



Snyderville Basin Special Recreation District
Board Meeting Minutes
Thursday, July 11, 2024
Board Room – Trailside Park
5715 Trailside Drive
Park City, Utah
Virtual Meeting via Zoom
Meeting ID: 870 3315 9879

1 **Board Members in Attendance:** Nate Brown, Ryan Bruce, Ben Castro, Brandi Connolly, Larry
2 Moffitt, Amanda Singer, and Carrie Westberg. Board members participated electronically via
3 Zoom or at the anchor location.

4
5 **Absent:** None.

6
7 **Staff Present:** Lily Chirico, Phares Gines, Dana Jones, Brian Kadziel, Justine Kadziel, Ben
8 Liegert, Brad Rogers, Matt Wagoner. Staff participated electronically via Zoom or at the anchor
9 location. David Thomas, Chief Civil Deputy for Summit County was also present.

10
11 **Attending Guests:** None

12
13 **CALL TO ORDER AND PUBLIC INPUT**

14 The meeting of July 11, 2024, was called to order by Chair Connolly at 6:02pm.

15
16 There was no public input given.

17
18 Chair Connolly closed public input at 6:02pm.

19
20 **RTS ASPEN STUDY RESULTS PRESENTED BY GEORGIE KORKERY WITH UTAH**
21 **STATE UNIVERSITY**

22 Board members received a copy of ‘Quaking Aspen in a High-Use Recreation Area: Challenges
23 of People, Ungulates, and Sodium on Landscape Resilience’ in their Board packet prior to the
24 meeting.

25
26 While Korkery with Utah State University (USU) could not attend, Gines said Staff began a
27 multi-year contract several years ago with USU to investigate why the aspen population was
28 declining in the RTS Trail and Open Space area.

29
30 With data collected from 45 plots, researchers found high sodium content in the soil which may
31 cause premature mortality. The sodium is likely coming from winter road treatments throughout
32 Olympic Parkway Boulevard and the Utah Olympic Park parking lots. Gines noted drainage was

33 a concern as water flows from the roadways through the landscape. In addition, the study
34 discussed wildlife grazing on younger aspen plants, limiting their ability to mature.

35
36 Gines said recommendations include continuous monitoring, temporary fencing in small areas to
37 allow young aspens to grow without wildlife grazing, low intensity burning, re-routing drainage,
38 and implementing a retention pond to filter out upstream pollutants.

39
40 Wagoner added the study also aimed to understand the interaction between recreation and aspen
41 health in this area. USU discovered that additional recreation and off-leash dog use may create a
42 healthier ecosystem by deterring unregulated wildlife browsing.

43
44 Chair Connolly asked if Staff have met with the Utah Olympic Park to share the study's results.
45 Gines said he has spoken with them about drainage issues from previous construction, but
46 conversations are ongoing with proposed stream alterations. Staff may also do some in-house
47 projects to improve drainage.

48
49 Singer shared enthusiasm that the District is caring for and improving the ecosystems within its
50 trails and open spaces. She encouraged Staff to share this information and other conservation
51 efforts with the public.

52
53 **DISCUSSION AND POSSIBLE APPROVAL OF MINUTES FROM 6/13/2024**

54 Board members received draft minutes from the 6/13/2024 Board meeting in their Board packet
55 prior to the meeting.

56
57 **MOTION:** To approve the Board meeting minutes from June 13, 2024. [BRUCE/SINGER] All
58 in favor: Brown, Bruce, Moffitt, Singer, Westberg. Opposed: None. Abstain: Castro, Connolly.
59 Absent: None. Motion carries.

60
61 **DISCUSSION AND POSSIBLE APPROVAL OF THE PRIOR MONTH'S**
62 **EXPENDITURES**

63 Board members received the prior month's expenditures in their Board packet prior to the
64 meeting.

65
66 Jones received questions via email about the Kamas storage unit and summer hoodies. Jones
67 explained that when staff use their purchasing card it is listed as one line, but individual items are
68 coded where they belong. Discussion followed on how individual purchases are listed in Pelorus.

69
70 Singer clarified that the District no longer has Public Notice expenses. J. Kadziel confirmed that
71 Staff no longer post regularly scheduled meeting agendas in the Park Record.

72
73 **MOTION:** To approve the prior month's expenditures. [SINGER/WESTBERG] All in favor:
74 Brown, Bruce, Castro, Connolly, Moffitt, Singer, Westberg. Opposed: None. Abstain: None.
75 Absent: None. Motion carries.

