

CLEARFIELD CITY COUNCIL MEETING MINUTES
11:30 A.M. WORK SESSION
MID-YEAR RETREAT
August 23, 2018

PRESIDING:	Mark Shepherd	Mayor
PRESENT:	Kent Bush	Councilmember
	Nike Peterson	Councilmember
	Vern Phipps	Councilmember
	Tim Roper	Councilmember
	Karece Thompson	Councilmember
STAFF PRESENT:	JJ Allen	City Manager
	Summer Palmer	Assistant City Manager
	Stuart Williams	City Attorney
	Greg Krusi	Police Chief
	Kelly Bennett	Assistant Police Chief
	John Meek	Emergency Preparedness Manager
	Scott Hodge	Public Works Director
	Mark Baird	Public Works Deputy Director
	Eric Howes	Community Services Director
	Curtis Dickson	Community Services Deputy Dir.
	Spencer Brimley	Community Development Director
	Brad McIlrath	Senior Planner
	Audrey Curtis	HR Manager
	Rich Knapp	Finance Manager
	Rose Long	Marketing Specialist
	TJ Peace	IT Manager
	Trevor Cahoon	Communications Coordinator
	Nancy Dean	City Recorder
	Wendy Page	Deputy Recorder

Mayor Shepherd called the meeting to order at 11:50 a.m.

REVIEW AND DISCUSSION ON THE 2018 COUNCIL PRIORITIES

JJ Allen, City Manager, reviewed Bill Hultstrom's presentation on the levels of governance from the February retreat. He reviewed Mr. Hultstrom's key points and general governance principles for building better communities that were identified as three different levels: A) creating vision, big picture, overarching goals and objectives, B) other issues that might or might not involve governance, and, C) the details of how things were being executed or actual performance. He reminded the Council that Level A governance had the most room for influence in setting the overall goals and objectives while Level C had little influence.

He explained the discussions during the meeting would revolve around the City's policy and priorities: 1) Providing Quality Municipal Services, 2) Improving Clearfield's Image, Livability, and Economy, and, 3) Maintaining a Highly Motivated and Well-Trained Workforce.

Providing Quality Municipal Services – Quarterly Communications Review

Social Media Metrics

Trevor Cahoon, Communications Coordinator, and Rose Long, Marketing Specialist, provided the Communications Quarterly Update. They reviewed the City's social media metrics and ways that might enhance engagement. Mr. Cahoon also commented that it appeared the City had very good engagement on its website.

Activity Guide Planning and Strategy

Rose Long, marketing specialist, presented the plan to increase effective communication by changing the strategies associated with the publication of the activity guide planning and strategy. She stated the activity guide would be published biannually and would point viewers to the City's website for additional information. She added there would be a shift to making Reonline.org the main information point. She commented the activity guide would be more of a City program information guide and there would be more printed and better distribution than in the past. Mr. Cahoon commented he was hoping to cast a larger net that would draw more recreation and arts users to the City's website.

Councilmember Phipps asked what time of year the activity guides would be published. Ms. Long responded the activity guides were anticipated to publish in early fall and mid-April prior to the beginning of the prime recreation registration seasons.

Neighborhood Pop-up Parties

Mr. Cahoon reviewed the cost of the neighborhood pop-up parties and how that cost was approximately \$9 per attendee per party. He asked the members of the Council for their feedback on continuing the neighborhood pop-up parties. Councilmember Phipps commented they would need to be seen as progressive events meaning each year they would become more popular and institutionalized as part of the culture of the City. Councilmember Roper commented particularly on how the Jacobsen Park party reached a part of the City that didn't generally feel included. He added it was important to keep that effort going.

JJ Allen, City Manager, expressed his opinion that the pop-up parties were better at building community than the open houses previously held by the City. Mayor Shepherd wondered if the mailed postcard was the most effective tool for notifying the neighborhood given the cost. He expressed his perception that people seemed to stop by because they noticed what was happening. He suggested posting banners in the local neighborhoods might be a more effective way to advertise with a lower cost. He also mentioned it might be helpful if staff and Council were in the same shirt so it would be easier for them to be identified. Councilmember Bush asked if the postage and printing costs could be mitigated by posting the schedule on Facebook and in

the newsletter so residents could pick an event to attend. Mr. Cahoon explained the events were not advertised on Facebook because the goal was to get neighbors out meeting neighbors. He commented a banner might be a good way to advertise next year and suggested word of mouth would draw attendance as well.

