

To: Mayor Harris and City Council
Fr: Ron Chandler
Dt: May 8, 2013
Re: Cherry Days

Cherry Days Operation prior to 2006. The organization and operation of Cherry Days has undergone a dramatic transition over time. Years ago a single Council Member assigned by the Mayor was responsible for Cherry Days. That person put in a tremendous amount of personal time organizing and taking care of all the myriad of details required to pull it off. Even though it was almost a one-person show, the City staff was called on to do a lot of the actual labor, i.e. setting up tents, traffic control, garbage pick-up, etc., etc. Some volunteers, such as the Parade Coordinator, helped out as well, but these were arranged for by the Council Member. As years passed and the event became bigger and more complex, a City staff person was assigned to help. This morphed from a part-time duty to a full-time position, i.e., the City's Special Events Coordinator. Lorrie Frazier was the person who filled this full-time position in 2006.

Cherry Days Operation Between 2006 and 2012. Since 2006 the City staff has planned and run Cherry Days. Lorrie Frazier was the employee assigned to that task. She solicited funds from private organizations, applied for grants, recruited and coordinated volunteers, ordered supplies such as shirts and fireworks, and directed the staff in setting up prior to and taking down after the event. A City Council member was assigned by the Mayor to be a liaison for the event.

Cherry Days 2013. In September 2012 Lorrie transferred her employment to the Police Department leaving the City's Office Manager/Special Events Coordinator position vacant. Based on David Nordquist's assessment of the job duties, and my vision for Cherry, we replaced Lorrie with an Administrative Assistant who is not connected with Cherry Days.

The staff continues to plan and run Cherry Days for 2013. This year however, it is under my direction. I have organized a group of staff members to plan and run each Cherry Days' event. David Nordquist was asked to continue past his retirement to create some continuity. Marilyn Harris and Jennie Taylor were asked to attend the meetings to learn how Cherry Days operates.

Future Cherry Days. Shortly after the conclusion of the 2012 Cherry Days event, I approached Mayor Harris about privatizing Cherry Days. I envisioned a group of residents who would plan and operate Cherry Days similar to the operation of the Days of 47 Parade, the Ogden Pioneer Days and the Cedar Livestock and Heritage Festival. In fact, I relied heavily on my experience with the Cedar Livestock and Heritage Festival when making this recommendation.

In as much as a private organization needs a beginning point, I recommended that I ask Marilyn Harris and Jennie Taylor to co-chair a new and future Cherry Days organization. Mayor Harris did not appoint them, he simply asked if they would be interested in working together to get the ball rolling. The vision is that the co-chairs will organize the "North Ogden Cherry Days Foundation." The Foundation will be a private, non-profit, tax exempt corporation with its own by-laws, officers, members and bank account. It will do the work that Lorrie and the City staff has done since 2006 including fund raising, coordinating volunteers and purchasing supplies. The City will need to help make this transition, and will be especially involved in the first and probably the second year's efforts. The City will always be involved in setting up and taking down the event.