76
77
78

79 **WEBSITE PROJECT INFORMATION SESSION**

80 Lily Chirico shared an update on the website redesign project, along with photography and
81 branding endeavors.

82
83 Chirico explained the project’s background which included a public survey and RFP process. A
84 contract was awarded to Juicebox in March of 2024 before beginning the project in April. She
85 then shared project goals that came from survey results which consisted of improved navigation,
86 better third-party platform integrations, and increased community engagement on the new
87 website.

88
89 Over the past several months, Chirico has worked closely with Juicebox, Open Space Technician
90 Kelly Fink, J. Kadziel, and other Staff to assess department needs, research and verify data,
91 compile current website content, brainstorm more efficient primary navigation, and review
92 wireframes for the homepage. J. Kadziel added that the new homepage will have more scrollable
93 content than the current site, but Juicebox assured Staff that patrons are willing to scroll through
94 pages because of increased smartphone use. The new homepage can be used as a marketing tool
95 to share upcoming programs and events, alerts, and seasonal information.

96
97 Throughout this process, Chirico discovered a lack of photography assets that accurately
98 depicted the District’s scope and amenities. Basin Recreation hired local photographer Ross
99 Downard to assist in showcasing the District’s up-to-date parks, trails, and facilities. Chair
100 Connolly asked if video will be incorporated. Chirico said video was not chosen due to budget,
101 but the photos will be used in a variety of marketing material. Chirico hopes to continue working
102 with Downard after the website launch to photograph more areas within the District, as budget
103 allows.

104
105 Jones shared how Staff have also worked with Juicebox to review the District’s logo and
106 branding. Concerns including ADA compliance and the large spacing between letters were
107 explained to Juicebox, along with the desire for an expanded color palette. The logo was
108 previously revised in 2017.

109
110 Chair Connolly encouraged Staff to consult an accessibility checker and inventory all signage
111 and assets that would need to be updated should the logo be revised. Jones said Staff have begun
112 budget discussions for this, and they are looking at a phased approach. Chair Connolly pushed
113 Staff against a phased approach to reduce brand confusion.

114
115 Chirico presented the Board with a draft version of a revised logo featuring a new font, a muted
116 colors scheme, and decreased spacing. Chair Connolly felt a subtle change to the logo such as
117 this will make implementation more difficult.

118
119 Jones asked the Board their thoughts on the proposed new font, colors, and spacing. Discussion
120 between Board members followed on the expense required to replace all existing logo items such
121 as apparel, signage, and even masonry. Before moving forward with the change, Chair Connolly
122 asked for the costs associated with all the logo replacements needed. J. Kadziel added in
123 previous years when the District altered their logo Staff did not receive direction from the Board

124 to update existing inventory. With this new information, J. Kadziel said Staff may reevaluate the
125 logo revision.

126
127 Singer felt that the current logo was recognizable, and the changes aren't worth the effort and
128 budget required. Westberg understood the spacing concern but did not like the proposed new
129 font. Westberg asked if Juicebox can alter the current logo's font to keep the same look but
130 decrease the spacing.

131
132 Jones explained another concern with the current logo is the text is not a font type but a custom
133 design, so it's appealing for a new logo to have an actual font type that can be duplicated on
134 other marketing materials. Chair Connolly asked if the logo could be tweaked to use an existing
135 font that had very subtle differences, and said some organizations have alternate color options.

136
137 Brown asked about the decision to redesign the logo, and Jones said it was to create consistency
138 with the new website.

139
140 Castro understood the desire for the logo to use an actual font but would rather see any logo
141 replacement budget be allocated elsewhere.

142
143 Moving forward, Chirico is working to update the website copy. Chair Connolly asked if Staff
144 were using the Strategic Plan as a guiding document, which Chirico is. Chair Connolly asked
145 who was writing the Copy. Chirico said she and Fink were, with input from Staff. Chair
146 Connolly also asked about SEO. Juicebox will work with the District to improve SEO
147 functionality. Westberg encouraged Chirico to have several rounds of proof-reading from
148 different people.

149
150 Singer asked about finding programs she sees in the email newsletter. Chirico reiterated that
151 improving navigation is a primary focus. Bruce would like to more easily find community
152 events. Moffitt asked if a schedule showing court availability will be integrated. J. Kadziel said
153 Staff is exploring that option with Daysmart, the District's recreation software.

154
155 Moffitt asked about future edits and maintenance on the site. Chirico said a post-launch
156 maintenance plan is part of the contract and select Staff will have editing access.

157
158 Chair Connolly asked about redirects and back-links. Chirico said Juicebox is handling those.

159
160 The website is scheduled to launch in the fall.

