**THE UTAH LAKE AUTHORITY REGULARLY HELD MEETING**

**July 19, 2023, at 9:00 AM-11:00 AM**

Provo Airport, 1331 Sky Way, Provo, UT 84601

**AGENDA**

**ATTENDEES:**

Julie Fullmer, Vineyard, Chair

Eric Ellis, Utah Lake Authority

John Mackey, DWQ

Ben Stireman, FFSL

Hilary Hungerford, UVU

Mark Johnson, Lehi

Carolyn Lundberg, Lindon

Michelle Kaufusi, Provo

Kameron Dalton, GO UTAH

Tom Sakievich, Utah County

Brady Brammer, Utah House

**VISITORS:**

Isaac Paxman, Provo

Brett Palmer, Brett Palmer

Abigail, BWP

Dee Chamberlain

Richard Foggio

Soren Simonsen, JRC

Jodi Garberg, DWQ

Dave Epstein, Jacobs

Ben Abbott

Dan Pitzler

Steven Stahili

J

Sean Thornton

Lars Anderson, Consor

Kristina Davis, CUV

Josh Hermann

Calah Worthen, Jacobs

Dave Epstein, Jacobs

John Bennion, CUV

Larry Ellertson

Zeno Thoreson

**Presiding Board Member:** Chair Julie Fullmer

**Vice Chair:** Michelle Kaufusi

**UTAH BOARD REGULAR SESSION**

1. **WELCOME & CALL TO ORDER/INSPIRATIONAL THOUGHT *– Kameron Dalton***
   1. The meeting started at 9:06 am.

**2. CHAIR AND BOARD MEMBERS' REPORTS/DISCLOSURES/RECUSALS**

2.1 Hilary Hungerford shared an update about the UVU NSF research project. It was a three-year project; they are finalizing presentations. She will share with the board a link to view all the documents.

**3. STAFF AND COMMITTEE REPORTS**

**3.1** Executive Director Eric Ellis– Project updates

Executive Director Eric Ellis began by sharing updates with the attendees. He mentioned partnering with Curtis Blair for an article about the Utah Lake Authority's purpose, which was recently published. He discussed a tour with Congressman Owens, highlighting key sites visited and the positive impression made on the congressman. He announced a scheduled roundtable with Congressman Owens on August 14 to address the lake's issues and align requests with his committee assignments.

He informed the group about creating watershed councils in the state, including the Utah Lake watershed, where the Authority is represented. He outlined plans for lake tours in the fall and spring to assess key locations affected by the watershed.

He proceeded to mention upcoming projects. Connor from Consort gave a presentation on project progress, and VWP presented logo options for the Authority. Eric expressed excitement about the logo choices and highlighted the importance of selecting the right one. Jacobs Engineering discussed the prioritization tool for evaluating lake improvement projects.

He mentioned selecting Aqua Technics for treating Utah Lake State Park and Linda Marina regarding alga treatment. He noted their treatment methodology involving copper and hydrogen peroxide for effective and balanced treatment. He discussed the bubble curtain's use in the state park and plans to expand it if successful. Eric acknowledged the temporary nature of these treatments and mentioned ongoing efforts to improve water quality.

**3.2** Addy Valdez – Conservation and Restoration Efforts

Addy Valdez shared updates on summer conservation efforts and research activities. She discussed changes in car removal due to cost and power limitations, including adopting a 300 ft net and collaborating with Kevin Land for data-focused smaller-scale removals. VWR and USU staff would continue system monitoring. Future plans aimed to optimize efficiency by conducting large-scale removals during low water years based on USU modeling. This collaborative approach was intended to improve lake health. Addy highlighted progress in the June sucker population, with over 6,296 tagged individuals detected in the river delta project and mentioned UWR's larva traps for assessing spawning success.

Addressing vegetation and habitat restoration, noted a new monitoring partnership with Utah County involving seeded upland wetland mixes in treated areas. Monitoring through established plots was planned for the next year, with the hiring of an intern to assist with monitoring and planting. Addy had engaged with nurseries to acquire suitable plants and noted natural vegetation regrowth.

