



NORTH SALT LAKE CITY

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NSL Live

Parks, Trails, Arts & Recreation Advisory Board Minutes

Tuesday, March 8, 2016

North Salt Lake City Hall

6:00 p.m.

(Final)

Attendees: Camille Thorpe, Matt Jensen, James Hood, David Frandsen, Jon Rueckert, Steve Aase, Tayler Clough, Lori Seppi, Brian Horrocks, Linda Horrocks, Nola Lucke, Lisa Watts Baskin, Mark Rohde, Winnie Rohde, Sally Beyer - Minutes

Topic of Discussion:

- **Arbor Day**
- **NSL Reads**
- **Easter Egg Hunt**
- **Committee Marketing Efforts. Retool Marketing Channels.**
- **Main Street Lights – Seasonal**
- **Chair Notes**

Minutes:

1. Arbor Day

TJ Riley (parks superintendent) who is out of town was put on speaker to take part in discussion. TJ said last year they had discussed possibly having Arbor Day at Tunnel Springs Park. Jon Rueckert said that he thought he heard the Council discussing having the Arbor Day event at Foxboro Park. Brian Horrocks said that there are two issues with the trees at Foxboro. One is that the trees are dying of lilac-ash borer. Second is that the ground is very hard and is difficult to dig. TJ said that Foxboro South Park and the Foxhollow Park would be two good parks to plant trees for Arbor Day. Jon said that the parks have a big Auger to dig the holes for the trees. Jon said they would not plant Ash trees and would plant a different species such as Globe Willow and Cottonless Cottonwood Trees (two that were mentioned). TJ said he would look up the different species that would work in the soil in the Foxboro area. TJ said he was concerned about planting new small trees at Foxhollow Park that is by the Elementary School with the children wanting to climb the small trees. Jon said that they could make a protection fencing around the trees. James Hood said he knows Michael Piep who is with Utah State University and is local who helped plant the Springhill Landslide and could possibly

help give direction on which trees would be best to plant and does not take a lot of water. Mark Rohde mentioned that the water table is high in the Foxboro area.

There was some discussion on handing out Saplings to everyone who participates as a promo idea in the Arbor Day Event this year. TJ will look into the cost and the possibility of Saplings.

It was decided that Arbor Day will be at Foxhollow Park on Saturday, May 7th at 9:00 a.m. There will be another meeting scheduled concerning Arbor Day when TJ can research the best trees to plant for that area.

2. NSL Reads

Lori Seppi talked about the dates for all the NSL Reads events which are mentioned in agenda item #6. Lori said that she came up with a theme for the Book Club this year which is "Everyday Super Heroes". The idea is to have people do personal essays about someone they know who are a super hero. Tayler Clough said that he knows someone who has good contacts with high level movie stars. His name is Josh Patel who is the creator of PhantasyCon and owner of North Salt Lake Plaza. Lori said she will think about that next year.

3. Easter Egg Hunt

Matt Jensen said he would like to see the Martial Arts demonstration in the middle of the Egg Hunt area where a spot would be cleared and have their demonstration to provide children with entertainment before the Easter Egg Hunt begins. Tayler Clough didn't like the idea of the demonstration being in the middle but placing it in a different area. The demonstration this year should only be about ten minutes and James will ask him if he can do a longer demonstration at the Kite Festival. Lori said that people wanting to be involved with the Easter Egg Hunt could be steered toward the Kite Festival and let the Easter Egg Hunt stand alone as what it is. In the past it does not work out well to have the demonstration after the Easter Egg Hunt as everyone leaves.

4. Kite Festival (poster and flyers)

The Kite Festival is on April 9th at Legacy Park and will start at 2:00 pm. Steve Aase said he purchased the 250 kites and they will be sent to the city offices. Tayler's brother Zach will design the poster again this year. There will be another poster that will be sent to Peach Jar so that the event can be advertised there. Linda Horrocks said that everything that goes out from NSL Live needs to have the North Salt Lake City logo on it. Linda also said that Barry Edwards (City Manager) would like anything printed to go through her so that she can sign off on it before it is printed. It is to make sure that we are not opening the city to any liability and is consistent with what the Council wants. Linda also mentioned that with the new newsletter for North Salt Lake she has contact with a local graphic designer that NSL Live could use as a resource. Linda said that it would be good to have information from NSL Live in the newsletter for their long range planning.

Steve said they will purchase washable markers instead of crayons this year as the markers will make the kites brighter. Steve mentioned that he would like the posters and flyers done and ready for the Easter Egg Hunt to post and hand out. Steve said he would like some cones for barriers to block off areas that it will be safe for the kite demonstration. James Hood said that Andy from World Class Martial Arts asked to do a demonstration at the Easter Egg Hunt and the Kite Festival. Matt said it would be better for the demonstration to start a half hour before the Easter Egg Hunt starts as

everyone seems to leave right after the hunt is over. James also said that the Bible Church would like to have a slide at the Easter Egg Hunt as well. James told him it would probably work better at the Kite Festival and asked the committee's opinion. Matt said he didn't think a slide would detract from the Kite Festival and thought it would be fun for the kids. Matt mentioned that the one thing that didn't work very well were the people selling kite. They were too far away from the kids and need to be moved next to the pavilion where the kids were making their kites.

