

CLEARFIELD CITY COUNCIL MEETING MINUTES
9:00 P.M. WORK SESSION
July 31, 2018

PRESIDING:	Mark Shepherd	Mayor
PRESENT:	Kent Bush	Councilmember
	Nike Peterson	Councilmember
	Vern Phipps	Councilmember
	Karece Thompson	Councilmember
PRESENT VIA TELEPHONE:	Tim Roper	Councilmember
STAFF PRESENT:	JJ Allen	City Manager
	Summer Palmer	Assistant City Manager
	Stuart Williams	City Attorney
	Scott Hodge	Public Works Director
	Kelly Bennett	Assistant Police Chief
	Spencer Brimley	Community Development Director
	Trevor Cahoon	Communications Coordinator
	Rose Long	Marketing
	Curtis Dickson	Community Services Deputy Dir.
	Nancy Dean	City Recorder

VISITORS: None

Mayor Shepherd called the meeting to order at 8:56 p.m.

Councilmember Peterson moved to close the meeting for the purpose of having a strategy session to discuss pending or reasonably imminent litigation, seconded by Councilmember Bush. The motion carried upon the following vote: Voting AYE – Councilmembers Bush, Peterson, Phipps, and Thompson. Voting NO – None. Councilmember Roper was not present for the vote.

The minutes for the closed session are kept in a separate location.

The Council reconvened in work session and Councilmember Roper joined the meeting via telephone at 9:35 p.m.

RECAP AND DISCUSSION ON THE FOURTH OF JULY

Trevor Cahoon, Communications Coordinator, recapped the Fourth of July festivities. He informed the Council that a new URL, ccJuly4.com, was added specifically for those seeking information about the festivities. He commented the site saw a lot of traffic as the Fourth of July festivities became imminent. He hoped next year it would see an increase in access because people would be more aware of it.

Paint the Bridge

Mr. Cahoon commented the Paint the Bridge activity was successful and had 75 to 85 participants. He stated it was a new activity and staff learned some things that would improve the quality of the event for next year. Rose Long, marketing, commented it added value to the festivities and was a good event that showed what Clearfield is all about. Mayor Shepherd expressed his opinion that the event was a big community builder and money well spent.

Patriotic Concert

Mr. Cahoon reported the patriotic concert had about 250 participants. He suggested keeping both the Community Band and Community Choir as parts of the event. He commented the traffic noise from State Street was a distraction to the event and suggested it be moved to another location for next year. Mayor Shepherd suggested Bicentennial Park might be a good option. Councilmember Phipps suggested it could be a little shorter because some people were leaving early.

Pool Party and Watermelon Drop

Mr. Cahoon reported the pool party had about 275 participants with eight watermelon drop entries. Ms. Long explained the pool party was a ticketed event for the first time. She added the event was advertised heavily so people would know to get tickets in advance. She commented it felt quieter than last year but the employees found it much easier to manage.

Mr. Cahoon reported on the watermelon drop. He commented there had been discussion about whether to continue to hold that event as part of the Fourth of July festivities. He stated the event drew about 70 spectators. There was a discussion about how to improve the event. It was determined to move the event to Celebrate Clearfield Week in April with the hope of increasing participation.

Movie Night in the Park

Mr. Cahoon reported there were about 200 participants at the movie night. He commented July was a hard month to hold movie nights because it didn't get dark until late. He suggested the City try to operate concessions as opposed to food trucks. He stated it had been discussed to have some sort of entertainment before the movie. Ms. Long expressed a desire to make it a unique event possibly featuring different genres of movies.

Freedom Run

Mr. Cahoon reported about 350 people participated in the Freedom Run. Councilmember Peterson suggested using some sort of promotion for the event to help fund the veterans' memorial. Councilmember Bush suggested using the trail and Steed Pond for a possible route for the run in the future.

Pancake Breakfast

Mr. Cahoon reported there about 515 people who participated in the pancake breakfast. He commented there were a lot of leftovers from the breakfast. JJ Allen, City Manager, commented

the event was a lot of work for very little money. Councilmember Phipps expressed concern that the event took a lot of staff time to make it successful. He commented the Council was able to show up and everything was ready to go, which he appreciated, but wondered if the amount of staff time was a burden. Mr. Allen suggested the value of staff time was best evaluated by determining what the purpose of the event was. He expressed his opinion he was comfortable with staff time if the event positively built the feeling of community. Councilmember Phipps suggested focusing on it as a community event rather than a fundraiser. Mayor Shepherd suggested the members of the Council could serve food right from the grills so they could interact more personally with the participants.

