

**Adopted Minutes
Spanish Fork City Council Meeting
775 West Center Street, Spanish Fork, UT
January 22-23, 2010**

Elected Officials Present: Mayor G. Wayne Andersen, Councilmember's Rod Dart, Richard M. Davis, Keir A. Scoubes, Jens P. Nielson, Steve Leifson

Staff Present: Dave Oyler, City Manager; Richard Heap, Public Works Director; Junior Baker, City Attorney; John Bowcut, IS Director; Dee Rosenbaum, Public Safety Director; Dale Robinson, Parks and Recreation Director; Dave Anderson, City Planner; Seth Perrins, Assistant City Manager; Kent Clark, Finance Director; Pam Jackson, Library Director; Kimberly Robinson, City Recorder

FRIDAY JANUARY 22, 2010

The meeting was called to order by Mayor Andersen at 1:07 p.m.

LEGAL

Mr. Baker gave his presentation on the budget for the Legal Department. He introduced the Legal Department employees.

He then defined social media, and stated the need to appropriately use social media. He noted some different case law regarding city business being conducted via e-mail and what that means. Mr. Baker suggested that when in City Council meeting the best idea is for the Council to turn off their cell phones and lap tops to avoid any potential issues with e-mail and texting in violation of the open meetings act. He noted from a litigation stand point it is better to just use the telephone.

Mr. Baker explained what GRAMA is and how to be careful with the social media regarding records.

Discussion was made regarding the current media information Spanish Fork City is involved with and who should be allowed to post the information.

Mr. Baker also discussed the issues of false alarms and the plan to create an ordinance regarding a false alarm policy.

Discussion was made regarding the false alarm issues.

Councilman Leifson feels the false alarm policy should be on the Council agenda and the Chamber of Commerce should be invited to attend.

Mr. Baker said it will be put on the February 2, 2010 agenda.

Councilman Scoubes asked what type of drain the required permitting for the home alarm system would create and how they are going to handle that additional staff need.

Dee Rosenbaum stated the application will be available online and that they will be really reasonable due to the circumstances.

Councilman Scoubes expressed his concern regarding people's hesitation about registering.

Mr. Baker stated the proposed effective date would be July 1, 2010 so there would be time to notify and work with the businesses and people.

Mr. Baker asked that we be very careful to ensure we are following our ordinances.

PLANNING

Mr. Anderson gave his presentation on the budget for the Community Development Department.

Community Development Department
Inspection Work Load
- 9.25 Inspections per day.

2009 Development Report

- Projects throughout the City
- Inventory of lots available for development
- Growth Boundary Development
- Development Approvals
 - 427 lots approved preliminary plats
 - 49 lots final plats
 - 6 site plans

Economic Development Program

- Were able to meet with most of the key businesses in the city
- Develop database of business information
- Meet with staff or city officials from six communities
- Revamp City's permitted and conditional uses lists
- Amend zoning map to revise industrial and business park zones
- Send site visit invitation to 100 companies and site selectors
- Initiate one annexation of non-residential properties
- Develop program to kick off branding campaign and cut loose
- Collaborate with the Chamber of Commerce to define roles and develop a program to measure progress
- Update Business License Program
- Participate in EDCUtah's RECON program
- Streamline Development Review Process
- Continue review and respond to EDCUtah

(Councilmember Nielson arrived late 2:39 p.m.)

- They have seen a noticeable decrease in site visits
- They struggle to find properties that meet project requirements
- Limitations on power delivery may be an issue
- They have seven sites listed with EDCUtah
- They have responded to five projects via EDCUtah in 2009
- The Branding Campaign did not hit its stride

2010 Planning Department Economic Development Program

2010 Goals

1. Meet with each key business at least once in 2010
2. Develop database of business information
3. Meet with staff or city officials from six communities
4. Revamp City's permitted and conditional uses lists
5. Amend zoning map to revise industrial and business park zones
6. Send site visit invitation to companies and site selectors

7. Initiate one annexation of non-residential properties
8. Develop program to kick off branding campaign and cut loose
9. Collaborate with the Chamber of Commerce to define roles and develop a program to measure progress
10. Update Business License Program
11. Participate in EDCUtah's RECON program
12. Streamline development review process
13. Continue review and respond to EDCUtah projects