161
162 **DISCUSSION AND POSSIBLE APPROVAL OF FIELDHOUSE CARDIO AND**
163 **FITNESS EQUIPMENT PURCHASE AND INSTALLATION**

164 Board members received a staff report from Brian Kadziel in their Board packet prior to the
165 meeting.

166
167 B. Kadziel shared that much of the cardio and fitness equipment at The Fieldhouse is eligible for
168 replacement, and staff are recommending the purchase of 15 new machines. The typical lifespan

169 of cardio and fitness equipment is 6-10 years, and the identified equipment for replacement is 8-
170 12 years old. The old equipment is eligible for surplus.

171
172 After reviewing different equipment with an emphasis on usability and ease of maintenance,
173 the District recommends purchasing from Pacific Fitness Products. Pacific Fitness Products is an
174 approved State Contract Vendor, and capital replacement funds will allow for the purchases
175 totaling \$71,042. Shipping, assembly, and set-up fees are included in the price. Staff applied for
176 grant funding but were unsuccessful.

177
178 Castro asked if Staff tracked the lifespan of current machines so the replacement schedule can be
179 planned. Brown noted that was discussed in the Recreation committee and Staff have created
180 timelines with warranties, expected replacement schedule, and cost. B. Kadziel said the
181 replacement schedule also highlights what equipment has motors and will likely be replaced
182 sooner than equipment without. Discussion followed on sharing the replacement schedule with
183 the Board.

184
185 Chair Connolly mentioned The Fieldhouse has gotten many new pieces of equipment over the
186 last few years and asked how much more needed to be updated. B. Kadziel said the Board can
187 expect to see replacements over the next few years but noted it will be an ongoing process due to
188 the 6–8-year replacement cycle. Discussion followed about replacing equipment at once rather
189 than in phases, and B. Kadziel noted cardio equipment is costly, making it easier to do in phases.

190
191 Discussion followed on DirecTV and streaming options for the new cardio equipment, and the
192 potential for the overhead TV’s to be removed. The new cardio equipment will have access to
193 DirecTV on the individual machines, and Chromecast features. DirecTV is the area’s cable
194 provider.

195
196 Brown encouraged Staff to continue trying for grant funding in future equipment replacement
197 processes.

198
199 **MOTION:** To approve the purchase of the cardio and fitness equipment from Pacific Fitness
200 Products, LLC in the amount of \$71,042.00 using funds designated for such and allow the
201 District Director to execute the related documents. [CASTRO/BROWN] All in favor: Brown,
202 Bruce, Castro, Connolly, Moffitt, Singer, Westberg. Opposed: None. Abstain: None. Absent:
203 None. Motion carries.

204
205 **DISCUSSION AND POSSIBLE APPROVAL OF CAPITAL PROJECT AND CAPITAL**
206 **REPLACEMENT BUDGET AMENDMENTS FOR RECOMMENDATION TO COUNTY**
207 **COUNCIL**

208 Board members received a staff report from Dana Jones and Matt Wagoner in their Board packet
209 prior to the meeting. Jones provided further-updated budgets during the meeting.

210
211 Wagoner explained the changes to Capital Replacement budgets which included additional fleet
212 purchases due to changes in fleet management, moving the website redesign project from
213 Operations to Capital Replacement per the recommendation of the District Auditor, the

214 unsuccessful RFP for The Fieldhouse front desk replacement project, and a few trails projects.
215 The Capital Project budget was updated to include the Silver Creek Village soft surface trail.
216
217 Lastly, Wagoner added that funding was allocated for design and engineering for future projects.
218 Wagoner explained that while construction on projects would not begin until 2025, waiting to
219 allocate the budget and begin processes in the new year slows down the procurement process and
220 contributes to scheduling difficulties with contractors.
221
222 Moffit asked where the Wasatch Trail is located. Wagoner said it's in Silver Creek Estates. Jones
223 added the District has received many positive comments over the improvements. Discussion
224 followed on asphalt replacement versus asphalt overlay, and maintenance versus replacement.
225 The Controller is working to create a guide that explains what projects and improvements are
226 designated within which budget.
227
228 Because there were no bids on The Fieldhouse front desk replacement project, Jones added Staff
229 are exploring expanding the renovation to include alternate pool access including family and/or
230 gender-neutral changing rooms. Staff and Board believe they may receive additional bids if the
231 project has a larger scope. Increased design and engineering funds for this project were added to
232 the amended budgets, and construction would be planned for 2025.
233
234 Jones reiterated these amendments do not cause the District to overspend. The increased
235 expenses are offset by increased revenue from Impact Fees. Extensive discussion between Staff,
236 Board, and David Thomas followed on whether the Operations budget also needs to be amended.
237 Thomas said any increase in funds would also require a public hearing before going to the
238 County Council. Jones emphasized the District is not asking the public for additional funds, but
239 rather is looking to reallocate funds from different line items. These changes affect the budget's
240 bottom lines, prompting the amendment.
241
242 Chair Connolly pointed out the District's website financial pages should be updated to remove
243 any draft wording to the 2024 budget. Castro and Chair Connolly discussed posting the 2023
244 Auditors report once it is finalized.
245
246 Discussion followed on the timeline for realized surplus costs and how they are reflected in the
247 District's budgets. With grants and surplus revenue incoming, the proposed amended budget may
248 be readjusted to reflect a smaller change.
249
250 Jones will review the approved 2024 budget and potential amendments and will continue
251 discussions with the Board at future meetings. At this time, it was determined that a motion was
252 not required.
253
254 **DISCUSSION OF POLICY REVIEW TIMELINE AND POSSIBLE APPROVAL OF**
255 **REVISIONS TO PERSONNEL AND OPERATIONS POLICY MANUAL AND**
256 **GOVERNANCE AND FINANCE POLICY MANUAL**
257 Board members received a staff report from Brad Rogers in their Board packet prior to the
258 meeting.
259

