



Snyderville Basin Special Recreation District  
Board Work Session Minutes  
**Wednesday, August 19, 2009**  
Schefter Conference Room - Trailside Park  
5715 Trailside Drive  
Park City, Utah

**Recreation District Board Members in Attendance:** Tracey Douthett, Scott McClelland, Ron Perry, Kevin Simon, Marilyn Stinson

**Absent:** Sharon Odell, Scott Siemon.

**Recreation District Staff Present:** Rena Jordan, Bonnie Park, Senta Beyer, Bob Radke, Mark Patterson

**Mountain Trails Foundation Board Members in Attendance:** Don Brown, Alison Child, Carol Agle, Steve Graff, John O'Connell, Shawn Stinson. Senta Beyer also serves as a Mountain Trails Board member, in addition to her staff position with Basin Recreation. Troy Duffin participated by tele-conference.

**Mountain Trails Foundation Staff Present:** Carol Potter, Dawn Bowling, Rick Fournier.

The work session meeting of August 19, 2009 began at 6:10 pm.

In the absence of Board Chair Sharon Odell, Chair-elect Ron Perry welcomed the group and indicated that District Director, Rena Jordan, would facilitate the meeting. Introductions followed.

Jordan said the genesis of this meeting was in part due to conversations, meetings and questions that she and others have as to the purpose and role of Basin Recreation Trails Department and Mountain Trails Foundation. The line gets blurry. She provoked the idea that the two groups convene to talk out loud in a way that both groups could hear the explanation at the same time, and in the same context, to clarify and educate one another. Jordan said the District Board has allocated, by quarter, time to spend on the four areas of District responsibility: parks, recreation, trails and administration. The third quarter focus is the trails department and the strategy of the District as a whole from a trails standpoint. She believes Mountain Trails fits into a big piece of the strategy and this meeting is an opportunity to get thoughts out on the table for both groups. Jordan and Beyer met with Mountain Trails Board chair Greg Balch who supported the idea of having this work session together for productive interchange and information sharing. The Recreation District Board participated in a field trip in July to look at several of the new projects that the District trails team has undertaken this season, and that was a great interchange and very helpful to the Board. Jordan stated there is no hidden agenda for this meeting. It is purely an opportunity to meet each other face to face to have conversation and to have Mountain Trails representatives help educate the Recreation District about their role. It is her observation that sometimes the two organizations duplicate efforts and are not always completely collaborative, and believes that is not necessary if the two organizations stay connected. She stated her ultimate outcome for this evening other than

general education and an opportunity to talk is to create an ad-hoc committee of the two groups to meet quarterly and invite Park City to be a part of that with their representatives. The intent is to have alignment in the purposes and roles of each entity.

Troy Duffin said the Mountain Trails Board collectively very much agrees with those points. They understand that the confusion should not be happening in the community and recognize the public needs to understand the work the Recreation District is doing particularly as it relates to future bonds. Secondly, Mountain Trails wants to perform in a supportive role. They have expertise to provide and are available to support. Don Brown agreed these are the points discussed by the Foundation Board, adding that the organization can work nimbly and provide a volunteer base that other organizations cannot. Carol Potter stated her role as director is to promote Mountain Trails Foundation and the Park City trails system. That is the core value and what she was hired to do.

Rena Jordan asked, as the foundation has evolved over time, what is the premise that members join for? She stated the promotion to the membership of "own your trails" may create some of the confusion. Her concern is that at the time a District bond is contemplated, the public may not understand why they need to support a tax levy for more public trails. Carol Agle inquired what the District's mission statement is, which Jordan shared "to be the leader in providing outstanding and diverse parks, trails and recreational experiences in an environmentally and socially responsible way." The geographic boundaries of the District were reviewed - the unincorporated area of Park City, bordering Park City and Wasatch County to the south, Salt Lake County at Parley's Summit to the west, the border of Morgan County to the north, and including Promontory and Silver Creek to the east. Senta Beyer added that the District maintains Mid-mountain trail from Park City Mountain Resort to Pinebrook, and also maintains Spiro up to the Mid-mountain trail. The District has trail license agreements with both PCMR and The Canyons. Beyer added that it has been a collective goal to maintain a seamless system without regard to political and jurisdictional boundaries. Don Brown said the groups have succeeded at that, thereby creating the consternation and confusion. Who taxes, who advocates but doesn't tax? He suggested the groups revisit a clear public statement with regard to what each organization does and how they support each other. Mountain Trails will be re-stating their role in maintenance and advocacy. Agle posed the question as to whether the District advocates for road biking. Discussion followed on the role of advocacy for road cyclists. Beyer said as a public entity the District needs to be politically correct working with developers, the county engineer and others. Potter said that is where the non-profit can step in to advocate and the District should call on them for that.

