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**South Davis Recreation District  
Administrative Control Board Meeting**

February 10, 2020, at 3:30 p.m.  
at the Recreation Center

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Attendance: **Board Members**

Bret Millburn, Davis County Representative  
Marti Money, Davis County Representative  
Mayor Ken Romney, West Bountiful  
Councilmember Tami Fillmore, Centerville  
Todd Meyers, Davis County Representative  
Mayor Len Arave, North Salt Lake  
Mayor Randy Lewis, Bountiful  
Mayor Rick Earnshaw, Woods Cross

Others:

Todd Godfrey, Hayes, Godfrey & Bell Attorney  
Galen Rasmussen, Board Treasurer  
Tyson Beck, Board Clerk  
Tif Miller, Executive Director  
Scott McDonald, Aquatics & Fitness Director  
Cory Haddock, Recreation & Ice Director  
Mary Gadd, Office Manager  
Tom Lund, Maintenance Supervisor  
Heidi Kearsley, Customer Service Manager  
Whitney Ward, VCBO Architecture  
Chase Ward, Imber Services  
Kyrene Gibbs, Y2 Analytics

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**WELCOME**

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Chairwoman Fillmore opened the meeting at 3:33 p.m.

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**CITIZEN MATTERS**

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No remarks.

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**PRESENTATION ON ADAPTIVE PROGRAMMING**

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Tif Miller introduced Chase Ward from Imber Services. Mr. Ward explained that Imber Services offers and assists in providing services to get adult individuals with special needs out into the community. Mr. Ward asked Board Members and District Staff to explore the possibility of offering additional adaptive programming at the Recreation Center. Mr. Miller thought that the overhead and equipment needed should be minimal budget expense. Mr. Ward offered that Imber Services would be willing to provide training and would help in securing grant funding. Mr. Miller said the next step would be to put together what programming the District could offer and to report back on the opportunities for grants.

50 **APPROVAL OF MINUTES FOR JANUARY 13, 2020**

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52 Minutes of the Administrative Control Board meeting held on January 13, 2020, was  
53 approved on a motion made by Mayor Earnshaw and seconded by Mayor Lewis. Board  
54 Members Millburn, Money, Romney, Fillmore, Meyers, Arave, Lewis and Earnshaw voted  
55 “aye.”

56  
57 **REVIEW AND APPROVAL OF EXPENDITURES/FINANCIAL STATEMENT**  
58 **REVIEW FOR JANUARY 2020**

59  
60 Mrs. Money inquired fees for an Iron Man Meet to I.J. and Jeanne Wagner Jewish  
61 Community Center, in the amount of \$495.00. Scott McDonald explained that Tsunami  
62 swimmers pay the District to participate in a swim meet and the District will issue one check for  
63 all the swimmers.

64  
65 Total expenditures of \$1,565,706.05 for the period of January 1, 2020 to January 31,  
66 2020 was approved on a motion made by Mayor Arave and was seconded by Mr. Meyers. Board  
67 Members Millburn, Money, Romney, Fillmore, Meyers, Arave, Lewis and Earnshaw voted  
68 “aye.”

69  
70 **UPDATE AND DISCUSSION ON MASTER PLAN AND SURVEY WITH Y2**  
71 **ANALYTICS AND VCBO**

72  
73 Mrs. Ward reviewed that the intent of the current survey is to understand the current  
74 public perception of what the District is, to understand if the proposed improvements in the  
75 Master Plan is appropriate with the public perception and to test if the public has an appetite for  
76 investment. Mrs. Ward explained the catalyst to a public perception survey was that the prior  
77 survey, while open to the public, was predominantly answered by center users, with an emphasis  
78 on the aquatic user and a broader public opinion survey was wanted. Kyrene Gibbs said the  
79 feedback received from Board Members has been focused on adding specificity or  
80 contextualizing survey questions. Ms. Gibbs noted that the introduction to the survey gives  
81 respondents a good overview of the District facilities and the programs provided and to go  
82 further than the introduction could influence or inform the respondents’ opinions. Mrs. Ward  
83 acknowledged that there is a need for information distribution and that content could be provided  
84 for the District’s website. When a respondent finishes their survey a link could be provided to  
85 that information for them to learn more about the District.

