

**SALT LAKE CITY SISTER CITIES ORGANIZATION
BOARD OF DIRECTORS MEETING
Monday, January 27, 2014
City & County Building
451 S State Street, Room 326
Salt Lake City, Utah 84111**

The regular Sister Cities Board of Directors meeting for Salt Lake City was held on Monday, January 27, 2014 at 5:15 p.m. at the City & County Building, 451 South State Street in Room 326. Board Members Karen Wiley (Chairperson), Jorge Arce-Larreta, Olga Efimova, Anne Erickson, Nicole Gallo, Rosemary Holt, Jinger Laguardia, Jeanette Misaka and Margaret Yee were present. Salt Lake City Community & Economic Development Director Eric Shaw was also present.

WELCOME

[5:15:24 PM](#)

Chairperson Karen Wiley called the meeting to order and welcomed all in attendance.

REVIEW AND APPROVAL OF THE MINUTES

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After reviewing the minutes, Ms. Wiley called for a motion to approve the Sister Cities Board of Directors Meeting minutes for November 12, 2013.

Ms. Erickson moved to approve the minutes as presented and Mr. Arce-Larreta seconded the motion; all voted *aye*; the motion passed.

DISCUSSION OF UPCOMING STATE SISTER CITIES EVENT (Jinger Laguardia)

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Ms. Laguardia noted that she emailed each Board Member an information flyer for the 2014 State Sister Cities Conference scheduled for March 20. The cost will be \$15 a person or \$100 for a table of eight. She explained that the topic of the Conference this year is based on economic development, and Eric Shaw will be a guest speaker on the panel. She also explained that she is putting together a slide presentation which will be presented during lunch. She asked that each Board Member email to her any pictures relating to other Sister Cities events and milestones they would like included in the presentation. Ms. Laguardia requested that the City sponsor a table and asked for a vote to approve \$100 from the budget to sponsor a table of eight. After further discussion, it was determined to target \$500 for five tables.

Ms. Laguardia added that a display table will be provided at the Conference, and invited Board Members to participate in that also. She explained that they would like to expand the awareness of the Sister Cities Organization, and this would include updating web home pages for each Sister City which will also be presented at the Conference.

Ms. Wiley noted that the guest panel at the Conference will include Scott Harvey from GOED (Governor's Office of Economic Development) and Carlton Christensen (Director for the Office of Regional Development) along with Mr. Shaw.

STRATEGIC PLANNING UPDATE (Eric Shaw)

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Mr. Shaw introduced Ellen Richardson explaining that CED has accepted a proposal from her to help the Sister Cities Board with strategic planning exercises. The proposal included meeting with each Board Member individually and then facilitating a half-day meeting with all Members. He noted that her services will be paid through the CED budget.

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Ms. Richardson explained that she would begin arranging to speak to each Member individually with an email outlining topics to be considered so that each Member will have the opportunity to prepare for questions and ideas. The ideas from each Member and strategies to implement them will be discussed during the session together. Ms. Richardson said she is looking forward to learning more about each Member and how to best leverage collective efforts for the Organization. Ms. Richardson explained that she would like to implement the sessions as soon as possible and have a strategic plan completed by March.

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Mr. Shaw added that one of his commitments to the City Council was to implement a strategic plan for the Sister Cities Organization to secure budgeting, and to demonstrate how the Organization contributes to the mission of the City as a whole. He requested that a strategic plan be in place as soon as possible so that programming and funding are not hindered.

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Ms. Wiley urged the Members to be available for the one-on-one sessions and suggested that each member pick three or four dates in the later part of February for the half-day session then vote on one date.

PARTNERSHIP WITH UNIVERSITY OF UTAH ON SISTER CITY PARTNERSHIPS (Eric Shaw)

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Mr. Shaw explained that he had the opportunity to go to Beijing, China, in December 2013 on a partnership with the US Department of Energy. The partnership included representatives from Wichita, Kansas, who had an organization called *Trade Brothers*, which was their spin on the sister cities concept. Their approach was analyzing how cities connected with each other in economical terms. For example Torino, Italy, and Salt Lake City are both hubs for airports. Through this contact, Mr. Shaw learned of a study that had been commissioned with the University of Utah which will examine existing sister cities and how those cities are affiliated in economic development and particular trades. The study will include review of other potential cities throughout the world that may have similar characteristic to Salt Lake City. He noted that Salt Lake City is one of the highest exporting cities in the United States exporting 51 percent in gold, and similarly as much in plastic surgery services. The study will help better understand

and focus economic relationships that Salt Lake City has with existing Sister Cities, and may propose other cities with similar economic characteristics. The study is projected to be completed in the next two months, and a copy will be forward to the Salt Lake City Sister Cities Organization.

UPDATE FROM SALT LAKE CITY ARTS COUNCIL (Karen Krieger, Arts Council Executive Director)

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Mr. Shaw explained that one of his roles for the Sister Cities Organization is to connect the Organization to programs within the City, and he introduced Ms. Karen Krieger, Executive Director for the Arts Council.