Mr. Cahoon asked if the Council felt there was still a need to hold the traditional open houses. There was a discussion about how the pop-up parties were better suited for bringing the City to residents on their terms and how they provided an opportunity for staff and the Council to meet and greet residents in a fun and relaxed atmosphere. There was also a discussion on the continued need for the more formal open houses because they served a different purpose in that they were for the exchange of information. There was consensus from the Council that both pop-up parties and open houses had separate purposes so both should be continued.

Recreation and Aquatic Marketing Procedure

Ms. Long updated the Council on how the marketing team performed a communications audit with the recreation and aquatic staff. She commented the outcome was the creation of a marketing request worksheet that standardized the way the City conducted its communication efforts. She also added some work was being done to identify target groups and the most beneficial ways to promote the City's programs. She stated communication was the number one priority for those running the programs offered by the City.

Upcoming Items

Mr. Cahoon presented the list of upcoming communication items as follows:

- Public Works Communication
- Economic Development
- Weber State University Guerilla Marketing Research/Campaign
- Community Relations Outreach – Community Networking Lunch, Pop-up Parties, Open Houses
- Marketing Standardization
- Pool Closure and New Aquatic Playground
- Boonanza
- Tree Lighting Ceremony

Councilmember Phipps asked about marketing standardization efforts. Mr. Cahoon explained when the City held outreach events there would be a standard way for implementing the communication efforts for each event.

Councilmember Thompson asked about the Weber State University (WSU) Guerrilla Marketing Research/Campaign. Mr. Cahoon reported marketing students at WSU would be available to the City for quantitative and qualified research studies for two semesters. He explained the first semester would be to formulate a plan that included research questions and guidelines that would assist the City in creating an environment that would foster community building. He continued the second semester would be the implementation of the plan.

Ms. Long updated the Council on the pool closure and new aquatic playground scheduled for the day after Labor Day. She noted there would be limited access to the pool during the installation. She reported an email blast would be sent letting members of the Aquatic Center know of the disruption and emphasizing the City's excitement for the new aquatic playground.

Councilmember Phipps asked if there would be a grand opening party. Ms. Long responded the plan was to have a members only party and ribbon cutting ceremony, but probably not a large free swim night because the pool was rescheduled to open right before Boonanza.

Councilmember Peterson asked what was planned for the tree lighting ceremony. Mr. Cahoon commented it was suggested to hold the tree lighting ceremony on a night other than Tuesday to avoid conflict with a City Council meeting. The consensus was to hold the event on the first Monday evening following Thanksgiving.

Councilmember Roper asked about the networking lunches. Mr. Cahoon informed the Council that a different format was implemented that focused on bringing participants together to network. Councilmember Peterson commented the new format was successful and created a lot of interaction and discussions. Mr. Cahoon added participants stayed longer under the new format proving it was received as a good opportunity to network.

Providing Quality Municipal Services

300 North HAWK Signal

Councilmember Roper asked about the status on the installation of the 300 North HAWK signal. Scott Hodge, Public Works Director, informed the Council that the project's design was 95 percent complete so it would be bid within the next few months. He explained the cabinet that held the controls for the signal would take six to eight weeks to receive from the manufacturer causing additional delays.

Fleet Philosophy

Councilmember Phipps asked what had been determined regarding leasing the City's fleet versus purchasing it. Rich Knapp, Finance Manager, informed the Council that as staff continued to study the advantages and disadvantages to leasing the City's fleet, it was determined to hold off on changing the City's philosophy on the subject. Mr. Allen added the current budget reflected the purchase of fleet vehicles rather than leasing. Mr. Hodge commented the City was purchasing some trucks as part of its regular fleet replacement program and could use them as an opportunity to see how they held their resale value before implementing a lease program.

Speech-to-text

Councilmember Peterson asked about the purchase of speech-to-text software. Greg Krusi, Police Chief, explained the current budget allocated funding for the purchase of speech-to-text software to improve the efficiency of the police officers' time. He reported several officers had been testing the software and the feedback was positive.

Small Area/Neighborhood Plans

Councilmember Bush asked about the status on developing small area/neighborhood plans. Spencer Brimley, Community Development Director, explained staff hoped to use Transportation and Land Use Connection funds available through the Wasatch Front Regional Council to initiate the project. He stated the project was not forgotten rather other downtown redevelopment projects were currently a higher priority.

Streamline Development Review

Councilmember Thompson asked what the streamline development review project would entail. Mr. Brimley explained the project would consist of a review of the development process and ways to improve it and make it easier to navigate for residents, developers, and staff.

The Council took a break at 1:25 p.m.

The meeting resumed at 1:33 p.m.

