

CITY COUNCIL MEETING
Tuesday, February 05, 2013 7:00 p.m.
Community Recreation Center
10640 N Clubhouse Drive, Cedar Hills, Utah

Present: Mayor Gary Gygi, Presiding
Council Members: Trent Augustus, Scott Jackman, Stephanie Martinez, Jenney Rees, Daniel Zappala
David Bunker, City Manager
Chandler Goodwin, Assistant City Manager
Courtney Hammond, Transcriptionist
Others: Keith Irwin, Lt. Sam Liddiard,

COUNCIL MEETING

1. This meeting of the City Council of the City of Cedar Hills, having been properly noticed, was called to order at 7:08 p.m. by Mayor Gygi.

Invocation given by C. Augustus

Pledge of Allegiance led by C. Martinez

2. Approval of Meeting's Agenda

MOTION: C. Jackman-To approve the meeting's agenda, subject to moving item 4 after item 9. Seconded by C. Rees.

3. **Public Comment**
No comments.

REPORTS/PRESENTATIONS/RECOGNITIONS

4. Report/Update—Utah County Commission—Commissioner Gary Anderson
Commissioner Anderson unable to attend.
5. Review/Action on Adopting a Resolution recognizing Cedar Hills Champions, Paige Osmond
Gary Gygi stated that the Council will honor Paige Osmond and February 6, 2013 will be Paige Osmond Day.

C. Rees stated that Paige Osmond has been dancing since she was three. She was in New York for a dance competition and tried out for Radio City's the Nutcracker. She received the role as Clara for all the performances in Nashville and spent several weeks training and performing.

MOTION: C. Jackman—To approve Resolution 2-5-2013A, a resolution recognizing Paige Osmond as a Cedar Hills Champion for her outstanding commitment to excellence, and her dedication to the art of dancing. Seconded by C. Martinez.

Yes - C. Augustus
C. Jackman
C. Martinez
C. Rees
C. Zappala Motion passes.

6. Review/Action on Adopting a Resolution recognizing Cedar Hills Champion, Herb Wilkinson
David Bunker stated that Mr. Wilkinson was recognized at a past meeting for his service and contributions to Cedar Hills.

MOTION: C. Augustus—To approve Resolution 2-5-2013B, a resolution recognizing Herb Wilkinson as a Cedar Hills Champion for his outstanding service and contributions to the City of Cedar Hills. Seconded by C. Martinez.

Yes - C. Augustus
C. Jackman
C. Martinez
C. Rees
C. Zappala Motion passes.

CONSENT AGENDA

7. Minutes from the December 18, 2012 Special City Council Meeting
Minutes from the January 22, 2013 City Council Meeting

MOTION: C. Rees—To approve the minutes from the minutes from the December 18, 2012 Special City Council Meeting and minutes from the January 22, 2013 City Council Meeting. Seconded by C. Augustus.

Yes - C. Augustus
C. Jackman
C. Martinez
C. Rees
C. Zappala Motion passes.

CITY REPORTS AND BUSINESS

8. City Manager
Staff is looking into changes to the healthcare policies as a result of the new healthcare act.

9. Mayor and Council

C. Rees: Issued a press release on Paige Osmond.

C. Jackman: Changes in dispatch have started a discussion about police coverage. Lone Peak Public Safety District has been eager to talk to Cedar Hills about joining them. The city has also met with Chief Garcia with the American Fork Fire Department. He met with the public relations group from the Murdock Canal project. The trail over the enclosure is being installed. There will be two upcoming events: (1) to commemorate the enclosure in April, which will primarily include city dignitaries; (2) a community event focusing on the trail.

C. Martinez, Jr. Jazz is halfway done. They met Utah Jazz player Enes Kanter at *Meet the Jazz* night. The Family Festival was pushed up one week to avoid a conflict with the Orem Festival. eTot soccer registration starts soon. The LDS church next to Mesquite Park okayed Tee-ball on their field. Golf is updating their software. New software is being added. The carts will be fully delivered by March. Natalie went to the Thanksgiving Point Expo and got 6-7 bookings. Youth City Council started to stuff eggs for the Easter egg hunt. Two youth groups are volunteering to help with the eggs. She is working with Mayor Gygi on a new program to go along with the Family Festival that mimics Pleasant Grove's program to have the festival run by the community. It will start with a few subcommittees and build over the years. She is open to taking nominations for people to serve on Family Festival committees.

Mayor Gygi: Will be meeting with staff about the Grill options. He is working on planning the day-long training activity for executive staff, mayor and council.

C. Zappala: Has been working with his students to design apps for the city.

SCHEDULED ITEMS

10. Review/Action on an Ordinance amending Title 5, Chapter 1m Article C-5 regarding Cattery

Staff Presentation:

Chandler Goodwin stated that he implemented the changes from the last Council meeting. The maximum number of cats allowed is 6 over 6 months old; total number of litters is limited to one; and owners can have 3 personal cats.

Council Discussion:

C. Zappala suggested striking 1.B 3, which is a repeat of 1.B.2.

C. Augustus suggested changing "this" record to "such" record in the same section.

MOTION: C. Rees—To approve Ordinance 02-05-2013A, an ordinance amending City Code Title 5, Chapter 1, Article C, Section 5, Kennel or Cattery with the change requested of striking redundant language and changing "this record" to say "such record." Seconded by C. Jackman

AMEND MOTION: C. Martinez—To strike out kennel from the title. Accepted by C. Rees. Vote taken by roll call.

