

CLEARFIELD CITY COUNCIL MEETING MINUTES
6:00 P.M. WORK SESSION
December 11, 2012

PRESIDING:	Don Wood	Mayor
PRESENT:	Kent Bush	Councilmember
	Kathryn Murray	Councilmember
	Mike LeBaron	Councilmember
	Mark Shepherd	Councilmember
	Bruce Young	Councilmember
STAFF PRESENT:	Adam Lenhard	City Manager
	JJ Allen	Assistant City Manager
	Brian Brower	City Attorney
	Greg Krusi	Police Chief
	Eric Howes	Community Services Director
	Scott Hodge	Public Works Director
	Valerie Claussen	Development Services Manager
	Steve Guy	City Treasurer
	Bob Wylie	Administrative Services Director
	Nancy Dean	City Recorder
	Kim Read	Deputy City Recorder

VISITORS: Curt Oda – State Legislator, Hal Johnson - UTA

Mayor Wood called the meeting to order at 6:05 p.m.

DISCUSSION ON EXPLORING MASS TRANSIT OPTIONS IN THE CITY

JJ Allen, Assistant City Manager, stated UTA (Utah Transit Authority) had approached the City requesting its interest in its participation of a feasibility study regarding bus rapid transit. He explained the rapid transit system would have stops at the Frontrunner Station, Freeport Center, HAFB (Hill Air Force Base), Weber State University and MIDA (Military Installation Development Authority) or Falcon Hill. He indicated UTA would be willing to contribute half of the funds and expressed optimism the City's contribution would be approximately \$10,000.

Councilmember Bush suggested contacting the State of Utah to request it also contribute to the study. Councilmember LeBaron inquired if the study would include the demand of such a system and a suggested estimated user price to the consumer for its use. He expressed concern these issues were currently being experienced by Frontrunner and its lack of riders. Mr. Allen responded the City could request these specifics be included in the scope of work within the study.

Councilmember Oda believed the issues being experienced with Frontrunner was because the current UTA routes were inadequate to accommodate the ridership of Frontrunner.

Mr. Allen mentioned the study could also address the potential impact of a pedestrian bridge connecting the TOD site to Freeport Center. Councilmember Bush requested clarification if the UTA study would address other transportation options from the TOD to HAFB other than bus rapid transit. Mr. Allen responded the study would specifically address larger forms of mass transit such as light rail, streetcar or bus rapid transit, other than regular bus service.

Councilmember Bush inquired exactly how the bus rapid transit system would operate on City streets. Mr. Allen explained a barrier of some sort would be constructed down the middle of the street and the study would also look at impacts to businesses.

Councilmember Shepherd believed some transportation option was needed for the success of the TOD and expressed support of the study if the City's contribution would be no more than \$10,000. Mr. Allen agreed there was a transportation need associated with major concentrations of employment or people. He indicated the Weber State Davis Campus had significant projections of people as well as possible future development within the City. Mayor Wood pointed out the importance of providing a means of transportation from the TOD site to destination places such as employment centers.

Councilmember Young believed it would be worthwhile to participate in the study especially given the "buy in" from important shareholders and those who would benefit from mass transit. Councilmember Bush expressed agreement mass transit should be studied but didn't believe the City should contribute anything more than \$10,000. Councilmember LeBaron indicated he could support the City's participation in the study as long as an effective cost structure was included in the study. He pointed out a study could reflect the need; however, if the cost to use the transit system was more than driving he believed the project would be ineffective. Councilmember Murray expressed her opinion contributing to the study would be a waste of City funds.

Mayor Wood directed staff to proceed with the mass transit feasibility study. Mr. Allen emphasized the City wouldn't commit to contributing anything more than \$10,000 for the study. Councilmember Bush inquired about the time frames associated with the study. Mr. Allen responded he was hopeful the study would be performed spring of 2013.

Hal Johnson, UTA, arrived at 6:20 p.m.

Councilmember LeBaron emphasized his desire the study reflect cost structure, why there was the need for a mass transit system, and whether or not the transportation system would be used at an identified rate structure cost.

Mr. Johnson responded the study would identify the purpose for the mass transit system. He continued details for action would also be included as well as price points for using the system.

He added the study would also identify which type of mass transit system would be most successful. He explained bus rapid transit was a higher level of investment than busses. He stated it looked just like light rail system except it used busses. He also explained another option for consideration would be what was currently being used at 35th South in Salt Lake City in which there were limited stops, stations and the bus schedule coincided with the TRAX schedule. He continued the busses would have a priority for street lights in addition to dedicated lanes. Mr. Allen inquired if the study would include traditional bus service. Mr. Johnson believed current services would be included in the study in addition to the needed supplements which would better serve the employment centers near the commuter rail. He expressed his opinion mass transit could better serve needs for the employees of these clusters of employment centers.

Mr. Oda inquired if the feasibility study would be coordinated with UDOT so as to not create a poor traffic situation associated with traffic signals. Mr. Johnson indicated a significant amount of work would be dedicated to create a positive result with the use of traffic signal prioritization. He assured Mr. Oda the models which would be used with timing rhythms were scientific and expressed confidence in those models.

