

CLEARFIELD CITY COUNCIL MEETING MINUTES
6:00 P.M. WORK SESSION
March 20, 2012

PRESIDING:	Don Wood	Mayor
PRESENT:	Kent Bush	Councilmember
	Mike LeBaron	Councilmember
	Kathryn Murray	Councilmember
	Mark Shepherd	Councilmember
	Bruce Young	Councilmember
STAFF PRESENT:	Adam Lenhard	City Manager
	Brian Brower	City Attorney
	JJ Allen	Assistant City Manager
	Adam Malan	Police Lieutenant
	Scott Hodge	Public Works Director
	Eric Howes	Community Services Director
	Bob Wylie	Administrative Services Director
	Summer Palmer	Human Resource Manager
	Sean Montierth	IT Manager
	Steve Guy	City Treasurer
	Jessica Hardy	Accounting Technician
	Nancy Dean	City Recorder
	Kim Read	Deputy City Recorder

VISITORS: Robert Sam, Roger Kelly, Paul Taylor, Ron Olberding

Mayor Wood called the meeting to order at 6:03 p.m. and requested Councilmember Bush conduct the meeting.

PARKS AND RECREATION COMMISSION INTERVIEWS

The Mayor and City Council interviewed Robert Sam, Roger Kelly and Paul Taylor for consideration of vacancies on the Parks and Recreation Commission.

DISCUSSION ON PARKS AND RECREATION COMMISSION CANDIDATES

Eric Howes, Community Services Director, explained the recent challenges in having to cancel the Parks and Recreation Commission meetings due to the lack of a quorum. He stated he was pleased with the comments of the candidates and their feedback received during the interviews. A discussion took place regarding the Parks & Recreation vacancies and the interviewed candidates. During the discussion it was determined the resigned commissioners should be acknowledged for their service to the City. The Council directed staff to proceed with the interview process prior to its selection of appointments.

Councilmember Murray moved to adjourn as the City Council and reconvene as the Community Development and Renewal Agency at 6:45 p.m., seconded by Councilmember Shepherd. All voting AYE.

The minutes for the CDRA are in a separate location

The City Council work session reconvened at 7:00 p.m.

DISCUSSION ON THE SR 193 PROJECT AND THE FREEPORT RETENTION BASIN

Adam Lenhard, City Manager, referred to a map identifying parcels of property and clarified the new SR 193 road configuration would result in some remnant parcels of property. He explained the parcel of property identified as parcel B would be deeded to the City from Freeport Center and the City would then give Freeport Center parcel A. He summarized this would be a land swap between the two entities to facilitate the SR 193 road extension. He emphasized the city engineer would review the legal descriptions and UDOT would be preparing the deeds for the transactions.

He suggested the City would need to complete a Findings of Significance related to disposing of City property. He added no appraisal would be completed because it would delay the process and there were time constraints associated with the project. He suggested the City proceed with a public hearing and determine the Finding of Significance specific to the property and authorize the disposal of such property at the next policy session.

Mayor Wood inquired if the City would need to proceed with disposing of the property if it were merely swapping property. Mr. Lenhard responded the City should consider the action as two separate transactions and therefore the City would be disposing of property. Brian Brower, City Attorney, pointed out the City was still disposing of property whether it was receiving cash or another parcel of property from a land swap as compensation.

Mr. Lenhard stated this action would be needed in order for UDOT to finalize its acquisition of property with Freeport Center for the road extension project. He continued the property being obtained by the City would partly be used for storm water retention and UDOT would be responsible for the land work associated with making the parcel ready for that use. He indicated the new storm retention basin would be located farther north than its current location and would be deeper than usual. He commented the new configuration could possibly allow a for a nice entry feature to Freeport Center.

