

CLEARFIELD CITY COUNCIL MEETING MINUTES
6:00 P.M. WORK SESSION
October 4, 2016

PRESIDING:	Mark Shepherd	Mayor
PRESENT:	Keri Benson	Councilmember
	Kent Bush	Councilmember
	Nike Peterson	Councilmember
	Vern Phipps	Councilmember
	Bruce Young	Councilmember
STAFF PRESENT:	Adam Lenhard	City Manager
	JJ Allen	Assistant City Manager
	Stuart Williams	City Attorney
	Greg Krusi	Police Chief
	Laura Lewis	Emergency Services Coordinator
	Curtis Dickson	Community Services Deputy Dir.
	Summer Palmer	Administrative Services Director
	Rich Knapp	Finance Manager
	Nancy Dean	City Recorder
	Kim Read	Deputy City Recorder

VISITORS: There were no visitors.

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

UPDATE ON CLEARFIELD CITY'S EMERGENCY MANAGEMENT READINESS

Laura Lewis, Emergency Services Coordinator, shared a presentation on the strengths and weaknesses of the City's emergency preparedness readiness. She also reviewed opportunities the organization could take advantage of to be better prepared. She spoke to potential threats highlighting different scenarios which would require "shelter in place" and suggested that would require additional preparations.

Councilmember Peterson arrived at 6:10 p.m.

Ms. Lewis emphasized the need for more staff members to participate in and receive emergency training.

Councilmember Peterson inquired if the City's CERT volunteers had been activated during the most recent wind storm. Ms. Lewis responded the City didn't experience a significant amount of damage to justify that need.

Councilmember Phipps expressed concern regarding the railroad corridor and its potential threat regarding hazardous cargo. Ms. Lewis responded the City's top two concerns were a high wind

incident and a hazmat incident. Councilmember Phipps also mentioned concern regarding potential disasters and the number of schools located within the City. Ms. Lewis mentioned she had reached out to the principal of North Davis Junior High and had not yet heard back because she was also interested in coordinating some sort of an emergency drill.

Ms. Lewis reported two of the sirens came down during the last windstorm and since they're interconnected the remaining one wasn't working. She expressed her opinion the sirens were antiquated and expensive and suggested implementing the free app "Code Red" as an alternative. She stated most of the public regularly used cell phones and the app would not only identify the emergency but would provide instructions and directions for the residents. She suggested implementation of the app would require an education campaign for residents.

Councilmember Benson suggested the need to provide a larger budget for emergency services within the City. Adam Lenhard, City Manager, agreed emergency management should be addressed during the budget process. He explained the City was currently assessing emergency services to determine an action plan for future appropriations.

Ms. Lewis left the meeting at 6:30 p.m.

INTERVIEWS FOR THE COMMUNICATION COORDINATOR

The Council interviewed Jenette Sturges, Kyle Cottam and Dan Metcalf for consideration of the Communications Coordinator position.

REPORT ON THE 2016 FOURTH OF JULY CELEBRATION

JJ Allen, Assistant City Manager, reviewed the Fourth of July activities with the Council and highlighted the following:

- Patriotic Concert – the Council liked the idea of having that event on Sunday evening and it was well-attended. A discussion took place about what evening would be best for the event if it was continued in future years.
- Movie Night - attendance was down from previous years; however, it was held on a Saturday night. Curtis Dickson, Community Services Deputy Director, mentioned attendance at the movie night could fluctuate depending on the movie being shown. He suggested the lower attendance could be related to the holiday falling on a Monday, and the movie was shown on the previous Saturday. Councilmember Benson mentioned she had heard negative comments about the movie selection for that night and Mayor Shepherd agreed. A discussion took place regarding whether the movie should be geared more toward younger children or teenagers.
- Talent Show – Councilmember Benson suggested one audition would be sufficient and a discussion followed regarding whether video auditions should be allowed.
- "Free" Freedom Run – participation was up and the competitiveness had been eliminated since it was a "free" event. The Community Services Department received positive feedback from participants. Mr. Allen reported approximately \$800 had been raised by those willing to pay the optional registration fee, and receive a free t-shirt, for the Air Force's Association's Wounded Airmen Program.

- Entertainment - Alex Boye as the headliner entertainment had brought in a large crowd. Mr. Allen mentioned the VIP seating and roped off area for “standing only” was successful and the LED screen was a great improvement.
- Fireworks – met the standards of the City’s reputation but there was significant fallout due to the wind. A discussion took place regarding the quality and placement of the shells used by the vendor which might have contributed to the fallout issues.

Mr. Allen reviewed the financial summary and emphasized costs specific to staff was consistent from year to year:

• Entertainment	\$36,025
• Fireworks	\$30,000
• Marketing (videography)	\$10,667
• Parade	\$ 6,622
• Festival Equipment	\$ 5,276
• Outdoor movie	\$ 2,426
• Insurance	\$ 1,320
• Talent Show	<u>\$ 968</u>
	\$93,305

Mr. Allen reviewed revenues:

• Sponsorships	\$12,500
• Vendor Booths	\$ 1,850
• Freedom Run	\$ 819
• Talent Show	<u>\$ 300</u>
	\$15,469
• In-kind donations	\$ 1,795
• 15% cut for inflatables	\$ (less than \$1,000)

DISCUSSION ON THE 2017 FOURTH OF JULY CELEBRATION

Mr. Allen emphasized decisions for the upcoming (2017) Fourth of July celebration would soon begin; however, the majority of those expenses would be in the fiscal year 2018 budget. He requested feedback and direction from the Council regarding how it wanted to see the 2017 celebration carried out since decisions and commitments would soon need to be made.

