 21. Staff is committed to holding high quality events that represent the city very well. These events are a crucial part of “Creating a place where people want to be” and building a sense of community.



CORRESPONDING POLICY PRIORITY (IES)

Improve Clearfield's Image, Livability, and Economy. Provide for high quality facilities and services.

FISCAL IMPACT

- a. **FISCAL** – At this point, the adoption or acceptance of the plan as proposed will not have a significant fiscal impact at this time. As we begin to implement the plan, the goal is to create a separate “Special Events” budget to provide a tool for the better tracking of funds allocated for the provision of special events. These funds are generally included in various budgets in several departments making the tracking of these expenses more difficult.
- b. **OPERATIONS / SERVICE DELIVERY**- Defining the purpose of special events and the department or division responsible for the planning of each event will prevent the duplication of services and the “stepping on of toes” that has sometimes occurred in the past. Many different departments and divisions need to work together effectively and efficiently to manage all these events and this plan is an attempt to define the number and frequency of each kind of event and to determine the responsibility for each. 1

ALTERNATIVES

- 1. Adopt the categories and recommendations as presented.
- 2. Add to or eliminate events as desired.

SCHEDULE / TIME CONSTRAINTS

The sooner that we can define our overall plan and purpose for special events, the better. While there is no specific timeline for the implementation of this plan, delaying the implementation of a defining purpose and structure for planning special events will keep us on target and help us to avoid over stretching our resources.

LIST OF ATTACHMENTS

Events Presentation.

City Council

Work Session

May 25, 2021





Special Events Plan



Special Event Definition

From a public relations perspective, the reason an organization hosts a special event is to promote an idea, a cause, or a project that is important to the organization and its publics. Special events should not be done just for the sake of doing them.



Why do we hold Special Events?

- *Build community relationships and community pride*
- *Highlight things in our community/Educate*
- *Sporting Events/Competitions*



Three Types of Special Events

Create a Place Where People Want to be

Community Building

- Bring people together
- Highlight rituals & traditions
- Create a sense of belonging
- Show that we care
- Connect the community & leaders
- Connect people & Places

Ceremonies & Open Houses

- Exposure of city services & facilities
- Improve Public Image (Awareness)
- Brand Loyalty – Increase Participation
- Educate the Public

Sporting Events, Competitions, Performances

- Bring people to our community
- Perform for and audience
- Revenue Generation



Community Building

- *Egg hunts*
- *4th of July*
- *Boonanza*



Ceremonies & Open Houses

- *Police Outreach Events*
- *Tree Lighting*
- *Arbor Day*
- *Pop-up Parties*
- *Search the City*
- *Recreation End of Summer*
- *Movies in the Park*



Sporting Events, Competitions, Performances

- *Pickleball Tournaments*
- *Tax Man Tournament*
- *Band Concerts*
- *Choir Concerts*
- *Swim with Santa*



Observances

- *Memorial Day*
- *Juneteenth*
- *Veteran's Day*



STAFF REPORT

TO: Chairman, Nathan Wimmer & Commissioners
FROM: Eric Howes, Community Services Director
MEETING DATE: May 19, 2021
SUBJECT: PARAT Tax Master Plan

RECOMMENDED ACTION

Review and discuss the options for the remaining PARAT Tax funding prior to its return to the ballot in November of 2024. Staff will present a recommendation for consideration and discussion so that the council can provide staff with direction for future PARAT projects.

DESCRIPTION / BACKGROUND

Staff and council have reviewed the PARAT Tax Master Plan several times since it was adopted by voters in November of 2014. Staff will present a recap of projects that have been completed, projects currently planned, and a recommendation for remaining funds for council consideration.

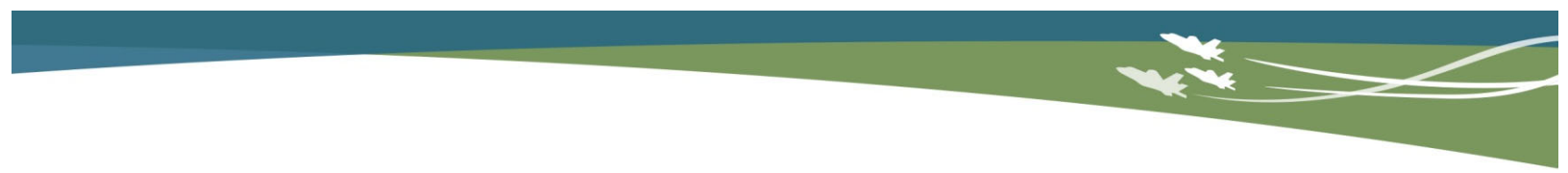
There are just three and a half years remaining prior to the potential renewal of the PARAT Tax by voters in November of 2024. With the limited time remaining to plan and complete projects prior to that election, it is essential that we determine how the remainder of these funds should be used.