There was discussion about the possibility of one or two Food Trucks coming to the event as the event was very successful last year and was well attended. Matt said he did not see a problem with that. There will be some of the parking lot that will be blocked off for the kite demonstration and that was a concern.

**There was discussion about the Bible Church in the past who has helped with the snacks for the 5K Run. Alpine Cleaning will be doing a breakfast this year and will not need snacks provided from the Bible Church. Linda Horrocks mentioned that it could be a possibility for the Bible Church to help with the breakfast.*

5. Confirming Other Events and Dates - Nola

Lori Seppi said that NSL Reads Fall Event will be on October 13th. The writing submissions will be due on September 2nd and the writing workshop will be on May 19th at seven o'clock pm.

6. NSL Website and Newsletter Schedule

Linda Horrocks said the Newsletter deadline should always be three to four days before the fifteenth of the month. Linda mentioned that she would like to have print ready content for the newsletter as she doesn't know the details of the different events. The more information provided the better it will be. Linda also said she would like to see a NSL Live photographer assigned for all the events. It would not have to be professional photography but something that could be sent to Linda after each event so that it can be put out on social media. There was mention of putting the pictures in Drop Box for sharing. Linda said she has a file on her hard drive for each event that she keeps as an archive for the city. She also has an art file which contains picture of the posters that have been used. Linda will send contact information on Rachel Conway (the new graphic designer for North Salt Lake) to the committee.

Camille asked if they would be able to put an insert in with the Newsletter. Linda said that they could. Linda said that people who are signed up for paperless billing were still getting bills. They have now set it up so that they will no longer get a bill or newsletter and will have to promote the newsletter more on line. It is also on Facebook and Twitter with a link to the Newsletter. There was a question whether the newsletter could be attached to the paperless bill that would be send to residents. Linda said she would look more into that to see if that is a possibility.

Linda asked about the Second Sunday Concerts and Matt said there will not be any concerts until June and will go through December with the exclusion of the month of July. Jon asked what concerts would be at the City hall. Matt said that only October and December should be at the City hall.

7. Chair Notes

Camille welcomed and introduced David Frandsen who was present at this meeting as the new Public Works Director for North Salt Lake.

Camille asked if anyone had any comment about any of the Parks, Trails, Arts or Recreation that the committee was over. Lori said she went to the Trails meeting and it was great and informative. The extension of the Bonneville Shoreline was well planned and very exciting. Lori suggested that they ask Mike who was at a former Trails meeting to be the NSL Live representative who could report back to the committee after each Trails meetings. Linda said that Dan Cottam would also be a great representative for NSL Live.

Matt Jensen brought up the City of St George and what they do with their art. St George buys pedestals for artists to display their sculptures. The sculptures can be purchased and they keep them up for one year and take them down. Then new sculptures are put up for another year. Tayler Clough said that West Valley does a similar thing at the West Valley Cultural Center. Matt said he envisions the same type of thing across the street when Orchard Bowl comes down and they make the new City Center. Tayler mentioned that insuring the art could be very expensive. Matt said that St George does not insure the art. Matt asked the Mayor of St George if they have had vandalism with the art and he said very little, maybe one or two.

Tayler said he would still like to see the disposable camera idea take place. Tayler explained that the city would buy disposable cameras. They would then be given to residents who would take pictures around the city and then submit them back to the city. Tayler has known others who have done this and the result was very successful. Tayler said they could start out with a hundred cameras and put it out in the newsletter with something like "Catch Our City" or make it into a contest with the winner getting a hundred dollars. Matt said just having their art on the city's web page might be enough incentive. Tayler said he would be over this activity and suggested sometime after Christmas.

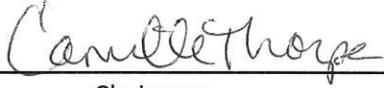
Linda said that there was still a one hundred dollar gift certificate left over from the 5K Run last year. The runner who won was semi-professional and wasn't able to accept the prize. Lori said that it can be given out as a prize this year.

James Hood said that the Youth City Council has talked about having more than one coloring contest for the year. They usually do the coloring contest after Halloween but this year they are thinking about doing one after Easter for Mother's Day or Arbor Day, somewhere along those lines. They usually rotate the schools so they could have an opportunity to participate more often. Tayler asked how they felt about replacing the coloring contest with a food drive. James said that they also do a food drive and just finished with one but will probably do another one in the summer. Lori said she thinks the coloring contest is good especially if they were to promote Arbor Day. Camille said they would be happy to help James and the Youth City Council.

Matt said that he would like to get the Three Kings poster designed sooner this year. Linda said Matt could ask the designer for the city. Matt also brought up the idea to have a virtual Easter Egg Hunt or GPS Easter Egg Hunt throughout the city for the teenagers. There would be little signs put up around the city with more North Salt Lake addresses and coordinates and when they were finished they could come back to the city for a treat. James said that they are going to do something like that at the YCC Council retreat with a QR Reader. Matt said that they could even do something in that direction at the last day of school. Matt also brought up the idea of playing with a Munzee app that he had done before which was very fun. James said it would be fun to do something in this direction for the older kids a week before Easter.

Next meeting will be held on April 5th at 6:00 pm at City Hall.

Camille Thorpe adjourned the meeting at 7:18 pm.



Chairman



Secretary