DISCUSSION ON THE PURCHASE OF STATE EMISSIONS TESTING EQUIPMENT

Scott Hodge, Public Works Director, explained the City received a letter from Davis County stating the current equipment used by the City to complete vehicle emission testing would no

longer be allowed to be used for the testing. He added the letter suggested the City purchase new equipment from the company selected by Davis County and explained the City had the option to either rent or purchase the equipment. He pointed out this was an unexpected purchase and stated the budget would need to be reopened to allow for the expenditure. He suggested the City purchase the new equipment as opposed to the lease option because it would be more cost effective. He indicated funds were available in the fleet fund for the purchase.

Mayor Wood asked how many vehicles were older than 1996 and would require the new equipment to complete the two speed idle test. Mr. Hodge responded the two speed idle test was necessary for the larger pieces of equipment and indicated some were as old as 1984 to 1990. He added the costs to replace some of these older pieces of equipment would be significant and expressed his opinion it would be in the best interest of the City to continue maintenance of the various pieces of equipment prolonging their life about another ten years.

Mr. Hodge reviewed cost figures associated with both options with the Council. A discussion took place regarding the emission certificates which were purchased from Davis County.

Mayor Wood commented the City's fleet was aging. He suggested collaborating with a neighboring city with an older fleet to determine if the two could share the use of the new equipment. Mr. Hodge responded the City could consider that approach and pointed out the City could also take its vehicles to an outside entity for testing. He also pointed out the problems associated with that when the need for a repair was recognized and needed to be completed.

Mr. Hodge requested direction from the Council.

Marliss Scott, Public Relations Specialist, arrived at 7:15 p.m.

Councilmember Bush suggested the City partner with a neighboring City. Mr. Hodge pointed out the difficulty in scheduling the use of the equipment with regards to accommodating work schedules such as a police officers and the need for the vehicles. He shared a photo of the machine illustrating its size. Councilmember Young stated if the City entered into a cooperative relationship with another community to purchase the equipment, specific times could be designated for each cities use of it.

DISCUSSION ON THE SOLID WASTE BID

Bob Wylie, Administrative Services Director, reminded the Council that the City's current contract for solid waste removal with Waste Management would expire on June 30, 2012. He mentioned the City had used all available extension options. He reported the City issued a Request For Proposal (RFP) in February and four bids were received which were reviewed by an internal committee. Mr. Wylie distributed handouts reflecting information provided in the four proposals and reviewed the scoring system. He reported Waste Management received the highest

rating by the committee. He indicated awarding of the contract would come before the Council during the policy session on March 27, 2012.

Councilmember Murray requested further clarification regarding the grading system. Mr. Wylie reviewed each bidder's pricing and explained how Waste Management's costs were lower. He referred to the handout reflecting each bidder's pricing.

Councilmember Murray asked how the customer service score was determined. Mr. Wylie responded the City had called the provided references in addition to reviewing each company's policies regarding services. He stated he could not speak directly to Waste Management's methodology in submitting their specific pricing. He pointed out the City was offering a two year commitment to the selected provider to offset any direct investment a company would need to make to provide the service. He added at the end of the two years the City would reevaluate the provided services and determine if it wanted to extend the contract further.

Mayor Wood pointed out the fact that Waste Management had previously purchased the City's trash cans and suggested that might have given an advantage to them in offering a lower cost for services. Brian Brower, City Attorney, commented this circumstance would be similar to a road project being awarded to a specific company that was completing a similar project in the general vicinity of the new project creating a perceived advantage because mobilization costs would be less for the company already in the area. He expressed his opinion there wasn't anything the City could do to disqualify the advantage and didn't believe it was the City's responsibility to level the playing field. He expressed his confidence the City had followed the State's Procurement Code.

Councilmember Bush inquired if Waste Management provided and maintained the residential trash cans. Mr. Wylie responded the trash cans were owned by Waste Management at this time and indicated whatever vendor was selected would need to provide the trash cans.

Councilmember Murray pointed out Waste Management was rated high in several areas by the review committee and expressed her opinion they received any advantage.

