

SALT LAKE COUNTY

*2001 So. State Street
Salt Lake City, UT 84114*



Meeting Minutes

Friday, August 26, 2022

1:00 PM

RM N2-800

TRCC - Tourism Recreation Cultural and Convention

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Members of the Board May Participate Electronically. The Public May Attend. Meetings May Be Closed For Reasons Allowed By Statute. Motions Relating to Any of the Items Listed Below, Including Final Action, May Be Taken.

1. Call to Order

Chair Mayor Overson called the meeting to order and clarified if a quorum was present.

SLCo Community Services Director Robin Chalhoub clarified a quorum consists of a majority of board members and acknowledged the TRCC bylaws attendance policy.

This was approved.

2. Public Comment

Chair Mayor Overson asked if there was anyone wanting to offer public comment. No one presented public comment.

3. Approval of Minutes

Chair Mayor Overson stated there are no minutes to approve at this meeting and will be approved at the next meeting.

3.1 Approval of June 3rd, 2022, TRCC Minutes

[22-0813](#)

4. Discussion Items

4.1 TRCC Process Overview

[22-0805](#)

Presenter: Robin Chalhoub, Director of Community Services

SLCo Community Services Director Chalhoub explained the board is reviewing the TRCC applications for FY23. She explained 30 applications were submitted (4 Tourism/Convention, 14 CFSP, 12 PRT) for a total ask of \$16 million. Chalhoub explained the board resources available via Dropbox and the organization of materials.

Board Member Mayor Zoltanski asked if there were photo or video submissions.

Director Chalhoub noted the presentations should offer visual material and those would be added to the Dropbox folders for board members to refer to.

Director Chalhoub noted the guidelines and master plans are also in the board resources folder. She continued explaining that internal teams in Arts and Culture and Parks and Recreation did internal reviews of the application and made notes for the board to refer to. Chalhoub explained the board should reference the eligibility criteria when considering funding. They should also take note of the project plan, funding, and timeline.

Board Member Mayor Dahle asked if it is correct to assume that if the applications are in the packet then they are eligible for TRCC funding?

Director Chalhoub explained the DA is reviewing the applications for eligibility and they will let the board know if any are unable to move forward. She continued explaining TRCC eligibility includes:

- Projects must have a tourism, recreational, cultural or convention purpose that serves Salt Lake County residents.
- Project-related facilities must be publicly owned and/or operated.
- The public must have access to the project.
- The project and the applying organization must be physically located within Salt Lake County.

The applying organization must be one of the following:

- A 501(c)(3) organization in a publicly owned and/or operated facility.
- A local government.
- An educational institution serving the public at large (not only students).
- A business registered with the State of Utah Department of Commerce and licensed within Salt Lake County.

Chalhoub continued that projects are not eligible if they have already begun, and projects should have a programming component. She also stated that organizations may not submit more than three requests for funding and organizations have been asked to prioritize their applications. She reminded the board funding can go towards consulting, capital development, and tourism promotion. The board's core objectives include supporting projects which demonstrate readiness, feasibility, and sustainability.

Chalhoub emphasized the four areas of tourism, convention, parks and recreation, and cultural facilities. Tourism is about bringing tourists from outside the county into the county. Convention specific facilities that bring tourist dollars in. Parks and Recreation are based on the principles of current and future needs of the community that follows the county's master plan. Arts and Culture is focusing on local art communities, valuing artists, and community participation. Chalhoub explained the different planning areas across the county.

Chalhoub continued by explaining the next step is hearing presentations from all the applicants. After September 16th, there will be a pause in the process to wait for the Sales Tax Revenue Committee to meet. After they meet in late September or early October, SLCo staff will share the county's long-range plan with the TRCC Board and update on the final funds the board has to distribute to projects.

Board Member Sorensen asked if the applicant's received the initial comments from the internal review.

Director Chalhoub stated they have not been shared.

Board Member Sorensen asked how important the priority is if multiple applications have been submitted by one entity and what if the board sees it differently.

Director Chalhoub responded the board would have to ask the applicant.

Board Member Mayor Dahle asked about spreading the money and services around the different planning areas?

Director Chalhoub stated the county's master plans could offer insight into how to spread the funding around the county and to different types of projects.

Chair Mayor Overson stated in the past, the board has attempted to present opportunities for everyone in the county to benefit. The five different areas help to guide the board to represent the whole county and spreading around the money. Overson did acknowledge that there is not enough money available to fund all the projects and so it will be important to spread it as equitably as they can.

Board Member Mayor Dahle noted the challenge of the small pot of money and the regions can present the difficulties of selecting an applicant that isn't as strong to spread out the resources.

