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2 **MINUTES OF THE CENTRAL WASATCH COMMISSION (“CWC”)**
3 **BUDGET/FINANCE COMMITTEE MEETING HELD THURSDAY, JULY 9, 2020 AT**
4 **3:30 P.M. VIA ZOOM**
5

6 **Present:** Chair Jeff Silvestrini, Chris Robinson, Jim Bradley, Mayor Harris Sondak,
7 Ralph Becker (ex officio member)
8

9 **CWC Staff:** Deputy Director Blake Perez, Communications Director Lindsey Nielsen,
10 Office Administrator Manager Kaye Mickelson
11

12 • **OPENING**
13

14 Mayor Jeff Silvestrini called the meeting to order at approximately 3:30 p.m.
15

- 16 1. **Commissioner Jeff Silvestrini will Conduct the Meeting as Chair of the Budget and**
17 **Finance Committee.**
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19 2. **2020-2021 Budget Information: Income/Use of Reserves – Visitor Management**
20 **Subcommittee Request for Funding: Phase I – Environmental Dashboard Phase II-**
21 **Discussion: Long Term Projects Process and Oversight.**
22

23 The projections were reviewed and described as being very close to what was received. It was
24 reported that a potential use of reserves is the Visitor Usage Study. The cost ranges from \$20,000
25 and \$40,000. Office Administrator, Kaye Mickelson reported that when they passed the
26 Investment Policy, they agreed to maintain the equivalent of one-year’s operation expenses. The
27 total operating budget is approximately \$700,000 including projects. There is currently
28 \$1,036,000, which leaves about \$200,000 for projects.
29

30 Possible fundraising capabilities were described. Chair Silvestrini stated that funds can be
31 received from a municipality that is deductible to the donor and earmarked for a specific project.
32 CWC Executive Director, Ralph Becker stated that they have already received a major contribution
33 to the environmental dashboard from ESRI. Firm numbers have not been put forward but it was
34 expected to be over \$100,000 being provided in the form of services. He pointed out that ESRI is
35 donating the development of the hub.
36

37 Communications Director, Lindsey Nielsen explained that ESRI is waiting for the CWC to specify
38 when and where to plug in. Another reason for the delay when the dashboard contract was being
39 transferred from Brendle Group included the original scope and was not for an ESRI-created
40 digital interactive platform. Because there was a massive amount of work and data collected by
41 the Brendle Group, work had to be done to determine how to convert the data to an ESRI platform,

1 which is referred to as ‘the hub’. Ms. Nielsen explained that the funding that was deferred when
2 they decided to extend the contract over two years was purely the cost from Phoebe and Jim. The
3 services that ESRI will be contributing in-kind include the development of the platform and
4 making it easy to use. They will not be providing maintenance or hosting costs.

5
6 Feedback was sought from the committee. Ms. Mickelson reported that GrantFinder is a national
7 organization where proposals are submitted and posted. Requests are then weighted.

8
9 Mayor Sondak pointed out that some short-term projects have users who may be willing to
10 contribute small amounts. Ms. Mickelson commented that short-term projects give value to the
11 organization and bring the CWC to the attention of individuals. It is of great benefit and has been
12 very well received by the public. Long-term projects include the Environmental Dashboard, which
13 will have longitudinal funding needs. There are other potential long-term projects. Each aspect
14 will be very different under the purview of the Executive Committee. Ms. Mickelson thought that
15 the potential for finding money is broader than has been to date.

16
17 Mr. Becker stated that the Visitor Use Management Study is on the next CWC Board Meeting
18 agenda. If moved forward as an action item, a portion of the funding could come from reserves.
19 Staff could then be directed to find other funding sources. Mr. Becker explained that they can
20 receive donations as specifically mentioned in their charter. If needed, they can also look into
21 establishing a specific entity for tax purposes; however, there would be an associated cost.

22
23 Chair Silvestrini stressed the need to establish a long-term strategy for fundraising. He commented
24 that the dashboard and short-term projects have merit because they involve something tangible and
25 immediate. He suggested they proceed with both options including a funding option for short-
26 term projects and the Visitor Usage Study. The Environmental Dashboard will build confidence
27 among donors and demonstrate that the CWC is an organization that performs. They also need a
28 long-term strategy to raise larger sums of money that can be used to run the organization. While
29 he had always believed that member entities will contribute, their reach could be expanded
30 substantially if they can raise larger sums of money.

31
32 Chair Silvestrini suggested they make a recommendation to the full board authorizing staff to
33 pursue some of the options identified pertaining to seeking donations.

34
35 **MOTION:** Jim Bradley moved to place the matter on the agenda for the next formal Commission
36 Meeting and recommend staff be allowed to pursue fundraising.

