

CLEARFIELD CITY COUNCIL MEETING MINUTES
6:00 P.M. WORK SESSION
August 22, 2017

PRESIDING:	Mark Shepherd	Mayor
PRESENT:	Kent Bush	Councilmember
	Nike Peterson	Councilmember
	Vern Phipps	Councilmember
	Tim Roper	Councilmember
	Bruce Young	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 Manager
	Rich Knapp	Finance Manager
	Eric Howes	Community Services Director
	Curtis Dickson	Community Services Deputy Dir.
	Terrence Jackson	IT Manager
	Laura Lewis	Emergency Preparedness Manager
	Trevor Cahoon	Communications Coordinator
	Nancy Dean	City Recorder
	Wendy Page	Deputy Recorder

VISITORS PRESENT: Jed Florence, Amy Florence, Robert Stotts, Brady Jugler – Planning Commission Chair

Mayor Shepherd called the meeting to order at 6:03 p.m.

DISCUSSION ON THE SPRINGFIELD ESTATES PHASE 4 SUBDIVISION, 1ST
AMENDMENT FINAL PLAT LOCATED AT APPROXIMATELY 2103 SOUTH 175 EAST

JJ Allen, Assistant City Manager, introduced the location of the Springfield Estates Subdivision and stated when phase four of the subdivision was approved the parcel at approximately 2103 South 175 East was listed as open space but was never improved. He explained the City took possession of the parcel in 2016 along with three other open space parcels because the Homeowners Association (HOA) was never established to develop and provide maintenance for them. He continued the adjacent property owners, Jed and Amy Florence, approached the City offering to take possession of the one parcel so it could be maintained properly. He added the process to convey ownership would require combining the two properties into one lot and the conveyance of the deed. Mr. Allen noted the resolution being considered by the Council in its upcoming policy session stated the lot was not a significant parcel and directed staff to proceed with disposal of said property. Adam Lenhard, City Manager, noted the determination of

insignificance was not because the lot had no value, but rather referred to its monetary value being less than \$75,000. He acknowledged the Planning Commission had recommended the Council approve the Springfield Estates Phase Four 1st Amendment.

Councilmember Bush asked if the property owner on the north of the lot had expressed any concerns during the Planning Commission meeting. Brady Jugler, Planning Commission Chair, stated the property owner to the north voiced concerns at the Planning Commission meeting on August 9, 2017 that he had previously inquired about purchasing the property and was told it was not for sale. After a review of the property history by staff, it was discovered the inquiry for purchasing the property occurred in 2004 prior to the City owning the parcel. Councilmember Bush wondered if the property owner on the north was upset with the City. Stuart Williams, City Attorney, responded the property owner on the north didn't seem upset, but rather concerned he had missed an opportunity to purchase the property. He stated the property owner seemed satisfied when he learned the City did not own the property when he had previously inquired about purchasing it

Councilmember Peterson asked what triggered the process for consideration of the amendment to the final subdivision plat. Mr. Allen provided history of the parcel which included the City attempting to have the original developer, Doug Hamblin, create a Homeowners Association (HOA) that would be responsible for the development and maintenance of the open spaces. He stated after years of frustration and the non-existence of an HOA, the City took ownership of the open space properties so it could provide the needed maintenance. He explained throughout the process of working with Mr. Hamblin, the City was aware that Mr. Florence had been interested in acquiring the property. Mr. Allen continued that Mr. Florence contacted the City about the property after it became the owner. He stated the City knew Mr. Florence was interested in the property years ago; however, staff was not aware the property owner to the north was interested.

Councilmember Peterson asked if the City would do a conveyance of the property or if it would be a remnant sale of the parcel. Mr. Allen answered a quit claim deed would be recorded for a fee of \$10. He suggested there would be cost savings to the City when considering the City would no longer be maintaining the property. Councilmember Peterson questioned if there would be any additional costs associated with the transfer of ownership such as getting the amended plat recorded with Davis County or other nominal fees. Mr. Allen responded it had been discussed that Mr. and Mrs. Florence would cover the costs of any associated fees necessary to finalize the process.

