

CLEARFIELD CITY COUNCIL MEETING MINUTES
6:00 P.M. WORK SESSION
October 1, 2019

City Building
55 South State Street
Clearfield City, Utah

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
	Kelly Bennett	Police Chief
	Adam Favero	Public Works Director
	Eric Howes	Community Services Director
	Spencer Brimley	Community Development Director
	Trevor Cahoon	Communications Manager
	Kelli Bybee	Communications Assistant
	Jenn Wiggins	Digital Marketing Specialist
	Nancy Dean	City Recorder
	Wendy Page	Deputy Recorder
EXCUSED:	Summer Palmer	Assistant City Manager

VISITORS: Mark Becraft – North Davis Fire District, Devin Prouty, Chris Uccardi, Ruth Jones, Olivia Jaramillo, Jerome Curran

Mayor Shepherd called the meeting to order at 6:02 p.m.

DISCUSSION ON WINTER PARKING RESTRICTIONS

JJ Allen, City Manager, reviewed the history of the winter parking restrictions ordinance. He discussed the change in State Law regarding the issuance of citations and the effect the law had on the enforcement of the winter parking restrictions. The current winter parking restriction ordinance stated no street parking between the hours of midnight and 5 a.m. from the beginning of November to the 15th of March. He stated the ordinance had been in place for many years; however, the enforcement of the ordinance had changed over the years.

Councilmember Bush wondered if the City was ticketing even when there was not snow. Mr. Allen responded yes it was educational and consistency was necessary so when there was snow the roads were clear. He pointed out if the ordinance was not enforced then there would be no

purpose for having it. Kelly Bennett, Police Chief, stated enforcement happened even when there was no snow and yet the police department still received comments from the public about the lack of enforcement.

Councilmember Thompson arrived at 6:05 p.m.

Mr. Allen acknowledged those present that represented the following departments public works, police, and fire who could speak to any questions or concerns for their respective department. He reviewed information gathered from the City's insurance broker regarding claims that dealt with plowing and winter related accidents for multiple jurisdictions represented by the City's insurer.

Mark Becraft, North Davis Fire District, shared he would always be an advocate for access to plowed surfaces. He expressed his concerns about finding a fire hydrant clear from cars in the winter. He agreed there would be significant difficulty for enforcement on snowy days if the ordinance were to be changed to allow parking when not snowing.

Chief Bennett explained if the ordinance were changed to state no parking only when snowing it would be hard to enforce because the citation issued did not move the car off the street. When citations were given prior to snowy days they served as warnings and reminders of the ordinance that was in place. He stated a lot of the past parking citations written were complaint based. He confirmed his position would be to keep the ordinance as it was currently written.

Adam Favero, Public Works Director, expressed his worry about consistency and the difficulty of informing residents in enough time to get cars off the street in the event of a snowstorm. He explained the challenges of streets being plowed during the day due to traffic and more cars parked on the streets. He pointed out another liability for the City could be the possibility of chipping cars with the sand mix put down.

Stuart Williams, City Attorney, stated enforceability was his biggest concern if the ordinance were changed to allow parking on non-snowing days. He said citations could be viewed as a reminder of wrongdoing regarding existing ordinances.

Councilmember Roper stated there was not a solution that would be fair across the entire City. He explained there were some streets within the City that were narrow and a plow would not be able to make it down the street with cars parked on the side. He was not opposed to changing the dates of enforcement and to allow parking on side lawns when needed. Mr. Williams stated there were environmental issues with parking on the grass. Councilmember Roper stated with safety a priority; the facts supported the plows needed to get down the streets.

Councilmember Peterson wondered if the complaints the Council had received were more concerned with the right to park on the street or with the enforcement of the ordinance. She stated her complaints were more about the enforcement of the ordinance. Mayor Shepherd said he had more people complain about neighbors parking on the road.

Councilmember Bush said one proposed alternative was alternating street sides for parking. There was a discussion about different cities that allowed alternating the parking; those cities generally had that type of enforcement year round.

Councilmember Peterson went back to the initial question of what was the priority for winter parking. She stated serving the residents was high on the list for her, however that needed to be weighed against public safety and the infrastructure of the City. She expressed a desire to find a balance between safety and allowed public access. She felt a change in the dates would be a great starting point. Councilmember Thompson expressed his opinion the priority was to mitigate potential risk and the efficient use of tax dollars. He stated the possibility of a date adjustment sounded reasonable.