Parade

Mr. Cahoon reported the parade had 62 entries and about 10,000 to 15,000 spectators. He mentioned the lack of a color guard and explained three were lined up but none showed up. Mayor Shepherd suggested it might have been merely a lack of communication. Councilmember Bush suggested the City needed to better promote the event to Clearfield businesses. Mayor Shepherd commented some of the businesses were contacted and said they could not participate. Mr. Cahoon informed the Council that staff would work more closely with Layton City in the future to coordinate the timing for parades so participants could possibly do both parades. Councilmember Peterson stated she had comments from individuals wanting to watch the live stream of the parade but there wasn't one. Mr. Cahoon explained there was no dedicated photographer for the event and it was decided staff time was needed elsewhere. Mayor Shepherd suggested allocating funds in the future for a float contest to encourage a higher quality parade.

Festival at Fisher Park

Mr. Cahoon reported about 20,000 to 25,000 people attended the festivities at Fisher Park. He commented attendance suggested people did not come to Clearfield for a music festival so instead of five performances there would likely be only two in the future. Councilmember Bush suggested approaching Clearfield performance groups to participate as entertainment and that would draw more families to the event. The Council agreed.

Mayor Shepherd stated he had been given suggestions to add more patriotism to the festival. He suggested the City needed to make a point of recognizing the military and possibly having the crowd sing the national anthem or some other patriotic song. Mr. Allen agreed and suggested having an emcee that was paying attention to those details would enhance the patriotic influence. Councilmember Bush suggested more patriotic music with the fireworks.

Mayor Shepherd commented the biggest hindrance to the Fourth of July festivities at Fisher Park was the lack of shade in the park. He stated it negatively affected vendors. He also suggested having more food trucks participate because the few that were there were overwhelmed. Councilmember Phipps added the best food trucks had long lines and it was hot for those in line. Mayor Shepherd recommended having a wing or barbeque competition and a beer garden in the future. Councilmember Roper stated he had received comments about including the sale of alcohol during the festivities. He commented he was not opposed to the idea of a beer garden. Councilmember Peterson stated she was not opposed either. Mayor Shepherd suggested the beer

garden would likely pay for the festival. Councilmember Phipps commented Ogden City used to have a beer garden at its street festival but did away with it because families wouldn't come to the event because of the beer sales. He cautioned there would be a tradeoff. Mayor Shepherd commented beer was already being brought to the park on the Fourth of July. Councilmember Roper commented beer sales were allowed at other types of activities that were family friendly. Councilmember Phipps commented people did bring alcohol to the park with them but that was different than offering sales. Councilmember Thompson liked the idea of having a barbeque competition and beer garden. Mayor Shepherd suggested it was worth a try and if it didn't produce the desired effects the City could stop it in the future.

Councilmember Peterson expressed concern that the skate park lights were left on during the fireworks. Councilmember Bush expressed concern about making sure all the trash was picked up especially on the church parking lot and grounds. Councilmember Peterson commented she received a lot of positive feedback about the free bounce houses. Mayor Shepherd suggested some adult friendly activities might be a valued addition, like a mechanical bull or corn hole competition. The Council expressed appreciation about the quality of the fireworks display. Mayor Shepherd commented the marketing for the event was phenomenal. Mr. Cahoon reported on the different types of marketing used to advertise the festivities.

Mayor Shepherd asked if the billboards had been an effective way to advertise the event. Mr. Cahoon responded someone had to be in the right place at the right time to see the billboards. Councilmember Peterson expressed concern about the need for advertising the event regionally. She stated her first priority was to spend money for the members of the Clearfield community. Mayor Shepherd commented the Fourth of July festivities were the one big event that could highlight the City to a larger audience. He suggested he wanted people to see what the City had to offer as it continued to make changes through planned development. Mr. Cahoon commented the advertising brought awareness for the event and legitimized it to some degree. He expressed his opinion that the different types marketing seemed effective overall.

Ms. Long expressed her opinion that the marketing team was stretched quite thin on the day of the event. Councilmember Peterson agreed and suggested it was necessary to hire a photographer specifically for the event. She commented she would like to see the Council be more involved in the planning process. She asked that a member of the City Council be included on the planning committee for the coming year.

Mr. Cahoon also reported the costs for the event were substantially less than last year.

Councilmember Thompson moved to adjourn at 11:00 p.m., seconded by Councilmember Peterson. The motion carried upon the following vote: Voting AYE – Councilmembers Bush, Peterson, Phipps, Roper and Thompson. Voting NO – None.

**APPROVED AND ADOPTED
This 28th day of August, 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 Tuesday, July 31, 2018.

/s/Nancy R. Dean, City Recorder