37
38 There was discussion about applying fundraising specifically to the Visitor Management Study
39 and the Environmental Dashboard. Commissioner Robinson did not support limiting the
40 fundraising.

41
42 Mayor Sondak seconded the motion.

43
44 Chair Silvestrini anticipated that it would be necessary to enter into an Interlocal Agreement
45 between the entity that agrees to accept the contributions and the CWC. Procedural options were

1 discussed. Chair Silvestrini suggested that CWC Attorney, Shane Topham be involved in the
2 process. He expected that an Interlocal Agreement would need to be entered into.

3
4 The motion passed with the unanimous consent of the Budget Committee.

5
6 Chair Silvestrini suggested they be prepared to discuss the crowdfunding option for the Visitor
7 Management Study and consider a possible match from reserves. Ms. Mickelson stated that the
8 University of Utah, through its Development Office, has a crowd fundraising arm. That may be
9 an option to raise money for the Visitor Management Study.

10
11 CWC Deputy Director, Blake Perez commented that if they stick to the current budget, the
12 environmental dashboard will be fully funded in the current timeline. He questioned whether they
13 could crowdsource quickly enough to get to a certain amount or the Visitor Use Study for Phase 1.
14 Larger donations could be pursued for the Environmental Dashboard. The reserves could be used
15 depending on how quickly they want things done and how urgent they are. Mr. Perez stated that
16 he confirmed with Dr. Bricker the previous day that there is no additional charge to use the
17 platform.

18
19 Mr. Becker commented that reserves could be used to fund short-term visible projects. The
20 Budget/Finance Committee the full board could recommend spending a portion of reserves to
21 complete more problematic projects and projects with a very visible concrete result.

22
23 Ms. Mickelson reported that they have funded all of the short-term projects that were approved
24 from this current fiscal year from the \$50,000 set aside with \$20,000 going to the Salt Lake
25 Climbers Alliance. That leaves \$30,000 for additional short-term projects. Ms. Nielsen stated that
26 to date there have been seven projects funded. The previous day it was reported that the Desolation
27 Trail had been funded. Ms. Nielsen clarified that the County funds will specifically go toward
28 maintenance of the trail. She noted that it requires significant rerouting.

29
30 Chris Robinson expressed support for taking \$100,000 from reserves but not \$200,000 for special
31 projects. Chair Silvestrini agreed. It was clarified that \$100,000 would be available for tangible
32 and intangible projects. With regard to a potential contribution from Sandy City, Mr. Becker stated
33 that they anticipate in the first quarter coming up with an approach to fund the CWC and bring the
34 matter back to their City Council. Possible alternatives were discussed.

35
36 **3. Mountain Accord White Paper: Alternative Funding.**

37
38 Ms. Mickelson commented on the Mountain Accord White Paper and stated that she had read a
39 lot of white paper in relation to fundraising and the potential to solidify organizations. She
40 considered it one of the most detailed and comprehensive she had ever read and nothing had been
41 done with it. She explained that there are local organizations that have put significant funding into
42 Bonanza Flats or similar items that they have yet to speak with.

43
44 It was suggested that the committee members review the Mountain Accord White Paper.

1 **4. Operational Items.**

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3 Ms. Mickelson commented that staff is working with Zions Bank’s Treasury Department. Daily
4 expenses are paid through an ACH direct deposit with vendors, which has worked very well. She
5 informed the committee members that they have access to the CWC’s finances. It was noted that
6 further authorization for Chair Silvestrini needed to be addressed with Zions Bank.
7

8 It was clarified that for the meeting scheduled for Monday, the reserve use recommendation to the
9 full board would be limited to \$100,000, assuming that Sandy City ultimately contributes. With
10 regard to Phase 2 of the Environmental Dashboard, the direction was that it has been budgeted for
11 but they want to fundraise for it rather than use CWC funds. Doing so would provide more
12 flexibility and allow those funds to be used for another project. Concerning the Visitor
13 Management Study, the intent was to use reserves with help from the public. The intent was to
14 ask their partners to crowdsource. Direction will also be given to the full board to explore
15 fundraising relationships.
16

17 **5. Adjournment.**

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19 The Central Wasatch Commission Meeting adjourned at approximately 4:30 p.m.

1 *I hereby certify that the foregoing represents a true, accurate and complete record of the Central*
2 *Wasatch Commission Budget/Finance Committee Meeting held Thursday, July 9, 2020.*

3

4 *Teri Forbes*

5 Teri Forbes

6 T Forbes Group

7 Minutes Secretary

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9 Minutes Approved: _____