DISCUSSION ON THE LEGEND HILLS INFRASTRUCTURE ANALYSIS STUDY

JJ Allen, Assistant City Manager, stated the Council had appropriated funds to complete an analysis of the Legend Hills infrastructure to determine what would be needed for future development in that area of the City. He stated the city engineer provided a proposal and explained it had been divided in two sections: the first seven tasks were specific to a traffic analysis and the remaining tasks referred to the utilities. He reported the combined total to complete the analysis of the two portions was approximately \$15,500. He reminded the Council it had previously appropriated \$10,000 and reported staff had directed CEC Engineering to proceed with the utility analysis. He provided copies of the utility analysis to members of the Council.

Mayor Wood inquired where the funding for the analysis had been identified in the budget. Adam Lenhard, City Manager, responded the appropriation came from the general fund balance. Mayor Wood inquired if Enterprise Funds could be used for the utility portion of the study which would allow the entire study to be completed. Mr. Lenhard stated the portion of the study recently completed directly related to utility needs and had cost approximately \$5,000. He indicated the traffic portion of the study had been set aside until funding could be identified. Bob Wylie, Administrative Services Director, suggested separating the two portions of the study and charging the corresponding enterprise funds for what had been completed and appropriating the rest toward the traffic portion. Mr. Lenhard commented there would still be a shortage of approximately \$2000. A discussion took place specific to funding the completion of the proposal. Mr. Lenhard responded either way the budget would need to be reopened to make the necessary adjustments.

Mr. Allen distributed copies of the study to the Council and pointed out the highest priority in developing the Legend Hills area was specific to a storm drainage improvement. He explained the location was actually outside the Legend Hills area; however, it was a drain which served the Legend Hills area which would be imperative to future development. Scott Hodge, Public Works Director, clarified the location for the improvement was 1450 South and State Street.

Mr. Allen reviewed the other suggested improvements and requested direction from the Council regarding completion of the traffic study. Councilmember Murray clarified funds from the enterprise fund could be used for the utility analysis and the previously appropriated \$10,000 would then be available to complete the traffic study. Bob Wylie, Administrative Service Director, stated the enterprise fund was healthy enough to cover its portion of the expenditure. Mr. Lenhard expressed his opinion the remaining balance of approximately \$1000 could be identified in the general fund.

Councilmember Bush asked for more information specific to the traffic study. Mr. Allen explained the geographical area which would be included in the traffic study. Councilmember Bush suggested partnering with Layton City as they would also benefit from the improvements. Mr. Lenhard responded Layton had already been approached and was unwilling to participate at this time. Mayor Wood shared the history with Layton City specific to the area.

The Council directed staff to move forward with traffic study.

DISCUSSION ON THE FISCAL YEAR 2011/2012 BUDGET

Bob Wylie, Administrative Services Director, explained there were two items which needed to be discussed relating to the fiscal year 2011/2012 budget; the audio/visual equipment for Council Chambers and the eGov Software. He provided handouts summarizing each of the items.

Sean Montierth, Information Technology Director, reminded the Council it had previously appropriated one time funds for new audio/visual equipment in Council Chambers and staff had estimated that costs at approximately \$22,000. He reported after receiving a bid from the State

approved contractor, the costs were higher than anticipated. He suggested using some savings identified in the IT Department which would allow for the installation of the High Definition equipment. He directed the Council to the handout and reviewed each of the three proposals. He requested direction from the Council.

Councilmember LeBaron asked how the standard definition differed from the high definition. Mr. Montierth responded high definition was 1080p as opposed to 720p which was the difference in pixels. Mr. Lenhard stated the difference would be primarily for GIS and mapping functions for the Planning Commission's needs. Mr. Montierth stated the HD equipment would be needed because of the size of the screen and the fact that satellite images would be shown. Mr. Montierth believed purchasing the cheaper equipment at this time and then upgrading would cost the City more in the long run than initially purchasing the HD equipment. He expressed his opinion the lifespan of the equipment would be approximately 5-7 years.

Councilmember Bush inquired if it would be necessary to budget for maintenance costs. Mr. Montierth responded he had funds budgeted to replace broken items and believed there would be a one year warranty on the equipment. He reported the bulbs used in the projection equipment were very expensive and indicated he would look into warranties.

