

CITY OF NORTH SALT LAKE
CIVIC EVENTS COMMITTEE MEETING
PUBLIC WORKS BUILDING 642 NORTH 400 WEST, NORTH SALT LAKE
APRIL 22, 2025

FINAL

PRESENT: Emily Carr
Elexis Contreras, Treasurer
Dallas Golden, Chair
Catherine Johnson, Vice Chair
Tammy Clayton, City Council

EXCUSED: Carol Wakefield

STAFF PRESENT: Jon Rueckert, Public Works Director; Randy Simmons, Operations Manager; Carmen Wilson, Operations Manager; Linda Horrocks, Communications Coordinator.

1. WELCOME AND INTRODUCTION

Dallas Golden called the meeting to order at 6:04 p.m. He invited attendees to confirm their presence, noting Carol Wakefield's absence. Councilmember Tammy Clayton reported that Carol was excused due to personal circumstances and would likely attend the next meeting.

2. PUBLIC COMMENT

There were no comments.

3. ASSIGNMENTS FOR 2025 EVENTS

Emily Carr provided an update on the Kite Festival, noting a scheduling conflict with a family wedding on May 11, 2025. She stated she would confirm the wedding's timing and inform the Committee if a substitute chair was needed.

4. KITE FESTIVAL EVENT

Jon Rueckert reviewed the Kite Festival budget, noting the current allocation of \$2,000 and a proposed recommendation to the City Council to increase it for fiscal years 2025 and 2026.

Councilmember Clayton clarified that the City Council had approved an additional \$600 for general Committee expenses, not specific to the Kite Festival.

Emily Carr reported that 400 kites and kite tails were ordered for \$1,104.35, less than anticipated due to a 20% discount in April for National Kite Month. She explained that kites would be

distributed to children 12 and under to manage demand, with signs encouraging families to bring their own kites.

Linda Horrocks noted past issues with adults taking kites and supported the age restriction.

Randy Simmons raised concerns about restroom access, noting long lines at the single bathroom during the previous Kite Festival. He suggested adding two portable restrooms, estimated at \$200-\$300.

Catherine Johnson reported that face painting costs \$70 per hour per painter with Crysta Barton, while Linda Horrocks noted Amy Emler charged \$150 for the first hour and \$50 per additional hour, with assistants at \$50 per hour.

Linda Horrocks stated that three face painters were insufficient last year and recommended four for 2026, though three were considered for 2025 to manage costs.

Emily Carr estimated current expenses, including kites (\$1,104.35), balloons (\$250), and a DJ, at approximately \$1,850, leaving \$150 of the \$2,000 budget. She proposed requesting an additional \$600 for 2025, providing \$750 total for face painting (estimated \$450 for three painters for two hours) and portable restrooms (\$200-\$300). She noted ongoing efforts to secure food trucks.

Tammy Clayton suggested a direct contact to avoid fees through the Food Truck League. Linda Horrocks confirmed that food trucks incur no cost to the City, as vendors sell directly to attendees.

Linda Horrocks proposed building a 6% annual budget increase for events to account for rising costs. Councilmember Clayton supported using a percentage-based increase rather than a fixed dollar amount.

Emily Carr discussed broadening the Kite Festival's appeal to all ages, citing examples like large kites and contests (e.g., recycled kite contest) from other festivals.

Catherine Johnson shared observations from a Washington, D.C., kite festival, noting that large kites attracted adult spectators and contests engaged all ages.

Councilmember Clayton suggested advertising "first 400 kites" instead of "12 and under" to avoid deterring older attendees.

Elexis Contreras proposed limiting kites to one or two per family to manage distribution. Emily Carr suggested future sponsorships, such as a waste management company supporting a recycled kite contest, to offset costs.

Linda Horrocks noted interest from vendors in participating in the Kite Festival, proposing a potential vendor day for 2026.

Emily Carr suggested a future partnership with NSL Reads, inspired by a southern Utah kite festival where children received kites for completing a book log.