Any projects intended to be complete prior to the 2024 election will need to be included in the budget for the FY24 fiscal budget that begins in July of 2023.

Since approximately \$420,000 of the remaining projected revenue in this fund is expected to be received after July of 2023 (when the FY 24 budget goes into effect) it will also be important to determine the best way to fund the remaining projects. Without borrowing against the projected revenue at some point, it will not be possible to utilize all the available resources to encourage support to the renewal of the tax in 2024. Staff recommendations are included in the attached presentation.

HEDGEHOG ANALYSIS

My hoglet score for this item is a 22. The PARAT Tax has provided the Community Services Department of Clearfield City with the opportunity to complete a variety of projects that we would not otherwise be able to complete. Since the parks, programs, services, and events that we provide play a critical role in "Creating a place where people want to be" right here at home in Clearfield,



additional funding support, and the wise use of these resources, increases our ability to accomplish this goal.

CORRESPONDING POLICY PRIORITY (IES)

Improve Clearfield's Image, Livability, and Economy. Provide for high quality facilities and services.

FISCAL IMPACT

- a. **FISCAL** – The decision regarding the utilization of the PARAT Tax will determine the preferred practices for the expenditure of approximately \$699,000 over the course of the next three and a half years. Another important fiscal consideration is whether to continue to cash fund projects as funds are available, or to borrow against future revenues to maximize the availability of funds prior to the 2024 election.
- b. **OPERATIONS / SERVICE DELIVERY**- This item will provide direction for staff to initiate the utilization of the PARAT Tax and to optimize the impact of these funds for our community. It is critical to the potential continuation of the PARAT Tax when in 2024 that these funds are utilized effectively and in a timely manner.

ALTERNATIVES

- 1. Choose to follow staff recommendations as presented.
- 2. Select other items not included in staff recommendations.
- 3. Choose a combination of staff recommendations and other items.¹

SCHEDULE / TIME CONSTRAINTS

There are 26 months remaining until the FY24 budget goes into effect. Items not scheduled and funded prior to that date are unlikely to be completed prior to the 2024 election. This is an important consideration because the renewal of the PARAT Tax will be on that ballot and only funds utilized for projects prior to that date will impact the opinions of voters.

LIST OF ATTACHMENTS

PARAT Tax Presentation.

