

**MINUTES OF LAYTON CITY  
COUNCIL WORK MEETING AND  
JOINT STRATEGIC PLANNING  
MEETING**

**SEPTEMBER 19, 2013; 5:34 P.M.**

**MAYOR AND COUNCILMEMBERS  
PRESENT:**

**MAYOR J. STEPHEN CURTIS, MICHAEL  
BOUWHUIS, JOYCE BROWN, BARRY FLITTON,  
JORY FRANCIS (via telephone) AND SCOTT  
FREITAG**

**PLANNING COMMISSION MEMBERS  
PRESENT:**

**DAWN FITZPATRICK, GERALD GILBERT,  
DAVE WEAVER, CHAD HARWARD, ROBERT  
VAN DRUNEN, WYNN HANSEN, TIM PALES AND  
BRIAN BODILY**

**STAFF PRESENT:**

**ALEX JENSEN, GARY CRANE, BILL WRIGHT,  
PETER MATSON, KENT ANDERSEN, BRANDON  
RYPHEN, JIM MASON, DOUG PIERCE, TRACY  
PROBERT, JAMES (WOODY) WOODRUFF,  
TERRY COBURN AND THIEDA WELLMAN**

**The meeting was held in the Council Conference Room of the Layton City Center.**

Mayor Curtis opened the meeting and turned the time over to Alex Jensen, City Manager.

Alex expressed appreciation to the Planning Commission for attending this joint meeting.

**WORK MEETING:**

**PROPOSAL AWARD – HORROCKS ENGINEERS – PROFESSIONAL ENGINEERING  
SERVICES FOR THE LAYTON CITY MASTER PLAN – RESOLUTION 13-52**

Terry Coburn, Public Works Director, said this was a proposal award to Horrocks Engineers for the Transportation Master Plan. He said Woody Woodruff, City Engineer, would discuss the Plan later in the Strategic Planning portion of the meeting.

Terry said the project would provide the City with an updated Transportation Master Plan, Impact Fee Facility Plan, and an impact fee analysis and rate study. He said RFPs were sent to five consulting firms with experience in these areas; three companies submitted proposals. The Transport Committee consisting of Councilmember Brown, Councilmember Francis and seven Staff members evaluated the proposals, ranked the companies and opened the fee proposals. Horrocks Engineers was selected by the Committee to perform the work for \$98,369; \$110,000 was budgeted for the project. Terry said Staff felt good about the process and the selection of Horrocks Engineers.

Bill Wright, Community and Economic Development Director, said an excellent team was assembled with Horrocks Engineers taking the lead. He said they had a vast amount of experience with impact fee analysis and the determination of fees.

Alex said this would be on the Regular Meeting agenda.

## **STRATEGIC PLANNING:**

Alex expressed appreciation to the Engineering and Community Development Staff for the information they had put together for the meeting. He said the information was really impressive, both in terms of the information it contained as well as the quality of the information.

Alex said this was a full agenda and Staff would try to move through the items fairly quickly, subject to the Council's direction and questions. He said if Staff didn't get through everything, he would suggest coming back after the Regular Meeting, which should be a fairly short meeting, or come back at a later date.

## **ECONOMIC DEVELOPMENT**

Alex said one of the things with the downturn in the economy in the last three years had been a decline in the revenue stream for the City, but much of that had bounced back. He said there was often talk that the City was not doing well or had not done well, but that was not accurate. Alex said because Staff dealt with this every day, they had a good sense of what actually had been happening in Layton. He said it was not what was represented sometimes. Alex said he had asked Staff to gather the facts relative to economic development, business licensing, and valuation in the community in the last three years. He said most of that started with the Council and the direction they gave, and it had much to do with the Planning Commission and the decisions they made about what, how and where things were built in the City.

Kent Andersen, Economic Development Specialist, gave the Council and Planning Commission a copy of the State of the City Community and Economic Development Report, which contained information from 2010 to June 2013. He highlighted some of the information in the report.

Kent said Davis County had seen revitalization in economic development. He said over ¼ billion dollars in commercial and residential construction had happened in the City. Kent said the Redevelopment Agency had administered \$3.6 million in redevelopment incentives, which had gone to assist in the East Gate development project and along the Kays Crossing project.

