

CLEARFIELD CITY COUNCIL MEETING MINUTES
8:00 A.M. WORK SESSION
BUDGET RETREAT
February 2, 2018

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
	Stuart Williams	City Attorney
	Summer Palmer	Assistant City Manager
	Greg Krusi	Police Chief
	Kelly Bennett	Assistant Police Chief
	Scott Hodge	Public Works Director
	Brad Wheeler	Street Superintendent
	Eric Howes	Community Services Director
	Curtis Dickson	Community Services Deputy Dir.
	Spencer Brimley	Community Development Director
	Stacy Millgate	Customer Service Center Manager
	Rich Knapp	Finance Manager
	Lee Naylor	Accountant
	Terrence Jackson	IT Manager
	Trevor Cahoon	Communications Coordinator
	Nancy Dean	City Recorder
	Wendy Page	Deputy Recorder

Mayor Shepherd called the meeting to order at 8:30 a.m.

TRAINING, STRATEGIC PLANNING, AND PRIORITY REVIEW

JJ Allen, City Manager, introduced Bill Hultstrom, President and CEO United Way of Utah County, who addressed the group about good governance and good community. He highlighted key points and general governance principles which were significant in building better neighborhoods and communities.

- No individual authority; City Council had collective authority.
- Build processes you can trust and then trust the process.
- Begin with focus on the outer edge or the bigger picture.
- When in conflict always move back to the point of agreement.
- Different issues required different levels of involvement in the governance structure.
- Advice for any city manager would be to always put a volunteer between yourself and the problem.

- The broader the focus allowed the greater influence.
- Identifying issues categorized as A, B or C level related topics.
- Understanding the difference between the roles of city officials, governance vs. staffing.
- Governance strength comes from raising the vision.

Mr. Allen asked what advice there was for staff in managing the appropriate relationship between staff and Council. Mr. Hulterstrom responded staff needed to learn to ask for opinions and thoughts on its responsibilities and seek for a vote on governance issues. He elaborated staff and Council would be stronger when each learned to help the other group be successful.

Mr. Hulterstrom shared insight from his experience about communities and neighborhoods throughout all the states. The important topics for building a better community were City pride, importance of neighbors knowing each other, self-efficacy as a powerful tool, neighborhoods matter as connecting points for bonding and bridging social capital, each neighborhood had natural leaders, cities could create points of triangulation or areas where neighbors could get to know each other, changing city government from a vending machine mentality to a barn raising mentality, helping neighborhoods find their strengths rather than deficiencies. He identified the way to having a safer community would be to help individuals feel safe, connected, and competent. He cautioned against creating a city structure that eclipsed the natural caring system. Mr. Hulterstrom challenged the City not to over organize the neighborhoods, give neighborhoods problems to solve, help facilitate the bridging of social capital by encouraging groups to work together, and wander around neighborhoods more. He recommended creating the vision which could help create the changes desired in a community and reiterated making that vision the primary focus which would assist residents feeling safe, connected, and competent.

The Council took a break at 9:45 a.m.

The meeting resumed at 10:00 a.m.

Mr. Allen shared a video presentation about focus and the need to have focus. There was a discussion about focus, the non-essentialist vs. the essentialist, not spreading attention in too many directions, changing priorities, and determining the essential items. He emphasized the importance of the annual retreat which helped staff determine if it was pursuing the right priorities for the Council.

Mr. Allen reviewed the City's strategic plan and the policy priorities which included providing quality municipal services; improving Clearfield's image, livability and economy; and maintaining a highly motivated and well trained workforce. He mentioned each department submitted items for discussion topics relating to the three policy priorities. He acknowledged most discussion topics were generated from the strategic planning work session discussion on December 5, 2017.

Mayor Shepherd and City Council members selected the following topics for discussion:

RISE UP

Eric Howes, Community Services Director, explained RISE UP was developed and introduced to the recreation program about a year ago. He indicated it stood for **R**espect, **I**nclusion, **S**kill building, **E**xcellence, **U**nity, and **P**rofessionalism. He acknowledged RISE UP was a focus for Community Services to share awareness and promote its messaging in all the recreation programs. Mr. Howes mentioned Utah State University was working on a video to aid in training parents, players and staff about RISE UP which could be available for use by all agencies in the State. He stated the video was initially lengthy; however, once a workable condensed video was ready, the City could require parents to watch it during the registration process. He asked if there were any specific questions.