During the meeting, the Board inquired about the types of plants for the planned emergence, and Ms. Valdez explained that they were focusing on semi-aquatic emergent plants such as bull rushes, cattails, and duckweed. They discussed the possibility of organizing a service project to get the plants planted and mentioned the availability of volunteers, including students from Utah Valley University.

She also mentioned their efforts to enhance their social media presence with a segment on Instagram where people could ask environmental questions. This segment received positive engagement, particularly on wildlife-related topics. She expressed satisfaction with working alongside Jenna on this initiative.

She detailed the plans for the northern pike, a fish species they were studying. They discussed how these pike were tracked using telemetry devices to monitor their habits. The pike was introduced legally around a decade ago and has become a subject of study due to their impact on the ecosystem.

**3.3** Jenna Ahern – Communications and Outreach

Jenna Ahern provided updates on various projects and initiatives. She mentioned their work rebranding the website, with plans to update the theme, add content pages, and create hubs for lake activities like fishing, hunting, and bird watching. The goal was to make the website an educational resource for newcomers and those already engaged in lake activities.

She discussed upcoming events, including a yoga class at Vineyard Beach, which was her passion project. She collaborated with Sam to promote the event and encouraged everyone to spread the word. She also highlighted her social media and networking efforts, aiming to provide consistent content and identify the most effective approaches for their audience. She had been connecting with various communication and social media managers to enhance outreach efforts and leverage the collective reach of different organizations and departments.

**3.4** Sam Braegger– Events and Engagement

Sam Braegger provided updates on recent and upcoming events and programs. He discussed the return of the Utah Lake Festival after a three-year hiatus due to pandemic challenges, mentioning lower attendance this year but positive feedback through a net promoter score system. He mentioned plans to enhance the festival by adding more adult and teenage activities, citing the success of the cardboard boat race and the desire for volleyball or spike ball tournaments and inflatables. He shared that 78% of surveyed attendees were first-timers, and 89% expressed a likelihood of returning to the state park based on their festival experience.

He also introduced the upcoming Scavenger Hunt, a digital activity with educational and fun elements at the lake, where participants use a mobile app to complete missions and earn rewards. He touched on expanding the Life Jacket Loaner program, partnering with the Utah Drowning Prevention Coalition, and adding a new life jacket station at Mill Race.

He updated the audience on the Doctor Shoreline program, which encourages volunteer adoption of specific shoreline areas to maintain cleanliness. He mentioned that 40 out of 45 areas had been adopted and discussed ongoing updates to the program's procedures.

Finally, He mentioned the Small Grant Program's implementation, which focused on introducing or enhancing recreational opportunities at the lake. He concluded by inviting questions from the audience.

Executive Director Eric Ellis inquired about the most common requests that Sam receives regarding activities and events at the lake.

Sam Braegger mentioned that while their agency doesn't receive many direct requests, they have conducted surveys and collected data on popular activities at lakes across the United States. They then used this data to gather public input through a survey to determine what types of classes, programs, and tournaments people would be interested in. He highlighted that this data would be valuable for the Small Grant Program, which aims to address funding challenges and partner with cities and organizations to offer desired activities based on resident preferences.

Eric Ellis followed up by expressing interest in the specific requests and where shortcomings might exist. He suggested discussing these requests from a legislative perspective to address potential gaps and enhance the offerings at the lake.

Chair Julie Fullmer mentioned the upcoming Big 12 event and expressed interest in bringing activities to the lake to engage participants.

Eric Ellis was not aware of the specific details of the Big 12 event, but Jenna had a meeting scheduled with the Director of Marketing from the event in the next couple of weeks. They had been in touch with the event organizers on and off over the last few years and were working to establish a more concrete relationship. They were considering creating a static landing page on the event's website to provide dedicated information and resources about Utah Lake, thereby enhancing the engagement and experience for visitors.

