Mayor Shepherd called the meeting to order at 6:00 p.m.

Councilmember Thompson arrived at 6:05 p.m.

POLICE CHIEF CANDIDATE PRESENTATION

Kelly Bennett, candidate for Police Chief, presented a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the current police department. He introduced the acronym “SHIELD” (Service, Honor, Integrity, Excellence, Leadership, and Dedication) as the representation of his leadership of the department.

JJ Allen, City Manager, informed the Council that he intended to appoint Kelly Bennett as Clearfield Police Chief and would seek the Council’s confirmation of the appointments at its meeting on Tuesday, January 8, 2019.
DISCUSSION ON PLANNING COMMISSION APPOINTMENT

Mayor Shepherd announced Michael Britton resigned as a member of the Planning Commission. He recommended the vacancy be filled by appointing Ruth Jones, current alternate member, to fill Mr. Britton’s unexpired term.

Councilmember Thompson asked how Ms. Jones was determined to be the nominee. Spencer Brimley, Community Development Director, responded there were currently two alternate members of the Planning Commission, Ruth Jones and Nicole Bigelow. He explained both were appointed alternate members at the same meeting, both participated and contributed to the Planning Commission, and either on would be a good candidate for the appointment. He had recommended Mayor Shepherd appoint Ruth Jones to fill the vacancy. Mayor Shepherd added Ruth Jones was very involved in the Planning Commission process, attended all the meetings, and was willing to voice her opinions and concerns.

Councilmember Bush asked if there would be upcoming interviews to fill the vacancy in the alternate position. Mr. Brimley responded it was anticipated noticing for the vacancy and interviews would likely take place in January 2019.

DISCUSSION ON A REZONE REQUEST BY CRAIG NORTH TO REZONE PROPERTY LOCATED AT APPROXIMATELY 1295 WEST 300 NORTH (TIN: 12-024-0014) FROM A-1 (AGRICULTURAL) TO R-2 (RESIDENTIAL)

Mayor Shepherd commented the Council was briefed on the rezone request for the property located at 1295 West 300 North at a previous work session, but the Planning Commission had not made its recommendation to the Council on the request. He reported the Planning Commission held its public hearing on the request on December 5, 2018, and recommended the rezone request be denied.

There was a discussion about some of the challenges associated with allowing the R-2 (Multi-family Residential) zone in a predominantly single-family residential area and allowing higher density outside of the area designated for that type of development. The size of the property was discussed as well as the possibility of allowing an R-1-8 (Single-family Residential) or R-1-6 (Single-family Residential, smaller lot) zone, and the developer’s assertion that he intended to develop patio homes on the property similar to the Park Village Subdivision a few blocks east of the property. There was discussion about the undeveloped parcels to the west, their separate ownership, and the possibility of their being developed anytime soon. Concerns were expressed about prohibiting the property owner at 1295 West 300 North from being able develop the property.

There was a discussion about the option of allowing the R-1-6 zone for the property because it would be similar use, the density would not impact the surrounding area as significantly, and it would help eliminate pocket subdivision type development. Concerns were expressed about developing the parcel in such a way that there was a way to connect the developments when the parcels to the west were developed. Brad McIlrath, Senior Planner, believed there was a way to
configure the development to allow connectivity to the properties on the west at some point. He also indicated the General Plan did not allow the City to use the R-1-6 zone. He suggested the current crisis regarding housing affordability along the Wasatch Front created a good argument for considering changes to that policy because smaller lots could help make home ownership a reality for more families.

JJ Allen, City Manager, asked if considering and R-1-6 zone for the property would be in conflict with the General Plan. Mr. McIlrath believed it would be in conflict with the General Plan so there would need to be an amendment to that Plan before the Council could consider the R-1-6 zone. He commented it was appropriate to amend the General Plan as a way of promoting a balanced approach in the use of the remaining undeveloped parcels in the City. He suggested the General Plan could be amended to recommend the R-1-6 zone for infill development and R-1-8 zone for larger parcels. Spencer Brimley, Community Development Director, added the amendment was merited given the City’s need to provide substantive recommendations in its Moderate Income Housing Plan.

Mayor Shepherd asked if the applicant would need to reapply and request the R-1-6 zone. Staff suggested tabling the rezone while it considered changes to the General Plan regarding the R-1-6 zone was an option available to the Council. There was a discussion about amendments that might need to be made to the regulations for the R-1-6 zone such as a limit to the acreage that could apply for the zone, lot size (6,000 square feet), and setbacks, in addition to the General Plan amendments. Mr. Allen commented it appeared the broader issue appeared to not be limited to the single property. He asked if the Council wanted the General Plan amendment to be initiated by the City. The Council directed staff to initiate the General Plan and zoning ordinance amendments.

Nancy Dean, City Recorder, reminded the Council if the item was tabled, the motion would need to include the date and time the Council would readdress the issue. Mr. McIlrath added he could prepare the amendments for consideration by the Planning Commission at its meeting on Wednesday, January 9, 2019, and then the Council would be able to consider them on Tuesday, January 22, 2019.