Dallas Golden proposed adding a food drive for the North Salt Lake Food Pantry (Center of Hope) to the Kite Festival, aligning with other City events.

Linda Horrocks supported the food drive but noted it was too late to tie kites to donations for 2025 due to marketing and equity concerns.

Emily Carr agreed the food drive should be optional to avoid excluding attendees in need.

Committee Member Carr moved that the Civic Events Committee formally recommend to the City Council a budget adjustment of \$600 for the 2025 Kite Festival. Furthermore, I propose that the Committee request an allocation of \$3,000 in the Fiscal Year 2026 Budget to support the continuation and expansion of the Kite Festival. Committee Member Johnson seconded the motion. The motion was approved by Committee Members Carr, Johnson, Golden, and Contreras. Committee Member Wakefield was excused.

Councilmember Clayton agreed to present the budget recommendation to the City Council, noting the need for restrooms and rising attendance as justification.

Emily Carr shared a spreadsheet in the Committee's SharePoint folder to track estimated and actual event costs, noting challenges with creating and renaming documents.

Jon Rueckert offered to adjust SharePoint settings to allow Committee members to create and manage documents.

The Committee discussed Kite Festival logistics.

Randy Simmons reviewed the previous year's Kite Festival layout, noting food trucks, an inflatable, a DJ, backdrops, and a City tent. He proposed moving food trucks to the south side of the parking lot to avoid pedestrian congestion in the main parking lot.

Councilmember Clayton suggested placing food trucks in the round area, but Jon Rueckert noted space constraints.

Randy Simmons recommended placing two portable restrooms near the south parking lot, close to the existing restroom, for accessibility.

Catherine Johnson supported keeping all activities in the same area to maintain event cohesion.

Linda Horrocks noted the inflatable's visibility was prioritized last year and suggested balancing its placement with food truck lines.

Randy Simmons confirmed a generator was used for the inflatable and recommended coning off food truck spaces the night before or early morning due to park crowds.

Councilmember Clayton noted the event start time shifted from 9:00 a.m. to 10:00 a.m. last year, with setup completed by 8:20 a.m.

Emily Carr proposed a City tent with a sticker board, inspired by the Salt Lake Farmers Market, to track attendee demographics (e.g., North Salt Lake residents, distance traveled).

Linda Horrocks confirmed the City tent was requested by City staff to provide information and engage attendees, building on past long-range planning efforts.

Emily Carr suggested a smaller logistics meeting before the May 11, 2025, Kite Festival to finalize details. She proposed placing the inflatable on a flat area, such as the field or sidewalk, to avoid steep slopes and ensure visibility.

Randy Simmons confirmed the inflatable could be placed on asphalt or grass with sandbags and a generator, offering to adjust its location on-site if needed.

Linda Horrocks suggested the sidewalk near the parking lot as a potential inflatable location, balancing accessibility and visibility.

Dallas Golden noted parking challenges, with attendees parking at a nearby church, and suggested clear signage for visibility.

Emily Carr proposed adding two cornhole sets to engage attendees of all ages, placing them near the playground but away from the kitchen area. Randy Simmons and Linda Horrocks volunteered to bring their personal cornhole sets, with the Committee considering purchasing sets in the future.

Jon Rueckert confirmed one City canopy for the City tent, with a potential second for face painters, pending confirmation from the vendor.

Councilmember Clayton noted that tables were available at the venue, eliminating the need to bring additional ones.

Randy Simmons agreed to bring the sky backdrop for balloons if needed, to be confirmed a few days before the event.

Jon Rueckert noted the \$600 miscellaneous Committee budget could be used for future equipment purchases, such as a new inflatable or cornhole sets, separate from the Kite Festival budget.

Randy Simmons confirmed setup would be completed by 9:00 a.m. on May 11, 2025, with Committee members requested to arrive by 9:30 a.m. to assist with lighter tasks (e.g., kite distribution, markers, boards).