86  
87 Mrs. Ward posed the question if the Board is wanting to start with gaining an  
88 understanding of the perception of the public’s opinion of the District facilities and programs.  
89 Mayor Arave commented that without context to some questions that respondents might be  
90 likely to answer no to everything. Chairwoman Fillmore commented that a current understanding  
91 of the public perception is known based on their behavior, but that respondents would recall their  
92 opinions with a helpful reminder. Ms. Gibbs addressed that if the broader goal is to understand  
93 what the public would support more deeply than just current usage, attitudes and priorities that  
94 would require a different type of messaging survey and would need to be reevaluated. Ms. Gibbs  
95 clarified that the survey is an initial survey to understand the community’s priorities absent of  
96 any communication campaign or educational opportunity. Mayor Arave commented that he’d be  
97 interested in knowing what respondents think once they are informed. Mrs. Money asked about  
98 the possibility of producing a logical flowchart of how information and results are processed and  
99 what the possible end points could be. Mayor Earnshaw commented that preliminary information

100 should be gathered to understand what the public's appetite is toward the issues that they may  
101 have. Mayor Arave expressed his concern that this initial survey, without context and  
102 information, would only bear results based upon each respondents' demographics. Ms. Gibbs  
103 explained that results from the initial survey should allow the Board to shape a decision of what  
104 they would ultimately take to the public.

105  
106 Ms. Gibbs explained once the wording of the survey is finalized that mailers would be  
107 distributed in approximately 24 hours, then 2 weeks for data collection and approximately  
108 another week and a half to compose a deep analytical report.

109  
110 Mrs. Ward presented trends in recreation from the NRPA and Sports & Fitness Industry  
111 Association but noted that the two have varying data points. Mrs. Ward reported that the reports  
112 show everyone is more engaged in recreation and participation is growing. Mrs. Ward added that  
113 the two areas that are growing the most are fitness sports and outdoor sports, an avenue that the  
114 District isn't currently addressing but that the topic had come up in the past. Mrs. Ward noted  
115 that class-based exercise is up 3.5%, outdoor activities are up 7%, some team sports participation  
116 is down, and some aquatic activities are down.

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118 **DISCUSSION REGARDING DISTRICT'S ROLE VS. CITY ROLE IN SUMMER**  
119 **PROGRAMMING**

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121 Mr. Miller reviewed that Chairwoman Fillmore informed him that Centerville's Summer  
122 Programming Coordinator is retiring. Mr. Miller asked if the District should help and how the  
123 District can help. Mr. Miller said there are programs that the District can offer but asked if there  
124 were other programs the District should be involved in or should the District help push them  
125 towards Woods Cross or North Salt Lake camps. Mayor Arave asked if the District runs the  
126 programs for Bountiful City. Mr. Miller answered that the District doesn't offer soccer camps or  
127 other certain types of camps but offers a tennis camp and speed & fitness camps. Mr. Miller  
128 questioned if the Board would want the District to start to serving in the role and take over these  
129 programs for cities residing in the District.

130  
131 Chairwoman Fillmore asked what the Districts role is, is it like a YWCA or a building  
132 that has things and the public comes and does the things. Chairwoman Fillmore asked the  
133 Mayors what their view was. Mayor Earnshaw said their program is doing well and the Director  
134 is doing an incredible job. Mayor Earnshaw felt that a lot of what his City offers, the District  
135 wouldn't be able to do. Mayor Arave added that parents won't participate if it isn't local and  
136 close and that would make it difficult for the District to do. Chairwoman Fillmore added that she  
137 was bringing this at the request of Centerville Staff and wanted to measure what programs other  
138 cities were offering and if it makes sense to consolidate certain types of programs. Mayor  
139 Earnshaw said Woods Cross offers everything from cooking, arts & crafts, archery, basketball  
140 and pickleball. Mayor Lewis was asked what Bountiful offers and answered that golf is the only  
141 program that is operated by Bountiful City.

142  
143 Mr. Miller added that the District already offers tennis and if given more courts could  
144 expand the program. Mrs. Money said that summer programming runs best when kept local and  
145 in neighborhood parks. Mr. Miller said the District could fill the gap in tennis, but other areas  
146 would be more difficult. Mr. Godfrey added that he has seen Cities push their recreation towards  
147 a District to only have their City Councils asking to take it back.

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149 **OTHER MATTERS**

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No remarks

**NEXT BOARD MEETING**

Next Board meeting will be March 16, 2020 at 3:00 p.m.

Meeting adjourned at 4:57 p.m. on a motion made by Mayor Romney.

APPROVED