General Plan

The purpose for having a general plan is to have a blueprint

Two Parts

Map

Narrative

Focus Areas

The area surrounding prospective Center Street interchange

The 900 North corridor from main street to 600 east

The area surrounding the intersection of 1100 east and Canyon road

The blocks that flank Main Street corridor

The river bottoms

Concepts and Programs

Downtown vitalization

Transfer of Development rights

Street tree standards

Growth boundary adjustments

Accessory apartments

Amendment procedure

Format Overhaul

The General Plan will be the big project for 2010

LIBRARY

Ms. Jackson gave her presentation on the budget for the Library Department. The economy has declined and the need for public libraries and the services provided has continued to increase.

Food for fines program

Open Source vs. Dynix

- Yearly savings will be over \$10,000 per year

Innovative Material for Minimal Cost

Discussion was made regarding the library fees for non-residents and possibly raising the rates. The Council would like to know how much it actually costs the citizens to use the library even though they do not pay the direct fee. They feel if it is more than the non-residents the fees should be raised.

Putting together the needs of the community with fiscal consideration

1. Increase fee from \$25 to \$35 per family per year for non-residents
2. Creative Program strategies
3. Going Green use promotions to encourage reusable bags
4. Utilizing resources provided by Utah State Library

Councilman Leifson requested the library fees for the cost to the City that the residents are

paying to support the library. He feels the information should help to respond to the emotional response to raising the fee.

BROADBAND

Mr. Bowcut gave his presentation on the budget for the Broadband Department.

Phone Service Preparations

- Customer Survey
- Node Certification Process
- Network Operations Center (NOC)
- Major Network Enhancements
- Redundant fiber link for internet and voice
- New Advanced Troubleshooting Tools
- Went through the RFP process to find a partner
- Voice Partner
- Unrealistic Expectations
- Most Long Distance Unlimited Plans are not Unlimited
- Limited "unlimited" plans are sneaky
- Keeping a Low Cost service with no included long distance

Proposed Rates

- \$14.95 / month plus 4 cents a minute for long distance
- \$34.95 Small Business Plan

Comcast Abuses

Internet Improvements

Full Digital Conversion

The Amazing SF 17

Must keep updating our system

ADJOURN

The meeting was adjourned at 6:00 p.m.

SATURDAY JANUARY 23, 2010

The meeting was called to order at 8:10 a.m.

FINANCE

Mr. Clark gave his presentation on the City's Finances. He reviewed the City's Cash Reserves. He also reviewed the following revenue streams:

- Building Permits
- Impact Fees
- Electric Fund
- Sales Tax
- Interest Income
- Property Tax

Mr. Clark reviewed a comparison of our Utility Rates to other cities. He also reviewed the North Park project finances.

What can we do?

What do we need?

David Oyler presented information regarding the Utah State Retirement System. He noted the changes to the Utah State Retirement System program.

Mr. Oyler then reviewed the budget. The General Fund has less revenue to operate and continue to provide the services as they are now. He then reviewed the sales tax projections.

The budget will balance this year as long as the Council is willing to use the reserve. Next years budget will require bringing another million dollars out of the electric fund to balance the budget. This budget does not include any capital expenditures, but it does include a pay adjustment of 2% and vehicle maintenance. It is important for all departments to look where they can increase revenue and also cut back.

Councilman Scoubes recommended the departments look at cutting costs in a way outside the confines they have, and look at changing the ordinances to allow a way to be more efficient. He gave an example of a smaller vehicle for operation costs.

Councilman Leifson noted with the phone tax it might be a good idea to adjust the phone tax again when they implement the new phone system.

David Oyler stated they are going to have to look at what level of services they want to offer and still cut expenditures.

PUBLIC WORKS

Mr. Heap gave a presentation on the budget for the Public Works department. He noted the changes in the department and stated Trapper Burdick is now the Assistant City Engineer. He then reviewed the project schedule.

2550 East Irrigation Pump

PI Pond at the Golf Course

Engineering Cost Comparisons

Water Rights Presently Owned

Utility Replacement

- \$10 million to \$15 million needed in both water and sewer for replacement of old lines

Impact Fees

Streets

High and Low Average Daily Traffic

Pavement Maintenance Plan

300 South Project

Streets Maintenance Annual Budget with B&C Road Funds

Cost Savings in Public Works

Mr. Heap noted the water loss with the older pipes throughout the system.