Councilmember LeBaron inquired how often the equipment would be used. Mr. Lenhard believed it would be used quite often and indicated it would likely be used for every Planning Commission and City Council meeting at the very least.

The Council directed Mr. Montierth to move forward in purchasing the HD equipment.

Mr. Montierth stated the other item appropriated with the one-time funding was the purchase of Sungard's eGov software and some training. He stated he did not realize that additional modules would be required in order for the system to work appropriately. He referred the Council to the handout highlighting three options for consideration and reviewed them with the Council. A discussion took place specific to the need for the software.

Brian Brower, City Attorney, commented the software addition would allow Stacy Millgate, Business License Official, to be more productive with some of her other duties as opposed to some of the busy work associated with the business licenses. Mr. Montierth added the module would allow for business licenses to be paid online.

The Council directed staff to proceed with the recommendation of option one which would be to purchase all the Sungard modules in the current fiscal year with the additional needed funds coming from IT and finance.

DISCUSSION ON THE MARKETING CAMPAIGN FUNDING

Marliss Scott, Public Relations/Marketing Specialist, asked if the Council had received positive feedback regarding the marketing campaign and the members responded in the affirmative. She

distributed a handout reflecting the costs of the current campaign and reviewed each item identified in that campaign with the Council. She pointed out the campaign didn't really begin until halfway through the current fiscal year and stated the recognized benefits had been significant because the entire budget was spent in six months as opposed to twelve.

Mayor Wood stated he had heard positive things about the marketing campaign when attending different functions in an official capacity and from neighboring communities. He expressed his opinion results from the marketing campaign were having a significant positive impact. He explained the process of a successful marketing campaign and believed once an initial investment had been made establishing the "product" then funding could be reduced for maintenance of the campaign. He believed the City wouldn't be able to make the desired impact if \$40,000 were all that would be appropriated for the campaign. He expressed his concern the City would lose momentum if it only allocated \$40,000 for campaign in the next budget year. Ms. Scott reminded the Council the marketing campaign directly affected economic development and was an integral part of the Vision 2020 Plan.

Councilmember Young expressed his opinion the City wouldn't need a billboard for an entire year. He suggested a strong six months with the billboard and then a lesser six months focusing elsewhere so the public wouldn't become desensitized with the campaign. Mayor Wood responded that process was ineffective and stated the City would need to re-establish itself every six months.

Ms. Scott shared the next billboard concept with the Council and the vendors it promoted.

Councilmember Young reported the Youth City Council (YCC) suggested selling bumper stickers reflecting the City's new logo as a YCC fundraiser. A discussion took place regarding bumper stickers and a suggestion of window clings was positively received by the Council. He believed this could be an asset to the marketing campaign. A discussion took place regarding the entire campaign and time frame.

Councilmember Shepherd was in agreement with Mayor Wood's ideas pertaining to marketing. Councilmember Murray inquired as to where the additional funding could be recognized for the continuing the campaign. Adam Lenhard, City Manager, responded CDRA funds could be used for the campaign because it directly affected economic development.

Councilmember Murray expressed her opinion campaigning was one thing but branding was entirely different and believed branding would take longer.

Mayor Wood pointed out how the City had benefitted from free promotion by the Mark Saal column in the Standard Examiner recently. He expressed his opinion the article was positive feedback directly relating to the marketing campaign. Ms. Scott reported the "We've Got It Made" video contest was beginning and Mayor Wood indicated he had discussed the contest with Suzy Jensen, Clearfield High Principal.

Mr. Lenhard commented currently the City had identified a three year marketing campaign at \$40,000 per year and suggested the Council look at the campaign with the following: year one was ending and year two was tentatively in the fiscal year 2012/2013 budget and suggested accelerating the year three payment and then evaluate the campaign at the end of year two. Councilmember LeBaron asked what tangible metrics would be used to gauge the successfulness of the marketing campaign and mentioned he personally hadn't heard that much regarding the campaign. He expressed concern with how the City would measure the effectiveness of the campaign.