**DISCUSSION ON A REQUEST BY KIM KELLER TO AMEND THE CITY’S GENERAL PLAN FROM RESIDENTIAL TO COMMERCIAL AND TO REZONE FROM R-1-8 (SINGLE-FAMILY RESIDENTIAL) TO C-2 (COMMERCIAL) FOR PROPERTY LOCATED AT APPROXIMATELY 755 EAST 200 SOUTH (TIN: 12-002-0015)**

Spencer Brimley, Community Development Director, commented the Council was briefed on the request to amend the General Plan Future Land Use Map for property located at 755 East 200 South, but the Planning Commission had not yet made its recommendation on the request. He reported the Planning Commission reviewed the request for both the amendment to the General Plan from Residential to Commercial and the rezone request for the property from R-1-8 (Single-family Residential) to C-2 (Commercial) at its meeting on December 5, 2018, and recommended approval of both to the Council. He reported there had been one inquiry from a neighboring property owner about any potential redevelopment of the property and its impact on the Canal
Trail. Mr. Brimley explained the resident was told the applicant had no plans to redevelop the property at this time.

DISCUSSION ON THE 2018 YEAR END REVIEW AND 2019 COUNCIL PRIORITIES

JJ Allen, City Manager, explained the intent for the discussion was to provide each member of the Council with an opportunity to express their proposed priorities for the upcoming budget year. He briefly recapped the priorities identified by the Council for Fiscal Year 2018 (FY18) and commented staff had worked hard to accomplish the Council’s priorities.

Councilmember Phipps expressed his appreciation for the efforts made to improve community involvement. He commented the results seemed to improve continually. Mayor Shepherd agreed. He expressed his opinion that the City’s image was improving and residents were more positively engaged in the process. He also expressed his appreciation for the process that saw Form Based Code (FBC) adopted for downtown development. Councilmember Roper expressed his opinion that residents were responding positively to the changes they were seeing.

Councilmember Phipps expressed his appreciation for the improvements being implemented through the City’s emergency preparedness efforts. He acknowledged being prepared was a long term process. Councilmember Phipps also expressed appreciation for the efforts made to bring a new Davis County library to the downtown area.

Councilmember Bush expressed his appreciation for the improvements to the code enforcement process. He acknowledged there was still more work to do to get the City cleaned up. Spencer Brimley, Community Development Director, reviewed the code enforcement process and changes in personnel that were benefitting that process. He acknowledged there was still improvement to be made. Mr. Allen added staff was being more proactive and working toward compliance without having to assess a fine which was the ultimate goal for the new initiative.

Councilmember Peterson expressed appreciation for the efforts in improving customer service and connecting employees with the community through the Neighborhood Pop-up Parties as well as other activities. She also expressed appreciation for the efforts made in implementing FBC. She expressed a desire to work toward balance in honoring the process established to vet the application of FBC in the downtown so the response was more thorough and managed.

Councilmember Bush moved to adjourn the work session and reconvene in policy session at 6:58 p.m., seconded by Councilmember Peterson. The motion carried upon the following vote: Voting AYE – Councilmembers Bush, Peterson, Phipps, Roper, and Thompson. Voting NO – None.

The meeting reconvened at 9:29 p.m.
DISCUSSION ON THE WEBER STATE PUBLIC RELATIONS CAMPAIGN – GUERRILLA MARKETING

Trevor Cahoon, Communications Coordinator, introduced the team of Weber State University students who participated in implementing the City’s Guerrilla Marketing Campaign. He explained the group distributed a fourteen question survey to residents through Facebook and at Boonanza regarding attributes that best reflected Clearfield City and then participated in some strategic planning exercises based on the results of the survey. The group reported on the research gathered through the survey and its 511 responses.

Attributes associated with Clearfield
- 78 percent enjoyed its affordability
- 54 percent enjoyed living here
- 14 percent found it inclusive
- 10 percent thought it was attractive

Key Findings
- Focus on inclusivity, attractiveness, and building City pride
- High attendance at FREE family-friendly events: fireworks, Easter egg hunt, etc.

Target Audience
- Female
- Ages 25 to 42
- Lived in Clearfield 3 to five years
- Lived in neighborhoods near City center

Key Messages
- Celebrate Clearfield
- Spirit of Clearfield
- Chasing Clearfield’s World Record

The survey also asked about the effectiveness of the City slogan, “We’ve got it made.” The results suggested there was room for improvement and an opportunity for change on that issue.

Based on the results of the survey, the team identified the overall goal for the City should be to increase inclusivity and City pride. The presented two action plans to accomplish that goal.

1) Spirit of Clearfield
The City could create a photography mosaic somewhere in the City where residents submitted photos that were compiled into some form of artwork. The team proposed promoting the project to residents through social media, visiting schools, and contacting local businesses and the success would be measured by the number of engagements experienced through social media and the number of organizations reached. Further promotion would be needed to news organizations through media advisories, news releases, and a prepared media kit on the project and the success of the media outreach would be gauged by monitoring mentions of
# Spirit of Clearfield mural on social media and traditional media. The anticipated cost to implement the marketing campaign was approximately $1,300.