SLCo Deputy Mayor Litvack thanked the board members for their service to the board and acknowledged how challenging the decisions can be. She emphasized the program has focused on geographic diversity in the use of funds. Tax revenue is generated throughout the county, and they want that to go back to the whole county. She stated that it may be possible there is more funding this year and will know more after the long-range plan is presented.

Litvack noted a priority is given to capital maintenance of buildings in in the county's portfolio.

Board Member Mayor Zoltanski asked if they are looking for projects that fit the criteria, and if they can fund a portion of the project if they have a large funding ask.

Deputy Mayor Litvack stated in the past the board has funded an application over multiple years by building it into the long-range plan and taking from the fund in the following years. She also stated they can fund less than the ask.

Board Member Mayor Dahle asked how the presentations will commence.

Director Chalhoub explained each applicant will have five minutes to present.

Board Member Mayor Zoltanski asked how that works if someone has multiple applications.

Director Chalhoub responded they get five minutes per project.

Chair Mayor Overson addressed the board stating it is their job to listen to all the presentations and will deliberate when they know the funding amount. The point of the presentations is to understand what the projects are. It is their responsibility to keep an open mind for all the projects and debate after hearing all the presentations.

Deputy Mayor Litvack stated that they can follow up with the applicants if there are any questions that aren't answered.

4.2 2023 TRCC Support Program Application Presentations

[22-0803](#)

1. Riverton City - Sandra Lloyd Community Center Renovation
2. Utah Chinese Association - Salt Lake County Historical Chinatown Travel Promotion Tour
3. Update on West Valley City - Veteran's Memorial Hall
4. City of West Jordan - Performing Arts Center

2023 TRCC Support Program Application Presentations

Chair Mayor Overson invited the first presenter up.

City of West Jordan-Performing Arts Center

Mayor Dirk Burton, Korban Lee, Tauni Barker, and Jeremy Olsen presented a PowerPoint on the City of West Jordan's Performing Art Center. Mayor Burton explained this project has been going on for a while and the project is shovel ready. It was all ready to go, and then COVID hit, and the project was put on pause, but the price has increased. The former allocated money by the County is no longer enough.

Lee explained the 200-seat theatre is an entry level performing arts space for all kinds of performers and arts groups. He stated this would fill a hole in the county's master plan for small space performing arts center. The project was fully funded in 2020 by TRCC, but the funding gap now is \$5 million. The project will be built by the city and run by the city. The facility is operated by the city, but the performances will be led by volunteers.

Chair Mayor Overson asked if the space would be open to any performance groups in the valley.

Mayor Burton responded that they want to see all types of groups use the space from all over.

Board Member Mayor Dahle asked about the 2020 TRCC funds and amount.

Mayor Burton stated \$2 million, and they did get it back, but construction costs has increased.

Board Member Mayor Dahle asked how close the facility is to the Taylorsville center.

Mayor Burton responded 36 blocks and it is a very different building than there space.

Mayor Zoltanski asked for the total budget.

Lee responded that the total project is \$12.5 to \$13 million. They have over \$8 million between the previous TRCC funds and city money. The previous total amount was \$7.5 million and they had that amount.

Mayor Burton emphasized inflation and supply chain challenges.

Riverton City-Sandra Lloyd Community Center Renovation

Mayor Staggs presented a PowerPoint on Riverton City's Sandra Lloyd Community Center Renovation. He stated the building is named after the city's first female mayor and is on the same campus as the library and senior center. He stated the total project is \$2.5 million and gave an overview of the building and current facility use. Mayor Staggs gave an overview of the project including exterior enhancements, improving accessibility, and upgrade of restroom facilities and lighting. He shared photos of the plans for the lobby, lounge, and multipurpose room spaces. The north plaza improvements will be funded by the city's contribution.

Board Member Dahle asked if the project is ready to start.

Mayor Staggs responded it is ready. The council has appropriated money, and everything is prepared.

Chair Mayor Overson asked about upgrading a historical building.

Sheril Garn explained the city met with historical preservationists when they did seismic upgrades and they had to keep the exterior the same to keep the historical designation.

Utah Chinese Association-Salt Lake County Historical Chinatown Travel Promotion Tour

Mary Yang presented a PowerPoint on the Utah Chinese Association's Salt Lake County Historical Chinatown Travel Promotion Tour. She gave an overview of Utah's Chinese history stating the first Chinese people lived in Utah in 1860. Yang continued giving history and explained the nonprofit's mission is to bring people together through history and cultural engagement.

Chair Overson overviewed the application asked for \$30,000 to be used for planning, product development, and advertising.