Councilmember Roper wondered why the City was not doing its own video. Mr. Howes responded it could have been done in-house; however, it was important to find people to be in the video who were recognizable and supported the message. He continued time and resources to make a video would be another obstacle so it was simpler to use the already prepared video to share the message in a timely fashion.

Customer Service / Resident Satisfaction Survey

Summer Palmer, Assistant City Manager, stated information gathered from a resident satisfaction survey through a provider that would help the City know if its focus on customer service had been beneficial or needed further improvement. She indicated the survey would be done in partnership with VisionBound International. She mentioned the feedback would be anecdotal rather than statistical because it would rely on voluntary participation. She explained the survey would be a good tool to gauge the City's emphasis on improving customer service and the customer's satisfaction with the services being provided. There was a discussion about the customer service center, methods for surveying, key questions for the survey, and various forms of communication needed to reach residents. Ms. Palmer planned to proceed with the survey.

Mr. Allen asked what efforts could be made to reach out to the community. Mr. Cahoon expressed his concern that more residents were disconnected. He suggested sending out a new resident packet and/or new mailer to the entire City containing important information and where to find it. He noted the communication effort would be a larger investment; however, it could provide value to the residents. He recommended sending out a condensed version of the newsletter in the utility bill as a less costly method rather than mass mailings. He indicated the City needed to experiment with different tools to identify the best sources for effective communication with its residents.

Crossing Guards

Greg Krusi, Police Chief, explained the difficulty associated with staffing crossing guards, the continual need and expense of having code or police officers covering the 14 crossing guard shifts, and the possibility of eliminating Hill Field Elementary as a staffed school crossing. He

noted two children used the school crossing at Hill Field Elementary and the City was no longer required by State statute to provide a crossing guard. He asked if the Council wanted to continue or discontinue staffing the crossing as it could impact the risk to and perception of the City. There was a discussion about the responsibility municipalities had to regulate school crossings, the amount of traffic in the Hill Field Elementary area due to the base gate closure and the road no longer accessing the freeway, the importance of an education communication component if the crossing were eliminated, and the possibility of adding a pedestrian crossing light instead of staffing the crossing. The consensus of the Council was to explore the option of installing a pedestrian crossing rather than having a staffed school crossing at Hill Field Elementary.

300 North HAWK Signal

Scott Hodge, Public Works Director, stated the City had right-of-way easement complications on the south side of 300 North and Barlow; therefore, determined to have the HAWK signal designed using the existing right-of-way. He indicated the 2017/2018 fiscal year (FY) budget allocated \$140,000 for both HAWK signal projects located at 1000 East by Clearfield High School (CHS) and 300 North and Barlow. He mentioned each was initially estimated to cost about \$70,000; however, after change orders and additional costs it would likely cost \$120,000 for each HAWK signal. He proposed allocating \$100,000 to the FY 2018/2019 budget for the completion of the HAWK signal at 300 North and Barlow rather than amending the current budget. Mr. Hodge anticipated the bid opening could be done early enough to allow the project to begin in July with the new fiscal year. He questioned if the Council wanted to proceed sooner than July and amend the current year's budget. There was a discussion about whether or not it could be installed prior to school beginning in the fall if work began in July and the benefits of installing the HAWK signal during the summer when it was less disruptive to school crossing traffic. The consensus of the Council was to hold off, budget funds in the FY 2018/2019 for the project, and plan to have construction begin during the summer allowing time for completion prior to the new school year.

Councilmember Phipps asked whether or not the Davis County School District or Church of Jesus Christ of Latter-day Saints had contributed any funds towards the HAWK signal by CHS. Mr. Hodge responded the City had presently not received any money; however, the project was not yet complete. He explained once the project was finished the City planned to bill the school and LDS Church for a percentage of the total bill

Small Area/Neighborhood Plans

Spencer Brimley, Community Development Director, stated the Council had previously expressed the need for developing small area neighborhood plans. He explained creating neighborhood plans would allow for evaluation of areas within the City, public meetings with residents in smaller settings, and developing desirable plan criteria. He noted it might be beneficial for the City to work with a consultant on developing small area or neighborhood plans. Mr. Allen asked if the Council would be interested in having the project in the budget for next year. The consensus of the Council was to include money in the budget for developing small area or neighborhood plans.