2) **Chasing Clearfield’s World Record**
Residents of Clearfield could break a Guinness World Record by working together to hold the largest game of freeze tag. The current record was held by a community in Belgium who had 1,393 participants in a game of freeze tag. Young and old would be able to participate. It was proposed that the game might be held during “Celebrate Clearfield Week” in April 2019. The game would need to be promoted to residents through social media, email, banners, and posters and success would be measured by total engagements on social media. It was also proposed the event be promoted to news organizations through media advisories, news releases, and a prepared media kit and success would be measured by monitoring mentions of the event on social media and traditional media. The anticipated cost to implement the event was approximately $2,050.

There was a discussion on the benefits of each proposal and the possibility of implementing both events. Mr. Cahoon suggested the City hold the largest game of freeze tag in association with its “Celebrate Clearfield Week” because it addressed improving inclusivity and City pride the best and then work towards possibly doing the mosaic at another time. He commented the survey results indicated residents like living in Clearfield but they don’t necessarily feel connected to the community.

**DISCUSSION ON THE 2018 YEAR END REVIEW AND 2019 COUNCIL PRIORITIES - CONTINUED**

Mayor Shepherd and the City Council continued its discussion on the 2018 year end review and 2019 priorities from the earlier work session.

**Councilmember Thompson**
- Focus on new urbanism, small neighborhood districts and lessons to learn from Form Based Code (FBC) experiences elsewhere.
- Boost victim services for women and men through securing an Indigent Defense Council grant that would help with prosecution. His hope was to change the perception that it was too expensive to get justice.
- Having community policing efforts to include allowing residents to have packages delivered to the police department instead of on doorsteps during the holidays, similar to Wood Cross City. He suggested calling the program “Santa Saviors.” He expressed a desire to create new traditions.
- Improving employee engagement by building new team-building traditions and creating excitement for working for the City.

**Councilmember Bush**
- Appreciated the work so far on building a veterans monument in the City and hoped to get it funding during the coming year.
- Creation of small area plans.
• Improving community pride and image through code enforcement and making sure commercial and multi-family properties were compliant with site plans and conditional use permits.

Councilmember Peterson
• Providing Quality Municipal Services
  o Stay the course and expand community building. Reach out and find ways to include the schools (administrators, teachers, PTA).
  o Find ways to reach out to non-tech voters.
• Improving Clearfield’s Image, Livability, and Economy
  o Wrap up the FBC cleanup process.
  o Wrap up Title 11 (land use ordinances) cleanup.
  o Creation of small area plans as part of a comprehensive update to the General Plan by FY 2020.
  o Continue with improving and educating on emergency management so the City and its residents would be ready during emergencies.
• Maintaining a Well-Trained and Highly-Motivated Workforce
  o Stay the course on the compensation plan.
  o Review and analyze the compensation plan for police officers, staffing levels, address job enrichment and retention, technology, and training. Suggested a holistic approach. Councilmember Peterson wanted to be cautious in the approach so it didn’t look like there was little concern for other employees but addressed the inherent risks associated with being police officers especially with potential population increases.

Councilmember Phipps
• Finding and developing new ways to benefit from the people that work at Hill Air Force Base (office space, restaurants).
• Improving and maintaining City pride through a greater vision of an integrated community (schools, churches, service organizations, businesses, and the City).
• Provide long-term planning for traffic, water, and other infrastructure needs.
• Improving parks, fixing the front area of City Hall, developing Steed Pond, building a veterans monument.
• Continue to improve and expand the City’s emergency preparedness.

Councilmember Roper
• Improve and enhance the support of the police department.
• Build the City’s Youth Commission, helping the participants realize they could make a difference through goals and objectives, holding meetings with the City Council, acting in advisory capacities, and having a Youth Town Hall meeting.
• Make an effort to reach out to the other commissions like the Parks and Recreation Commission and Planning Commission so they feel included and valued. Provide more training for members of those Commissions so when they advise the Council, they give the best information possible. Take time to express appreciation for their service. Meet with them periodically.
Mayor Shepherd

- Continue to improve the City’s image.
- Get ahead of traffic issues. Improve streetscapes. Coordinate efforts through the Wasatch Front Regional Council.
- Continue outreach with the local schools. Improve outreach to students at North Davis Junior High and elementary schools. Expand “Everyone Matters Day” in Clearfield.
- Continue to build relationships by attending the National League of Cities conferences and serving on committees. Continue to rotate the opportunity for councilmembers to attend.
- Lead out on Hill Air Force Base (HAFB) commitments. Improve communication with HAFB leadership. Harness the benefits of HAFB being part of the Clearfield community.

Mayor Shepherd thanked the Council and staff for all that had been accomplished during 2018.

Councilmember Bush moved to adjourn at 10:39 p.m., seconded by Councilmember Thompson. The motion carried upon the following vote: Voting AYE – Councilmember Bush, Peterson, Phipps, Roper, and Thompson. Voting NO – None.

APPROVED AND ADOPTED
This 22nd day of January, 2019

/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 Tuesday, December 11, 2018.

/s/Nancy R. Dean, City Recorder