260 As members of the Policy committee, Brown and Bruce shared updates and ongoing edits to the
261 Personnel and Operations Policy manual and Governance and Finance policy manual. Bruce said
262 the largest upcoming discussion is a commercial use and events policy. The committee also
263 discussed sponsorships and donations, and shared that the Board would like to see in-kind
264 donations described in a policy with a capped budget and final authorization by the District
265 Director

266
267 Castro asked how in-kind donations would be capped, as there is no defined value. Wagoner
268 said it would not be a budget line item but would be within the budget process. Chair Connolly
269 shared this would allow the District to be transparent about what the District can provide and to
270 whom, such as facility space within The Fieldhouse or parks space. Chair Connolly believes that
271 by defining what a sponsorship and donation is will help stay in line with what's in the best
272 interest of the public.

273
274 A full overhaul of the packet with new formatting will be ready to review by the Board in
275 September.

276
277 The Board is also reviewing the Board Governance policies which are awaiting formatting. Chair
278 Connolly would like these shortened in length.

279
280 There was no proposed motion.

281
282 **DIRECTOR'S UPDATE**

283 Board members received the monthly update from District Director, Dana Jones in their Board
284 packet prior to the meeting.

285
286 Jones shared Staff met with the Planning Commission to discuss potential development at Silver
287 Creek Village. The District's next steps are to meet with Peter Barnes, Summit County
288 Community Development Director, and Jennifer Strader, County Planner, to review direction
289 from the Planning Commission and receive direction from the County.

290
291 Chair Connolly asked if District Staff have a copy of the MOU. Wagoner will send a copy of the
292 MOU and said the District also has versions of the development agreement.

293
294 The District also met with County Council regarding the e-bike ordinance. Jones commended the
295 united front that Staff and Board had during that meeting. Staff and Board members, along with
296 City and County Staff, were present to show support for the District's ordinance, which passed.

297
298 Jones said revisions continue on the Interlocal Agreement for Joint Use of Facilities for
299 Recreation, a new full-time Open Space Technician was hired, and the District received grant
300 funding for a new digital traffic sign.

301
302 Interviews are underway for the new Ranger Supervisor position. Discussion between Staff and
303 Board followed on best practices for phone versus in-person interviews and selecting interview
304 candidates. The Board felt too many candidates were considered, but Staff believed all qualified

305 candidates required an interview. The Policy Review Committee will assess District policies
306 surrounding interviewing qualified candidates.

307
308 Jones shared an update on the temporary flooring that Staff puts down for events inside The
309 Fieldhouse. The current flooring was purchased in 2006 by Park City Municipal, and an MOU
310 was signed by both agencies to provide shared use of the special event flooring. Staff has begun
311 to see some deterioration of the flooring and has begun looking into alternatives. Staff has been
312 in contact with the turf manufacturer to understand best practices to ensure the quality and
313 longevity of the turf field. Liegert said he plans to visit the University of Utah to see what types
314 of flooring those facilities use. Bruce asked where the current flooring is stored. Jones said it's
315 stored in a storage facility, which along with the transportation to and from The Fieldhouse for
316 each use, is a significant expense. J Kadziel added that should the District decide to discard or
317 replace the flooring, Park City Ice Arena would be notified to reclaim the flooring if desired.

