



Snyderville Basin Special Recreation District
Special Board Meeting Minutes
Wednesday, April 2, 2008
Schefter Conference Room - Trailside Park
5715 Trailside Drive
Park City, Utah

Board Members in Attendance: Scott McClelland, Jim Moran, Sharon Odell, Ron Perry, Scott Siemon. Tim Douglas and Tracey Douthett participated by teleconference.

Absent: None

Staff/Employees Present: Ken Mickelsen, Rena Jordan, Bonnie Park, Shelley Phillips-Nielsen, Matt Strader

Attending Guests: Gary Manross by teleconference at 7:00 pm.

Board Chair Sharon Odell convened the meeting of April 2, 2008 at 6:13 p.m.

FIELD HOUSE UTILIZATION

Ken Mickelsen requested that the agenda be re-arranged to accommodate the Field House utilization report. The Board requested this information to consider as a factor in determining the need for additional indoor field space as a part of a potential bond. Shelley Phillips-Nielsen presented a power point slide show of indoor field utilization (attached). Prime time hours of 3:00 – 11:00 are reserved 100% November – March. On average, the indoor field is utilized at 77.91% of capacity annually during prime time. The annual admittance analysis reflects a substantial annual increase in number of daily users over the last four years. Discussion followed on the role the District plays in providing Basin sponsored programs vs. brokering the indoor field for use of local stakeholders. Matt Strader said stakeholders are not being turned away for field time, but they are not getting as much time as they request. Non-prime time hours are being filled with groups like Stretch and Grow and Bootcamp. Board members requested that the power point presentation be circulated by email.

NEEDS ASSESSMENT SURVEY

Mickelsen said the goal this evening is to finalize the Needs Assessment survey instrument. He asked the Board for any final questions or suggestions. Siemon questioned the reference to partnering with the “private sector” and it was agreed that “non-profit” would better represent a partnership with NAC. Mickelsen said the survey is structured to find an answer to the question of resident preference on pool location. Questions are logically sequenced to add context to the question. He believes Park City may be willing to contribute to an expansion of NAC or Ecker Hill Aquatic Centers because Racquet Club building improvements, rather than the pool expansion, are a larger priority for the City due to the state of building disrepair that currently exists. Mickelsen reminded the Board how the landscape has recently changed with new pools being proposed by NAC and Park City, so that 2007 Needs Assessment survey results may no longer be relied upon with regard to support for the pool location at the Field House. Mickelsen asked Gary Manross to elaborate on why demographics are an important aspect of the survey. Manross said the demographics allow for analysis of subsets and where they

agree and disagree. It provides information as to how best to bring the ballot forward when looking at similarities and differences of demographic groups. According to Manross, partisanship does not predict voting behavior, but ideology can be used to concentrate on what is common among the liberals, conservatives and moderates in message strategy. Areas of controversy may be avoided by utilizing this information. Support of opinion leaders may not change with a softening economy; answers to questions on the economy can be extremely instructive when analyzing the difference between subset responses. Voters want to know how their money will be spent and concern over the state of the economy can be the difference between winning and losing an election. Manross cautioned the Board not to proceed with a second ballot measure that will fail. Moran asked if respondents with small children are more likely to support a pool. Manross said it is likely that is the case, but others may support a pool knowing that it provides a supervised activity that will keep children engaged and out of trouble. To understand if families without kids would support both trails and a pool would be helpful. Manross further explained the distinction between a leading question that creates bias and a "directional" question which provides a more accurate response, greater validity, and better information for developing message strategy. Part of this research is about testing concepts; the Board needs to understand the difference between bringing forward an outdoor pool vs. an indoor pool in anticipating the outcome of an election. The survey is about securing intelligence so the Board can make an informed decision. Siemon questioned the terminology used in the 10.0 series which references placing a tax measure on the ballot, and then refers to the "expenditure plan." Manross said the electorate will interpret this to mean that the Board has done its homework and has planned its expenditures. The expenditure plan is the single largest predictor of voting behavior and that is what constituents want to vote on. The more specific the plan, the greater the likelihood of voter support. Further discussion ensued about testing the climbing wall "experience" because it lends itself to broad interpretation. Bonnie Park reminded the Board that climbing wall activists are vocal interest group in Park City, and those that attended public meetings prior to the last election recommended utilizing the high walls that exist in the facility, rather than a more expensive but less functional architectural statement. They also indicated an interest in sharing the climbing experience with their families. Ron Perry asked if the District is better served to put the initiative on the ballot this year knowing it will be a high turn out election. Manross said it cannot be assumed that high turnout means greater support for a tax. Using the go/no go model it must be determined where the various categories of high/mid/low propensity voters stand, and then determine if a high voter turnout is advantageous.

Gary Manross departed the teleconference at this point and Board members continued the discussion. Several Board members expressed concern over expense of pool operations. Sharon Odell said once survey results are complete it will be the Board's responsibility to determine what facilities are feasible based on the finances of the District. Typically pools are 50-60% subsidized. Mickelsen said a market analysis and a business plan would need to be developed to understand the financial impacts of a pool on the District. Further discussion took place on whether or not to include a climbing wall and its potential to be underutilized. Park emphasized that a climbing wall came up high on the last two needs assessment surveys. When a wall was excluded from Field House expansion plans proposed in 2006 it did not reflect well on the District. A directional question to assess need for a second indoor field will be included. McClelland and Siemon emphasized their belief in the need for a pool; if additional indoor field space is added there may not be room for both. Survey results will help determine how to move forward.