Council Open Houses

Mr. Cahoon recommended maximizing the exposure of the City Council through open house meetings by holding them in conjunction with other City events and providing incentives for residents to attend. He wondered if the Council had ideas or a preference on the style of its open house meetings for the coming year. There was a discussion about having smaller scale neighborhood meetings in conjunction with small area neighborhood planning functions, meetings in the City parks so families could participate, weather risks with outdoor meetings, using block parties as a forum for Council representation as long as proper noticing was completed when necessary, arranging a food truck or other draw for residents to encourage participation, and sharing information with the Council when special event permits were obtained.

Parking and Civil Infractions

Ms. Palmer indicated the Customer Service Center (CSC) was overseeing the administration of parking and civil infractions. She mentioned the current tracking system for tickets was done manually because an automated system would have cost approximately \$30,000. She reviewed parking infraction stats for the months of December 2017 and noted of the 250 tickets issued about ten individuals had requested a hearing. There was a discussion about complaints received, educating the public, the process refinement, and staffing hours mandated by manual administration of the parking and civil infractions. Ms. Palmer acknowledged the CSC planned to administer code enforcement also if it was converted to a civil process in the future.

Passport Services

Ms. Palmer stated many government buildings were offering services to process passports. She commented it would be an additional service the City could offer. Mr. Allen mentioned passport processing could also generate some revenue for the City. Ms. Palmer acknowledged the service would be administered by the Customer Service Center and planned its implementation to begin during the calendar year.

Tyler Implementation

Ms. Palmer reviewed the implementation schedule for various Tyler software modules which were planned to be completed by Summer of 2018 including finance, capital assets, resident self-service portal, work orders, EnerGov, and cashiering/billing. She noted modules for HR, payroll, and timekeeping were scheduled to be completed by early 2019 and utility billing and online payment by early 2020. There was a discussion about the process of data conversion, the staffing hours committed to the project, the efficiency of staff, and cost savings generated from web/video training rather than site visits.

The Council took a break for lunch and museum exploration at 11:35 a.m.

The meeting resumed at 1:00 p.m.

Code Enforcement

Mr. Allen mentioned with current efforts to move code enforcement to a civil enforcement process it was important for staff to obtain direction from the Council concerning the following:

- The department that should have oversight for code enforcement – Police or Community Development
- Transitioning from criminal to a civil process
- The preferred number of code officers and timeline for implementation
- Software needs

There was a discussion about code violations and the political pressures inherent with its enforcement.

Mr. Brimley stated his experience with code enforcement prior to working for the City was that the community development arm of an organization had oversight. He noted code officers could serve as community advocates helping the City enforce, educate, and bridge gaps with property owners. Chief Krusi acknowledged only a few cities along the Wasatch Front had the police department enforcing code violations. There was a discussion about the history of the City transitioning code enforcement to the police department years ago in an effort to give more authority and help residents understand code violations were enforceable, the necessity of land use training should police officers continue its enforcement, trends of police officers using code enforcement as a stepping stone to future careers in law enforcement, and the complexity of coordination efforts if code enforcement and its administration were under different departments.

Stuart Williams, City Attorney, commented code enforcement should be a priority for the determined department. He acknowledged a software program would be important for case tracking. He mentioned the Council could be involved with categorizing the code violations based on its desired priority level then the software could be programmed to address complaints according to those priorities.

He noted the process to convert code enforcement from criminal process to a civil process was almost complete. He explained the civil process and its necessity for intensive tracking which would allow for a hearing and its oversight, payment or judgment process, and option for property abatement. Mr. Williams suggested the City could choose to use revenues from collected code violation fines or fees towards property abatement and potentially even providing land use training for staff.

Mr. Brimley asked if code enforcement software was included with the Tyler implementations. Terrence Jackson, IT Manager, indicated it was included with EnerGov with no additional fees. There was a discussion about code enforcement and its administration department, civil processes, enforcement officers, and the software options available. The consensus of the Council was to move code enforcement and its oversight to the Community Development department for civil enforcement.

Councilmember Peterson asked about skill set, retention, and transitioning of code enforcement officers with the shift between departments. Mr. Allen responded staff would work to sort out the details for code enforcement and its supervision, training, employee transitioning for current

staff, and future job opportunities. There was a discussion about code prioritization, staffing, perception, and job requirements. The consensus of the Council was to move forward with the civil enforcement process, involve the Council with the prioritization process for code violations, and review staffing numbers necessary for code enforcement officers in the future once the civil process was functional to see if an increase to three officials was warranted.