City Council

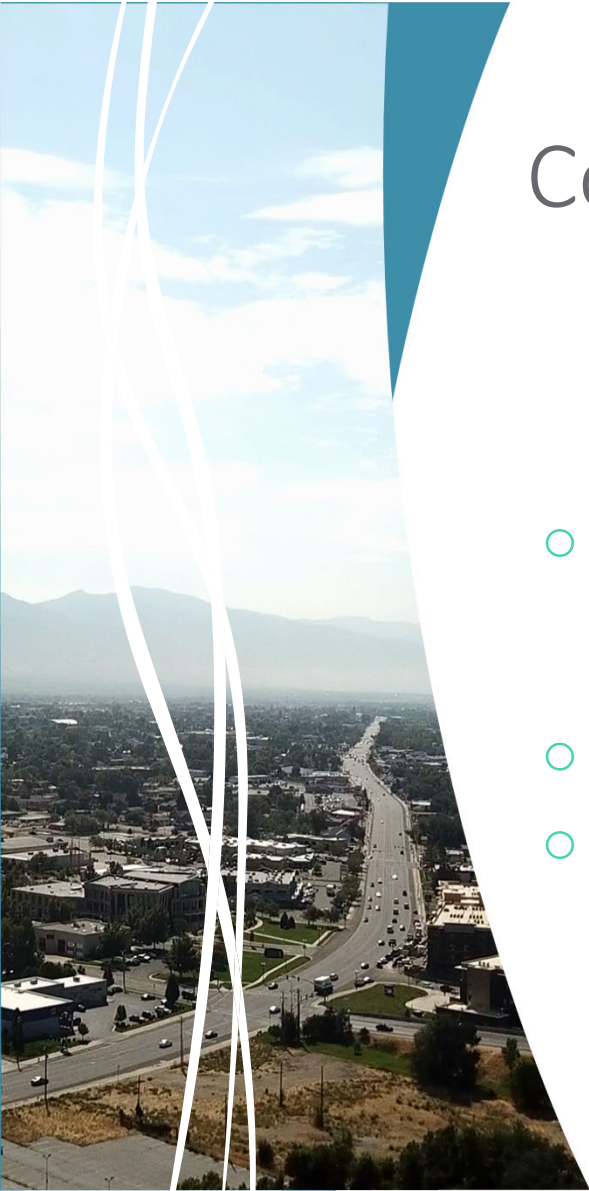
Work Session

May 25, 2021





PARAT TAX MASTER PLAN



Completed PARAT Projects

○ <i>Playgrounds</i>	<i>\$401,815</i>
○ Hamblin Park, North Steed Park, Island View Park (2-5), Fisher Park (electronic), Central Park	
○ <i>CAFC Play Structure</i>	<i>\$150,000</i>
○ <i>Pickleball Courts</i>	<i>\$750,000</i>
<i>TOTAL</i>	<i>\$1,301,815</i>

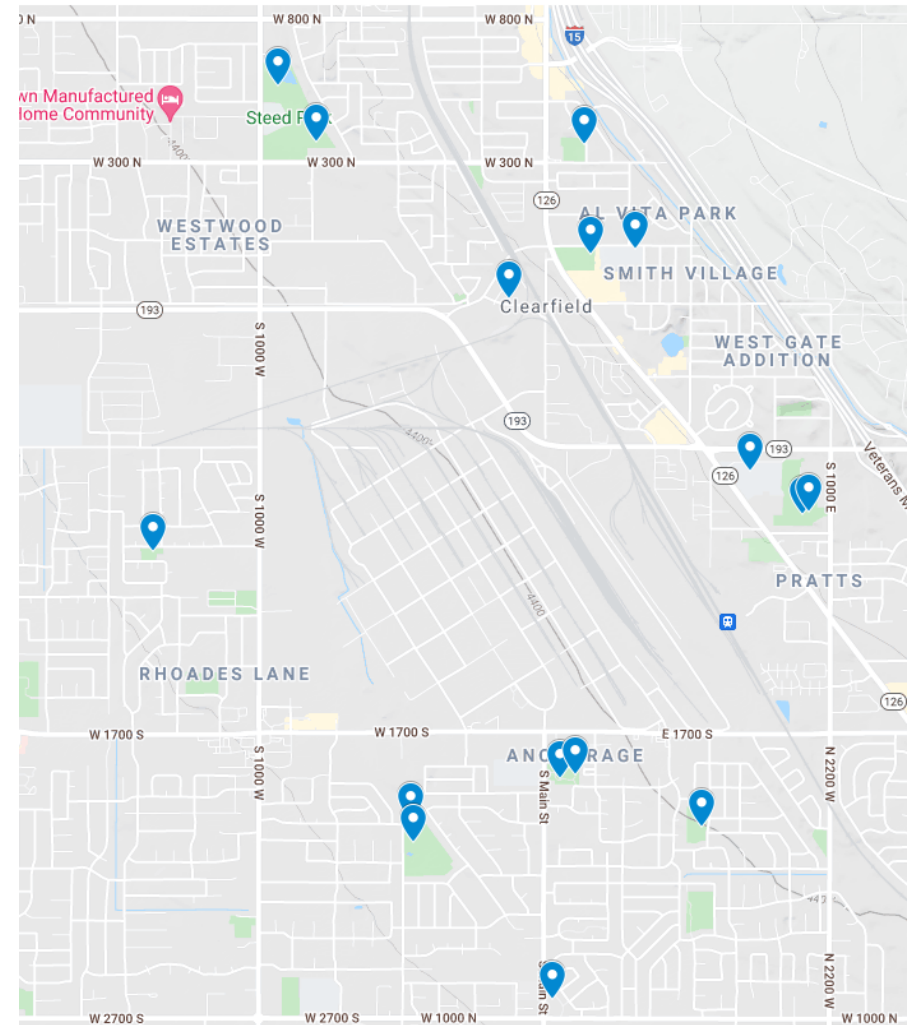


PARAT Projects in Process

○ <i>Arts Supervisor Conversion to FT (1 Year)</i>	<i>\$36,000</i>
○ <i>Dog Park at Barlow Park</i>	<i>\$50,000</i>
○ <i>Outdoor Court Resurfacing</i>	<i>\$40,000</i>
○ <i>Arts Center Remodel</i>	<i>\$250,000</i>
<i>TOTAL</i>	<i>\$376,000</i>
<i>Grand Total</i>	<i>\$1,677,815</i>