Kent indicated that there had been an excellent ribbon cutting ceremony for the New Weber State University building, which contained 120,000 square feet of space and cost 39.5 million dollars. He said the Davis campus would offer a construction management program, nursing, and electronic engineering.

Kent said Black Turtle Services had moved into the Citi Financial building located on University Park Drive. He said they would bring over 1,000 jobs to the City that would provide over 20 million dollars in salary, and they provided excellent benefits. Kent said these would be excellent jobs for a lot of residents in neighboring communities. Kent said the Ultimate Electronics building and the Petsmart building were now occupied. He said Standard Plumbing had moved into the Ultimate Electronics building and Skywalker Haven had moved into the Petsmart building. Kent said these three buildings consisted of 140,000 square feet of reoccupied commercial space. He said this represented 10% of the total vacancy for commercial and retail space in Davis County.

Kent said residential building permits had been trending upward since 2008. He said Staff expected to reach 300 single family permits in 2013, which was more than 2011 and 2012 combined. Kent said a retailer considering coming into a community looked to see what kind of growth was occurring; these were spectacular numbers to be able to show developers. He said 2012 was the largest recorded year for residential and commercial valuation. Kent said someone saying that the City was not doing well economically simply was not true; the City was breaking records.

Kent said he attended a workshop of the Northern Wasatch Homebuilders Association in January, where Eric Allen, a consultant with Metrostudy, made the comment, “if you are not building in Layton, then you’re not building.” He said Mr. Allen indicated that Layton had Class A subdivision lots, which was a direct result of the construction of Layton Parkway that opened up the entire west area.

Bill said Mr. Eric Allen was the source in the intermountain west that homebuilders went to. He was the consultant’s consultant, and Metrostudy was a notable business that did their own research relative to vacant residential lots, and watched the market very closely. Bill said the City’s numbers showed that builders were focusing on Layton.

Kent said he met with a Century 21 realtor today that indicated that listings in Layton were so high that they might as well be cash in your pocket. He said the demand was so high to come to Layton that when they got a listing, it sold very quickly. Kent said this was great news for homebuilders.

Kent said the City had seen a large number of multi-family permits come through to the Planning Commission and City Council. He said the 466 new units that were occupied, were leased before they received certificates of occupancy. Kent said the demand for multi-family, along with single family, was very high. He said the new developments were forcing other multi-family developments to improve their projects in order to be competitive. Kent said the Quail Cove Apartments off of Antelope Drive just completed a redevelopment that included UTOPIA and new improvements to their recreation amenities.

Kent said with the Kays Crossing project, it was the first time in a long time that Layton’s skyline had a construction crane. He said the project was moving quickly and was looking to be completed in April 2014. Kent said this complex had generated a lot of interest in the downtown area. He said a lot of developers were interested in the properties neighboring this project. Kent said Jared Neilson, the developer of the project, offered an opportunity for the Council to tour the project. He said Mr. Neilson suggested September 30th for a site visit.

Discussion suggested that that would work for a site visit.

Bill described some of the amenities of the project.

Kent reviewed some of the commercial highlights of the City. He indicated that the City was becoming known as the hospitality center of the County with over 1,000 hotel beds in the City. Kent said Layton Hills Mall was consistently leased; the Layton Walmart was number two in the State for sales and was expected to be number one next year. He said a prominent Coldwell Banker commercial broker indicated that Layton was the third strongest retail market in Utah behind two in the Salt Lake City area.

Kent said there had been a lot of new commercial and reinvestment in existing commercial. He said there was a complete renovation of the AMC/Lowes Theater and Target had invested 2.7 million dollars to improve their store.

Kent indicated that Black Turtle Services anticipated hiring about 1,000 people in a two month period. He said Black Turtle was an inbound call center for health care. Kent said Wolf Peak was expanding, and would be adding 10,000 square feet to their development.

Kent said you couldn’t talk about economic development in Layton without mentioning Hill Air Force Base. He said there had been an increase in the “Sound of Freedom” flying over the area. Kent said there had been a lot of activity at the Base including the consolidation of the F-22 maintenance program, which would bring an additional 200 jobs to the Base. He said the F-35 would be joining the Base, which would

help with future BRAC closures. Kent said the Utah Air National Guard was considering relocating from the Salt Lake International Airport to Hill Air Force Base.