Improving Clearfield's Image, Livability, and Economy

Beautification Committee

JJ Allen, City Manager, reported he reviewed the goals and objectives identified by the Beautification Committee in its 2013 project report. He identified a few items from the report that needed direction from the Council: establishing the Beautification Committee as a permanent committee, using justserve.org as a means to match volunteers to service opportunities in the community, creating a graffiti removal ordinance, creating a code education officer or community improvement official, budgeting for streetscape projects, the beautification of the freeway interchanges, and installing concrete next to the I-15 sound wall near 1000 East and 450 South. The following is a summary of the comments and suggestions from the discussion:

- It was not necessary to organize the Beautification Committee as a public body, but rather use it intermittently as needs arose.
- Periodic opportunities for service in the City could be posted to justserve.org.
- The City needed to become an ally and promote the removal of graffiti and educate residents and businesses on why it was important to remediate the problem quickly. It was also suggested a list of resources be compiled and shared with residents and businesses that would make clean-up simpler.
- There was value in an education component for code enforcement. The intent of the new civil process was to use code compliance officers as a tool to educate the public on the laws and purposes for code enforcement while working with property owners to secure compliance but it was still early to see if that objective was being reached so the program would need its effectiveness evaluated at a later date. There was a suggestion to find a way to match individuals looking for service opportunities with those who needed help cleaning up their properties.
- The Form Based Code was prepared as a resource to encourage the improvement of streetscapes in the downtown area with the hope of meeting the vision recommended by

the Beautification Committee. The cost to improve streetscapes was substantial and would take time.

- The beautification of freeway interchanges would benefit the community but any effort by the City would be delayed until the Utah Department of Transportation (UDOT) completed several of its projects over the next few years.
- Installing concrete in the area of the sound wall located in the vicinity of 1000 East and 450 South would be a more efficient use of the City's resources for controlling the weeds in that area.

Emergency Preparedness

John Meek, Emergency Manager, reviewed the basics of emergency management including participation in the National Incident Management System (NIMS) and Incident Command System (ICS). He identified the goals and objectives for improving the City's response during emergencies.

- Remaining NIMS Compliant
- Updating the Emergency Operations Center (EOC)
- Updating the Emergency Operations Plan (EOP)
- Training staff and elected officials on their roles during emergencies
- Establishing a system for notification of the public during emergencies, possibly through the use of the CodeRed system
- Facilitating community outreach through special events and the availability of emergency preparedness materials
- Continuing CERT training possibly through online classes

The City Council suggested the following priorities:

- Possibly creating three versions of the EOP that clarified roles and duties – staff level, elected official level, and resident level
- Updating the EOP so it became more functional and realistic and then training on it
- Prioritizing communication and training
- Creating a way to identify City personnel and emergency personnel in the event of an emergency
- Making the information more easily accessible on the City's website
- Clearly identifying the roles of each member of the EOC
- Simplification of access to training for key officials
- Developing an accurate way to track training
- Finding a way to help residents have a realistic expectation of the City's role during emergencies

Mabey Place

Summer Palmer, Assistant City Manager, reported that the Clearfield Mobile Home Park was officially closed. She stated residents had been fairly treated with an average relocation cost of \$2,500 per resident. She commented most of the residents would not have been able to move to a better living situation without the help provided by the City. She announced barricades were

placed on the State Street entrance to the property and City employees, contractors, and emergency personnel would now access the property through the northwest gate. She stated the next step would be to conduct asbestos testing and then demolition and/or disposal of the buildings left on the property. She explained the low bid for the demolition was estimated at nearly \$500,000 so the City would work to remove as many trailers as possible through other means to reduce the costs.

Ms. Palmer reminded the Council that the City had a Memorandum of Understanding with LOTUS Company to work toward the redevelopment of the Mabey Place area. She explained the redevelopment would need to be a phased approach and would likely take years to complete. She commented the next step was working with surrounding property owners to acquire the acreage needed to facilitate the project. There was a discussion about the possibility that some property owners might not be interested in selling and how that would affect the outcome of the project. The Council expressed a desire to keep the project moving forward and discussed possible options for doing that including the use of eminent domain as a last resort. The Council instructed staff to have the developer continue to attempt to negotiate for the purchase of the necessary properties.

Ms. Palmer reviewed the overall budget for the project and detailed the expenditures made thus far. She indicated the City would continue to pay utilities until they were shut off in the next few weeks, there would be expenses associated with asbestos testing and removal, and demolition of the structures on the property as well. There was discussion about the use of bond proceeds, the date the City would need to start making payments on the bonds used to purchase the site (March 2021), and the need to determine a project timeline with the developer.