There was a discussion about the focus of creating neighborhoods that had a sense of pride, communicated, and helped to fix problems which could be a talking point at neighborhood meetings. Mr. Allen expressed appreciation for the feedback received from Council.

Youth Court

Mr. Allen stated this topic was discussed during the joint meeting with Syracuse City Council on January 30, 2018, where Councilmember Thompson asked about the program's success rate. He shared data obtained from Syracuse City. He stated since 2016 the youth court had 18 juvenile referrals to the court, 12 had received refunds due to course completion, and 4 cases were still being processed but could be eligible for a refund if the sentence was completed satisfactorily. He summarized there was 67 percent course completion, which could potentially be increased to 89 percent through more participation.

Councilmember Phipps expressed his concerns about leaving out interested participants by limiting the membership to only students from Clearfield High School or Syracuse High School. He was also concerned about creating a balance for equal participation between the two communities with both members of the youth court as well as youth being referred to youth court. He wondered if there would be enough cases to warrant participation by youth from both cities and whether the City would be better served by taking the model and creating its own youth court or joining the Syracuse youth court. Chief Krusi explained that youth court referrals for juvenile offenders were not limited by school boundaries but rather if the juvenile qualified to participate with youth court rather than the criminal justice system. He anticipated the transition to have equal participation with those serving on the youth court team would be a slow merger allowing those currently serving to continue but integrating with new members of the team from CHS until there was equal balance between schools. He continued Syracuse did not have a large caseload and consequently reached out to the City in an effort to increase case load and allow those individuals serving to stay engaged in the effort and utilize the training received.

Councilmember Phipps requested clarification about juvenile referrals and whether or not they would need to reside in the City boundaries. Chief Krusi responded the offenders' residences would not be relevant but the responding officer would determine if the juvenile was eligible to be referred to the youth court. There was a discussion about youth court which included whether or not the City should join with Syracuse, the frequency of meetings, the decriminalization of many offenses including some traffic offenses, the Youth Commission's participation opportunities, as well as staff and advisory requirements.

Mayor Shepherd expressed his opinion having a youth court was a good idea and joining forces with Syracuse seemed like the best way at least initially. Mr. Allen planned to move discussions forward with Syracuse City and have additional details to present to Council for consideration in

the near future. There was a discussion about needing more adult interest in participating with the Youth Commission so there would be volunteers or advisors to assist because it would be a requirement of the youth court. Councilmember Roper requested staff help with outreach efforts for at least two adult advisors to assist with the Youth Commission.

Form Based Code

Mr. Brimley mentioned the work session scheduled for February 6, 2018, which would be combined with the Planning Commission to discuss the background, progress, and plans for developing form based code. He continued the consultants from Civil Solutions Group, which the City had been working with for implementation of the Small Area Plan, would in attendance. He indicated the meeting would be the forum to receive feedback on form based code from both the Council and the Planning Commission. Mr. Brimley shared the timeline for an open house meeting and adoption of form based code.

Legend Hills

Mr. Allen stated Bob Stevenson had purchased land at what was formerly known as Midtown Village in the vicinity of SR 193 and 2000 East and had been working on concept plans for several months, but there was a hang up with the Utah Department of Transportation (UDOT) regarding the development on the corner piece. He explained UDOT would like to have the area master planned. He mentioned the Council would need to consider if the developer would be eligible for tax increment. He continued the developer planned mixed use for the area, but the consideration for incentivizing development would largely depend on what transpired with the plans. Mr. Allen asked if there were any questions about the development.

He commented the development at Legend Hills was stagnant and expected interest in the area to increase once RC Willey relocated to the Layton border in that area. Mr. Allen mentioned the developer was still very upset with the City for denying the request for a general plan amendment to allow residential development. There was a discussion about the City's desire for commercial development in that area of Legend Hills.

Mr. Allen announced the City received an application for a conditional use permit for a family entertainment center which would soon be considered by the Planning Commission. He indicated the group planned to develop fifty facilities across the country and selected the location of 1400 East 700 South, formerly known as Tia Pan Trading, for its second site.