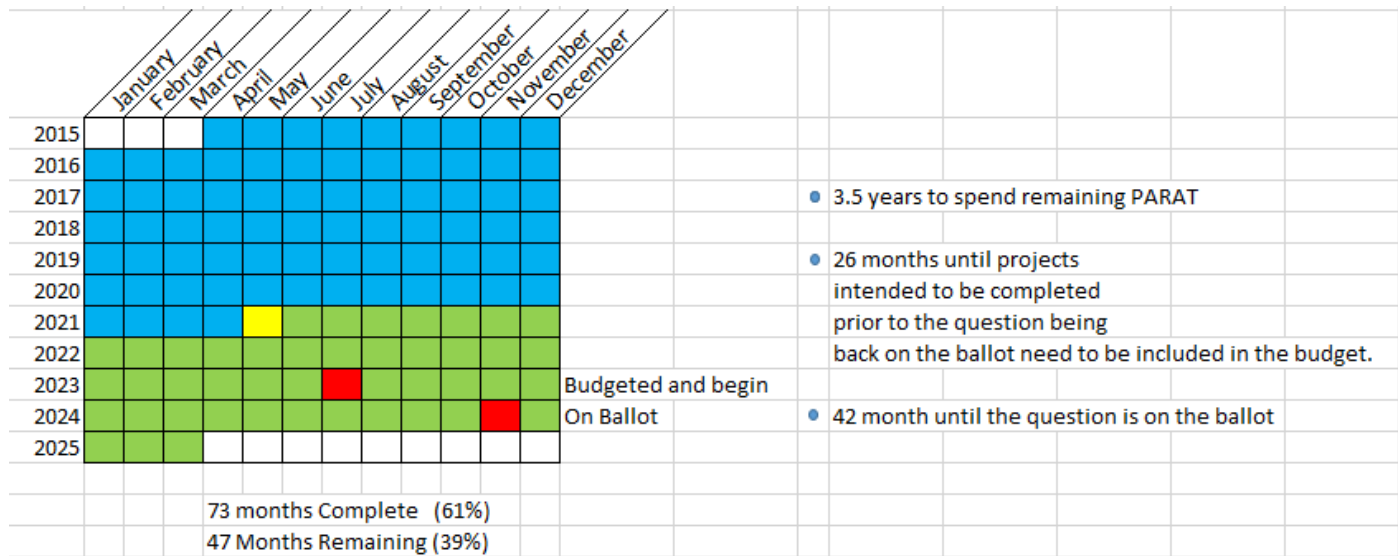
PARAT Distribution

PARKS		ARTS	
Playgrounds	\$ 401,815.00	FT Supervisor	\$ 36,000.00
Pickleball Complex	\$ 750,000.00	Center Remodel	\$ 250,000.00
Dog Park	\$ 50,000.00		\$ -
Court Resurfacing	\$ 40,000.00		\$ -
	\$ -		\$ -
	\$ -		\$ -
	\$ 1,241,815.00		\$ 286,000.00
RECREATION		AQUATICS	
Pickleball Complex	\$ 750,000.00	CAFC Play Structure	\$ 150,000.00
Court Resurfacing	\$ 40,000.00		\$ -
	\$ -		\$ -
	\$ -		\$ -
	\$ -		\$ -
	\$ -		\$ -
	\$ 790,000.00		\$ 150,000.00
TRAILS			
	\$ -		
	\$ -		
	\$ -		
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Estimated PARAT Funds Remaining

\$699,847.00





Previously Considered Projects

○ <i>Adventure Course</i>	<i>\$350,000-750,000</i>
○ <i>Bike Park/Trails</i>	<i>\$10,000-200,000</i>
○ <i>Steed Pond Landscaping</i>	<i>\$500,000-750,000</i>
○ <i>Remodel/Replace Amphitheater</i>	<i>\$</i>
○ <i>Park Signage Replacement</i>	<i>\$120,000 (16)</i>
○ <i>Pavilion Replacement/Updates</i>	<i>\$180,000</i>
○ <i>Tables, Benches, Trash Receptacles</i>	<i>\$215,000</i>
○ <i>Portable Stage and Sound</i>	<i>\$250,000</i>



Other options

- *Trailside fitness equipment*
- *Property Acquisition on Barlow Street*
- *Open Space Landscape Development*
- *Additional Restroom Facilities*
- *Concrete Paths at Steed*
- *CAFC Upgrades*
- *Fish Cleaning Stations*



Recommendation

- *Projects that update and improve existing park infrastructure before adding new maintenance responsibilities.*
- *Canal Trail Connection (200 S to 300 N) grant match*
- *Bike Trails/Bike Park Development (Chelmes Park)*
- *Steed Pond Area Development*
- *Trailside Fitness equipment*
- *Adventure Course*