Ms. Scott responded the campaigns were referring people to the City's website and commented the Information Technology (IT) department could determine if there were more visits to the website. She added JJ Allen, Assistant City Manager, could determine if the City were experiencing more interest with businesses desiring to locate within the City. Ms. Scott stated unless a survey was completed the City really wouldn't have a tangible result of the campaign's success. Mayor Wood believed many things associated with marketing were not measurable. Councilmember Shepherd commented the impressions left in peoples' minds were critical when it came to marketing. The Council discussed the benefits of the marketing campaign specific to demographics and the benefits of radio advertising. The Council directed staff to increase the marketing campaign budget.

The Council took a break at 8:34 p.m.

The meeting reconvened at 8:40 p.m.

DISCUSSION ON THE FISCAL YEAR 2012/2013 BUDGET

Bob Wylie, Administrative Services Director, distributed the fiscal year 2012/2013 budget and reported it was still a work in progress and staff was not yet prepared to present a balanced budget to the Council.

Steve Guy, Treasurer, shared a presentation reflecting revenues for the previous year and expressed his opinion the City would be within budgeted parameters until the end of the current fiscal year. Councilmember Young inquired about the sales tax revenue increase. Mr. Wylie explained after completion of the Census the City began to receive an increase in sales tax revenue based on its population increase. Mr. Lenhard added the sales tax distributed by the State had also increased which reflected people were again spending. He added the assessed value of property located within the City had decreased significantly and reported the valuations for projects in the CDRA project areas had continued to decrease and expressed concern regarding future revenues based upon property values. Mr. Guy believed as long as the City continued to maintain the certified rate the revenue would be recognized except in the case of the CDRA.

He reported the projected revenue through the end of the current fiscal year would have an increase in the fund balance by \$485,000. He believed there would be an excess in the City's fund balance which would need to be spent based upon parameters set forth by State code.

Mr. Wylie reviewed the general fund budget with the Council highlighting the dedicated grant capital projects/equipment portion while referring to the corresponding page in the budget document. Eric Howes, Community Services Director, reviewed the equipment replacement agreement with Davis Schools for the weight room at the Aquatic Center. He stated Gary Cohen, Recreation Manager, had compiled a rotation for equipment replacement at the Center. A discussion took place specific to equipment replacement. Mayor Wood inquired about the amount of funds generated from new memberships at the Aquatic Center. Neither Mr. Wylie nor Mr. Howes was aware of that number and Mr. Wylie indicated that information could be provided at a later date.

Mr. Howes reviewed additional unfunded requested capital projects at the Aquatic Center, Steed Park and other Community Service needs with the Council. Scott Hodge, Public Works Director, reviewed the street capital projects which were also unfunded at that time. A discussion took place regarding the 1000 West and 700 South Street project and the street crack seal project.

Adam Lenhard, City Manager, directed the Council to the employee cost increases specific to the Utah Retirement Systems and health insurance. He reported the health insurance renewal proposed a ten percent increase. He indicated since the City had been proactive in reducing its health costs by implementing a wellness program it would be going out to bid for health insurance coverage. Mayor Wood suggested the City consider participating in the Utah State Healthcare Exchange program. Summer Palmer, Human Resource Manager, responded due to the number of employees the City would have better buying power and would garner a better rate outside of that particular program.

Mr. Lenhard expressed his desire to provide an increase in compensation for City employees and explained his goal would be to provide the increase based on a merit system. He pointed out the Consumer Price Index had increased and believed City employees were actually taking home less money. Mayor Wood responded the Social Security tax withholding had been modified and believed the employees received two percent more take home pay because of that change. A discussion took place specific to employee compensation. Mr. Lenhard emphasized any increase in compensation would be merit based.

The meeting adjourned at 9:45 p.m.

**APPROVED AND ADOPTED
This 8th day of May, 2012**

/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, March 20, 2012.

/s/Nancy R. Dean, City Recorder