



## NORTH SALT LAKE CITY

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### NSL Live

#### Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, February 9, 2016

North Salt Lake City Hall

6:00 p.m.

**(Final)**

Attendees: Camille Thorpe, Matt Jensen, Stan Porter, James Hood, Jon Rueckert, Steve Aase, Hal Labelle, Lori Seppi, Nola Lucke, Sally Beyer - Minutes

#### Topic of Discussion:

- Festival of Speed – Bruce Oblad
- NSL Reads Update
- Committee Chairs – NSL Live Events
- Committee Marketing Efforts. Retool Marketing Channels.
- Main Street Lights – Seasonal
- Chair Notes

#### Minutes:

##### 1. Festival of Speed – Bruce Oblad

*Bruce Oblad was out of town. Matt Jensen said that the Festival of Speed's requests have not been very much. Camille Thorpe said she thinks he has asked for Five Hundred dollars this year. In previous years, the money has not come out of NSL Live's budget. The request this year was to replenish t-shirts and signage. Camille asked the committee to vote and everyone was in favor of giving Five Hundred dollars to the Festival of Speed event.*

*\*Camille asked Steve Aase about the budget for this year. Steve said that he e-mailed Alpine Cleaning and asked if they were going to contribute this year and how much they were thinking of contributing.*

##### 2. NSL Reads Update

*Lori Seppi said she has spoken to Ann Cannon, who is the writer for the Salt Lake Tribune and who is also an author. She has agreed to be the guest author for the Fall Event. Lori said she has read several of her books. The books that Lori has chosen are "Charlotte's Rose" which is a young adult*

*book about a young pioneer girl crossing the plains which is a very well written book and thought provoking and "Sophie's Fish" which is a children's picture book. Both books have a similar theme which is: They are asked to take on a responsibility which they feel like they aren't capable of taking on and then they do it. It's about taking on adversity and being brave. Lori said Ann Cannon has not written an adult book but adults should like "Charlotte's Rose" as well as the young adults. Lori said she is still thinking of different ideas for the theme this year. She is thinking along the lines of courage, perseverance and dependability.*

*Lori said she is going to contact Zions Bank and Barnes and Noble to be sponsors again this year. Lori also mentioned that she will be talking with King's English Book Store because Ann Cannon has an in with them.*

*Lori said she would like to ask Tayler Clough's brother if he would do a poster for NSL Reads as she would like to see more of an artistic poster this year. She would like to see more flyers done this year and only five to ten posters.*

*Lori suggested for May to have a family game night. She would break out families in groups. Matt said that he knew three or four writers and suggested doing a writers workshop for that evening. Lori said she has always wanted to do a writing class. Matt said the writers he knows are Lisa Mangum, Daniel Coleman, Emily Wing Smith and a brother in law of someone he knows but couldn't think of his name but he has read his book. James Hood said he also has a contact with Chris Miller who used to live in the city. James also mentioned that Congressman Chris Stewart might be a possibility as long as it wasn't on an election year.*

### 3. Committee Chairs – NSL Live Events

*Matt Jensen said he will be the chair for the Three Kings Bike Race. Matt also said that the Three Kings this year will not be a pro circuit event.*

*Hal Labelle said he would be the chair for the Halloween 3K.*

*Steve Aase said that he was contacted by Spotlight and was asked if North Salt Lake wanted to do a Theater this summer. He was told that they wanted to get Orchard Elementary to sponsor all the practices so it would be in an air conditioned building. Steve said it would most likely be in August 19<sup>th</sup> and 20<sup>th</sup>. Matt said he would like to see an early morning production at nine or ten o'clock as it would be cooler in the morning. Steve said they will wait and see if Orchard Elementary will let the practices be in their building. Matt said he would like to weigh the costs and see if it would work out well.*

*James Hood said he was talking to the Youth City Council about the "Movies at the Park" and whether they could hold the event at the amphitheater at city hall instead of Hatch Park. The committee all said that was a good idea. James said that they also talked about having older movies shown. The younger children would be outside at the amphitheater and the adults would be inside. The committee said they would like to keep the parents with the children. Steve mentioned that they could hold movies in the winter inside of city hall. James said that he would like to see the concessions advertised along with the event so people know that the Youth City Council provides that service.*

*Steve Aase went over the budget this year as follows:*

<i>Three Kings -</i>	<i>\$3500.00</i>
<i>5k Run -</i>	<i>2500.00</i>
<i>Kite Festival -</i>	<i>1250.00</i>
<i>NSL Reads (2 events) -</i>	<i>1500.00</i>
<i>Halloween 3K Run -</i>	<i>750.00</i>
<i>Polynesian Festival -</i>	<i>3,000.00 or 3,500.00?</i>
<i>NSL Healthy (combined with 5k) -</i>	<i>500.00</i>
<i>Festival of Speed -</i>	<i>500.00</i>
<i>Art Show? -</i>	<i>Budget for Refreshments?</i>

*Steve said that he hopes the Polynesian Festival can get more sponsors so the city will not have to pay as much this year.*

*Matt Jensen said he knew of someone who would like to become involved and will invite them to the next meeting. Lori said it would be nice to put something in the newsletter about anyone who would like to come and help and be involved.*

*James said that one of the things that the Youth City Council does is help with the Food Pantry and wanted to know if it was possible if participants could donate food at the different events. Matt said he didn't think you could do it at all the events but that it was possible to do it at one event. Steve said that the 5K Run would be a good event for the Food Pantry donations and James agreed. The Polynesian Festival was also mentioned.*

*The 5k Run will be on July 2<sup>nd</sup> and the Festival of Speed will be on July 1<sup>st</sup>. Sally Beyer said she will make sure the parks are reserved for all the events coming up.*

#### **4. Committee Marketing Efforts. Retool Marketing Channels**

*There was discussion about the different ways they can promote their different events on Social Media. Sally Beyer said to talk to Linda Horrocks to make sure they were in accordance with the city.*

#### **5. Main Street Lights - Seasonal**

*Camille said she would like to see Christmas Lights going down Main Street and called "Lights on Main". Matt asked Camille if she would like the residents to put up lights or if she was wanting the city to put up lights. Camille said she wasn't sure but that she just wanted a place where people could come to North Salt Lake like other cities and have a beautiful display of lights. Steve Aase said that it is not a good idea for the city to sponsor one street with lights and the residents would have a larger power bill to pay. It was mentioned that other cities who have lights have had power source that the city pays for. Jon Rueckert said that none of the light poles that go down Main Street are owned by the city.*

*James Hood mentioned that they could possibly put lights up at Hatch Park which might spur people down Main Street to put up lights. Matt said that a city like Bountiful City puts lights up down their Main Street, it would bring people to a commercial district where they could stop and shop and North Salt Lake's Main Street is not set up in the same way as it is residential.*

6. Chair Notes

*No discussion on this agenda item.*

**Next meeting will be held on March 8<sup>th</sup> at 6:00 pm at City Hall.**

Camille Thorpe adjourned the meeting at 7:10 pm.

  
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Chairman

  
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Secretary