

CLEARFIELD CITY COUNCIL MEETING MINUTES  
6:00 P.M. WORK SESSION  
April 11, 2017

PRESIDING:	Kent Bush	Mayor Pro Tem
EXCUSED:	Mark Shepherd	Mayor
PRESENT:	Nike Peterson	Councilmember
	Tim Roper	Councilmember
	Bruce Young	Councilmember
EXCUSED:	Vern Phipps	Councilmember
STAFF PRESENT:	Adam Lenhard	City Manager
	JJ Allen	Assistant City Manager
	Stuart Williams	City Attorney
	Greg Krusi	Police Chief
	Scott Hodge	Public Works Director
	Summer Palmer	Administrative Services Director
	Rich Knapp	Finance Manager
	Lee Naylor	Accountant
	Eric Howes	Community Services Director
	Curtis Dickson	Community Services Deputy Dir.
	Trevor Cahoon	Communications Coordinator
	Nancy Dean	City Recorder
	Wendy Page	Deputy Recorder

VISITORS: Kathryn Murray, Brady Jugler – Planning Commission Chair

Mayor Pro Tem Bush called the meeting to order at 6:03 p.m.

DISCUSSION ON THE REVISED CITY CENTRE APARTMENTS DEVELOPMENT AGREEMENT

JJ Allen, Assistant City Manager, explained the City Centre apartments were in the process of being built across the street from City Hall. He stated the project would be completed by the end of 2017. He continued there had been negotiations between the City Council and the developer specific to square footage for the available commercial space in the project when it was originally approved in 2015. He indicated the City agreed to issue the building permit for the project and allow construction to begin while it worked with the developer on the specifics of accommodating the additional square footage for the commercial space requirement. Mr. Allen reported the developer would be extending the first floor of the building on the north to reach the requirement. He reviewed the revised development agreement with the Council.

Councilmember Bush asked if the extension of the building affected the designed landscaping in that area. Mr. Allen indicated the new design had minimized the landscaping as previously designed. He suggested the City work with the developer to beautify the rooftop of the extension because it would be visible to neighboring businesses.

**Councilmember Young moved to adjourn as the City Council and reconvene as the CDRA in a work session at 6:11 p.m., seconded by Councilmember Peterson. The motion carried upon the following vote: Voting AYE - Councilmembers Peterson, Roper, and Young. Voting NO – None.** Councilmember Phipps was not present for the vote.

*\*\*The minutes for the CDRA are in a separate location\*\**

The City Council reconvened in work session at 6:15 p.m.

### DISCUSSION ON “MAKE US PART OF YOUR STORY” BRANDING

Trevor Cahoon, Communications Coordinator, introduced “Make Us Part of Your Story,” a new branding message for the City. He described the process used to develop the tag line and discussed the City’s strengths, weaknesses, opportunities, and threats that were considered when the tag line was created. He continued elements of the message gave responsibility to residents, promoted engagement with the City, integrated well with social media campaigns, and was a versatile message for all stakeholders. He identified the goals of the branding as follows:

- Integrate internal staff into City events and campaigns
- Increase the engagement of youth in community events and public spaces
- Change and establish positive perception of Clearfield
- Educate the public about the City
- Establish relations with developers and site selectors

Mr. Cahoon explained each goal had objectives to meet. He reviewed the general timeline for the branding campaign through the end of 2016. He indicated the campaign would be evaluated in November to measure its effectiveness in engaging the community. He commented changing the message too frequently confused people.

Councilmember Bush asked if the branding campaign would be continuous. Mr. Cahoon responded the message would be evaluated regularly and changed as necessary.

Councilmember Peterson asked if there would be a unified message with different campaigns having been proposed such as the “Rise Up” campaign. Mr. Cahoon responded the message would be unified and all lead back to the “Make Us Part of Your Story” campaign.

Mr. Cahoon also reviewed the visual branding opportunities available for the campaign as well as ways to engage the community through social media, the City newsletter, and website.

## UPDATE ON THE CUSTOMER SERVICE CENTER

Summer Palmer, Administrative Services Director, updated the Council on the progress being made in establishing a Customer Service Center on the first floor of City Hall that would enhance the City's service level for its residents. She reported the customer service employees in utilities, police records, community service, community development and executive offices would be consolidated and relocated to the first floor. She informed the Council that Stacy Millgate had been promoted to the Customer Service Manager position. She described the relocation of the Human Resource Division, Finance Division, and the Community Services Department to facilitate the remodeling of the first floor while still providing quality customer service. She hoped to have the project completed no later than August 31, 2017.