Councilmember Peterson asked about the role of the CDRA in accomplishing the goals of the City for the area. JJ Allen, City Manager, responded the initial plan was to have the CDRA purchase the mobile home park property from the City, the City would pay off the bonds, and then the CDRA would sell the property to the developer at a discounted price as a way of incentivizing the project. He recognized the specific sale price was currently unknown. He indicated the City would need to create a new Community Reinvestment Area (CRA) to capture tax increment to assist with the redevelopment of the entire area but in order to do that there needed to be a redevelopment plan, which would identify more specifically some of the expected costs. Rich Knapp, Finance Manager, asked if the City would be made whole in the transaction. Mr. Allen replied the City would be made whole but the CDRA was expected to lose money as part of the overall transactions. Councilmember Peterson asked if the CDRA could absorb the transaction and be okay. Mr. Allen responded yes.

There was also a discussion about some of the challenges for the developer in regards to the purchase of the Lakeside Square property and the consequences that might impact some of the tenants.

Code Compliance Priorities

Spencer Brimley, Community Development Director, stated a survey had been sent to the Council to rate code compliance priorities. He commented health, safety, and welfare were always top priorities for the City, but there was also a desire to identify Council priorities that would need to be addressed through the division's objectives. There was discussion about priorities needing to be addressed because they were detrimental to neighborhoods and property, like weeds and rodents, while at the same time enforcing health, safety, and welfare issues. It was suggested there might be a way to foster community pride and encourage neighbors to help each other meet a higher community standard. Mr. Brimley explained there was an educational component to code compliance and the officers would be using the process as a way to educate property owners as well. He stated he would revise the survey based on the comments from members of the Council and send it to them prior to scheduling further discussion in a future work session.

Land Use Planning and Ordinance Priorities

Spencer Brimley, Community Development Director, and Brad McIlrath, Senior Planner, reviewed a priority list for land use, planning, and ordinance review:

- Form Based Code Amendments
 - Maximum Impervious Surface standards were established as part of Form Based Code in order to be progressive in supporting an environmentally friendly development and reducing the impact of development on the City's storm water system. The standards were written to establish a way to recharge the aquifer and reduce the impacts by requiring materials that had a better look for the developments. Amendments were being considered because the standards appeared to be too high for some areas. Standards for development in close proximity to the City's well water system would be reviewed as well so as to preserve the integrity of those systems.
 - Parking standards needed to be reviewed to determine if the car-share reduction should be removed. Also, the code didn't require structured parking but rather encouraged it. There seemed to be good reason to consider requiring structured or underground parking for buildings four stories or higher.
 - Open space types also needed to be reviewed to see if smaller areas should be allowed with additional standards for benches, trees, etc.
 - Landscape setback standards for development adjacent to properties not in the Form Based Code area needed to be reviewed. The current standard required a 20-foot landscaped setback and that appeared to impact the intent of the Form Based Code.
- Conditional Use Permits and Site Plan Reviews
 - There was a need to consider amending the conditional use permit and site plan review ordinances to no longer process conditional use permits and site plan reviews simultaneously. The process should be either a site plan review when the use was permitted or a conditional use permit review when the use was conditional. The current language caused confusion for the Planning Commission and applicant. State Code indicated the processes were administrative in nature

and should not include public hearings because hearings were part of legislative actions.

- There was a need to consider modifying the City's standards for plan review including minimizing the checklist items.
- Subdivision Amendments – Lot Line Adjustments and Lot Consolidations
 - Lot line adjustments and/or consolidations currently required a new subdivision plat and approval by the City Council. The action could be done administratively by the Planning Commission, which would streamline the process.
 - Approval of final subdivision plats currently was considered by the City Council but they could be handled administratively as well. State Law did allow the City to be stricter so the City could continue to require the legislative body to consider the approval, but the Planning Commission was capable as well and allowing it to handle final subdivision plat approval would allow the legislative body more time to address other needs.
- Public Hearing and Noticing
 - State Code only required public hearings for General Plan amendments, ordinance amendments, enactment of new ordinances, and vacations of public streets, rights-of-way, and/or easements.
 - Public notices were required for public hearings, subdivision plat amendments, and amendments to public improvements in a subdivision.
 - The City's current practice for public noticing included publication in a newspaper, posting on the Utah Public Notice website, property posting, and mailers to adjacent property owners. Mailers were good policy for noticing administrative items. Notice of legislative items would continue to be published in a newspaper.
- Self-Storage Facilities
 - Currently new storage facilities were only allowed in the manufacturing zone. There appeared to be a need for more storage facilities given the increase to housing stock.
 - Permitting some self-storage facilities in other zones could be good policy if the units were climate controlled, multi-story, quality construction, and subject to design standards.
- Dog Kenneling and Residential Pigs – there was a request to consider amendments to animal restrictions in residential zones.
- Small Area/Neighborhood Plans – there was a request to create small area/neighborhood plans to govern development geographically.