Beautification Committee

Mr. Allen requested feedback from the Council to know if there was an interest in having a beautification committee and if so what its purpose, responsibility, and formality should be if it were created. Councilmember Bush asked if there were guidelines when the beautification committee was started years ago. Mr. Allen stated it originally began as an ad hoc committee four to five years ago, met several times, and produced a report with action items. He recalled the action items called out in the report were completed. There was a discussion about the need to review the report, committee participation, and frustration which had been expressed from

committee members that some of the action items were not acted upon. The consensus of the Council was to have staff review the report again and report back on the items which were or were not completed and why.

Councilmember Peterson asked if staff, while reviewing the report, could also help identify ways to incorporate components of the report into form based code, City events, and neighborhood plans so beautification was addressed instead of creating something new. Mr. Allen responded staff would prepare a summary report of the action items and determine if a follow up discussion with the Council would be required.

Community Pride

Mr. Allen noted the topic of community pride was discussed recently among department heads and earlier in the meeting by Bill Hulterstrom. He reviewed brainstorming ideas from a meeting with department heads recently on the topic of building community pride.

- Neighbors helping each other as a first option before filing complaints.
- The nature of the community which was more transient than neighboring cities.
- Marketing campaigns which could help residents understand the City's vision.
- Focusing on one neighborhood at a time.

He wondered if the Council had other ideas to help build community pride. There was a discussion about educating residents about the vision so there was better understanding of "why" the City was doing things a certain way, finding a way to allow neighborhoods to compete possibly in conjunction with neighborhood plans or projects, the possibility of using CDBG funds to lift and help neighborhoods that were willing to participate in the efforts, using marketing efforts as a way to recognize or encourage establishing roots, and create an identity for neighborhoods with signage or other means which could help ignite community pride.

Veterans Monument

Mr. Howes stated the location and general appearance of a Veterans Monument had been discussed previously. He noted having it designed would be the next step in planning its development. There was a discussion about the design, the possibility of funding the design in the spring of 2018 with remaining funds from other projects, whether or not money could be budgeted in the FY 2018/2019 budget for the project, the need to advertise the City was accepting donations, having the foundation as a mechanism to accept donations, fundraising efforts, and moving forward with design plans.

The Council took a break at 2:37 p.m.

The meeting resumed at 2:48 p.m.

Succession Planning

Mr. Allen suggested implementing succession planning in the Public Works department would be priority focus during FY 2018/2019 budget planning to prepare for the pending retirement of

Mr. Hodge. He explained Mr. Hodge had been employed with the City for almost 39 years. He expressed his opinion adding a position for an Assistant Public Works Director would provide overlap for a year or two of training and to ease the transition. There was a discussion about succession planning its feasibility, possibility and priority. Mr. Allen asked if the Council had any reservation in making it a priority for the upcoming budget. The consensus of the Council was to move forward making it a priority with the FY 2018/2019 budget planning

Employee Engagement Survey

Ms. Palmer indicated VisionBound International, which would be providing a customer service survey for the City, also offered an employee engagement survey. She suggested it would be a good time to conduct a survey through a third party to gauge how employees were feeling about their jobs. She noted survey results would help identify the engagement of the employees concerning productivity, longevity, and well-being in order to determine if any adjustments were needed within the organization. There was a discussion about the employee engagement survey and its process, anonymity, scheduled timeframe and benefits from conducting it with a third party, in addition to providing employees with customer service training.

Clearfield Aquatic and Fitness Center (CAFC) Manager

Mr. Howes announced Donna Russell, CAFC Manager, was retiring and her last day would be March 2, 2018. He indicated the position had been advertised both internally and externally. There was a discussion about the critical nature of filling the position, the number of staff for which the position would have oversight, and plans to fill the vacancy by mid-March.

Planning and Human Resource (HR) Staffing

Mr. Allen acknowledged with the recent promotions of Mr. Brimley and Ms. Palmer it would be necessary to backfill positions in both Community Development and HR. He indicated in Community Development it would be helpful to hire someone that could help with processing land use applications and working with the Planning Commission. He mentioned Audrey Curtis, HR Manager, could very soon retire and it would be wise to have someone in place who could be trained and potentially fill her position when it was time. Mr. Allen stated there could be a head count increase; however, the savings from Mr. Lenhard's departure could be distributed to help backfill both positions with either full time or part time help as part of the reorganization.