Mr. Johnson left the meeting at 6:30 p.m.

UPDATE ON THE FOURTH OF JULY FESTIVITIES

JJ Allen, Assistant City Manager, reported cost estimates associated with the Wasatch Wing Festival were approximately \$100,000. He mentioned the wing fest could potentially recognize some revenue but emphasized there would be a significant gap between the expenses and the revenues.

Councilmember Shepherd stated no hard commitments had been finalized regarding sponsorships; however, he believed the main stage sponsorship for \$20,000 would come to fruition in the near future with the other stage sponsorship of \$10,000 also being considered. He expressed optimism the sponsorships would be recognized. He explained the problems associated with timing of the marketing materials and business' budgeting parameters which generally happens in late summer for the next year.

Mr. Allen inquired what level of subsidy the Council was comfortable with for the wings festival. Mayor Wood asked if visits had been made to neighboring communities regarding their local events to determine successes associated with sponsorships of this magnitude. Councilmember Murray requested clarification if staff were requesting a commitment of \$30,000 now and an additional \$100,000 appropriated for the Fourth of July to see the wing festival to fruition. Mayor Wood believed staff was requesting \$50,000 plus an additional \$100,000. Mr. Allen responded the baseline cost for the Fourth of July events was approximately \$50,000 without the inclusion of the wing festival.

Mayor Wood inquired why the City would want to incur the cost of the wings to be purchased from the participating vendors. He believed the restaurant vendors would already have

established channels to provide the wing product. He pointed out the City ran the risk of purchasing excessive amounts of wing product since this was the first year of the wing festival and had no idea how much product would be needed. Mr. Allen responded the City could structure the event differently and require the vendors to provide their own chicken wing product. He mentioned many of the local vendors who had expressed interest in participating in the wing festival had indicated they didn't have the capability to provide their own product and therefore would probably choose to not participate in the event.

Mr. Allen reported the Chili's restaurant in Layton, and if needed the Riverdale restaurant, had committed to allowing the City to purchase the wings from them which would be transported to the park in hot boxes. He continued each participating vendor would then provide the sauces. Mr. Allen pointed out the one drawback to this would be that some vendors might prefer a different cooking method than what was being provided. Adam Lenhard, City Manager, pointed out electricity was another issue which would need to be considered if each vendor cooked their own chicken wings. Eric Howes, Community Services Director, emphasized power at the park for the Fourth of July events had been a significant issue in past years. Mr. Allen expressed his opinion the best way to ensure success for the wing festival would be for the City to provide the cooked wings to the vendors. He continued after the initial event the City could modify the event based on the successes and what was learned.

Councilmember Shepherd shared his experience from attending a wing fest in Salt Lake City during which the promoter had ran out of wings. He emphasized a key element to the success of the event would be in having enough wings for all vendors. Councilmember LeBaron suggested consulting with a caterer to solicit an opinion on what would be needed to ensure success of the wing festival. Mr. Allen suggested having a restaurant representative on the planning committee. Councilmember LeBaron also suggested the inclusion of an individual familiar with offsite cooking experience be part of the planning committee. Mr. Allen reported on what Natalee Flynn, Special Events, and Marliss Scott, Special Events, had experienced specific to the cooking of wings while attending wing fest events in Buffalo and Nashville.

Mayor Wood asked the Council if it were prepared to absorb the risks associated with an expenditure of \$150,000 for the wing festival event. Councilmember LeBaron reminded the Council it had agreed to an expenditure of \$60,000 above and beyond what was normally appropriated for the Fourth of July event last spring. He continued if the City could recognize \$40,000 in sponsorships with approximately \$20,000 already committed, he believed the event was close to being funded. Mayor Wood asked what would be the point of no return for the Council. A discussion took place regarding a timeline and at what point would the Council want to determine to proceed. Mr. Allen reviewed his process in calculating figures regarding the amount of wings needed and the costs.

Curt Oda commented since this was the first year for the event it would be difficult to know how successful it would be and believed the City, vendors and other participants would need to be

patient regarding expectations. Councilmember Shepherd pointed out there would be an impact to the City which couldn't be measured such as the notoriety of the event.

Mayor Wood suggested contact be made to Barbara Riddle from the Davis County Convention and Visitors Bureau regarding the event. He believed she would be an asset to the planning committee and indicated she would have significant insight in managing events on a large scale. Councilmember Young stated he would like the event to be revenue neutral in future years. Councilmember Shepherd reported the Fallen Heroes Scholarship Foundation had committed to being associated with the wing festival.

The meeting adjourned at 6:50 p.m.

APPROVED AND ADOPTED
This 22nd day of January, 2013

/s/Don Wood, Mayor

ATTEST:

/s/Nancy R. Dean, City Recorder

I hereby certify that the foregoing represents a true, accurate, and complete record of the Clearfield City Council meeting held Tuesday, December 11, 2012.

/s/Nancy R. Dean, City Recorder