**4. CONSENT ITEMS**

**4.1** Approval of the May 24, 2023, ULA Board Meeting Minutes

**4.2** Review and approve May Monthly ULA Budget Report

**4.3** Review and approve Public Entity Resolution – State Treasurer's Office

**4.4** Review and approve GRAMA Requests Policy

Motion to approve consent items 4.1, 4.2, 4.3, and 4.4

Kameron Dalton motioned to approve the consent items. Seconded by Tom Sakievich. The motion was approved unanimously.

**5. Action Items:**

**5.1** Review & approve Chair recommendation for ULA Executive Director Compensation

Chair Julie Fullmer discussed the third-party benchmark compensation study conducted for the executive director position. She mentioned that all board members were sent the study for review. She recommended going with the mid-range compensation level that was suggested by the study. She praised Eric Ellis for his outstanding performance, highlighting his successful transition from ULC to ULA, managing ongoing projects, engaging stakeholders, and securing legislative funding. Julie emphasized Eric's effective communication and dedication to his responsibilities. She stated that the recommended compensation is a conservative approach and provides a solid foundation for the future growth of ULA. She expressed gratitude for Eric's hard work and dedication throughout the process.

Motion to approve the mid-range compensation for the Executive Director position.

Tom Sakievich motioned; Brady Brammer seconded. The motion passed unanimously.

**6. PRESENTATIONS/RECOGNITIONS/AWARDS**

**6.1 Walkara Way project update – CONSOR**

Lars Anderson from CONSOR Engineers presented updates on the trail alignment and amenities project. He discussed Phase A and B of the project, highlighting key areas and features. In Phase A, he mentioned the proposed trailhead near the Sleepy Ridge subdivision, which will include a parking lot, barn, restrooms, and interpretive signage. The barn will serve as a community and educational facility.

He also explained the 14 ft wide trail with 2 ft shoulders on each side, the 6 ft gravel trail, and the access road. He showcased the boardwalk used for wetter areas and showed images of the proposed structure.

In Phase B, he introduced a viewing tower and a hunting blind. He provided visual representations of these structures and their features. He addressed questions regarding ownership and liability for the structures, indicating that Vineyard City and the Utah Lake Authority were taking on the maintenance of specific amenities.

A question was raised about ownership and liability, particularly concerning the hunting blind and other structures. He mentioned that Vineyard City and the Utah Lake Authority were responsible for maintaining certain amenities, but ownership and liability details for the hunting blind hadn't been fully resolved.

Executive Director Eric Ellis provided additional information regarding liability and responsibility for the hunting blind and other structures. He mentioned that hunting blinds are typically simple structures placed on the ground and don't pose significant risks as long as they are built properly. He explained that the Utah Lake Authority has been responsible for maintaining the gravel path leading to the blind.

Lars Anderson clarified that Utah has a recreation act that provides certain liability protections for state entities when individuals engage in recreational activities. The assumption of risk is placed on the individual engaging in the activity. He also mentioned that the Utah Lake Authority is covered by risk management policies and represented by the State Attorney General's office in case of liability claims. The liability scenario would likely fall on the individual hunter, mainly if any gross negligence or intentional misconduct were involved. He emphasized that the Utah Lake Authority's main focus would be on ensuring the structure is built safely and that permits and proper documentation are in place to clarify responsibilities and indemnifications.

He noted that a bridge crossing needs to accommodate vehicles and pedestrians. He mentions that geotechnical engineers are currently working on the project. He discussed the challenges of creating a trail near a wastewater treatment plant and a golf course. There was a need for fencing on both sides for safety reasons, but it may not be the most aesthetically pleasing section of the trail. He suggested exploring budget-friendly options like decorative art or a heavy-duty tarp to improve the appearance and mitigate odors from the treatment plant.