**Councilmember Peterson moved to adjourn from work session into policy session at 6:48 p.m., seconded by Councilmember Young. The motion carried upon the following vote: Voting AYE - Councilmembers Peterson, Roper, and Young. Voting NO – None.** Councilmember Phipps was not present for the vote.

The City Council reconvened in work session at 7:19 p.m.

## DISCUSSION ON THE 2017/2018 FISCAL YEAR BUDGET

Rich Knapp, Finance Manager, reviewed the 2017/2018 fiscal year budget operating expenditures with the Council. He indicated the budget was still in process so some of the figures could change before the final budget was adopted. He stated the City was still waiting for firm quotes on liability insurance and health insurance but commented the bid from the current provider was a 30 percent increase in premiums.

Councilmember Peterson asked if the 30 percent increase to health insurance premiums was a firm number. Summer Palmer, Administrative Services Director, responded the City was currently soliciting bids from other providers to see if it could reduce the overall impact to the budget. She emphasized the increase in cost would not be greater than 30 percent.

Mr. Knapp indicated the public defender expense had been increased by \$50,000 and moved to the Interdepartmental Account. JJ Allen, Assistant City Manager, mentioned the budgeted amount might not cover the full expense because the City was required to pay the public defender on a per case basis not a flat fee per month regardless of the number of cases. He mentioned the City would be looking to offset the increased cost with some grant funding opportunities. Councilmember Peterson suggested she'd rather increase the dollar amount now rather than have to approve a budget amendment in the future.

Mr. Knapp pointed out there was a new account created in the budget associated with the Customer Service Center. He explained seven full-time employees and four part-time employees had been budgeted for in that account with 25 percent of those wages allocated to the Enterprise Fund. He continued those employees already worked for the City but a new division was created to account for the wages because of their relocation to the first floor. Councilmember Bush asked if the Customer Service Center was a new division. Adam Lenhard, City Manager, responded it was a new division under the direction of the Administrative Services Director.

Councilmember Bush asked about the expenses related to the administration of the City's election. Nancy Dean, City Recorder, explained the City was partnering with Davis County to administer a by-mail election. She indicated the fee was similar to the contracted price from two years ago. She explained the

actual expense was less than contracted because there were two special elections held in conjunction with the municipal election in 2015 so costs were shared by multiple entities reducing the City's share of those costs.

Councilmember Peterson asked what the extra costs for maintenance were going to be for any new parks being acquired by the City, such as the Springfield Estates open space. Eric Howes, Community Services Director, stated the exact costs varied depending on the size of the parcels. He indicated the current staff level should be sufficient to absorb the maintenance on the newly acquired parcels.

Councilmember Bush asked if the employees allocated to the Customer Service Center would have the same job duties as they had currently. Mr. Lenhard explained there would be lead employees for specific duties but the idea was to cross train each employee so multiple employees could handle each function. He explained the Community Development Block Grant administration would become part of the new planner's job description. Mr. Allen explained the City anticipated it would take some time to cross train the employees to produce the efficiency desired. Summer Palmer, Administrative Services Director, complimented the capacity in the existing employees to learn and become more of an asset to the City.

Councilmember Bush asked how much more funding had been allocated in the draft budget since last year's budget. Mr. Knapp indicated General Fund expenditures had increased by \$800,000 with a total of \$1.2 million all funds combined. Mr. Lenhard indicated he was pleased with the budget with the exception of the increase to health insurance premiums. He stated it was a good budget with good projects.

Councilmember Bush asked how close the City was to paying off some of its debt. Mr. Knapp indicated the water and road bonds would be paid in full in the next few years. Mr. Allen explained the overall debt per capita had decreased and the City was making good progress on continuing to work toward lowering that threshold. He stated the overall debt per capita was trending in the right direction.

Councilmember Bush asked if the City was looking at maintaining its certified tax rate. Mr. Lenhard expected the County Assessor would give the City a lower tax rate because property values were higher. He recommended the City adopt the certified rate assigned by the County.

Councilmember Bush thanked staff for all the work put into the budget.

There being no further business to come before the Council, **Councilmember Peterson moved to adjourn at 8:03 p.m., seconded by Councilmember Young. The motion carried upon the following vote: Voting AYE – Councilmembers Peterson, Roper and Young. Voting NO – None.** Councilmember Phipps was not present for the vote.

**APPROVED AND ADOPTED  
This 23<sup>rd</sup> day of May, 2017**

**/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, April 11, 2017.

/s/Nancy R. Dean, City Recorder