CONTRACT APPROVAL SRI NEEDS ASSESSMENT

Bonnie Park suggested the Board consider a motion to approve the contract with SRI in order to field the survey as soon as possible.

MOTION: To approve the contract with SRI to conduct the 2008 Needs Assessment not to exceed \$17,500. [Perry/McClelland] All in favor: Tim Douglas, Tracey Douthett, Scott McClelland, Jim Moran, Ron Perry, Scott Siemon. None opposed. Motion carries.

PUBLIC RELATIONS UPDATE

Rena Jordan provided a press clipping from the Park Record highlighting Steve Parker's retirement and the naming of Shelley Phillips-Nielsen. Jordan reviewed the newly formatted layout of the website, which has not yet been launched but is well underway. Pictures are interchangeable; much of the content management will now become the responsibility of staff. Program registration will be improved. The goal is to have the new site up by May 15th.

LANDSCAPE AGREEMENT WITH WILLOW CREEK HOA

Board members received a copy of a staff report and the Willow Creek Landscape Maintenance Agreement in their Board packets. Bonnie Park explained that the agreement states the responsibilities of the HOA, particularly with regard to irrigation, within portions of the Willow Creek open space parcels. The Willow Creek HOA Board has not yet reviewed and approved the current form of the agreement. Board members requested that the item be tabled until the April 16 meeting.

SERVICE PROVIDER APPROVALS/PLANNING UPDATE

Park said the plat for the Silver Gate Ranches Phase II has been signed.

APPROVAL OF MINUTES

Chair Odell requested a motion to approve the minutes of March 5, 2008.

MOTION: To approve the minutes of March 5, 2008 with one change, as requested by Scott Siemon. [McClelland/Moran] All in favor: Tracey Douthett, Scott McClelland, Jim Moran, Ron Perry, Scott Siemon. None opposed. Tim Douglas abstained due to his absence at that meeting. None absent. Motion carries.

MOTION: To approve the minutes of March 19, 2008 as written. [Perry/Moran] All in favor: Tim Douglas, Tracey Douthett, Scott McClelland, Jim Moran, Ron Perry, Scott Siemon. None opposed. None absent. Motion carries.

APPROVAL OF INVOICES

Board members were provided a summary of payables dated March 20 – April 2, 2008 for Board review (attached). Chair Odell called for a motion to approve.

MOTION: To approve the invoices of March 20 – April 2, 2008 in the amount of \$100,456.72 . [McClelland/Perry] All in favor: Scott McClelland, Jim Moran, Ron Perry, Scott Siemon. None opposed. Douglas and Douthett abstained due to the fact that they did not have a copy of invoices to review. None absent. Motion carries.

DIRECTOR COMMENTS:

Ken Mickelsen recapped retirement celebrations held for Steve Parker last week.

Mickelsen requested that the Board consider rescheduling upcoming Board meetings to accommodate a visit from HR consultant, Chris Moffet, on May 14. Rescheduled meetings would be held April 30 and May 14. Board meetings previously scheduled on May 7 and May 21 will be cancelled. The meeting schedule will be adjusted accordingly.

Mickelsen said a District-wide staff meeting was held this afternoon to introduce the District purpose, mission and values. He said staff will be involved in defining and setting expectations for values. It was well received, and it was stressed to the staff that this is Board direction.

BOARD QUESTIONS/COMMENTS

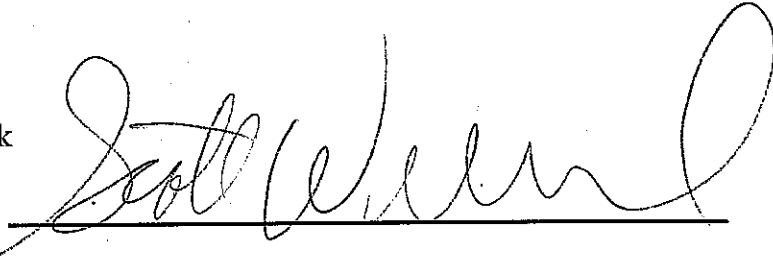
A motion to adjourn the meeting of April 2, 2008 was made at 9:08 pm [McClelland/Perry] All in favor: Tim Douglas, Tracey Douthett, Scott McClelland, Jim Moran, Ron Perry, Scott Siemon. None opposed. None absent.

MOTIONS

MOTION: To approve the contract with SRI to conduct the 2008 Needs Assessment not to exceed \$17,500. [Perry/McClelland] All in favor: Tim Douglas, Tracey Douthett, Scott McClelland, Jim Moran, Ron Perry, Scott Siemon. None opposed. Motion carries.

Minutes prepared by Bonnie Park

Clerk/Board Member Approval: _____

A handwritten signature in black ink, appearing to read "Scott McClelland", is written over a horizontal line. The signature is cursive and somewhat stylized.