Emily Carr volunteered to coordinate food truck arrivals, ensuring parking and serving directions are clear.

Carmen Wilson volunteered to contact face painting vendors to secure three painters within the budget.

Randy Simmons agreed to arrange two portable restrooms and email the cost to the Committee.

Linda Horrocks proposed adding signage at Tunnel Springs Park to advertise the Kite Festival and inform photographers, potentially using yard signs or a case display.

Jon Rueckert noted a new inflatable, estimated at \$3,500, would likely be funded by the City's operating budget (e.g., City Hall or Public Works), not the Committee's budget.

5. CONSIDERATION OF NEW EVENTS

Back to School Night

Emily Carr proposed a \$1,000 budget for the back to school night event, consistent with other food truck night events, to fund activities and supplies.

Linda Horrocks suggested contacting Pamela, a previous organizer, who distributed pre-filled backpacks from Amazon for underprivileged students.

Dallas Golden recommended collecting gently used school supplies for distribution through schools, allowing them to allocate items based on need during registration or back-to-school nights.

Emily Carr proposed partnering with the Davis Education Foundation, local bookstores, or behavioral health organizations for donations or raffles to offset costs.

Carmen Wilson suggested asking food truck vendors to donate supplies or a percentage of profits to support the event.

Jon Rueckert noted the Committee should recommend the event and budget to the City Council, as it's a new initiative requiring approval.

Committee Member Golden moved to recommend to the City Council the establishment of a new “Unity in the Community” event centered around a Back to School Night theme on August 4, 2025, with an allocation of \$1,000 for fiscal year 2026. Committee Member Johnson seconded the motion. The motion was approved by Committee Members Golden, Johnson, Carr, and Contreras. Committee Member Wakefield was excused.

Councilmember Clayton agreed to present the Back to School Night recommendation to the City Council.

Children's Entrepreneur Market

Linda Horrocks presented a proposal from Sherry Davis to host a Children's Entrepreneur Market, featuring 50-100 child vendors, at a City event, expecting to attract 50-100 families.

Jon Rueckert noted the market would be coordinated by the organizer at no cost to the City, with setup handled by the vendor.

Emily Carr suggested integrating the market with the Back to School Night event on August 4, 2025, to leverage the large event space and family attendance.

Linda Horrocks proposed alternative dates, such as a vendor fair on July 7, 2025, or Liberty Fest, to avoid overlapping activities with Back to School Night.

Catherine Johnson emphasized recruiting North Salt Lake children, suggesting promotion through elementary schools and programs like “Mini Society” or “Biz Town” to encourage participation.

Councilmember Clayton noted past school programs where children sold handmade items, supporting the market's appeal for local youth.

Carmen Wilson raised concerns about adult vendors, who pay a \$50 seasonal fee, potentially competing with child vendors, noting that vendor fairs have seen declining sales.

Emily Carr suggested exploring higher vendor fees or consulting other markets to attract more diverse vendors, though no changes were proposed for 2025.

Committee Member Carr moved to engage contact with Sherry Davis to gather additional information regarding the Children’s Entrepreneur Market for potential inclusion in a 2025 City event. Committee Member Johnson seconded the motion. The motion was approved by Committee Members Carr, Contreras, Golden, and Johnson. Committee Member Wakefield was excused.

Linda Horrocks volunteered to forward Sherry Davis’ contact information to Emily Carr for follow-up.

250th Anniversary of America in 2026

Catherine Johnson raised the 2026 semi-quincentennial (250th anniversary of the United States), suggesting a veterans’ tribute to commemorate the milestone.

Linda Horrocks proposed integrating the tribute with existing events, such as a veterans’ lunch or dinner in conjunction with the Senior Lunch Bunch (second Wednesday monthly) or a military presentation at Liberty Fest.

Councilmember Clayton suggested hosting a veterans’ dinner on a Saturday to accommodate younger veterans, rather than a weekday lunch.

