



1
2
3 **MINUTES OF THE CENTRAL WASATCH COMMISSION (“CWC”) EXECUTIVE/**
4 **BUDGET/AUDIT COMMITTEE MEETING HELD ELECTRONICALLY ON MONDAY,**
5 **JULY 18, 2022, AT 3:30 P.M.**
6

7 **Present:** Chris Robinson, Chair
8 Mayor Dan Knopp
9 Mayor Jeff Silvestrini
10 Mayor Erin Mendenhall
11

12 **CWC Staff:** Blake Perez, Executive Director
13 Lindsey Nielsen, Executive Director
14 Madeline Pettit, Community Engagement Intern
15

16 **Stakeholders:** Barbara Cameron
17 William McCarvill
18

19 **Others:** Jenna Malone
20 Patrick Shea
21 Steve Van Maren
22

23 **OPENING**
24

25 **1. Chair of the Board, Christopher F. Robinson, Will Open the CWC**
26 **Executive/Budget/Audit Committee Meeting Plus Comment on the Electronic**
27 **Meeting, No Anchor Location, as Noted Above.**
28

29 Chair Robinson called the meeting to order at 3:30 p.m.
30

31 The Legislature, pursuant to Section 52-4-207(4), required the Committee to make a
32 determination, which was as follows:
33

34 ‘I, as the Chair of the Board of Commissioners (the “Board”) of the Central Wasatch
35 Commission (“CWC”), hereby determine that conducting Board or Committee meetings
36 at any time during the next 30 days at an anchor location presents a substantial risk to the
37 health and safety of those who may be present at the anchor location. The COVID-19
38 pandemic remains and the recent rise of more infectious variants of the virus merits
39 continued vigilance to avoid another surge in cases, which could again threaten to
40 overwhelm Utah’s healthcare system.’
41

1 **2. Chair Christopher F. Robinson Will Welcome Madeline Pettit, New CWC**
2 **Community Engagement Intern.**
3

4 Chair Robinson introduced Madeline Pettit as the new CWC Community Engagement Intern.
5 Ms. Pettit reported that she is originally from Southern California and is currently studying
6 marketing at the University of Utah. She was excited to work with the CWC.
7

8 **3. (Action) The Executive/Budget/Audit (“EBA”) Committee Will Consider Approving**
9 **the Minutes of the May 16, 2022 Meeting.**
10

11 **MOTION:** Mayor Silvestrini moved to APPROVE the May 16, 2022 Executive/Budget/Audit
12 Committee Minutes. Mayor Mendenhall seconded the motion. The motion passed with the
13 unanimous consent of the Committee.
14

15 **EX-OFFICIO MEMBERSHIP DISCUSSION**
16

17 **1. The EBAC Will Discuss the Resolution to Renew Utah Transit Authority’s (“UTA”)**
18 **Membership as a CWC Ex-Officio Member.**
19

20 **2. EBAC Will Discuss Potential Future Ex-Officio Membership. (According to the ILA,**
21 **the CWC May Have a Maximum of Four Ex-Officio Members On Its Board).**
22

23 Chair Robinson reported that there are currently two Ex-Officio Members serving on the CWC.
24 They include Annalee Munsey from the Metropolitan Water District of Salt Lake and Sandy as
25 well as Carlton Christensen from The Utah Transit Authority (“UTA”). Two additional Ex-Officio
26 Members can be added without amending the rules of the organization. The CWC Situational
27 Assessment determined that there was a desire to reach out to other entities, specifically at the
28 State level. Chair Robinson noted that the United States Department of Agriculture Forest Service
29 had a lot of influence over the Central Wasatch. He felt it would be appropriate to extend an
30 invitation to a representative of the Forest Service in the Uinta-Wasatch-Cache National Forest.
31

32 At one time, the Director of the Utah Department of Transportation (“UDOT”), Carlos Braceras,
33 was a voting member of the CWC. That proved to be difficult and Mr. Braceras withdrew.
34 However, Ex-Officio Members are non-voting members. As a result, the fourth Ex-Officio
35 Member position could be filled by someone in State government that is willing to serve and has
36 some authority. He asked for feedback from the Executive/Budget/Audit Committee Members
37 about potential Ex-Officio Members. Mayor Jeff Silvestrini believed that both entities would be
38 valuable partners. He knew that the Forest Service has certain rules and guidelines that prohibit
39 them from participating in some ways, but an Ex-Officio position may be suitable. Their input
40 would be valuable and could inform some of the CWC work. As for the State Legislature, there
41 had been misunderstandings in the past about the mission of the organization. Having some kind
42 of liaison with either State Legislature or someone in State government would be worthwhile.
43