Jordan said the clarity of how the two entities can support, collaborate and advocate can facilitate how something gets constructed. The entities need to be aligned between one another about language and messaging so as not to confuse the public. Mountain Trails membership network can bring the trails community out to advocate when the District cannot. Jordan said her need as the leader of the District is to not have the effort be ad-hoc, but to have planned initiatives, and that is why Park City needs to be brought in. In her opinion, clearing the confusion of constituents between Basin and City taxing jurisdictions needs to be a goal.

Carol Agle clarified that the Recreation District Board handles parks, trails and recreation, while Mountain Trails Foundation only deals with trails. Alison Child asked for confirmation that there is no role conflict at the staff level, but that it is public perception that needs to be corrected. Jordan said based on input from the Recreation District Board there is some rub on representations made on the Mountain Trails web-site due to vernacular used. Child said Mountain Trails Board is aware there is a perception problem on what the Foundation does, and why join, and this has been a struggle to clarify. She believes this effort is a first great step. Bob Radke gave examples of constituent confusion when out on the trails, giving thanks to Mountain Trails when addressing the Basin Recreation team. Beyer said staff recognizes that many constituents identify Basin Recreation with recreation and youth sports programs, where Mountain Trails is front of mind in area trails. Radke added that the weekly Mountain Trails report on KPCW adds to that. Dawn Bowling stated that

City and District staff were invited to participate in the trails report several years ago, but it is a very big commitment to be there every week. She added City and Basin representatives are welcome at any time. Potter said they have added a Friday morning spot on Park City TV, as well, but she does not want to have to schedule who is on the air and what they are going to talk about each week. Beyer said the District has been very busy in the trenches constructing trails and working with the development community for many years. In the incorporated area, Park City trails were ten years ahead of the Basin, and that is where the trails community started. It made sense for Mountain Trails to take on the public relations role. She does not believe the District needs to be on the air every single week, and one of the reasons the three groups have been effective is that they have not tried to out-shine each other and out-do one another on taking credit. She said tonight's discussion is about how Mountain Trails fits in with the District now, ten years into the expansion of 120 miles of trails in the Snyderville Basin. In addition to constructing, the District has added the maintenance program and winter grooming program and has used Mountain Trails to promote it. Jordan said the reality is the District needs to focus on more funding.

Alison Child shared some of the history of Mountain Trails as an advocacy organization. They began by trying to get trail connections, getting the community behind non-motorized trails, supporting a staff person to go to meetings, and they were very successful at that. Once the trail connections were established they wanted someone to get out and sell the trails, get the signs up, get the sound gardens, get the community really rallying around trails. She said they could help the District do that, because that is what they do. Carol Potter said when the City came up with their \$15 million walkability bond, Mountain Trails was there to help. She is there to help support the District in their next bond. Scott McClelland said the collective group has done a great job in connecting trails for the end user. Mountain Trails can help get the word out on all that has been accomplished and what can happen going forward. Child noted that for all the people that use the trails, she believes the membership is actually small by comparison. The District could help Mountain Trails by getting more Basin constituents to join Mountain Trails. Jordan said in order to advocate that there must be a really clear message about what they are donating to and the purpose. For example, if a Highland Drive trail connection wants to happen sooner, Mountain Trails could help make that a higher priority for Summit County. By touching the problems that the public wants to resolve, they can rally constituents to help make that happen. Potter also noted her ability to write grants which take time, but there are substantial dollars available. She added the Stand on Your Land celebration was a good example of the cooperative efforts between the entities. From a public relations standpoint, Rena Jordan said she has worked within the District on branding, but with respect to this discussion what she wants to achieve is the answer to what is the difference between Basin Recreation and Mountain Trails, so that both entities can provide an aligned message. She added that both have grown and changed over time, but there are aspirations as to what is to come in the future. Discussion followed on advocacy for mountain biking in comparison to advocacy for hiking and if both could be a role of Mountain Trails. Basin Recreation started guided hikes this summer to provide diversity in recreation offerings. Other trail led activities are generated out of the bike shops. Mountain Trails Tuesday night trail runs are participant led and have been going for fifteen years.

