

CLEARFIELD CITY COUNCIL MEETING MINUTES
6:00 P.M. WORK SESSION
September 22, 2020

City Building
55 South State Street
Clearfield City, Utah

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
	Kelly Bennett	Police Chief
	Adam Favero	Public Works Director
	Eric Howes	Community Services Director
	Spencer Brimley	Community Development Director
	Rich Knapp	Finance Manager
	Trevor Cahoon	Communications Coordinator
	Nancy Dean	City Recorder

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

DISCUSSION ON FISCAL YEAR 2021 COMPENSATION PLAN IMPLEMENTATION

Rich Knapp, Finance Manager, stated in early 2020, the City contracted with McGrath Human Resources Group to refresh the compensation study that was approved in June 2016. He explained McGrath conducted a survey of surrounding municipalities for compensation data and used that data, along with additional outside market analysis, to reevaluate the City's current compensation system. He pointed out that the key recommendations of the McGrath refresh included (1) larger adjustments to address marketability of harder to fill and retain positions, (2) larger adjustment to select positions identified as significantly below the market average, and (3) a general baseline increase for employees meeting expectations set by the City.

Mr. Knapp indicated the study recommended a combined average seven percent increase in order to meet market rate. He mentioned staff initially tried to work in a more conservative recommendation of a combined four percent increase to the budget; however, after prioritizing operational expenses and considering staffing struggles, staff ended up proposing an even lower increase of one percent merit increase and a two percent market adjustment and other adjustments within the lower level ranged positions identified by the consultants as under market.

Mr. Knapp explained the rough estimated difference in cost between the full implementation of seven percent and three percent was \$360,000. He noted during the budget process, Council approved the full year of three percent compensation adjustments in the budget but instructed staff to hold off on the actual implementation and monitor the uncertainty of the financial and local employment impacts of the COVID-19 pandemic.

He highlighted the following reasons the City was currently in a strong position financially:

- The City's unrestricted reserves and net operational resources were higher than anticipated due to the CARES reimbursements
- Record setting sales tax receipts
- Furloughs
- Spending freezes in quarter two of 2020
- Increased building permits
- Historically conservative budgeting

Mr. Knapp pointed out that the City's current fiscal concerns included ongoing future health care increases, costs associated with redevelopment risk, and short or long term reduction in various revenue sources. He explained the Ogden-Clearfield area unemployment rate for July was four percent, which matched the March 2020 unemployment rate. He noted in comparison to the national unemployment rates, the area was doing well. Mr. Knapp stated when unemployment numbers were low, it was extremely difficult to fill positions with quality employees. He indicated this difficulty was specifically addressed in the compensation study by addressing the marketability in a number of specific harder to fill positions and market impacts on retention for positions with higher turnover, while also providing a baseline increase for employees to help avoid or reduce turnover based on pay.

Mr. Knapp mentioned staff obtained data from several surrounding cities that had implemented increases which was included in the staff report. He pointed out that Layton, Syracuse, Clinton, Sunset and Davis County all had increases during 2020.

Mr. Knapp stated staff recommended the compensation implementation be started Sept 27, 2020 which was the beginning of the pay period closest to three-quarters of a year. He explained it was difficult to change variables in the middle of a pay period.

Councilmember Thompson arrived at 6:10 p.m.

Councilmember Peterson wondered if the increases would include part time employees. Mr. Knapp answered there were increases included for part time personnel. Summer Palmer, Assistant City Manager, explained the positions identified for the market adjustments were full time positions that were at the bottom of the pay range; however, some of those positions had a part time equivalent which would see the same adjustment. Councilmember Peterson asked if the part time staff that were furloughed and stayed with the City and then came back would see a measurable increase. Ms. Palmer responded it would depend on the position; but there were increases included for all of the part time staff.

Mayor Shepherd wondered if the Council wanted to start implementation September 27, 2020 or make it retroactive to July 1, 2020. Councilmember Thompson voiced his opinion it should be retroactive to July. There was a discussion on when to begin implementation of the compensation study.

The consensus of the Council was to begin the Fiscal Year 2021 (FY21) compensation plan implementation as of July 1, 2020 because it had been budgeted and the data supported it.

Councilmember Bush questioned whether there would be another look at adding some projects that were cut back into the budget. JJ Allen, City Manager, explained several projects were cut from the FY21 budget to potentially restore later. He noted those projects on the cut now restore later list were entirely removed from the budget; consequently, any recommendations to restore projects could be provided by staff during the next discussion on budget amendments which would likely be in the next two or three months.