Mark Johnson expressed his interest in the subject and mentioned his 15-year tenure on the TSSD board. He shared his perspective, indicating that he didn't view the situation negatively as others did. He suggested the importance of having message boards or knowledge boards to explain the role of sewer treatment in the ecological system. He also mentioned that considering the proximity to a golf course, he didn't find the odors too problematic. Mark believed that public understanding of the process's significance to the lake's ecology was crucial and advocated for knowledge boards to be installed.

The Board discussed TSSD, its proximity to Lindon Marina, and their plans for engineered wetlands and boardwalks. These plans included educational opportunities, rentals, and access improvements. They praised TSSD's efforts in water clarity and cleaning, mentioning their collaboration with the Army Corps and the progress of their engineering plans.

Lars Anderson discussed the south trailhead in phase B, emphasizing its functionality with 65 stalls and a restroom but no barn. He highlighted its suitability for fourth graders, offering an outdoor area for presentations. Lars mentioned that the project would oversee construction, while Home City would handle maintenance, with city council approval. He described the barn's design in phase A and B, featuring an open and airy structure with many doors and openings, primarily serving as a shade structure but also capable of hosting events like wedding receptions, to be managed by the city.

Kameron Dalton asked about details along the trail.

Lars Anderson replied that they hadn't discussed that level of detail yet, but it was the next step.

A Board Member asked about resolving conflicts with the Holdaway family regarding a certain matter. They mentioned receiving an email from Joe Perry that opened the door for a possible amicable solution. The idea was to remove the threat of litigation and collaborate on donating a piece of land to the Department of Natural Resources, allowing for state control. This proposal seemed to gain more support because it would encourage conservation and collaboration.

The discussion acknowledged that there was still work to be done, including further communication with the involved families and confirmation with the Department of Natural Resources. The goal was to put the organization in a better position to provide public access to the land while respecting the family's generational investment. The Board members wanted to honor the family's legacy and involve them in future steps. They also discussed the possibility of an educational walkway commemorating early settlers and their history to honor that legacy.

Chair Julie Fullmer noted that there were many resources for the family and early settlers. BYU and UVU were working of videos of the settlers in that area. It would help preserve the legacy.

**6.2 ULA Branding Presentation – BWP**

Brett Palmer introduced himself and his team, including Abigail and Adrian, who was responsible for the brand architecture. They discussed the brand's purpose, position, promise, brand pillars, and personality. The purpose was to help people fall in love with Utah Lake by reimagining it as a year-round recreation destination. The position emphasized Utah Lake as a hidden gem waiting to be discovered. The promise was about offering endless adventures that entertain and inspire visitors.

They outlined brand pillars: Exploration, Fun, Optimism, Responsibility, Growth, and Connection. They defined the primary personality as the Explorer and the secondary personality as the Jester, characterized by adventure, playfulness, and optimism. He provided context by mentioning the National Park Service's brand approach, infusing humor into their messaging. The goal was to create a self-identifying brand for Utah Lake that people could relate to.

Additionally, they discussed the brand's personality attributes: Adventurous, Energetic, Playful, Wise, and Cool Conscientious. These attributes aimed to encourage outdoor recreation, connect with the community, and inspire positive action.

Overall, they outlined the brand's core elements and approach to connecting with the audience. Brett mentioned that they had developed a 62-second pitch, a 12-second pitch, and messaging concepts but asked for input on the timeline for moving forward, particularly regarding the logo process.

**6.3 ULA Management Plan, Project Evaluation Weighted Ranking – Jacobs Engineering**

During the meeting, Dave Epstein and his team introduced the concept of multiple objective decision analysis (MODA). They intended to conduct an exercise with the participants to prioritize different opportunities. However, they decided to provide a presentation instead due to time constraints. They discussed the importance of MODA for prioritizing projects and allocating funding based on multiple objectives and decision factors. The presentation aimed to provide an overview of how MODA works and its relevance to their decision-making process. They also mentioned sending out materials related to MODA and planned to walk through the process with the participants, followed by a discussion on potential approaches for averaging individual weightings.