Alison Child again asked what the two entities can do for each other specifically and if there are five or ten projects to be identified where Mountain Trails could lend support. By identifying the specifics, the two entities can talk about how to make it happen and that will be helpful to both. Don Brown said mutual alignment is the first task – Mountain Trails already recognizes the need to re-shape their presentation of what it is the Foundation does. Several ideas for mutual alignment were suggested, including trail user etiquette, dogs, animal control leash law enforcement, Mountain Trails membership advocacy, seamlessness in user experience and trail mapping. Carol Agle pointed out that having trail users join the Foundation does not take away voters, and may help to build political clout. She added that the District is now a big organization with several on staff, by comparison to the staff of three employed by Mountain Trails. Jordan said in leading the District crew she would like it to be clear when Mountain Trails can be called upon to be used for their constituent network.

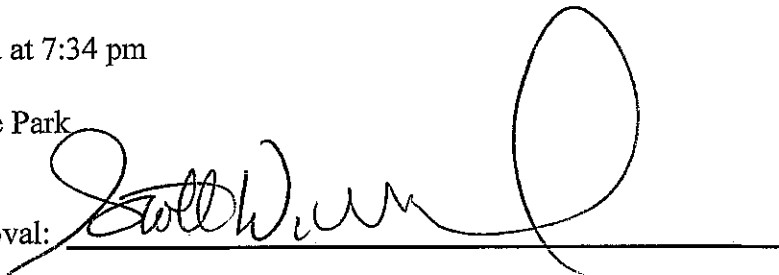
Bonnie Park described the general obligations bonds in the past that have supported trail system development, in addition to the mix of other funding mechanisms available to the District including impact fees and grants. Beyer noted the significant contributions to the network through the development community. Don Brown said Mountain Trails can help in contentious development areas. They can also help locals understand how tax dollars are used and how membership dollars are used. Beyer emphasized the importance of having funding available when an opportunity for trail development presents itself. Potter provided some background on the Park City \$15 million walkability bond. Ron Perry said he believes it is essential that Mountain Trails is on board when the District goes to bond. Agle said one area for advocacy is for safe road biking and this could be a next decade mindset change. Jordan said safe routes to schools has been an effort supported by the District.

Jordan re-stated the goal of this work session to get concerns on the table, and to establish the ad-hoc group to include Park City, with a combined mission of diverse and completely connected trails that is seamless between three entities, and to generate funding to do that. Shawn Stinson said Mountain Trails is the entity that serves both the City and Recreation District and brings trails and the trail community together. John O'Connell said that Mountain Trails can help educate which projects are City and which are Basin Recreation. With respect to how patrons identify with Basin Recreation, Jordan said the District is well aware it needs to get its messaging clear before the next bond. The District's Needs Assessment placed trails and open space as high priority. Discussion followed on the trails map, the contributions of Park City and Basin Recreation, and the role of Mountain Trails in facilitation and distribution of the map. Jordan said everyone is aligned to know they should not assume that cohesion between the entities is there, not assume that what the groups are doing is good enough, not assume that the message is clear, but to work harder to be sure the message is clear. Beyer said now that there is a good trail system in place, Mountain Trails Foundation can be best used to help resolve user conflicts and responsibility, trailhead parking, and how to be respectful as trail users. The Foundation is a great voice to speak to bikers, hikers, dog walkers, and all trail users. With an ad-hoc committee in place, a combined strategy and alignment in communication and education can be leveraged. Discussion followed on the involvement of Park City as a partner in the effort. Don Brown re-stated it important to make a clear statement as to what the governmental entities to, in addition to re-shaping the Mountain Trails message. Troy Duffin said the time is right and how the entities go about clarifying for the community, without finger pointing or a taking credit methodology, but in a cooperative way that clarifies what has been an area of confusion. Jordan said as a matter of next steps in order to get commitment to the project each of the entities will need to discuss who on their board will participate on the ad-hoc committee. Don Brown said Mountain Trails will review the website and make sure it is in keeping with the new reality and will assign ad-hoc committee members to take it to the next step. Duffin said from a historical perspective it was made clear to the Foundation membership that they would be contributing members, and the membership would not have any control or vote over the Foundation. He says he believes Mountain Trails needs to throttle up how that membership can be used to the benefit of the trails community. Don Brown concurred. Carol Potter noted the "share the road campaign" was one of the most successful examples of advocacy efforts through Mountain Trails.

The work session concluded at 7:34 pm

Minutes prepared by Bonnie Park

Clerk/Board Member Approval: \_\_\_\_\_

A handwritten signature in black ink, appearing to read "Don Brown", is written over a horizontal line. The signature is fluid and cursive, with a large loop at the end.