QUARTERLY COMMUNICATIONS UPDATE

Trevor Cahoon, Communications Coordinator, stated the communications team planned to begin highlighting weekly one of the various amenities of the City. He reviewed the recent promotions done for recreation and aquatics programming which concentrated efforts towards messaging benefits of membership at the Clearfield Aquatics and Fitness Center (CAFC). He shared the social media metrics for outreach and engagement specifically related to the recent windstorm in early September. Mr. Cahoon pointed out that the City's tool of using social media for communications appeared to be working for sharing information quickly and it would continue those efforts.

Councilmember Phipps arrived at 6:17 p.m.

Mr. Cahoon mentioned the City's new website was about 90 percent ready. He acknowledged for the next couple of days supervisors would begin the testing phase of the website and then based on the feedback additional adjustments could be completed. He reviewed the new website and how it would be more manageable and easier to search for information.

Councilmember Peterson asked if the new website would allow a search of content within the agendas and minutes found on the website. Mr. Cahoon responded the program intended to have the capability to search file names as well as content; however, staff had not yet been successful in a content search but was working towards having that functionality.

Mr. Cahoon continued with a review of the website and how it was designed to be simple; streamlined; and convey activity, fun, and inclusiveness.

Councilmember Thompson asked if there would be a chat feature available on the website. Mr. Cahoon responded there was the functionality to add a chat feature; however, set up for that option would take some time and staffing oversight of responses would need to be addressed if that was a priority. He mentioned currently there was not much demand for that option but it could be added if the requests increased.

Councilmember Phipps wondered if a contact us link would be included on the website. Mr. Cahoon answered yes, it was located at the bottom of the webpage to avoid over cluttering the top of the page. He indicated the contact us link would redirect people to a list of all the reasons for contacting the City which would be in one spot for easy selection. He reported on the testing process and how it was planned for phasing both internally and externally before being rolled out.

Mr. Cahoon stated some of the responsibilities related to communications for events and public outreach had been blended between the communications team and Community Services department. He noted staff from both divisions had worked together to determine how to best integrate the expertise of staff in marketing and messaging efforts going forward. He explained the communications team would lead efforts that would primarily be in the public outreach sector and event promotions, but any other type of communications related to the events would be handled by the staff of the Community Services department. He felt the division of responsibility and continued teamwork would help staff to elevate messaging and promote the City's events.

Mr. Cahoon indicated communications for public outreach had been challenging during the COVID-19 pandemic; however, staff would be working towards taking things offline when safely possible. He noted that was especially a consideration since public outreach would be a necessary part of the City's General Plan updates process. He reported staff would try to find ways for public outreach that allowed some type of interactions so communications were not all virtual. Councilmember Peterson supported that approach of having personal interactions when possible. She explained the Utah League of Cities and Towns had tried a similar approach with its mobile tours during its annual convention to break up the virtual setting of zoom meetings.

Mayor Shepherd reported receiving positive feedback about the City's outreach efforts with residents and businesses. Mr. Cahoon stated building the community relations and working with local businesses had been a vital part of the City's communications efforts.

Mayor Shepherd expressed his desire to work towards having an individual website or page for planning and development similar to that of the CAFC. He mentioned it would be nice to send out links to the development community so they could see what was happening in the City and want to get involved. Mr. Cahoon responded that had been a discussion initially when creating the website but the biggest hindrance was content. Mayor Shepherd suggested a cool video could possibly be outsourced and used not only to entice developers; but remind residents to take pride in their piece of the City; plus add to the vision of creating a place where we want to be. He thanked staff for efforts related to communications.

Mayor Shepherd reported meeting with the County to discuss updates about the COVID-19 pandemic. He explained despite the rapid increase in COVID-19 cases around the State, Clearfield City and Davis County had increased at about the same pace it had previously seen; so, there had not been a dramatic rise in cases here as was found in Salt Lake and Utah counties.

Councilmember Peterson moved to adjourn at 6:54 p.m., seconded by Councilmember Roper. The motion carried upon the following vote: Voting AYE – Councilmember Bush, Peterson, Phipps, Roper and Thompson. Voting NO – None.

**APPROVED AND ADOPTED
This 27th day of October, 2020**

/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, September 22, 2020.

/s/Nancy R. Dean, City Recorder