

COMMISSIONERS' MINUTES – DAVIS COUNTY

WORK SESSION MINUTES

December 10, 2019

The Board of Davis County Commissioners met for a Work Session at 2:45 p.m. on December 10, 2019, in room 306 of the Davis County Administration Building, 61 South Main Street, Farmington, Utah. Notice of this meeting was given under the requirements of UCA § 52-4-202.

ATTENDEES Davis County Commissioners in attendance: Chairman Randy B. Elliott and Vice-Chair Lorene Miner Kamalu. Bob J Stevenson was excused.

Davis County Staff in attendance: Kent Anderson, Community and Economic Development Director; Shairise Bills, Deputy Clerk/Auditor; Heidi Voordeckers, Chief Deputy Clerk/Auditor; Jessica Merrill, Community and Economic Development Tourism Deputy Director; and Neal Geddes, Chief Civil Deputy Attorney.

Members of the public in attendance: Chris R. Simonsen, Bountiful City Council and Bountiful City Veteran's Park Foundation board chairman; Ron Mortensen, Veteran's Park board member; and Eric Hattabaugh, Bountiful City Veteran's Park Foundation president.

AGENDA AS POSTED

**2:45 p.m. Chris R. Simonsen, board chairman, Bountiful City Veteran's Park Foundation, presenting:
Proposed Bountiful City Veteran's Park**

**3:15 p.m. Jessica Merrill, Davis County Tourism Deputy Director, presenting:
2019 Antelope by Moonlight Bike Ride Recap**

**3:30 p.m. Commissioner Elliott, presenting:
Final discussion regarding County Seat**

DISCLAIMER The meeting was an open dialogue. Critical points in the discussion have only been briefly summarized. The reader may refer to the audio recording and the publicly distributed materials for further clarification of content. Timestamps have been noted in the minutes to aid in locating points of discussion in the audio record. The audio recording for this meeting is available based upon the County's current retention schedule.

All documents from this meeting are on file in the Davis County (DC) Clerk/Auditor's office.

The meeting commenced at 2:46 p.m.

WORK SESSION DISCUSSION **Proposed Bountiful City Veteran's Park** — *Presented by Chris R. Simonsen, Ron Mortensen, and Eric Hattabaugh (Minute 00:45)*

Eric showed a virtual tour of the proposed Bountiful City Veteran's Park. The site is just north of Bountiful City Hall. The park will be a commemoration of war veterans, from all service branches, who live or have lived in Bountiful, North Salt Lake, Woods Cross, or Centerville. A wall will be constructed with the names of those service people listed. So far, approximately 600 names have been submitted for recognition. They will also hold patriotic events at the park and hope to inspire a new generation to serve their country. The Bountiful City Veteran's Park Foundation is looking for other ways to honor these military families. It is a private initiative and will be 100 percent funded by community cash donations. The total cost of the design and construction of the park is estimated at \$2 million. Bountiful City generously donated the land for the park and its ongoing maintenance. Commissioner Elliott offered to give the Foundation a monetary donation, but the offer was declined because they do not want to force taxpayers to pay for it. The Foundation is only asking the Commission to help get the word out.

See Attachments A and B1-B15.

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2019 Antelope by Moonlight Bike Ride Recap — Presented by Jessica Merrill (Minute 34:35)

Jessica gave a recap of the 2019 Antelope by Moonlight Bike Ride. It generally takes place on the Friday before the full moon, and this year the event was held July 12, 2019. The theme was "One Wicked Ride." It covered 24 miles and began at 10 p.m. Of the 1,070 participants, 96 percent were from Utah. There were 18 sponsors and the bike ride raised \$22,970.75, with the proceeds being donated to the Friends of Antelope Island. That donation request will be presented for approval in today's Commission Meeting. Next year, the focus will be on generating more tourism dollars by marketing the event to people living outside of Utah. See Attachments C1-C6 .

Final discussion regarding The County Seat — Presented by Commissioner Elliott (Minute 48:20)

Commissioner Elliott opened the discussion on the County Seat. [The County Seat is a weekly television program that studies the role of county government and straightforwardly explores the difficult issues facing county leadership.] He would like to determine the value of the contract and whether it is worth the cost. This discussion relates to the agreement with Chadwick Booth & Co. [See Contract #2019-125.]

The current agreement with Chadwick Booth & Co. is to [provide 52 thirty-second commercial spots to be aired in a weekly series called The County Seat on KTVX Channel 4 on Saturdays at 11:05 p.m., and Sundays at 8:30 a.m., and on various cable access channels across the State, including streaming. It also includes the opportunity to participate in the editorial content of various show segments throughout the season.] The commercials created for the County did not meet the County's branding vision. They decided to use an ad agency to help develop its brand and continuity. The County Seat would instead provide the B-roll footage [which is the extra footage captured to enrich storytelling and to allow greater editing flexibility] from which the County would create its videos. The County Seat was sent to several locations to film that footage, but the results were low-quality and unusable.

Jessica Merrill said there is not a value-added to the advertising side and there are better ways to spend the money on marketing Davis County. The current contract with chadwick Booth is \$26,000 and includes both the editorial and advertising aspects; the editorial piece alone would be \$6,500. The Commissioners expressed interest in contracting solely for the editorial contribution. Commissioner Elliott will contact Chadwick Booth & Co. to inform them the contract will be changing.

MEETING ADJOURNED

The meeting was adjourned at 3:45 p.m.

MATERIALS PRESENTED

All publicly distributed materials associated with this meeting are noted as the following attachments:

A	https://bountifulveteranspark.org
B1-B15	Bountiful City Veterans Park Foundation PowerPoint Presentation
C1- C6	Recap of 2019 Antelope by Moonlight Bike Ride Presentation

Minutes prepared by:

Shairise Bills

Deputy Clerk/Auditor

Minutes approved on: 1/7/2020

/s/ Curtis Koch

Curtis Koch

Davis County Clerk/Auditor

/s/ Lorene Miner Kamalu

Lorene Miner Kamalu

Commission Chair