Ms. Krieger explained that the Arts Council serves many countries in many different ways, and invited Board Members to connect with her in promoting the Sister Cities Organization. Ms. Krieger outlined some of the programs and events supported by the Arts Council that she believed would be a natural connection as a group or each representing their respective Sister City:

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Ms. Krieger said that the annual Living Traditions Festival is one event that would perfectly serve the efforts of the Sister Cities Organization. The next Living Traditions Festival is scheduled to run from May 16 through May 18, 2014. The Arts Council has programmed approximately 52 performing groups who will perform over the three-day event, and 34 artists who will present arts and crafts. In 2013, about 40,000 people attended the Festival over the course of three days. She added that they had 21 food booths and all the food booths were operated by nonprofit organizations that sold food and returned all the proceeds back into the nonprofit coffers. She noted that many nonprofit organizations use this one event to support themselves throughout an entire year.

Small stages – Because of budget constraints over the last few years, the Arts Council has had to forgo smaller stages for smaller performing groups. In 2014, the Arts Council has been able to provide one small stage. The Living Traditions Festival begins Friday morning (May 16), and the Office of Education has supported the Arts Council in bringing 2,000 school children for a mini Living Traditions Festival that morning. The Festival will officially open at 5:00 p.m. and the food booths will be up and running along with the performances. Booths and performances will run all day Saturday and through Sunday until closing time at 6:00 p.m. Ms. Krieger added that Sister Cities dignitaries and groups could be introduced at stages before performances.

Ms. Krieger added that the Arts Council is trying to raise funds for the Festival and she would appreciate any sponsorship contacts from Sister Cities.

Finch Gallery (Formally known as *The Art Barn*) – Ms. Krieger explained that the Arts Council Offices are located at 54 Finch Lane in Reservoir Park (100 South and 1340 East) which includes a fine art gallery. Annually, a call will go out to artists who may be interested in displaying their arts at the gallery. The gallery is booked about a year in advance. The Finch Gallery also has a smaller gallery in the basement, and the programming for that space is intended to focus on

community type art events. A community committee actually selects exhibits from the applications that are submitted. Currently, they are highlighting a professor at the University as a mural artist. They also host an annual holiday craft show. The facility is available on a rental basis for community events.

City & County Building – Ms. Krieger noted that the City & County Building has exhibition space available on the First Floor.

Twilight Series - The Arts Council coordinates performances with the University of Utah during the summer months. All these events could be a means to incorporate Sister Cities information and events along with a number of opportunities citywide.

Board Members voiced ideas to Ms. Krieger; displaying/selling handmade dolls from Russia and bocce competitions for kids during the Festival. Mr. Shaw noted that he will email each Member Ms. Krieger’s contact information so that they may move forward with their ideas. He asked that he be included in their correspondences to Ms. Krieger. In the future, applications will be available to better serve and coordinate performances and events for the Sister Cities Organization.

INFORMATION ON WHAT OUR PARTNER CITIES ARE DOING REGARDING CLEAN AIR

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Ms. Wiley explained that clean air initiatives are the foremost focus of the City and it is one of the Mayor’s highest priorities. The City, along with the County Mayor, is working on legislation towards cleaner air. She asked the Board Members to think about and gather information, initiatives or implementations that their respect Cities have regarding clean air. All information should be forwarded to Mr. Shaw and a copy to Ms. Wiley. Ms. Wiley noted that this would be one more element each Sister City would have in common and another opportunity to share information.

Mr. Shaw added that he would forward a copy to each Member the *Statement of the City* by the Mayor that lists the clean air priority, and in turn they may share it with their respective City.

Ms. Yee noted that students within her organization are studying how to make the air cleaner.

UPDATE ON CITY STAFF SUPPORT (Karen Wiley and Eric Shaw)

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New Position - Ms. Wiley announced that Mr. Shaw has opened a new position titled “civic engagement manager” that will report directly to him. The position will help support the Sister Cities Board, and it is hopeful the position will be filled the first part of February. The position was advertised in November 2013, and final interviews for selected candidates have been scheduled for January 27, 2014.

Sister Cities Organization Budget – Mr. Shaw confirmed that the Sister Cities Organization has a budget of \$10,000 and it is currently available. Mr. Shaw asked the Board to help target

monies based on strategic information. He noted that the Organization spent \$10,236 last fiscal year in which it was over budgeted \$236 and absorbed by CED. He also requested that the Board work on a narrative for next year's spending since those monies are now being reviewed.

Salt Lake City Council Update – Mr. Shaw noted that the last recommendation from the City Council was to show how the Sister Cities Organization could be more strategic around City policy as a whole. Mr. Shaw expressed to the City Council that the Organization has made a commitment to implement strategic planning with help from Ellen Richardson. He noted that the Organization has had very little forward progress on this issue because of staffing, and he has committed in helping Sister Cities align their activities with City policies and quests. The City Council also expressed an interest in other organizations being part of these accomplishments, and currently the City Attorney's Staff is reviewing the ordinance itself. They want to find partners throughout the world to share or elevate ideas for clean air and other City priorities.