DISCUSSION ON THE EMERGENCY OPERATIONS PLAN (EOP)

Laura Lewis, Emergency Preparedness Manager, highlighted the reasons an Emergency Operations Plan (EOP) was needed. She identified the plan established emergency organization structure; assigned tasks, policies, and general procedures; and coordinated the planning efforts of various emergency staff. She reviewed the plan's organization, objectives, and summary. She discussed emergency support functions (ESF), the Stafford Act, and explained the City Council's role during a disaster.

Adam Lenhard, City Manager, commented the EOP was a document which did not give instructions for each type of natural disaster that could occur in the City. He explained the EOP was in essence the framework for responding to an emergency because every event would be different. He added if the Council wanted more specificity on a particular type of disaster then several plans could be further developed with more detailed guidelines for that specific event; however, the best practice was to have a good solid framework to guide response to any type of incident. Ms. Lewis agreed that every disaster was different.

She continued to outline the City Council's role during a disaster as follows:

- Policymaker
- Communicator
- Liaison
- Oversight
- Know the needs of the community.
- Establish effective channels of communication with the constituents.
- Authorize extraordinary measures such as evacuation, seizure of private property, curfews, and quarantines.
- Obtain or expedite assistance by requesting, justifying and acquiring outside resources through a governmental process.
- Elected officials represent the people and can exercise authority in governance.
- Spokesperson providing guidance to the public and obtaining public support for disaster related actions.

Mr. Lenhard indicated a copy of the draft EOP would be provided for the Council's review and encouraged the Council to have a general familiarity with the document so it could be used as a frame of reference.

Councilmember Phipps expressed an interest in reviewing the draft EOP. He stated relationships between the cities, counties, and the State of Utah during a disaster would be necessary information. He also expressed an interest in knowing how the relationships would work with other entities such as schools and businesses. He emphasized how each would have its priorities but working together would be important. Ms. Lewis responded education was also an important element within those relationships.

Mr. Lenhard suggested the draft EOP be reviewed and discussed again during work session on September 12, 2017. He stated if anyone had questions, comments or needed clarification during the review period to seek assistance from staff.

Ms. Lewis apologized that the draft plan still included language about the emergency sirens. She explained the City would not be replacing the broken sirens because it was too expensive and she would remove any language about the emergency sirens from the final draft.

DISCUSSION ON THE CMAQ (CONGESTION MITIGATION AND AIR QUALITY IMPROVEMENT) PROGRAM GRANT TO FUND A PEDESTRIAN BRIDGE AND TRAIL IMPROVEMENT AT CLEARFIELD STATION LOCATED AT APPROXIMATELY 1250 SOUTH STATE STREET

JJ Allen, Assistant City Manager, stated the City received grant funding from the Congestion Mitigation and Air Quality (CMAQ) improvement program for the construction of a pedestrian bridge and trail improvements from Clearfield Station across the railroad tracks to the west side near the Freeport Center. He continued the original plans were to have the structure built and cross to the west side running along the north side of the existing Americold property. He explained the development of Clearfield Station did not occur as initially planned and Americold had expanded its business on the north side complicating the plan for the pedestrian bridge. Mr. Allen proposed the Council review options other than a pedestrian bridge to accomplish the same purpose of safely routing pedestrians and cyclists. He advised the Utah Transit Authority (UTA) wrote the grant and the City was a co-sponsor which meant any requests to alter the grant would need to be initiated by UTA. Mr. Allen reviewed some alternative plans which included routes with connections to existing trails and proposed ground improvements could be accomplished on the north and south sides of the existing Rail Trail. He emphasized grant funding along with the matched contributions of the City might be stretched if a structure was not built.

Councilmember Bush asked if the original intent was to allow passage for pedestrians from Front Runner to the Freeport Center. Mr. Allen responded yes that was the intent; however, there were barriers with access to the Freeport Center even if a bridge was built because it was surrounded by fencing and access gates which were owned by different businesses.