JJ Allen, City Manager, asked the Council how it would rate the list of priorities given limited resources and staffing. There was a discussion about how some of the priorities would take less time than others to implement. Councilmember Bush suggested the City Council and Planning Commission could assist with determining what areas were best suited for small area planning with little impact to the budget and time factors so more time could be spent later on the specifics of the actual plans. Mr. Brimley commented that if staff addressed some of the changes to ordinances, as discussed, the Council would have additional time to address more important matters such as small area planning. There was a discussion about the need to update current City ordinances and review issues regarding the implementation of Form Based Code. Mr. Allen

explained that the first priorities for planning staff time were the applications made each day and currently there were a lot of development applications being made. Generally, the Council appeared to agree with the priorities as presented.

The Council took a break at 3:35 p.m.

The meeting resumed at 3:45 p.m.

Ballfield Advertising

Trevor Cahoon, Communications Coordinator, reported staff started working on a sponsorship/advertising brochure after the Fourth of July. He explained the development of the brochure was an effort to approach businesses and sponsors with various opportunities to choose from throughout the year rather than approaching them for every event individually. He stated the goal was to have that available by the end of October. He mentioned the City was looking for a partner to help sponsor the Recreation Division's Rise Up campaign as well.

Citizen Police Academy

Councilmember Thompson asked if the City was doing anything to help educate the community regarding police procedures. He expressed an interest in providing outreach and saturation so the community would gain insight into the difficulty of those decisions. Chief Krusi reported the City partnered with Davis County in presenting a Citizen Police Academy that attempted to provide such education to the community members. He commented the course was limited to a small number of participants and filled up fast.

Gateway Signs/City Hall Stairs/Veterans Monument

JJ Allen, City Manager, reported the gateway sign at the northbound off ramp of 650 North was nearly done and the City was just waiting for the permit for the 700 South sign. Eric Howes added the concept designs for City Hall and the Veterans Monument were nearly done and would be presented to the Council at a future work session for review.

UDOT I-15/SR-193 Parcel

JJ Allen, City Manager, reported the northbound off ramp at 700 South would be used as a staging area for UDOT construction projects. He stated the City asked UDOT to provide some screening for that staging area and UDOT agreed to build some sort of berm for the area as part of its HOV/carpool project but it would be the City's responsibility to beautify the area.

Clearfield Arts Foundation

Councilmember Bush expressed a desire to advertise the Clearfield Arts Foundation and its ability to receive donations so people would know how to contribute. JJ Allen, City Manager, expressed an interest in getting other people involved because there was limited staff time

available to ensure the Foundation's success. Councilmember Roper suggested bringing it up at a future networking meeting.

Managing a Highly Motivated and Well-Trained Workforce

Crossing Guards

Audrey Curtis, HR Manager, reported four new crossing guards were hired but there were still a significant number of vacancies. Greg Krusi, Police Chief, informed the Council that the Hill Field Elementary crossing was closed and the parents or guardians of children using that crossing were notified. He commented the staffing of the crossings would still need to be supplemented with police officers. He also noted the schools were contacted in an effort to see if they had any individuals who could help but the schools were under no legal obligation to assist with the staffing.

Customer Service Center

Spencer Brimley reported the Customer Service Center was working and cross training was being implemented. He reviewed the training process with the Council.

Rotating Round Tables

Mayor Shepherd and members of the City Council were given the opportunity to meet individually with departments to ask questions, discuss topics of concern, and hear more about priority implementation.

Wrap Up

At the conclusion of department roundtable discussions, the members of the City Council expressed appreciation to staff for the work and effort toward implementing the 2018 priorities and acknowledged the round-table discussions were valued. There was a consensus that a mid-year retreat was beneficial to the Council. Mr. Allen expressed his appreciation to the Council for its participation and direction.

The meeting adjourned at 5:33 p.m.

APPROVED AND ADOPTED
This 13th day of November, 2018

/s/Mark R. Shepherd, 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 Thursday, August 23, 2018.

/s/Nancy R. Dean, City Recorder