Yes - C. Augustus
C. Jackman
C. Martinez

C. Rees
C. Zappala Motion passes.

11. Review/Action on Approval of a Contract with a Public Relations Firm to assist the City with a Branding Campaign

Staff Presentation:

David Bunker stated that this was on the agenda at the last meeting. The council had concerns about the contract including everything that is in the proposal. He tightened the language of the contract. The other issue was funding the item. He proposed using three funds, \$12,000 from account 10-40-330 (Professional/Technical), which already included \$10,000 for public relations purposes this year. He also proposed using \$4,000 from account 75-70-600 (Advertising-Golf/event) and \$2,000 from account 51-73-330 (Professional/Technical-Water).

Mayor Gygi stated that he feels that this is entirely about economic development and not about residential development.

Mary Kay of Radi8 Creative stated that Radi8 will provide an itemized and prioritized recommendation which can simplify the budgeting process and allow the Council to decide which steps it wants to take and when. The bulk of the work is in the discovery phase. The design is a small portion. The research will go further than a logo, tagline or outreach. Ultimately what the city learns about the community will be the most valuable part of the project.

Council Discussion:

C. Augustus questioned whether a new logo is needed and what kind of investment the implementation of the plan would require.

C. Rees stated that she would like to see community stakeholders involved in this project. Every city has an identity, but it may not be what we want. It would be better to identify ourselves rather than let others do it for us with results we may not like. This first part of the process will take about 3 months, which will put the Council right at budget time.

C. Zappala stated that the current logo is nice, but may not communicate the city's brand effectively.

C. Jackman stated that the city doesn't need a new logo per se, but does need better branding and a better sense of identity. He is satisfied with what the proposal includes, and what the city will get from the public relations process. This process will also address the recreation center, grill, events center and golf course. He would like to see more evenly proportioned funding, particularly in golf, events, and recreation. He doesn't want it allocated by where money is available, but by what departments/ funds will benefit from the project. He would also like the contract reviewed by legal counsel.

Mayor Gygi stated that the cost of implementation is a legitimate concern, but public relations needs to be a priority. With the development of the commercial zone, it is imperative that the city has a strong brand to attract the type of commercial partners it wants. Branding is not about a logo and tagline, but a top to bottom image.

C. Martinez stated that the logo is traditional to the city. The city may need a tagline and branding, but the logo isn't an issue for her. She is struggling to understand what the problem is, and what a public relations campaign will accomplish. There was a commercial center study done a few years ago that pinpointed commercial demographics. That study may be sufficient. She agrees that the city needs to look into rebranding, but it is a big decision and many options need to be explored. She would like public relations presentations made to the Council. Without knowing what took place in the presentations, she doesn't want to move forward. She would also like more options, including using local university marketing departments.

C. Rees stated that she does not agree with having presentations made to the Council. Staff is qualified to make these types of decisions. It makes these types of decisions all the time on maintenance, technical projects, etc. She worked with Mary Kay of Radi8 in the past. She has no conflict of interest because she makes no money from Radi8.

Resident Keith Irwin stated that the issue is the identity of Cedar Hills. In his mind the importance of the brand extends beyond the commercial zone and to residents.

MOTION: C. Rees—To approve a professional services contract with Radi8 Creative for logo and branding development in the amount of approximately \$18,000 with legal review of the contract and approval by Attorney Eric Johnson and also a look from Finance Director Charl Louw to determine if we can allocate more from golf funds and less from the general fund. Seconded by C. Jackman.

Further Discussion:

C. Martinez stated that she thinks it is crazy that the Council debated the cattery issue for months and got hung up on small items, but large questions remain on this issue that aren't being answered.

C. Augustus stated that he feels the Council is rushing through this decision and leaving too many unanswered questions.

Yes	-	C. Jackman
		C. Rees
		C. Zappala
No	-	C. Augustus
		C. Martinez

Motion passes.

12. Discussion on creation of a Social Media Use Policy
Staff Presentation:

Chandler Goodwin stated that staff has looked at other cities' social media policies. The language in their policies is remarkably similar. He constructed a similar policy establishing guidelines and policies for the use of the city's social media sites. It protects the city. Going forward there needs to be a bigger social media push. Policies should be in place for use of social media. There can be some violations of the open meetings act if multiple council members comment on city issues on social media pages, including personal social media pages.

Council Discussion:

C. Rees stated that the policy allows the city to remove inappropriate posts, but those records need to be saved for records retention.

C. Jackman stated that it is a good idea to create policies. The city needs to present a unified front on social media. Anything that shows up is assumed to be endorsed by the city. He would like to have Attorney Eric Johnson's input to make sure that following the guidelines will keep the city out of trouble with open meeting issues.

C. Martinez stated that the same open meetings act issues applies to posts from the City Council on the city forum. She gets concerned when Council members speak on social media sites as if they are speaking for the entire Council, and the message might not be the one that the entire Council endorses.

C. Zappala stated that he feels that Council may be going too far with interpreting how the open meetings act applies to the forum. He would prefer specific legal training on the issue rather than having the Council speculate about what is okay and what is not.

EXECUTIVE SESSION

13. **MOTION: C. Augustus—To go into Executive Session, pursuant to Utah State Code 52-4-204 & 52-4-205 for personal competency.** Seconded by C. Jackman. (8:45 p.m.)

Yes - C. Augustus
C. Jackman
C. Martinez
C. Rees
C. Zappala Motion passes.

14. **MOTION: C. Martinez—To adjourn Executive Session and Reconvene City Council Meeting.** Seconded by C. Jackman. (9:55 p.m.)

Yes - C. Augustus
C. Jackman
C. Martinez
C. Rees
C. Zappala Motion passes.

ADJOURNMENT

15. This meeting was adjourned at 9:55 p.m. on a motion by C. Jackman, seconded by C. Martinez and unanimously approved.

Approved by Council:
March 5, 2013

/s/ Colleen A. Mulvey
Colleen A. Mulvey, CMC
City Recorder