Ongoing Compensation Plan Implementation

Ms. Palmer explained the City had contracted with McGrath Human Resource Group to provide a compensation plan and it would be the third year of its implementation during the budget process. She indicated the City would be requesting the plan be updated to make sure the pay ranges were consistent with the market, confirm internal and external equity was fairly acknowledged, and receive recommendations. She anticipated there would not be any substantial changes; however, with the reorganization it would be good to update the plan.

Councilmember Phipps questioned if the update would be ready to impact the 2019 budget year. Ms. Palmer answered she planned to request updates earlier this year to allow time for the necessary analysis due to the City's reorganization but expected it would be ready prior to the new budget year.

Convert Art/Cultural Program Supervisor Position from Part Time to Full Time

Mr. Howes stated there had been previous discussions with the Council about the Art/Cultural Program Supervisor position becoming full time conditional upon increased revenues. He reported the growth of the arts program had been substantial and in order to continue the growth it was suggested the Council consider making it a full time position. There was a discussion about the art program supervisor position. Mr. Allen concluded staff would review the numbers during budget planning and any changes would be discussed during a future work session.

Convert Dispatch Position from Part Time to Full Time

Kelly Bennett, Assistant Police Chief, addressed concerns with staffing the dispatch center. He explained the department budgeted for seven full time and five part time dispatch positions. He reported previously the department had an additional full time position where two employees job shared; however, once those individuals left the organization the full time position was not reinstated. Assistant Chief Bennett noted the part time dispatchers all had full time jobs outside of the organization and were not able to cover the hours available for the full time shift vacancy. He acknowledged reinstating one full time dispatch position would allow Wendy Brimhall, Dispatch Supervisor, to resume her management responsibilities and have better communication with administration rather than covering all the shifts which were not adequately filled by part time workers. Mr. Allen stated the request would be another item reviewed and evaluated with the budget committee.

Councilmember Phipps asked if it would be an increase to labor costs. Mr. Allen answered the benefit costs would be an increase. There was a discussion about the dispatch center, combining service with other agencies or Davis County, and the idea of offering contracted dispatch services for other cities.

Universal Forensic Extraction Device (UFED)

Chief Krusi stated the UFED was a tool used by the police department to extract information or evidence from cell phones. He mentioned the technology used currently was out of its serviceable life; however, it could be traded for an upgraded system. He noted the new system would cost approximately \$3,000. Chief Krusi added training courses were also required and that cost was about \$3,000 per enrolled officer. He continued Assistant Chief Bennett was working with the company to provide an officer free training at a week-long course in exchange for meeting space to provide the training for at least eight individuals. He concluded the UFED upgrade would be included in the Police department's budget request for FY 2018/2019.

Personal Protective Equipment (PPE)

Assistant Chief Bennett indicated officers were issued soft protection vests with budgeted funds; however, to continue advancing personal protective equipment the department would like to include funding in the upcoming budget to provide each officer a ballistic vest. He noted the vests had ceramic front and back plates which would be worn over the uniform for situational uses rather than routinely which would provide additional safety when necessary.

Professional Training / Conferences

Mr. Allen reviewed professional training efforts and planned to continue programing funds towards continued efforts to help develop a highly motivated and well-trained workforce.

Councilmember Peterson asked how the information received from conference attendance was afterwards shared, reported, or evaluated. Mr. Allen responded recently Mr. Cahoon attended a conference and reported on the conference during his weekly meeting with his supervisor. Mr. Howes explained three from his department attended a national conference and then passed along the information received during staff training meetings. He indicated having more staff attending the conference increased the opportunity for gathering information. There was a discussion about how training requests were processed to insure prudent use of funds, worthwhile education, and furthering continuity within the organization.

PARAT Tax Master Plan

Mr. Howes explained the Council was working on completing score sheets for the PARAT Tax Master Plan by ranking projects. He acknowledged after the score sheets were completed the information would be processed, totaled, and discussed during at an upcoming work session to create a list of projects. He stated the goal was to create a PARAT Tax Master Plan that would help move the work forward accomplishing important projects with the hope that voters would see the impact of tax dollars and desire to vote for it again in 2024 when it could return to the ballot.

Councilmember Bush wondered if neighborhood events could be planned in conjunction with installing the signage for the new playground equipment and any future projects so residents would know which projects were funded by PARAT Tax revenue. Curtis Dickson, Community Services Deputy Director, responded the signs had been ordered and described the design to the Council. Mr. Howes updated the Council on the progress with installing playground equipment at Central and 200 South Parks.