Ms. Wiley added that the City Council is looking to the Sister Cities Organization for strategic planning showing how their activities connect with City priorities and how impactful they are to them.

Ms. Erickson questioned whether or not all Council Members' terms ended in July. Mr. Shaw noted that that question was currently under review, and he would report back to the Board.

UPATE ON CHERNIVSTI & TRUJILLO (Eric Shaw)

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Chernivtsi – Mr. Shaw explained that the Mayor's Staff is uncomfortable at this time with scheduling a meeting for the Chernivtsi visit. The Mayor's Staff needs to understand their agenda beyond just meeting the Mayor; who will be visiting, when and reasons for the visit.

Ms. Wiley added that the Mayor's Office is looking for a program from them that will outline what they are interested in accomplishing during their visit and what kind of connections they would like to make. A program from the Chernivtsi Sister City representatives (Rosemary Holt and Anne Erickson) would also be helpful in outlining other activities besides meeting with the Mayor.

Mr. Shaw explained that he learned from his Motsumoto, Japan, visit that it was very well planned which took time and resources; they have a full time staff for such events and Salt Lake City does not have such a staff. He mentioned that the months of March through June are the City's budget season and during that time, the Mayor or City Council Members may not be available. He suggested perhaps tying the visit with Pioneer Day or other event to make their visit interesting.

Ms. Holt explained that the City's relationship with Chernivtsi is unique from other Sister Cities in that their visits in the past have been focused on political and educational issues rather than cultural. In previous visits, they have met with the Chief of Police and may be interested in visiting the new Public Safety Building and the Fire Department. The Acting Mayor of Chernivtsi requested the visit and he would like to invite along perhaps three of their Council

Members. Ms. Holt then presented an article from the *New York Times* regarding the relationship between Ukraine and Russia, and explained that they are in a very difficult situation and may not be able to travel until things settle down. Ms. Holt noted that Chernivtsi will pay for all their expenses, and a representative from the Council for Ukraine (Jonathan) has offered to help coordinate the visit.

After further discussion, the committee (Rosemary Holt, Anne Erickson and Ms. Wiley) will put together a program, and Mr. Shaw will help arrange meetings with City departments/divisions.

Trujillo

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Mr. Arce-Larreta requested status on Trujillo becoming a Sister City.

Mr. Shaw explained that the City Council recommended the Sister City Organization to have strategic planning underway before any other action was considered at the City Council level.

Mr. Arce-Larreta voiced disappointment and frustration explaining that Trujillo has been eligible for Sister City status for over two years, and they have been actively working and bringing together cultural, business and educational events. The community has observed that this has not happened to other cities and is asking what the obstacles may be. They have done what has been asked of them and they continuously find barriers. They are requesting to speak with the Sister City Organization, the Mayor or the City Council to “clear the air”. Mr. Arce-Larreta said that they need reassurances that there are no biases that may be impeding them from becoming a Sister City.

Ms. Wiley explained that procedures are in place and Trujillo has followed them including submitting their report. The issues delaying their status as a Sister City have been changes in City staffing and administration along with certain ordinance and procedural reviews by the City Council. The City Council has directed the Sister Cities Organization to have their strategic planning in place before they could move forward with Trujillo. The Organization should have a strategic plan to the City Council by this March or April. The next step for Trujillo should simply be approval by the City Council because Trujillo has shown that the relationship is strong and that it could support itself with the local group that has been more than willing to carry that position.

Ms. Erickson explained that the Sister Cities Organization as a whole is feeling the frustrations of the Trujillo community and she pleaded with Mr. Shaw to take the issue back to the City Council and explain the history and help them correct the long wait. Mr. Shaw agreed to follow up with City Council Staff no later than the end of next week.

BUDGET PROPOSALS (Karen Wiley)

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Ms. Wiley explained that the Sister Cities Organization has a budget of \$10,000, and one of the issues that needs to be addressed in strategic planning is how the monies will be allocated. She noted that Ms. Yee is working on the budget for the Keelung 35th Anniversary Celebration.

Currently, a request has been submitted for \$100 for a concert event with a group from Izhevsk on February 10, 2014. The money will go towards refreshments. Ms. Wiley noted that the event will begin at 7:00 p.m. at the Park Place Club House at 56 South 1560 East.

Another request has been submitted for \$500 for five tables for the annual State Sister Cities Conference on March 20, 2014.

Ms. Wiley asked for a vote on both budget items.

Ms. Erickson moved to accept the two budget proposals; \$100 for refreshments for the Izhevsk event, and \$500 for the annual State Sister Cities Conference. Ms. Yee seconded the motion; all voted *aye*; the motion passed.

SCHEDULE NEXT BOARD MEETING

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Ms. Wiley explained that the next Board meeting will be determined as they move through the strategic planning exercises with Ms. Richardson.

There being no further business, the meeting was adjourned at 6:21 p.m.

Karen Wiley, Chairperson
Sister Cities Board of Directors