44 CWC Executive Director, Blake Perez noted that the CWC Strategic Plan has a recommendation
45 related to Ex-Officio Members. The Forest Service and the State of Utah were both referenced
46 within that document. The suggestion to look into those entities was in line with the CWC

1 Strategic Plan. The Interlocal Agreement also allowed for those additions. CWC Executive
2 Director, Lindsey Nielsen, explained that the Interlocal Agreement allows for four Ex-Officio
3 Members in total. The potential addition of the Forest Service meant there would be one spot
4 remaining. The organization could be strategic about which agency to invite onto the CWC Board.
5 She reported that there had been early talks with the Forest Service about a potential Ex-Officio
6 Member position. Those discussions would continue as both parties determined an appropriate
7 representative. Chair Robinson asked that the item be added to the August 1, 2022, CWC Board
8 Meeting agenda.
9

10 **CENTRAL WASATCH COMMISSION MEMBERSHIP CONTRIBUTION DISCUSSION**

11 **1. The EBAC Will Discuss Current Membership Contributions.**

12 Mayor Silvestrini noted that the membership contributions were discussed at the last
13 Executive/Budget/Audit Committee Meeting. It was determined at that time that it would be
14 beneficial to discuss the issue at the next CWC Board Retreat. He felt this was appropriate. Mayor
15 Silvestrini pointed out that there was not a formal rationale to determine the membership
16 contribution calculations. There were a number of ways to do that, but it was critical for the
17 organization to have some level of predictability. He was concerned that members could decide
18 to budget for only half of their contribution in the future. Those kinds of decisions put pressure
19 on the budget and made it difficult for the organization to move projects forward. It was important
20 to address the issue at the retreat and determine how to calculate the membership contributions.
21
22

23 Mayor Mendenhall explained that she and Mayor Silvestrini served on the Utah League of Cities
24 and Towns (“ULCT”) Board as well. The percentage of participation there had ebbed and flowed
25 over the years. That Board had over 240 cities and towns involved. However, the CWC did not
26 have those kinds of numbers to allow for ebbs and flows of participation. She wondered if there
27 needed to be a capital campaign conversation to shore up the membership. There could be
28 communication through the lens of the new Executive Directors about the benefits of the
29 organization. Ms. Nielsen noted that there was a Fundraising and Outreach Strategy Plan for the
30 Environmental Dashboard. That plan outlined the desire to attend a meeting in each of the member
31 jurisdictions. At that time, there would be a presentation about the mission of the CWC as well as
32 the Environmental Dashboard, which was an example of one of the many worthwhile projects
33 associated with the organization. The meetings would be done before the end of the calendar year.
34 Mayor Mendenhall asked that updates be shared with the Executive/Budget/Audit Committee after
35 some of the visits with the different member jurisdictions had taken place.
36
37

38 **BIG COTTONWOOD CANYON MOBILITY ACTION PLAN DISCUSSION**

39 **1. EBAC Will Discuss the Draft RFP, Draft Professional Services Agreement, and the** 40 **Accompanying Draft Outreach Materials, and Prepare to Make a Recommendation** 41 **to the Full Board During the August 1, 2022 Meeting.** 42 43

44 Chair Robinson reported that there was a Request for Proposal (“RFP”) draft related to the Big
45 Cottonwood Canyon Mobility Action Plan. It was discussed by the Transportation Committee and
46 had been circulated to the Forest Service and UDOT for comments. There had been constructive

1 comments from both of those agencies. Mayor Knopp explained that there had been meetings
2 with UDOT. UDOT stated that this plan was in line with the way they wanted to move forward
3 and tackle transit issues in Big Cottonwood Canyon. The RFP would aim to find a consultant who
4 would then develop a strategy to guide local transportation investments over time in Big
5 Cottonwood Canyon. The consultant would also identify funding sources.