Mayor Shepherd expressed his opinion the City should keep providing the same level of celebration as provided in 2016 but no bigger. He commented the City spent a lot of money for the entertainer but the increased attendance for the concert and feedback from sponsors was very positive. He acknowledged there was a lack of sponsorships for the event and there needed to be some improvement in securing additional sponsorships for future celebrations. He stated the celebration had been difficult to sell to sponsors in the past but the services provided by the videography during the 2016 celebration should help improve those efforts.

Mayor Shepherd also expressed his opinion the fireworks should not be cut back in any way because of the City’s reputation for a great fireworks show. Councilmember Peterson expressed

a desire to figure out how to translate the scope of the celebration into a “tangible” that was more than a community sense of pride because of the capital outlay required for the celebration. Councilmember Benson asked where the people coming to the celebration lived. Councilmember Peterson commented the City was sponsoring a regional event and how did that translate into helping Clearfield’s business community. Mayor Shepherd expressed his support for a regional event and believed one of the benefits of the celebration was a sense of community.

Councilmember Phipps expressed his opinion that the money spent bringing the entertainer to the event in 2016 was the maximum limit. He continued the same objective could be achieved without spending that much money in the future. Mayor Shepherd commented it would be difficult to bring in an entertainer that would draw the same crowd if the City spent less money.

Councilmember Young acknowledged a regional event was nice if it supported the community. He added it wasn’t Clearfield’s job to build community in other cities. Mayor Shepherd suggested other cities had moved their celebrations to different dates to avoid competing with Clearfield on the Fourth of July. Adam Lenhard, City Manager expressed his opinion the event enhanced the City’s image and profile.

Councilmember Peterson asked how the success could be pumped back into the business base. Mayor Shepherd expressed concern it would be difficult to entice business sponsorships for the celebration without the greater expense. He also believed the video captured from 2016 would help attract sponsorships. Councilmember Peterson agreed a big name helped offset some of the risk.

Councilmember Phipps stated there was a fundamental principle at play and that was whether the celebration was to draw additional people to improve the stature of the community or was it to entertain the people that would come there anyway.

Adam Lenhard, City Manager, suggested the City had created an event geared toward creating experiences and memories for people. He expressed his opinion the celebration was not set up to generate a large economic impact. He suggested if that was the Council’s goal then the event planning needed to be revisited. He indicated there was a lot a value to creating positive image. He also indicated the City had experienced a lot of positive chatter following the event but the Council would need to evaluate the value gained. Councilmember Bush added that other cities’ community celebrations probably didn’t bring in a lot of revenue either. Councilmember Young agreed there were intangibles to those types of celebrations and they did build community pride to sponsor those types of events. Councilmember Phipps suggested the Council needed to consider how much money should be spent to create that outcome.

Councilmember Young commented the Council had previously discussed reducing the fireworks show. Councilmember Phipps stated Clearfield was known for its fireworks display and it shouldn’t risk its reputation with that event. Mayor Shepherd agreed. Mayor Shepherd suggested it was difficult to put a price on image and how others viewed Clearfield. Councilmember Benson stated she had proposed cutting back on the fireworks expense because at the time the City was trying to address the difficulty in staffing the police department. She explained she looked at all the needs the City had when she tried to evaluate how much should be spent for the

Fourth of July celebration. She expressed her priority for wanting to provide for other needs for residents. She suggested some activities could be eliminated within the larger scope of the Fourth of July celebration allowing for funds to be prioritized and re-appropriated to other areas.

Mayor Shepherd expressed his opinion the City would be able to solicit greater sponsorship for the upcoming celebration which would reduce the cost to the City overall. He suggested the City had invested funds in marketing and videography last year for the purpose of promoting future Fourth of July celebrations. He expressed his belief it wasn't time to scale back the events. Councilmember Phipps agreed the videography was a good way to show people what was done last year with the goal of enticing them to attend again. Councilmember Young stated he liked how the event was family oriented. Councilmembers Benson and Peterson agreed. Mayor Shepherd suggested the focus should be about fundraising to offset the costs. Councilmember Young expressed his opinion there was a limit that should be spent on creating image.

Councilmember Young suggested the City hold steady on its spending for the Fourth of July celebration but continue to work at reducing the expenses whether that be through more sponsorships or better negotiating on prices. He continued that once an event was established long term it was easier to vary the financial commitment from year to year. Mayor Shepherd agreed but cautioned the City had not hit the established mark yet. He believed that would take a solid second and third year to establish. Councilmember Peterson stated if the celebration were kept at the same level it was a necessary component to figure out how to help it pay for more of the costs through sponsorships and other efforts. Mr. Allen believed the success in obtaining sponsorships for future celebrations relied heavily on relationship building by him and Mr. Lenhard in conjunction with Mayor Shepherd. He acknowledged those relationships would take time to develop.

He recapped staff was directed to look for an entertainer with name recognition as the headliner. Mayor Shepherd suggested not spending any more than the \$25,000 but suggested trying to negotiate a lower price. He also emphasized much of the event planning for the 2017 Fourth of July celebration would move to the Community Services Department due to the reorganization of community relations/special events coordinator position and creation of the communication coordinator position.

Councilmember Bush moved to adjourn to a Closed Session for the purpose of discussing the character, professional competence, or physical or mental health of an individual at 9:40 p.m. Utah Code Ann. § 52-4-204 and § 52-4-205(1)(a), seconded by Councilmember Benson. The motion carried upon the following vote: Voting AYE – Councilmembers Benson, Bush, Peterson, Phipps and Young. Voting NO – None.

The minutes for the Closed Session are kept in a separate location.

The meeting adjourned at 10:03 p.m.

**APPROVED AND ADOPTED
This 25th day of October, 2016**

/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, October 4, 2016.

/s/Nancy R. Dean, City Recorder