Councilmember Peterson wondered if there were fundamental rights for everyone to have access to street parking. Mr. Williams stated there were no fundamental rights for parking on a public street. There was a discussion regarding appropriate areas for parking a car. Ideas were shared to help accommodate the need for extra parking surfaces.

Councilmember Roper stated there was not a fair solution that would balance safety and the impact on the residents. He expressed his opinion to leave the parking restriction ordinance as it was currently written. Councilmember Phipps said it would be unrealistic to tie parking to weather, as the weather is so unpredictable. He expressed the need of access for safety vehicles and was favorable towards a change in the dates of the parking restriction ordinance. Councilmember Peterson expressed her opinion that safety needed to be a top priority. She expressed she would be in support of a change in the dates for the parking restrictions.

The consensus of the Council was to amend the winter parking ordinance so the enforcement period would begin November 15th and end on the last day of February each year.

DISCUSSION ON APPOINTING A YOUTH MEMBER TO THE PLANNING COMMISSION

Mayor Shepherd stated the City currently had a vacancy on the Planning Commission. He said there had been a youth ambassador that regularly attended the Planning Commission meetings; however, due to disparaging remarks from some of the Commission members towards the youth ambassador, the ambassador no longer felt comfortable attending the meetings. Mayor Shepherd expressed a desire to make a change to the ordinance to allow a member of the Youth Commission to become a regular member of the Planning Commission.

Mayor Shepherd stated his goal was to keep the youth engaged in the community. He also pointed out that the opportunity to serve on the Planning Commission would be a great addition to college applications for the youth. Councilmember Roper shared his opinion regarding the importance of giving youth true roles over symbolic roles as symbolic roles could make youth feel like they did not have a voice.

Councilmember Peterson wondered about the legality regarding giving land use authority to individuals who were not old enough to vote. She asked if it could affect the appeals process.

Stuart Williams, City Attorney, stated the decision were made by the Planning Commission as a body not just one member.

Mayor Shepherd stated he would present the idea to the Planning Commission and let them make the decision.

There was a discussion about how the ordinance would need to be reworded if the change were approved.

Councilmember Thompson wondered if there should be an age limit. Mayor Shepherd felt it should be a 16 year old at the minimum.

Spencer Brimley, Community Development Director, said the change to the ordinance would also require an adjustment to the Planning Commission bylaws. Mayor Shepherd stated he felt the change did not need to be made to the bylaws. There was a discussion regarding the bylaws. Mr. Allen suggested there might be other areas of the bylaws that should be revisited as well.

QUARTERLY COMMUNICATIONS UPDATE

Trevor Cahoon, Communications Manager, introduced Jenn Wiggins, Digital Marketing Specialist, and Kelli Bybee, Communications Assistant, and discussed the assignments given to each staff member.

Mr. Cahoon and Ms. Wiggins reviewed and shared key takeaways from the following classes attended during the Public Information Officer (PIO) conference:

- How to communicate with the public during a suicide incident.
- Preparing to respond by preparing for disaster.
- How to respond to negative press.
- How to craft layered, powerful messaging in an impactful way.
- Podcast and community outreach.

There was a discussion about how the City could use podcasts to reach new audiences.

Mr. Cahoon led a discussion on the following goals set for the communications department:

- Improve Clearfield City's Image
- Individual department needs

Mr. Cahoon and Ms. Bybee led an interactive discussion on branding identity for the City with the Council. The following questions were asked and the Mayor and Council were asked to respond with first impressions:

- Ask yourself if your organization was a car, what kind of a car would it be? Get specific, and define the year, make, model and color. It is a coupe or sedan? Import or domestic? Convertible?
- If your organization was a famous celebrity, who would it be and why?
- If your organization had a spirit animal, what kind of animal would it be?

- If Clearfield was to choose an archetype to play D&D what would it be?
- What are the physical characteristics of your brand?
- What is your brand's character?
- How is the relationship between your brand and your consumer?
- What are the values and guiding principles of your brand?
- Who do you portray as a target group for your brand?
- How do consumers perceive themselves when engaging with your brand or product?

Mr. Cahoon informed the Council that many of the same techniques used in the discussion would be used with focus groups to help identify how the residents viewed Clearfield City. The results from the focus group would then be used to determine how to enhance the view of Clearfield City.

Councilmember Bush moved to adjourn at 8:46 p.m., seconded by Councilmember Thompson. The motion carried upon the following vote: Voting AYE – Councilmember Bush, Peterson, Phipps, Roper, and Thompson. Voting NO – None.

**APPROVED AND ADOPTED
This 22nd day of October, 2019**

/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, October 1, 2019.

/s/Nancy R. Dean, City Recorder