6
7 The Town of Brighton had authorized Mayor Knopp to dedicate \$100,000 to the Big Cottonwood
8 Canyon Mobility Action Plan. This was a substantial amount, but the town felt that this work was
9 extremely important. The aim was to have two transit hubs, with one at each of the ski areas, and
10 have bus lanes in the upper canyon. There could be a transit center at Solitude at Entry 1, which
11 would become the trailhead for the Willow Heights Trail in the summer. Mayor Knopp reported
12 that there was a commitment of \$15,000 from both of the ski areas, Solitude and Brighton.
13 Cottonwood Heights had also donated \$15,000. Sandy City declined after originally agreeing to
14 donate funds. Mayor Knopp was requesting that the CWC donate \$10,000. If necessary, the Town
15 of Brighton would make up the difference, which would likely be approximately \$45,000.

16
17 Mayor Mendenhall wondered if there were opportunities to obtain funding from the Wasatch Front
18 Regional Council (“WFRC”). Mayor Knopp stated that there would be discussions with the
19 WFRC, but he was not certain that any money would be donated towards the Big Cottonwood
20 Canyon Mobility Action Plan. Mayor Silvestrini suggested that a formal grant request be made.
21 He noted that it was in the interest of the ski resorts to try to solve the transportation issues in Big
22 Cottonwood Canyon and hoped they would contribute more.

23
24 Chair Robinson asked about the information shared by Mayor Knopp related to the two transit
25 hubs. He wanted to understand if other options would be considered through the RFP process.
26 Mayor Knopp clarified that the RFP was for a high-level plan. It would create a basic framework
27 and would then look into the funding possibilities to move that framework forward. Chair
28 Robinson asked whether UDOT was contributing any money towards the plan. This was denied.
29 Mr. Perez noted that while UDOT would weigh in, the CWC would be the project manager. Chair
30 Robinson believed there were two questions for the Committee to consider:

- 31
32
- Does the CWC support the Big Cottonwood Canyon Mobility Action Plan RFP?
 - Will the CWC contribute \$10,000 towards the plan?
- 33
34

35 Mayors Mendenhall and Silvestrini were comfortable with the RFP and supported moving it
36 forward to the CWC Board. Mayor Silvestrini appreciated the initiative and contribution that the
37 Town of Brighton had made. He believed that WFRC may be of assistance and offered to share
38 information about those options following the Executive/Budget/Audit Committee Meeting.
39 Mayor Knopp reported that Big Cottonwood Canyon had just as much traffic as Little Cottonwood
40 Canyon. The Big Cottonwood Canyon Mobility Action Plan would be a very non-confrontational
41 plan compared to the transportation discussions that were currently taking place about Little
42 Cottonwood Canyon. He believed this would be a much smoother process.

43
44 Mr. Perez noted that the CWC had \$10,000 budgeted for the Mountain Transportation System
45 (“MTS”). As for the WFRC, he was not certain whether the funding could be obtained in time,
46 since the funds were normally a few years out. However, he would look into the different options.

1 Mr. Perez believed those types of funding buckets would play a critical role in the Big Cottonwood
2 Canyon Mobility Action Plan in the future, after projects and transit investments were identified.

3
4 Mayor Knopp stated that Big Cottonwood Canyon and the Town of Brighton did not appear on
5 the program schedule for WFRC or UDOT. There were currently no plans for the area at all. As
6 a result, it made sense for the Town of Brighton to kickstart the work. Barbara Cameron was
7 grateful that the Big Cottonwood Canyon Mobility Action Plan RFP had been put together. She
8 appreciated the level of detail and hard work that Mr. Perez had put into the Draft RFP. William
9 McCarvill thought it was wonderful that the RFP was moving forward. He thanked Mayor Knopp
10 for his dedication. It was determined that the Draft RFP for the Big Cottonwood Canyon Mobility
11 Action Plan would be added to the August 1, 2022, CWC Board Meeting agenda for consideration.
12 The CWC Board would also discuss the appropriation of \$10,000 at that time.

