

MINUTES OF THE VERNAL CITY COUNCIL, UTAH COUNTY COMMISSION, NAPLES CITY COUNCIL AND BALLARD TOWN SPECIAL JOINT MEETING HELD MARCH 25, 2011 at 3:00 p.m. in the Vernal City Conference room, 447 East Main, Vernal, Utah.

PRESENT:

VERNAL CITY: Councilmembers Cal Dee Reynolds, Bert Clark, Sonja Norton and JoAnn Cowan and Mayor Gary Showalter. Councilmember Ted Munford was excused.

UINTAH COUNTY: Commissioners Mark Raymond, Darlene Burns and Mike McKee.

STAFF PRESENT: Ken Bassett, Roxanne Behunin and Sherri Montgomery.

GUESTS PRESENT: Cassie Hays, Brett Hancock, Mary Bernard, Greg Whitbeck and Adam Massey.

ACKNOWLEDGEMENT & APPROVAL OF SPECIAL MEETING: Councilmember Bert Clark moved to acknowledge and approve this special meeting. Commissioner Mark Raymond seconded the motion. The motion passed with a unanimous vote with Councilmembers Clark, Reynolds, Cowan and Norton and Commissioners Burns, Raymond and McKee voting in favor.

APPROVAL OF MINUTES OF FEBRUARY 25, 2011: Councilmember Bert Clark moved to approve the minutes of February 25, 2011. Commissioner Burns seconded the motion. The motion passed with Councilmembers Clark, Reynolds and Norton and Commissioners Burns, Raymond and McKee voting in favor and Councilmember Cowan abstained.

DINOSAUR ROUNDUP RODEO PRESENTATION: Greg Whitbeck, representing the Dinosaur Roundup Rodeo, explained that last year the Dinosaur Roundup Rodeo was very successful. The last night of the rodeo was military night and a special presentation was done in honor of the U.S. armed forces. He stated that the 2010 Rodeo highlights include 634 contestants with 330 competing during the slack time, prize drawings, the Grand Entry, numerous fund raisers for local organizations, trade fair and this a golf tournament. Brett Hancock noted that the Dinosaur Roundup Rodeo would not be so successful without the help of all the volunteers. Councilmember Clark suggested some type of recognition be made on behalf of Lee Overholz, who volunteered many years on the Rodeo Committee. Brett Hancock agreed, and stated that possibly he could be named as Volunteer of the Year for dedicating so many years to the Rodeo. Mr. Hancock stated that even though the economy is rough, they have been able to get sponsors on board to put on a quality event. The sponsorship amount for 2009 was \$107,500, and 2010 \$136,926 as collected mostly due to more active volunteers. Councilmember Bert Clark asked if they had any national sponsors. Brett Hancock answered that they still have a few, but a lot of the national sponsors have dropped some of the rodeo events.

Brett Hancock stated that for the 2011 Rodeo, a specialty act has been booked to draw more people. These performers are out of Texas and perform roman style rides. Also, John Beck, who is listed as the funny man this year, will be here. The same stock contractor has agreed to provide the animals this year and has locked in a contract for five years at the same 2010 rate.

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Also, the downtown businesses used to be more involved, and prizes will be given out for the best decorations and promotions. Greg Whitbeck stated that they also have a website now, Vernalrodeo.com. Councilmember Clark asked if the special rodeo will be held this year. Brett Hancock stated that they will have the special rodeo for special needs participants as well as the kids corral. There was some discussion regarding the promotional opportunities for the Dinosaur Roundup Rodeo. Mayor Showalter indicated that Vernal City has allocated funds for the rodeo and asked if Uintah County would be sponsoring the rodeo. Commissioner McKee stated that they have placed \$32,000 in their budget for the rodeo.

Uintah County Dinosaur Roundup Rodeo Approval:

Commissioner Mike McKee moved to support the Dinosaur Roundup Rodeo at the same level as last year with a sponsorship of \$32,000. Commissioner Mark Raymond seconded the motion. The motion passed with Commissioners McKee, Raymond and Burns voting in favor for a unanimous vote.

Vernal City Dinosaur Roundup Rodeo Approval:

Councilmember JoAnn Cowan moved to approve a \$32,000 sponsorship of the Dinosaur Roundup Rodeo. Councilmember Sonja Norton seconded the motion. The motion passed with Councilmembers Cowan, Norton, Reynolds and Clark voting in favor for a unanimous vote.

Mayor Showalter stated that from his observation the Dinosaur Roundup Rodeo Committee and Volunteers put in hundreds of hours to make sure the rodeo is a premiere event, and the community owes a deep thank you to everyone involved for all that they do. The Vernal City Council and Uintah County Commission also voiced their appreciation of the rodeo volunteers.

FARMERS MARKET REPORT & FINANCIAL STATUS: Cassie Hayes explained that the farmers market has grown from 10 vendors to over 40 vendors, and the hope is there will be better participation this year. Some of the vendors display art rather than produce, or bring home-baked items. She stated that more produce vendors are needed as the produce sells out fast. Also, Cassie stated that the market has a great atmosphere for people to meet and mingle. Councilmember Clark asked if they are coordinating with the home and garden show held at the Western Park. Cassie Hayes stated that they put out information, but do not rent a booth at the home and garden show. She noted that advertising uses 1/3 of their operating budget. This year t-shirts will be silk screened with a theme and sold to help advertise the market. The high school students will hold a competition to come up with the theme and t-shirt design. Councilmember Cowan suggested they contact Lori Gillman at the High School to coordinate the contest. Commissioner Raymond asked Cassie to coordinate with Kelly Hayes to make sure there are not any issues with the library construction. After further discussion, Mayor Showalter asked the elected officials to support the Farmers Market.

Vernal City Sponsorship of Farmers Market:

Councilmember JoAnn Cowan moved to have Vernal City support the Farmers Market in the amount of \$1000. Councilmember Bert Clark seconded the motion. The motion passed with Councilmembers Cowan, Clark, Reynolds and Norton voting in favor.

Uintah County Sponsorship of Farmers Market:

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Commissioner Mark Raymond moved to support the Farmers Market at the same level as last year - \$1,000. Commissioner Mike McKee seconded the motion. The motion passed with Commissioners McKee, Raymond and Burns voting in favor for a unanimous vote.

ADJOURN: There being no further business; Commissioner Mark McKee moved to adjourn. Councilmember Cal Dee Reynolds seconded the motion. The motion passed with a unanimous vote of the elected official present and the meeting was declared adjourned.

Kenneth L. Bassett,
City Recorder