Councilmember Bush asked for an update on the ballfield advertising efforts and signage for the freeway. Mr. Howes responded the gateway sign for the 650 North freeway interchange was about done and the permit had been approved so it should be installed in the coming weeks. He continued the City was in the permit application process with Utah Department of Transportation (UDOT) for the sign at the 700 South freeway interchange, but he was not certain on the exact timeline for its installation.

Mr. Howes stated the signs for advertising were permitted at Fisher and Steed Park ballfields. Mr. Cahoon expressed a desire to develop a sponsorship packet or brochure which could allow sponsors to see the variety of City events, methods available for advertising, and package deals with pricing options to attract investments and help build relationships. He planned to address ballfield signage by soliciting for the upcoming season; however, Fourth of July sponsorships would be the primary focus until a pamphlet or brochure could be implemented as a more concerted effort to obtain sponsorships for all arts, recreation, and City events. There was a discussion about having a booth, location, or way for the City Council to be identified during the Fourth of July festivities.

Mayor Shepherd reported meeting with and discussing the unsightly mess being created near the 700 South northbound I-15 off ramp due to its use as a staging area for contractors working on UDOT projects. He explained the City's effort to promote its image through beautification and signage and had asked that the area be fenced so the City's new gateway sign was not next to all the equipment. He advised UDOT understood the request and indicated it would work towards cleaning up the area or screening the staging area from visibility at least along the off ramp and State Road 193.

Mr. Howes commented the FY 2017/2018 budget included replacing the stairs in front of the City building. He described plans to redesign the area in front of City Hall with a retaining wall, shrubbery and new sign incorporating the gateway sign design along the retaining wall. He requested feedback on the proposed design before having plans prepared. The consensus of the Council was to have concept plans prepared for further review.

Mayor Shepherd and Councilmembers were given the opportunity to meet with individual departments including Administration, Community Development, Community Services, Police and Public Works to ask questions, discuss topics of concern, and hear more about pending budget requests. At the conclusion of department roundtable discussions, Mr. Allen stated there was some additional time remaining and suggested reviewing public art in the community.

Public Art in the Community

Mr. Cahoon mentioned façade improvements, public art and sculptures would be a great way to create identity for communities and the possible funding sources for public art. He acknowledged public art could help build a sense of place and with the downtown redevelopment create a place where individuals would stay and further explore the art work around the City. There was a discussion about the various ways the City could incorporate art into the community as well as how similar cities had merged public art with development to revitalize areas. Mr. Allen identified public art as a way to help create community pride and identity.

Mr. Allen wondered if there were any topics not discussed during the meeting that could be addressed prior to adjourning. Councilmember Bush indicated he would like to know more about the Clearfield Mobile Home Park. There was a discussion about property acquisition and its process, the progress with Better City's efforts to move the Downtown Small Area Plan forward, form based code, and the participation of developers on the steering committee.

Councilmember Phipps wondered if there was an update on Clearfield Station. Mr. Allen answered the agreement to develop the Clearfield Station Area Plan was recently formalized and would commence shortly. He indicated Mr. Brimley would be closely involved with the planning process which was another reason to provide additional staff that could assist in carrying the load of the Community Development department. Councilmember Peterson asked if the previously proposed indoor soccer facility would be included in the planning process. Mr. Allen responded the idea was conveyed and should be included with the market analysis.

Mr. Allen requested feedback about the organization and content of the retreat. He expressed his goals for the meeting were to provide opportunities for team building, target essential topics included in the strategic planning meeting on December 5, 2017, and review the priorities of the Council. Councilmember Phipps responded it was helpful to see what the priorities were and know which department had oversight. Ms. Palmer noted in prior years there was a midyear retreat and wondered if the Council thought holding one would be helpful. The consensus of the Council was to continue reviewing priorities midyear.

Mr. Hodge updated the Council on the construction progress of the Maintenance Operations Center. He indicated the mild winter weather had been instrumental in its rapid progress.

Mr. Allen expressed his appreciation to the Council for its participation and direction.

The meeting adjourned at 4:56 p.m.

APPROVED AND ADOPTED
This 27th day of March, 2018

/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, February 2, 2018.

/s/Nancy R. Dean, City Recorder