13 14 **ENVIRONMENTAL DASHBOARD FUNDRAISING AND OUTREACH STRATEGY**

- 15
16 1. **Staff Will Present a Fundraising and Outreach Plan (Attached) to the EBAC for**
17 **Consideration and Discussion. (Staff Will Open a Capital Campaign with the Goal**
18 **of Raising \$25,000 from Community Partners to Support the Ongoing Maintenance**
19 **of the Environmental Dashboard).**
20
21 2. **Staff Will Update EBAC on the Donation Platform That Has Been Added to the**
22 **Environmental Dashboard. (A Resolution to Approve the Donation Platform and**
23 **Checking Account for the Environmental Dashboard Will Be Considered During the**
24 **August 1, 2022, CWC Board Meeting).**
25

26 Ms. Nielsen explained that the Fundraising and Outreach Strategy for the Environmental
27 Dashboard was a living document that would be added to over time. The CWC was embarking
28 on a capital campaign to raise \$25,000 from community partners. The funds would support the
29 ongoing maintenance of the Environmental Dashboard. Ms. Nielsen reported that the
30 Environmental Dashboard was a project that was seven years in the making. It had cost the CWC
31 and the Mountain Accord nearly half a million dollars to build. The product was an incredible
32 resource of information, but it took work to build and present the information in a clear way.
33

34 The Fundraising and Outreach Strategy had six tabs that covered six different areas related to
35 outreach and fundraising. The first tab had to do with the member jurisdictions. As mentioned
36 earlier in the meeting, CWC Staff planned to visit each of the member jurisdictions to present
37 information about the Environmental Dashboard, answer questions, and ask for \$2,500 annually
38 to contribute towards the ongoing maintenance of the Environmental Dashboard. Ms. Nielsen
39 noted that the modes of communication that each member jurisdiction used were outlined in the
40 Fundraising and Outreach Strategy document. For instance, websites and social media.
41

42 The second tab related to community engagement. CWC Staff would visit with each of the
43 pertinent Community Council organizations and present in the same manner as the member
44 jurisdictions. There would be a presentation in August 2022 at the Big Cottonwood Canyon
45 Community Council. Ms. Nielsen explained that the fundraising goal was \$1,000 for each of the

1 Community Council organizations. Additionally, non-profit organizations and community
2 organizations represented on the Stakeholders Council were on the list.

3
4 The third tab had to do with private vendors. Ms. Nielsen explained that this included
5 organizations and companies that the CWC had already done business with. For instance, Zions
6 Bank, XMission, and First Digital. The idea was to reach out to these businesses to find out if
7 there was interest in donating money towards the ongoing maintenance. A contributions tab could
8 be added to the Environmental Dashboard to honor those who contributed.

9
10 The fourth tab was related to media. Ms. Nielsen noted that this had to do with press releases that
11 could be shared across print, digital, television, and radio contacts. The fifth tab had to do with
12 social media, such as the Twitter, Facebook, and LinkedIn accounts for the CWC. The sixth tab
13 was dedicated to an online presence and shared information about the CWC website, blogs, and e-
14 newsletter. The goal was to share information about the Environmental Dashboard in blog posts.

15
16 Chair Robinson noted that the intention was to receive commitments for annual contributions.
17 Ms. Nielsen explained that the \$2,500 was the benchmark set as a baseline. She wanted to focus
18 on ongoing support so the same level of outreach would not be required year after year. Chair
19 Robinson wondered whether the jurisdictional asks should be done as a last resort since the
20 jurisdictions were already being asked to contribute member fees. Mayor Silvestrini pointed out
21 that it would be problematic to reach out to Community Councils in Millcreek. He informed her
22 that the Community Councils were funded through the City of Millcreek. There was a State Law
23 that restricted the transfer of taxpayer dollars without a study to show that the endeavor would
24 result in the best interests, health, and general welfare of the taxpayer. He was not sure that the
25 Community Councils would be able to transfer money that came from the City.

26
27 Ms. Nielsen stated that legally, the CWC was able to crowdsource funding for specific programs.
28 The Fundraising and Outreach Strategy had been approved by CWC Legal Counsel, Shane
29 Topham. Since the CWC was able to fundraise for a specific program, like the Environmental
30 Dashboard, any funds raised would go into a separate account for that program. If more than
31 \$25,000 was raised, those funds could not be moved elsewhere and could not fund other CWC
32 work. Ms. Nielsen appreciated the feedback from Mayor Silvestrini. If it was not legal for the
33 Community Councils at large to make Community Council-sponsored contributions, during the
34 presentations, it could be made clear that individuals in attendance could make individual
35 contributions.