Mr. Allen stated the proposed trail connections would be much less expensive and could be implemented sooner than a pedestrian bridge. He mentioned UTA would need to seek approval of repurposing the grant funds from Wasatch Front Regional Council. He asked if the Council was comfortable moving forward with plans as discussed for ground alternatives rather than a pedestrian bridge. There was a discussion about whether or not a pedestrian bridge would be a benefit for employees at Freeport Center or if ground improvements were a better option to utilize grant funding to improve Rail Trail connections for pedestrians and cyclists who were already using the trails. Mr. Allen suggested signage along the Rail Trail could help those using it to get to any desired locations.

Councilmember Bush asked if a designated bike lane would be added to the route going north along Depot Street. Mr. Allen responded there were options of adding a bike lane, widening the sidewalk, or creating separation from the street which would largely be dependent upon the Stadler Rail project. He continued there could also be an opportunity for obtaining a wider right-of-way for a wider path along the east side of the street if the West Square project were approved by the Council. He indicated West Square would be proposing to change its apartments to condominiums in the future.

The general consensus of the Council was to have UTA request approval from Wasatch Front Regional Council to repurpose the grant funding for development of ground improvements rather than a pedestrian bridge.

REPORT ON THE 2017 FOURTH OF JULY CELEBRATION

Eric Howes, Community Services Director, shared a draft version of the video presentation highlighting the 2017 Fourth of July celebration events. Councilmember Bush asked if there was anything from the concert on Sunday, July 2, 2017 included in the video presentation. Trevor Cahoon, Communications Coordinator, responded those photos were not included because there was a separate video being prepared for the concert event.

Eric Howes, Community Services Director, reviewed the events from the 2017 Fourth of July celebration and highlighted the following:

- Patriotic Concert – the concert was held in the evening on Sunday, July 2, 2017, which included Anna Allen singing the National Anthem, Dennis Howland as the honored guest speaker, and patriotic classics performed by the Clearfield Community Band.
- Movies in the Park – a movie was shown at Fisher Park during the summer on Wednesday evenings three consecutive weeks prior to the Fourth of July celebration with conclusion of the series on Monday, July 3, 2017 with the movie “Sing,” which was well received.
- Pool Bash at the Clearfield Aquatic and Fitness Center – the event was so well attended it presented a problem when the pool maximum occupancy was reached. Some patrons had to be turned away.
- No Pancake Breakfast – there was not a pancake breakfast held during 2017. Mr. Howes explained no coordination occurred with the Clearfield Stake which traditionally had planned the breakfast. Mayor Shepherd asked if the supplies for the breakfast were purchased by the City in previous years. Mr. Howes answered the event had been used as a fundraiser for the Clearfield LDS Stake and the group was responsible to make all necessary arrangements. He indicated the City only provided the advertising.
- Parade – fifty (50) entries participated in the parade making it the largest to date. Adam Lenhard, City Manager, expressed his opinion the parade had high quality floats and it was one of the best.
- Festival Vendors – there were fifteen (15) food vendors and fifteen (15) non-food vendors set up at the park. Mr. Howes indicated revenues were higher than last year.
- Entertainment – The National Parks opened the concert during the festival and were well received drawing a large local crowd. Stephen Neal was the headliner entertainment but experienced technical difficulties with the sound though not any fault of his own. He continued his concert but unfortunately those difficulties carried over into the performance as he continuously apologized to those in attendance. Mr. Howes expressed his opinion the level of entertainment was good and should be continued in the future.
- Fireworks – music was added during the firework show. Mr. Howes stated even though everything didn’t go as planned, the music was a nice addition and should be continued in the coming years.
- Marketing/Sponsorships – new this year were sponsorship packages for each event. Some marketing plan adjustments were made to discontinue the use of radio advertising and include billboard exposure between Ogden and Layton cities along the interstate.

Trevor Cahoon, Communication Coordinator, reviewed the marketing, sponsorship packages, and branding of the Fourth of July with the Council. He stated sponsorship packages were

created for each event including the festival, parade, movie night, 5K run, and patriotic concert in addition to individual items that were sponsored. He stated each sponsor was pleased with the use of advertising dollars spent for the exposure preceding and during the Fourth of July celebration. Mayor Shepherd mentioned Davis Hospital was impressed with the attention it received as a sponsor.