Yang explained they need more professional help to help the organization.

Chair Overson asked Director Chalhoub about the part of their application that asked for help with funding an employee.

Director Chalhoub stated that the funding could not be used for an employee.

Brad Kendrick stated they would reach out to the DA because tourism has different statutory requirements.

Update on West Valley City-Veteran's Memorial Hall

Jake Arslanian presented a PowerPoint on West Valley City's Veteran's Memorial Hall. He provided background on the project stating the goal of the project is to remind the principles of freedom through learning about and celebrating veteran's who sacrificed. The project is providing throughout the county and state of Utah for people to come and visit a reverent moment with their loved ones who gave their lives. In 2019, they asked for \$4.5 million and

was awarded \$2.5 million for the project, but then COVID hit, and construction was halted. They divided the project into cities to lessen the burden on the city, the foundation, and the county. The phases did not change the design of the project. He stated with the first phase, they have had many out of state visitors. Their goal is to finish the project by building the memorial building and great hall. He noted some mistakes in the numbers he put in, but they are up to \$12 million. SLCo staff helped him understand the in-kind donation aspect that needs to be put into the total project budget. He noted donors are waiting to have funding from the county.

Chair Mayor Overson clarified that they received \$2.5 million in 2019.

Director Chalhoub explained they were awarded that amount, but the SLCo Council issued legislative intent that before they received that distribution of funds, they had to raise 75% of the funds. Staff will have to recalculate the budget because of the donations. They have one more year to meet that obligation if they haven't met that.

Chair Mayor Overson asked they are now asking for \$4.5 million.

Arslanian noted his passion for the naming of the Utah Veteran's Memorial because it is for all citizens, visitors, and future residents.

Vice Chair Councilmember McCay thanked Arslanian for the presentation and asked for the square footage of the second phase of the project.

Arslanian responded it is 14,000 square feet.

Vice Chair Councilmember McCay stated the space is used to honor and respect families and a recording studio. She asked what else the space will be used for.

Arslanian responded it will be used for artwork and the great hall is a multipurpose center that meets the need of the veteran's meeting four times a year to gather, have banquets, and educate. He stated there will also be a school program to educate on veterans.

Board Member Mayor Dahle clarified there is \$2.5 million promised once 75% is raised and what cost that is going off of. The original cost or the new cost.

Director Chalhoub responded it is the original ask.

Board Member Mayor Dahle asked how close they are to raising the amount.

Arslanian responded they are close.

Board Member Mayor Dahle asked why they need the additional \$2 million to the \$2 million that has already been awarded.

Arslanian referenced the new construction budget to finish up the project.

5. Other Committee Business

Mayor Overson clarified all the information is in Dropbox and it will be updated with new information.

Director Chalhoub stated they will update the Dropbox and Deputy Mayor Litvack would like to explain the COVID pause on West Valley City.

Deputy Mayor Litvack stated the West Valley City project was not ready to go at the time they asked for funding and that is why the Council placed the stipulation on the funding being released. She stated they will need to go back to the Council to ask for guidance. When COVID hit, and they started looking over budgets, they acknowledged this fund is funded through the restaurant fund, the hotel tax fund, and car rental tax. When COVID hit, these industries were hard hit. Litvack wanted to be clear, that collectively as a county, they stepped back on everything, and with this fund they didn't just hold back on the contributions, they stopped capital maintenance projects and adjusted operational budgets based on what was happening and how it was impacting county revenue from a tax standpoint. They paused funds on those projects because the revenue was not coming in. As soon as the fund rebounded, they came back to the TRCC board and got the money to the projects as quickly as they could. They were clear that they could come ask for more money for inflationary challenges.

Chair Overson thanked Deputy Mayor Litvack and asked if there were any other questions before meeting next Friday.

Board Member Mayor Zoltanski noted it could be helpful to see past projects that were funded to see equity and the geographical aspect. This can help with weighing the location and purpose of funds.

Director Chalhoub explained the last round of applications was 2019 and those fundings were put on hold so that delayed projects. Some applicants denied the funding because they could no longer move forward with the project. 2019 was a unique year.

Deputy Mayor Litvack stated they can pull the history. There haven't been many tourism applications funding, most goes to cultural and recreational.

Board Member Mayor Zoltanski stated it will help to have context.

Board Member Mayor Dahle stated it will be helpful to get five years or so of the budgeting within each area to see the equity or if there is an imbalance of distribution. He asked to see the total money allocated.

Deputy Mayor Litvack stated they can get that information.

6. Adjournment

Board Member Sorensen motioned to adjourn.

Board Member Mayor Dahle seconded.