36 37 **RETREAT DISCUSSION**

38 39 **1. EBAC Will Consider Scheduling the 2022 CWC Board Retreat.**

40
41 Mr. Perez reported that the previous CWC Board Retreats took place between early November and
42 early December. He hoped that the retreat would be a full day at least. Chair Robinson
43 recommended that the CWC Board Retreat take place after the first week of November and before
44 the Thanksgiving holiday. Whether it was a full day or a half day, it was important to determine
45 what needed to be discussed and what could be accomplished in that time. Mayor Mendenhall felt
46 it would be easier to accommodate a half-day rather than a full day. Chair Robinson asked the

1 Executive Directors to draft an agenda for the CWC Board Retreat. It could be brought to the next
2 Executive/Budget/Audit Committee for discussion and refinement.

3
4 **EMPLOYEE MANUAL ADJUSTMENT**

5
6 1. **EBAC Will Consider Amending the CWC Employee Manual to Include the New**
7 **Federal and State Holiday, Juneteenth.**

8
9 The Committee was in support of adding Juneteenth to the CWC Employee Manual.

10
11 **ANNUAL AUDIT UPDATE**

12
13 1. **Staff Will Provide a Brief Update on the Timeline for the 2022 Audit.**

14
15 Mr. Perez reported that the first part of the audit was underway. CWC Accountant, Dave
16 Sanderson, would send the information to CWC Auditor, Greg Ogden. It was anticipated that Mr.
17 Ogden would be at the August 1, 2022, CWC Board Meeting to present the audit.

18
19 **CLOSED SESSION**

20
21 1. **Chair of the Board Christopher F. Robinson will Begin a Closed Session for the**
22 **Purposes of Discussing the Character, Professional Competence, or Physical or**
23 **Mental Health of an Individual as Authorized by UTAH CODE ANN. 52-4-205(1)(a).**

24
25 There was no Closed Session.

26
27 Chair Robinson stated that members of the public could share comments.

28
29 *Patrick Shea* left a comment in the Zoom chat box and wondered if there should be some
30 consideration of Ex-Officio Membership if a non-profit donated a significant amount of money.
31 Mr. Shea also spoke to the Committee and noted that the university community may have some
32 interest in using the Environmental Dashboard as a teaching instrument. As a result, it may be
33 possible that the schools would make a contribution from their endowment on an ongoing basis.
34 For fundraising, several charitable trust organizations were interested in donating to the
35 Environmental Dashboard. He believed that by the end of July, there would be a \$10,000
36 contribution from a private entity. However, he could not confirm that at the current time. It
37 would be beneficial to look outside of government entities. The future would be a hybrid of private
38 and public cooperation rather than being solely governmental in focus.

39
40 Chair Robinson asked that universities be integrated into the Fundraising and Outreach Strategy
41 Plan, as suggested by Mr. Shea. Ms. Nielsen confirmed that this would be done.

42
43 *Jenna Malone* thanked Mayor Knopp and Mr. Perez for their efforts to include Big Cottonwood
44 Canyon in the transportation discussions. There were many traffic issues facing the area.

1 *Barbara Cameron* wondered if the Environmental Dashboard updates would be done by
2 Drs. Phoebe McNeally and James Ehleringer. Ms. Nielsen confirmed this. The updating of the
3 data would be done through the DIGIT Lab at the University of Utah under their direction.
4 Ms. Cameron noted that a lot of the information was pertinent to other canyons and wondered
5 whether it would be possible to extend the fundraising asks to other agencies throughout the valley.

6

7 **ADJOURN COMMITTEE MEETING**

8

9 **1. Chair of the Board Christopher F. Robinson will Close the CWC**
10 **Executive/Budget/Audit Committee Meeting.**

11

12 **MOTION:** Mayor Silvestrini moved to ADJOURN the Executive/Budget/Audit Committee
13 Meeting. Mayor Mendenhall seconded the motion. The motion passed with the unanimous
14 consent of the Committee.

15

16 The Central Wasatch Commission Executive/Budget/Audit Committee Meeting adjourned at
17 approximately 4:41 p.m.

1 *I hereby certify that the foregoing represents a true, accurate, and complete record of the Central*
2 *Wasatch Commission Executive/Budget/Audit Committee Meeting held Monday, July 18, 2022.*

3

4 Teri Forbes

5 Teri Forbes

6 T Forbes Group

7 Minutes Secretary

8

9 Minutes Approved: _____