Mr. Cahoon shared the Facebook Live results from the time period of May 19, 2017 through July 5, 2017. He noted the City had 891 new followers which had doubled from 2016. He indicated there were 17,100 video views; 137,846 members of Facebook reached; and, an increase from the average four (4) percent to 5.85 percent engagement with residents, which he attributed to the give-a-way promotions held during the time period. Mr. Cahoon stated the branding included consistent designs between banners, posters, invitations and billboards.

Councilmember Phipps wondered if the branding would remain consistent from year to year. Mr. Cahoon responded the street banners were a new addition in advertising during 2017 and could be used again if the designs remained similar. He acknowledged the star used in the branding would likely continue because of the positive feedback received. He also mentioned receiving positive responses about the fireworks' viewing glasses distributed during the festival and planned to have glasses again next year.

Mr. Howes discussed the takeaways with the Council and noted lessons learned from 2017 that would be helpful while planning the Fourth of July activities for 2018.

- Patriotic concert – He noted attendance had increased over the years and perhaps a new location would need to be considered to hold the larger crowd in the future. He suggested groups such as Gretchen Meyer's quartet and the Community Choir would be considered to add variety; however, the length of time for the patriotic concert should remain the same. He asked if the Council would like to continue to have the patriotic concert on Sunday evenings in the future even though the events would not be on consecutive days.
- Pool Bash – Mr. Howes suggested the planning committee would discuss the possibility of expanding the event by adding activities in other areas of the Aquatic Center or outside to accommodate the crowd. Councilmember Bush mentioned hours for the event could also be expanded. Mr. Howes did not think that would be necessary if there were other activities; however, it would be considered as an option.
- Pancake Breakfast – He noted due to staffing changes and responsibility shifts with assignments the breakfast was overlooked; however, next year contact would be made with the Clearfield LDS Stake to ensure it would be included with the celebration events. There was a discussion about the City's involvement with the fundraiser, whether or not there were other groups interested in the opportunity to fundraise, and how to best proceed in the coming year to hold the pancake breakfast as a continued community tradition. Councilmember Peterson wondered why the Clearfield LDS Stake was the group doing the fundraiser. Curtis Dickson, Community Services Deputy Director, recalled originally the pancake breakfast began with a local scout troop requesting permission to hold the fundraiser in conjunction with the City's Fourth of July festivities and after a few years the Clearfield LDS Stake took responsibility to rotate the opportunity for fundraising through various troops or youth groups because it owned the equipment and supplies needed to provide such a large breakfast. Mr. Lenhard expressed

his opinion the event had continued likely because of tradition. He suggested the pancake breakfast and its coordination should be revisited by staff to consider if it was in line with the City's procurement policy and could be an opportunity for other groups desiring participation. Councilmember Roper expressed his opinion that other groups might be interested in participating. Councilmember Peterson agreed. Mayor Shepherd delegated the responsibility for staff to determine the best course of action to continue holding the traditional pancake breakfast in years to come.

- Drinks – Mr. Howes indicated Pepsi provided its contracted amount of soda and it sold out. He mentioned it was problematic to serve food in one line and drinks in another, but this insured only the contracted beverages were sold. He stated the problem would be a discussion during the planning for next year to find a solution to providing enough drinks without inconvenience.
- Sound System – He stated the sound problem during the festival concert was identified as a generator not being properly grounded. The complications created monitors and in-ear sound equipment not to work in harmony which caused a huge distraction for Stephen Neal. He suggested next year the sound testing process would need to begin earlier to avoid complications so close to the beginning of the concert.
- Park Layout – Mr. Howes stated the stage was located on the far southwest corner of the park during 2017 which moved the City's VIP guests further away from the fireworks show. He mentioned it was suggested for 2018 to move the stage to the southeast corner of the junior high school by the fallout zone facing the crowd at the park. He noted this new layout would allow VIPs front row seating for the festival concert and fireworks. He added there would be room for the tent and possibly bleachers could be set up next to the fallout zone for fireworks viewing.

Councilmember Bush moved to adjourn the work session and reconvene in a City Council policy session at 6:59 p.m., seconded by Councilmember Peterson. The motion carried upon the following vote: Voting AYE – Councilmember Bush, Peterson, Phipps, Roper, and Young. Voting NO – None.

The work session reconvened at 7:59 p.m.

Councilmember Young questioned if moving the VIP area for the fireworks show to the fallout zone would be concerning. Mr. Howes clarified the VIP area would be staged outside of the caution tape near the fallout zone but not inside the fallout zone. He stated in adjusting the stage location for 2018 staff would consider viewing, shading, dangers, and make necessary adjustments for the VIP area. He then continued to review lessons learned with the Council.

- Fireworks – Mr. Howes noted the City would request bids for the 2018 fireworks show with music. Councilmember Peterson asked if music had been choreographed for the firework show in 2017. Mr. Howes stated music was provided; however, it did not work as planned. He continued poor communication coupled with simultaneous unrelated events caused the fireworks display to be interrupted when the lights turned on in the park allowing fire crews and police officers to attend to public safety before finishing the finale.

- Communication at Fisher Park – He stated there were several problems that resulted from poor communication. He noted cell phones were not ideal for communication due to noise levels, delays, or bad reception. Mr. Howes suggested perhaps radios could be used in the future as well as having a command center in the tower at Fisher Park for a better visual of the entire area.
- Distribution of Responsibilities – Mr. Howes stated recreation staff needed to have responsibilities that were more manageable in the future. He acknowledged the staffing shortages didn't help which created a larger workload for everyone. He continued delegation coupled with communication would be improved in the future.
- Staff Shirts – Mr. Howes proposed providing matching staff shirts for employees working events which would help them to be easily identifiable next year.

Mr. Howes reviewed the listed financial summary of 2017 Fourth of July and noted the comparisons whether it was increased or decreased from 2016 expenses and revenues.

• Entertainment	\$21,843
• Fireworks	\$30,000
• Marketing (videography)	\$14,900
• Parade	\$ 6,030
• Festival Equipment	\$ 5,630
• Outdoor movie	\$ 4,600
• Insurance	<u>\$ 2,334</u>
	\$85,337

Mr. Howes reviewed revenues:

• Sponsorships	\$22,000
• Vendor Booths	\$ 2,260
• Freedom Run	<u>\$ 1,250</u>
	\$25,510
• In-kind donations	\$ 1,300

Mr. Howes emphasized planning for the upcoming (2018) Fourth of July celebration would soon begin and requested feedback from the Council regarding how it wanted to see the 2018 celebration carried out since decisions and commitments would need to be made soon.

Councilmember Roper shared feedback requesting inexpensive activities for children to participate with during the evening at Fisher Park while awaiting for the fireworks display. There was a discussion about including activities geared for children and families which were inexpensive. Suggestions were shared which included having sponsorships for a children's play area, involving the City's Youth Commission, holding activities during the daytime hours on the Fourth of July such as the pool bash or watermelon drop, and possibly having intermission activities during the concert that would engage the children and allow participation similar to what the Master of Ceremonies (MC) provided during the sound system's technical difficulties period. Mr. Howes expressed appreciation for the feedback and indicated there was some time to find options that would add family oriented activities which could fit in the allowed space and financially meet the community demographics.

There was a discussion about the advantages of relocating the stage and about seeking entertainment which would draw those outside of the community to the City. Mr. Howes thanked the Council for direction and feedback. He noted having events which were more affordable and available would be reviewed during the planning process for the 2018 Fourth of July celebration. Mayor Shepherd expressed appreciation for staff and recognized the many efforts which contributed to the success of the 2017 Fourth of July celebration.

There being no further business to come before the Council, **Councilmember Peterson moved to adjourn at 6:59 p.m., seconded by Councilmember Young. The motion carried upon the following vote: Voting AYE – Councilmember Bush, Peterson, Phipps, Roper, and Young. Voting NO – None.**

APPROVED AND ADOPTED
This 10th day of October, 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, August 22, 2017.

/s/Nancy R. Dean, City Recorder