BRANDING

Mr. Perrins gave a presentation on the City's Branding.

Why Brand Spanish Fork City

History of the Project

Who was Involved

Final Products

What was Learned (SWOT)

- Strengths
- Weaknesses
- Opportunities
- Threats

Logo and Strapline

For those who long for a true sense of community Spanish Fork is a progressive small town at the heart of South Utah County where the embrace of community is as profound as the mountains that surround it, so you are encouraged, protected, and at peace.

The Council and Department Heads were handed new business cards and shirts with the logo. The Council stepped outside to see the example of the vehicles. Discussion was made regarding the logo design and branding information and putting the brand to work throughout the city.

10 Main Objectives

1. Develop the necessary tools & organizational structure for implementing, promoting and developing the brand with the City.
2. Establish Spanish Fork Brand as priority for the City employees, properties and programs.
3. Establish Partnerships with the private sector to move the brand into the community.
4. Instill the brand into the communications of Spanish Fork and affiliated organizations.
5. Integrate the brand into the culture, psyche and sightlines of the community.
6. Involve Spanish Fork residents in the brand experience.
7. Develop community events that support and grow the brand.
8. Use the brand to nurture and grow Spanish Forks cultural opportunities.
9. Protect and enhance your sense of community and small-town warmth using the brand.
10. Attract and retain businesses using the brand as a rallying cry.

North Star has provided a 24 month roll out plan with calculated, concerted, and fiscally conservative steps.

PARKS AND RECREATION

Mr. Robinson gave a presentation on the budget for the Parks and Recreation Department. There are 12 divisions in Parks and Recreation department.

Most popular programs/events

Most desired facilities

Inter local agreements

- Aquatic Center

Parks Division

- North Park
- Trails Master Plan
- Trails Funding
- River Trail Budget
- Parks Master Plan

(Councilman Nielson excused himself from the meeting 1:45 p.m.)

- Parks Growth
- Park Regulations Ordinance
 - o Dog Parks

Discussion was made regarding the need for a time limit in parks and trails.

Councilman Scoubes feels not allowing dogs in any parks is not a good idea.

Special Events

Councilman Scoubes asked if there is a possibility for the future sponsorship of events.

Mayor Andersen reported on the rodeo status change. Steven Money has been appointed to an advisory council for the PRCA which gives our rodeo more prestige. It is difficult in any kind of a program to stay static, you either move forward or behind, because of that our rodeo has grown in respect and status. The cowboys across the country enjoy coming to our rodeo, and our rodeo is now designated as a tour rodeo. That means there is an increase to \$10,000 per event. We also get a guarantee that the top cowboys in the country will be coming to our

event www.prorodeo.com lists our rodeo as t tour rodeo.

Festival of Lights

Discussion was made regarding the costs involved in the events.

WindFest

Discussion was made regarding moving the event to June instead of September.

Harvest Moon Hurrah

Special Events Coordinators

Fairgrounds

- Discussion was made regarding the deposit fees for the High Chaparral
- The idea of holding a credit card on file for the deposits the Council would like more information

Golf Course Revenues

- New Golf Cart Proposal

Water Park

Gun Club

Recreation

Concessions

Arts Council

Buildings and Grounds

Cemetery

- Need ordinance requiring a vault

Senior Center

PUBLIC SAFETY

Mr. Rosenbaum gave a presentation on the budget for the Public Safety Department.

Index Crime Comparison

2009 New Programs Update

- City Youth Peer Court
- Drug Disposal Review

Three New Programs for 2010

- CART – Child Abduction Response Team
- Reserve Officers
- False Alarms

Ongoing Programs

Code Enforcement

Drug Enforcement

Traffic School

- Noted the changes in fees by District Court
- Budget Shortfall

SAFE Grant

School Resource Officer

DARE Program

Internet Safety for Teens

TAG Teens Against Graffiti

Crossing Guards

Animal Control

Emergency Preparedness

Ambulance Report

ADJOURN

Councilman Dart made a **Motion** to adjourn the meeting. Councilman Davis **Seconded** and the motion **Passed** all in favor at 5:05 p.m.

ADOPTED: February 16, 2010

Kimberly Robinson, Recorder