318
319 Chair Connolly asked about The Fieldhouse June Pass Sale and why it was justified due to the
320 community feedback about the facility being overcrowded. Jones said there is a 3 and 6 month
321 pass sale in June, and a 12-month pass sale in January. B. Kadziel explained that The Fieldhouse
322 is not as busy throughout the summer for gym use, and the sale aims to capitalize on the lower
323 visitation and students who may be home visiting. Moffitt asked if The Fieldhouse has a student
324 rate, which it does not. Chair Connolly suggested different marketing so that locals who feel the
325 facility is overcrowded may be more understanding of the June pass sale.

326
327 **DISTRICT COMMITTEE UPDATES**

328 Chair Connolly requested Board Committee updates from the following:

329
330 **STANDING COMMITTEES**

331 **Audit & Policy Review:** Brown said everything discussed has already been shared tonight.

332
333 **District Director Liaison:** Bruce shared there will be an upcoming landscaping review of the
334 Willow Creek Park pond, and an upcoming review of the overall health of the trails system,
335 which is scheduled for a future Board meeting. Lastly, they discussed an education plan for e-
336 bikes and the new e-bike ordinance. Chair Connolly asked for an informational presentation on
337 e-bike education strategy at a future meeting. Jones would like to showcase a different project
338 with an informational session at each meeting.

339
340 **Parks & Facilities:** Moffitt said Extreme Cup Soccer Tournament is coming up, the last
341 tournament of the season. He also shared Staff is exploring switching The Fieldhouse pool to a
342 saltwater chlorine generator.

343
344 **Personnel:** did not meet.

345
346 **Recreation:** Brown shared they discussed The Fieldhouse equipment replacement and inventory
347 tracking. They also discussed the cost of Fieldhouse memberships and camp registration for
348 locals versus visitors, which will be discussed further at an upcoming Board retreat. Chair
349 Connolly asked for data on facility capacity and number of patrons who enter the facility.

350

351 **Strategic Planning & Interlocal Agreements:** Castro shared they met with the Planning
352 Commission and continue working on the Interlocal Agreement. Chair Connolly added the
353 Planning Commission mentioned potential zoning concerns with the proposed District
354 maintenance shed. Castro noted inconsistencies between the commissioners' beliefs.
355

356 **Trails & Open Space:** did not meet.
357

358 **BOARD MEMBER COMMENTS AND REVIEW OF ACTION ITEMS**

359 Bruce shared his enjoyment of the new Saturday Open Swim at The Fieldhouse but noted few
360 participants.
361

362 Castro commended Staff on the Planning Commission meeting and County Council e-bike
363 presentation.
364

365 Brown congratulated Staff on receiving grant funding for the digital traffic sign, and thanked
366 Wagoner for the completion of so many projects.
367

368 Chair Connolly noted great publicity and communication for the RTS trailhead closure while the
369 restroom was installed.
370

371 **ADJOURN**

372 At 8:33pm, Chair Connolly called for a motion to adjourn the meeting.
373

374 **MOTION:** To adjourn the meeting of July 11, 2024. [SINGER/CASTRO] All in favor: Brown,
375 Bruce, Castro, Connolly, Moffitt, Singer, Westberg. Opposed: None. Abstain: None. Absent:
376 None. Motion carries.
377

378 **MOTIONS:**

379 **MOTION:** To approve the Board meeting minutes from June 13, 2024. [BRUCE/SINGER] All
380 in favor: Brown, Bruce, Moffitt, Singer, Westberg. Opposed: None. Abstain: Casto, Connolly.
381 Absent: None. Motion carries.
382

383 **MOTION:** To approve the prior month's expenditures. [SINGER/WESTBERG] All in favor:
384 Brown, Bruce, Castro, Connolly, Moffitt, Singer, Westberg. Opposed: None. Abstain: None.
385 Absent: None. Motion carries.
386

387 **MOTION:** To approve the purchase of the cardio and fitness equipment from Pacific Fitness
388 Products, LLC in the amount of \$71,042.00 using funds designated for such and allow the
389 District Director to execute the related documents. [CASTRO/BROWN] All in favor: Brown,
390 Bruce, Castro, Connolly, Moffitt, Singer, Westberg. Opposed: None. Abstain: None. Absent:
391 None. Motion carries.
392

393 **MOTION:** To adjourn the meeting of July 11, 2024. [SINGER/CASTRO] All in favor: Brown,
394 Bruce, Castro, Connolly, Moffitt, Singer, Westberg. Opposed: None. Abstain: None. Absent:
395 None. Motion carries.
396

397 Minutes prepared by Lily Chirico

398

399 Clerk/Board Member Approval:

