

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

CLEARFIELD CITY COUNCIL MEETING MINUTES
8:15 A.M. WORK SESSION
BUDGET RETREAT
January 20, 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
	Scott Hodge	Public Works Director
	Spencer Brimley	Development Services Manager
	Greg Krusi	Police Chief
	Mike Stenquist	Assistant Police Chief
	Rich Knapp	Finance Manager
	Lee Naylor	Accountant
	Terrence Jackson	IT Manager
	Eric Howes	Community Services Director
	Summer Palmer	Administrative Services Director
	Trevor Cahoon	Communications Coordinator
	Curtis Dickson	Community Services Deputy Dir.
	Nancy Dean	City Recorder
	Kim Read	Deputy City Recorder

Visitors: There were no visitors.

Mayor Shepherd called the meeting to order 8:20 a.m.

BUDGET REVIEW

Adam Lenhard, City Manager, reviewed the fiscal year 2017 budget pointing out the following:

Six debt obligations incurred by the City:

- 2014 G.O. (General Obligation) Bond
 - Refunded in 2014; last payment Feb 2021
- 2007 Water Revenue
 - Last payment May 2020
- 2010 Sales Tax – Roads
 - Last payment July 2019
- 2003 Sales Tax – CAFC
 - Last payment July 2017

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

- 2016 Sales Tax – CAFC
 - Last payment 2028
- 2016 Lease/Purchase – Energy Efficiency
 - Last payment Aug 2029

He reviewed other information specific to revenue:

- Sales Tax
- Water Charges
- Energy Use Tax
- Property Tax
- Garbage Fees
- Aquatic Center
- Class C Road Funds (fuel tax)
- Storm Water User Fees
- Fines & Forfeitures
- Municipal Telecom Tax
- County Transportation Tax (Proposition 1)

He reviewed the following: investments, assessed values of homes within the City and a comparison to other cities in Davis County. He reviewed the City's property tax rate and stated the City recognized that operational tax revenues would need to increase over time. He reviewed the identified tax rate strategies:

- if assessed property values increased, the strategy would be to accept the certified rate.
- if assessed property values decreased, the rate would automatically increase in order for the City to maintain the same property tax revenue from year to year, and the strategy would be to accept the certified rate.

He reviewed the General Fund balance pointing out the following:

- State Law allowed the City to keep up to 25 percent of its total revenue.
- Fiscal year 16 CAFR identified the City's unrestricted Fund Balance at \$6.09 million.
- The fund balance was \$2.4 million over the allowed 25 percent.
- City would need to spend \$550,000 more than the identified \$1.85 million budgeted in fiscal year 2017 to be compliant with the less than the 25 percent allowed fund balance. A discussion took place regarding the unrestricted fund balance.

STATE OF THE CITY

Mr. Lenhard, City Manager reviewed the Vision document and a discussion took place specific to each identified item. He mentioned staff would be recommending a "service" or volunteer program and would present information about that program to the Council later in the day. He also reviewed the City's Policy and Priorities:

- Providing Quality Municipal Services
- Improving Clearfield's Image, Livability and Economy
- Maintaining a Highly Motivated and Well-Trained Workforce.

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

He reviewed specifics related to the City's personnel. A discussion took place to identified challenges and staff's identified solutions specific to staffing:

- Leadership Training
- Customer Service Training
- Staffing Needs – Planning, Traffic Enforcement, IT.

He reviewed proposed legislation which could potentially impact the City:

- Federal Mandates – EPA, Storm Water
- Manufacturing Sales Tax Exemption – which would negatively impact the City because of Freeport Center
- Good Landlord Program
- Justice Court – Public Defender
- ULCT Staffing.

He also mentioned other threats to be aware of:

- Construction Costs
- Rising Interest Rates
- Declining Revenues
- Employment Costs
- Low Unemployment.

The Council took a break at 10:15 a.m.

The meeting resumed at 10:30

He continued to review threats:

- Land use
- Population
- Redevelopment
- Freeport investment
- Natural disaster
- Demise of retail.

A discussion took place regarding shopping trends and the future of retail and possible solutions to be considered.

Mr. Lenhard proposed solutions which could benefit the City and a discussion followed specific to the following:

- Re-examine land use plan/ordinances – which could be restricting growth
- Relationship with HAFB
- Davis County library site.

JJ Allen, Assistant City Manager, shared a visual presentation. He reviewed the following with the Council and discussions took place specific to each bullet point:

- Communications – He reminded the Council that Trevor Cahoon had been hired as the new Communications Coordinator. Mr. Cahoon stated the City experienced a good level of engagement on Facebook. A discussion took place regarding the newsletter and

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

engagement on other social media sources. Mr. Allen explained the need to “tell the City’s story” –

- Essence of the message
 - Who is the audience
 - Effective communication methods
 - Resource allocation.
- Community Development
 - Process improvement – reviewed staff and processes in preparation for Customer Service Center
 - Form-based code – implementation of Downtown Small Area Plan
 - General Plan update
 - TIGER Grant – Federal funds for first/last mile connections to Clearfield FrontRunner Station by UTA
 - Implementation of new CDBG programs and reviewed those: building a new home, emergency home repair, home improvement program
 - Additional small area plans.

He mentioned the identified goals met the three Policy and Priorities.

- Economic Development
 - Clearfield Station
 - Stadler Rail
 - Thackeray Garn
 - Remaining property
 - Legend Hills/Stevenon Property (previously known as Midtown Village property)
 - CRA Creation
 - Mabey Place Redevelopment
 - CANU – Composites of Aerospace of Northern Utah, an informal group consisting of economic developers from Box Elder County, Brigham City, Weber County, Ogden City, Davis County, Layton and Clearfield
 - U-Star – located in Falcon Hill, known as an incubator, in which small businesses could locate temporarily and have necessary available resources to build their company.
- Justice Court
 - Escalating costs – due to JRI (Justice Reinvestment Initiative) and the Sixth Amendment Study specific to indigent defense and explained the impact to the City. He reported the cost was more than what the City had anticipated based on the most recent bill from the public defenders. He stated the City was exploring grant funding options to help offset the costs. He expressed confidence with the current Court staff.

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

Stuart Williams, City Attorney, shared a presentation specific to domestic violence reviewing the following:

- Reviewed statistics related to the Domestic Services Coordinator and a discussion took place. He also shared accomplishments and future goals and pointed out how the position supported the three Policy and Priorities.
- Administrative Parking Enforcement/Code Enforcement and other minor code violations policy were in the process of being implemented making a violation a civil infraction as opposed to criminal.

The Council took a break for lunch at 11:30 a.m.

The meeting resumed at 11:45 a.m.

Trevor Cahoon, Communications Coordinator, shared a presentation regarding the branding of Clearfield City. He explained what a “brand” was and how that can be implemented in City government.

- Know your audience
- Know the character
- Know the author.

He asked the Council who the audience was and a discussion took place. He shared a visual presentation specific to knowing the “audience”. He informed the Council that he had requested a snapchat filter and reported on the results. He shared a visual illustration explaining “know your character” and requested participation from the Council on who it’s authors were. He shared some of his ideas to promote the City.

He shared examples of branding videos from other municipalities and solicited input from the Council and a discussion followed. The Council expressed its thoughts and desires for a branding campaign and its confidence in Mr. Cahoon.

Summer Palmer, Administrative Services Director, shared a visual presentation identifying the following:

- Customer Service Center – she explained how it was intended to be implemented, positions included and where it was intended to be located.
- She shared information specific to a mobile app for service requests and shared a visual presentation on proposals and costs. A discussion followed and she requested direction from the Council. The Council directed staff to further explore options.
- She introduced a new Onboarding Process which would be used by new employees.
- She announced the City would no longer have performance evaluations; “Core Value Conversations” would be implemented in its place.

The Council took a break at 1:36 p.m.

The meeting resumed at 1:50 p.m.

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

Eric Howes, Community Services Director, stated the Policy and Priorities specifically called out services provided by the Community Services department and reviewed identified projects and the purposes for including them on his project list:

- Reviewed the number of full time employees and the number of part time employees.
- Reviewed the four divisions which make up the department.
- Reviewed the number of seasonal and summer employees.
- Reviewed the maintenance required for the building and systems.
- Playground proposals.
- Succession planning.

He reviewed accomplishments and responded to questions from the Council on the following:

- Mabey Pond
- Steed Park irrigation and other upgrades
- Parks division structuring and maintenance
- Cemetery improvements
- Open space improvements
- Current facilities and their subsequent ongoing maintenance and inefficiencies (City Hall and Aquatic Center)
- Office chairs and furniture
- Marketing the Aquatic Center and Recreation Programs.

He requested direction from the Council regarding its desire and intentions at the Aquatic and Fitness Center and a discussion followed.

He mentioned arts and recreation programs and a discussions took place regarding the following:

- steady increase in adult sport programs
- the desire to increase programs at the Arts Center
- the City's youth programs .

He referred to the cost recovery model used a few years back specific to recreation programming and emphasized the City's youth programs should encourage participation and contribute to a livable community. He explained the programs should offer learning opportunities other than the specific discipline of the sport and skill. He suggested interpersonal skills and values could be taught using sports, such as basketball, as the tool and believed that type of learning would enhance the quality of City programs.

He summarized the plan to implement and improve for all four divisions under Community Services.

Greg Krusi, Police Chief, reviewed the following with the Council:

- Staffing challenges
- Successful "Night Out Against Crime" event
- Citizen Police Academy through Davis County
- Code Enforcement challenges and successes
- Records division achievements and challenges

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

- Dispatch achievements and challenges
- Emergency management position.

Scott Hodge, Public Works Director, expressed appreciation for the support public works received from elected officials and other staff.

- Reviewed staff with the Council
- Reviewed challenges experienced during the past year
 - Sewer back up
 - Water leak on SR 193
 - 700 South well
- Reported the City was able to get through the year without exceeding the amount of purchased water from Weber Basin
- The 650 North I-15 on/off ramps would be under construction
- 700 South Interchange upgrade construction project
- Proposed sidewalk on 300 North near West Point border.

He distributed handouts identifying road resurfacing projects, Capital Improvement Projects, and identified items for the City's fleet.

Adam Lenhard, City Manager, distributed the Comprehensive Action Plan which identified proposed projects and subsequent estimated completion dates. He mentioned it was a living document, always changing. He requested direction and feedback specific to items which were important to the Council.

Councilmember Phipps, stated he believed government was for the benefit of its citizens and reflected on that perspective to determine when the Council was asked to consider items for approval. He expressed excitement for the new playground and park equipment since those improvements enhanced the livability of the City. He also mentioned the City was providing services appropriately and specifically mentioned water pressure, snow removal, roads, customer service, victims advocate, etc. He expressed confidence with staff. He shared a personal example in justifying revenue collection via property taxes. He expressed his desire for great parks for residents, specifically Steed Pond and Park as a "destination" park.

Councilmember Roper stated he had spoken to many residents with the intention to become educated on what was important to them. He expressed a desire to educate residents, especially the youth via implementing Youth City Council. He agreed with Councilmember Phipps' comments regarding the importance of providing necessary infrastructure to residents. He expressed a desire for a robust development in downtown Clearfield and a destination "place" for residents. He expressed concern about residents desiring to leave the City and would like the City to promote its "story" and that the City welcomes everyone.

Councilmember Peterson referred to the Policy and Priorities and spoke to the following points:

- Continue with communication, educating residents
- Additional planning staff
- Increase police staffing

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

- Building positive police presence and relationships within the community
- Identifying ways to support programs with Family Connection Center/Safe Harbor/Circles Programs, etc.
- Look at ways to improve/restructure Fourth of July celebration
- Christmas tree lighting event
- Offer opportunities for training to staff other than department heads
- Create a downtown “gathering place” at Mabey Place or Clearfield Station
- Development of properties within the City
- New Davis County Library building within the City.

Councilmember Young stated Clearfield City was his home and where he wanted to live. He expressed his desire that it be a nice place to be. He believed the City had accomplished many things in the seven years that he had served on the Council and added significant change happened over time. He spoke to the following priorities:

- Efficiency or accomplishing the goal the best way possible
- Three-year plans to identify the City’s direction or where it wanted to be in the future and how to get there
- Continue to maintain a high quality team seeking new opportunities and challenges
- Forward thinking specific to planning and development with the two previously shared points
- Customer relations and developing a relationship with the resident
- Transparency
- Public safety
- New employee orientation and training opportunities for front line staff.

His expressed his desire for the City to have an extremely active and vibrant downtown area with a sense of community, a nearby gathering place.

Councilmember Bush thanked staff for the preparation that went into the meeting. He identified his priorities for the next year as the following:

- Veteran’s monument. He believed it should have been done years ago since Clearfield was the gateway to Hill Air Force Base (HAFB). Mr. Lenhard inquired if Councilmember Bush’s vision was specifically related to a certain conflict or if it was generic in nature. Councilmember Bush responded he intended the monument to be inclusive of all the six branches of military service.
- Beautification committee
- Infrastructure – continue to provide quality streets, utilities, sidewalks, etc.
- Police department staff
- Code enforcement
- Development – rail stop
- Identify revenue sources other than taxes
- Sign ordinance.

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

Mayor Shepherd expressed appreciation to all City staff and stated he was always proud of the City staff and their concern and interest for the City. His priorities for the next year were the following:

- Communication/transparency with residents
- Desire to include high school students and youth within the City
- Mentioned specific proposed developments within the City
- Expressed concern regarding the 650 North interstate reconstruction
- Concern with vehicular traffic and pedestrian traffic along 1000 East near Clearfield High
- Citizen police and fire academy
- Veteran's Day or Military Appreciation
- Outreach with Latino community
- Family Connection Center name change to "Open Doors"
- Christmas tree ceremony
- Fourth of July event
- Fund a second councilmember to attend the National League of Cities/Towns Conference in Washington DC.

He expressed his confidence the City was in a great place and moving in the right direction. He expressed his desire to eliminate some of the blight and demolition of older, outdated buildings within the City.

Mr. Lenhard stated it was an honor to work for Clearfield City and also complimented the City staff. He requested direction from the Council on what it wanted City staff to know.

Councilmember Young stated the current political climate was against government and indicated there were residents that believed the City was out to get them or was untrustworthy. He stated he wanted staff to be aware of that in order to provide information which was contrary to that philosophy. Councilmember Phipps added it appeared that the public distrusted the City and staff; however, it did trust him and a discussion took place. Councilmember Peterson pointed out residents generally didn't understand City terms or language and they deserved to be spoken to, not down to. The discussion continued regarding the public's perception of the City.

The Council expressed a desire to continue with the neighborhood meetings each year and how attendance could be encouraged. The Council also discussed the re-implementation of a Youth Council/Council Committee. A discussion regarding demographics took place.

Councilmember Phipps expressed gratitude and appreciation to the staff for its support. He mentioned the compensation plan which had been implemented in the previous year and how it had impacted City staff. Summer Palmer, Administrative Services Director, expressed appreciation for the level of trust between the elected officials and City staff and that it appeared they felt comfortable addressing concerns with staff.

JJ Allen, Assistant City Manager, expressed appreciation for the direction from Council regarding the development within the City specific to multi-family housing and mentioned other specific projects. He said it was refreshing that the Council was willing to consider mixed-use and high density development and suggested without the growth the City would become stagnate

Clearfield City Council Meeting Minutes January 20, 2017, cont'd

and a discussion took place relative to redevelopment. Councilmember Young cautioned the City and Council about becoming impatient in regard to redevelopment.

Mr. Lenhard stated he would also like to see the demolition of some structures within the City as developers preferred to develop raw land. He suggested it would be wise for the City to purchase some properties, demolish outdated and older buildings then sell the raw land and explained the challenges associated with the redevelopment of the mobile home park.

Mr. Lenhard again expressed appreciation to the Council.

The meeting adjourned at 4:30 p.m.

**APPROVED AND ADOPTED
This 21st day of February, 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 Friday, January 20, 2017.

/s/Nancy R. Dean, City Recorder