Elexis Contreras recommended a formal military presentation with a color guard at Liberty Fest, citing its large audience.

Linda Horrocks recalled a past 9-11 concert with a color guard at Eaglewood, proposing a similar patriotic concert, potentially reviving the Second Sunday concert series.

Catherine Johnson supported a patriotic concert at the Veterans Memorial Amphitheater at City Hall, preferring a North Salt Lake event over joining Davis County’s Memorial Day or 9-11 programs in Bountiful.

Emily Carr proposed a Veterans Memorial Plaque at the Veterans Memorial Amphitheater or Hatch Park, estimated at \$2,000-\$2,500, to honor veterans for the semi-quincentennial.

Linda Horrocks suggested fundraising through business sponsorships or named bricks and benches at Hatch Park to offset semi-quincentennial costs, similar to past Liberty Fest sponsorship flyers.

Catherine Johnson proposed a semi-quincentennial activity, such as a Guinness World Record attempt for the most letters written to military personnel, involving schools and local corporations, to be discussed at the next meeting.

Councilmember Clayton agreed to present a semi-quincentennial budget request of \$2,500 to the City Council on May 6, 2025, with a formal motion to be prepared for the Committee's next meeting.

Jon Rueckert volunteered to draft a motion for the semi-quincentennial budget and events for the next meeting, ensuring alignment with City Council deadlines.

6. COMMITTEE OBJECTIVES AND GOALS

Dallas Golden noted the Committee's objectives were being addressed through ongoing event planning, focusing on defining event purposes and target audiences.

Emily Carr proposed an annual review at the start of each fiscal year (July) to outline all events, set preliminary budgets, and identify target audiences (e.g., families, children, or broader community).

Jon Rueckert confirmed the fiscal year budget, including event allocations, would be approved by the City Council in June, effective July 1.

Emily Carr suggested a percentage-based annual budget increase (e.g., 5-10%) for 2026 events, such as the Kite Festival and Halloween Spooktacular, to account for rising costs.

Jon Rueckert suggested presenting budget increase requests annually to the City Council in January or February, with a Committee report on expenditures from the prior year.

7. PUBLIC WORKS UPDATE

Jon Rueckert stated there were no updates for this meeting.

8. CITY COUNCIL UPDATES – COUNCILMEMBER TAMMY CLAYTON

Councilmember Clayton confirmed she would present the Committee's recommendations to the City Council on May 6, 2025, including the Kite Festival budget increase (\$600 for 2025, \$3,000 for 2026), Back to School Night event (\$1,000 for 2026), Children's Entrepreneur Market engagement, and a semi-quincentennial budget request (\$2,500 for 2026).

9. APPROVAL OF MINUTES FROM MARCH 25, 2025

The Civic Events Committee minutes of March 25, 2025 were reviewed and approved as drafted.

Committee Member Golden moved to approve the meeting minutes of March 25, 2025. Committee Member Carr seconded the motion. The motion was approved by Committee

Members Carr, Contreras, Golden, and Johnson. Committee Member Wakefield was excused.

10. SCHEDULE FOR THE NEXT CIVIC EVENTS COMMITTEE MEETING

Linda Horrocks recommended adding Liberty Fest and semi-quincentennial motions to the next meeting agenda on May 27, 2025, at 6:00 p.m.

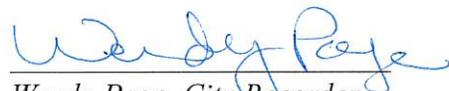
Emily Carr confirmed the meeting time and noted upcoming events on June 2 and June 16, 2025, with Liberty Fest planning to be a key focus.

Catherine Johnson requested SharePoint training to improve document access and management.

11. ADJOURN

The meeting was adjourned at 8:00 p.m.

The foregoing was approved by the Civic Events Committee of the City of North Salt Lake on May 27, 2025 by unanimous vote of all members present.


Wendy Page, City Recorder