Dan Pitzler explained the multi-objective decision analysis (MODA) procedure and its common use in prioritizing capital projects. The MODA process involves defining criteria, measuring project performance against these criteria, creating a project list, assigning weights to criteria, scoring projects, calculating overall project value, comparing it to costs, and generating a ranked project list. He highlighted that while obtaining a ranked list is crucial, the real challenge lies in scheduling, implementation, and considering funding sources, regional equity, and other factors. The discussion mainly centered on the weighting step of MODA, with upcoming talks on project prioritization.

Kayla [no surname] provided an overview of the recommendations and projects considered in the Lake Management Plan. She explained that capital construction projects would receive a prioritization score, while other recommendations focused on collaboration with partner agencies and research questions might or might not undergo the prioritization process. A pre-screening checklist ensures projects meet specific criteria before entering prioritization. The evaluation criteria were developed with input from the planning team, aligning with the plan's vision themes: ecosystems, recreational opportunities, and vibrant communities. The functional requirements aim to measure project effectiveness and alignment with partner objectives. She emphasized that weighting the criteria allows for incorporating various stakeholder values and priorities into the process.

Dan explained the concept of swing weighting using a car-buying example to illustrate how it works. He demonstrated how to assign weights to sub-criteria and main criteria by considering the transition from the worst to the best outcome for each. Dan also mentioned the waiting form that would be sent to the Board, containing criteria, worst and excellent outcomes, and the request for board members to provide their weights. The proposed approach involved using the Board's average weights for the initial prioritization round, with the possibility of conducting sensitivity analyses if needed. Dan concluded his explanation and asked if there were any quick questions before the meeting adjourned.

**7. PUBLIC COMMENTS**

Chair Julie Fullmer opened the meeting for public comment.

Christina Davis introduced herself as a representative of Utah Valley and an adjunct professor at UVU in the Department of Biology. She mentioned her involvement as the Chair of Lake Saturdays for Earth Day for the past four years. Christina offered to collaborate and volunteer her time and energy for Earth Day in 2024, proposing the idea of holding the event at Utah Lake. She provided her contact information for further communication. The Board expressed their appreciation and interest in the collaboration.

Sean Thornton, creator of the Windy Lookout app, introduced himself to the Utah Lake Authority and expressed their interest in partnering to expand the services offered to all users of Utah Lake. The Windy Lookout app is designed for Utah Lake and serves as a water detection and alert system. They mentioned that the app can be found on the app store and is promoted on life jacket monitor stations around the lake. The creator emphasized the potential for collaboration, expanding services, and gathering more data.

Richard Foggio made two comments during the meeting. The first comment was related to the reporting of Harmful Algal Blooms (HABs) in Utah Lake. He suggested that reporting HABs when they are over and providing information on the percentage of the lake affected could help improve the perception of the lake's safety.

His second comment was related to the presentation by BWP & Associates. He suggested adding a brand pillar that links the lake to the national and global ecosystem, considering the Jester archetype to make the lake's history more engaging, and keeping the ULA brand separate from the Utah Lake brand. He also mentioned that rebranding should be given serious consideration due to potential confusion and negative brand equity associated with Utah Lake.

Josh Herman, President of Liquid LLC, shared his positive experience interacting with local businesses and recreational activities at Utah Lake. He mentioned that he perceives an open-door policy for businesses at Utah Lake Authority (ULA) meetings and feels that most attendees are open to bringing businesses to the lake. He also suggested that businesses with a negative perception of working with the ULA could be invited to special events or meetings to discuss how they can collaborate and operate at the lake. He mentioned offering support for such events, including concerts and keynote addresses, to help businesses see the lake as an open and welcoming opportunity for their operations. Additionally, he mentioned receiving an offer for a 2023 Malibu free day from a business president, which exemplified the positive interactions between businesses and the ULA.

**8. ADJOURNMENT**

Motion to adjourn.

Carolyn Lundberg motioned to adjourn the meeting. Seconded by Michelle Kaufusi. The meeting was adjourned.