Kent said earlier this year the Base contacted the City to see if it would be interested in resurrecting the joint use runway proposal. He said the City had presented this proposal to the Base twice in the past; this time it came as a request from the Base to the City. Kent said this would provide access for private industry to gain access to the Base runway. He displayed a conceptual drawing of commercial development on the east side of the runway that would have access to the runway.

Kent said the City was being very aggressive. He said there was consideration for the creation of a community development area, which was similar to the redevelopment area near old downtown and the economic development area near the East Gate project. Kent said the community development area would consist of property near 2200 West to 650 West on Antelope Drive. He said the City was looking at capturing the North Layton Jr. High site and the Kmart building on Main Street. Kent said the City was looking at redevelopment of the Kmart site, and relocating the school. He said the current location of the school was a prime location for retail development, and the School District understood that this was not a great site for the school.

Kent said the City was involved in ongoing interaction with retailers about the Fort Lane WinCo site. He said there was construction work going on near the train depot in the downtown area; UDOT was beginning to build the parking lot. Kent said the City anticipated beginning rehabilitation work on the building next spring, and occupying it next summer. He said there was a lot of interest in the area due to Kays Crossing.

Kent said the City was working with JL Properties to lower their land costs in the East Gate area. He said having employment near residents was crucial moving forward as transportation became a bigger issue. Kent said the City had been working with new tenants for Main Street.

Kent said rising above the recession had taken a lot of work. He asked the Council and Planning Commission to keep doing what they were doing. The City was on the exact path it needed to be on.

Councilmember Flitton asked if the bulk of students at Weber State Davis Campus were from Davis County.

Kent said all of them were from Davis County.

### **TRANSPORTATION MASTER PLAN**

Woody Woodruff said there were a lot of exciting things going on in the City, which needed good transportation. He said there would be a kickoff meeting on October 1st at 10:00 a.m. for the Master Transportation Plan.

Bill said they would like two Planning Commission Members to join the Transportation Committee.

Woody said it was very important to have the Planning Commission and Council involved in the Master Transportation Plan. He said the City had not done a Plan since 2006, and Staff was very anxious to update the Plan to evaluate and make sure the City's transportation system would be effective, especially with future growth and development within the City.

Councilmember Brown said all three companies that submitted bids were great, but Horrocks stood out, and they submitted the lowest bid.

Woody said Staff was happy with the excellent proposal they provided and the experience they had in communities. He said another advantage of Horrocks was that they had done work for larger cities, similar to Layton, like Sandy and West Valley.

Councilmember Bouwhuis asked how much of the City would they be looking at.

Woody said they would do the entire City, and would include trails and bike paths. He said City Staff had been collecting a lot of traffic data for the study, and Horrocks would use that data, data from the Wasatch Regional Council, and they would collect additional data.

### **STREET LIGHTING PLAN**

Alex said as of July 1st the City put in place a \$2 per month street lighting fee. He said the purpose of the fee was to work toward acquisition of the Rocky Mountain Power lighting system; in order to upgrade the system in terms of the quality of the infrastructure, as well as to expand the system. Alex said the quality of the street lighting system across the City was not what it ought to be. He said the City had spent a lot of money and made significant improvements in most of the other infrastructure systems in the City, but not the street lighting system. Alex said the Council had given Staff direction to fix that.

Alex said with the money from the fee, Staff was negotiating with Rocky Mountain Power to eventually acquire their system. Additionally, the City would put in its own system by going back into subdivisions where lighting was not installed and installing lights in those areas, and where lighting was installed inadequately improve those areas. Alex said the City would also look at commercial areas and intersections, from a public safety perspective, to improve those areas. He said the lights would be similar to those on the Parkway and Main Street, and would be consistent throughout the City.

Alex said Staff had tried to identify the amounts of money the fee would generate per year, and then implement a maintenance component and a replacement component. He said the information presented this evening would give the Council an idea of how this revenue stream would be able to make a significant difference. Alex said Staff was prepared to make some recommendations for the first four or five years, by identifying areas that would be a priority, but also recognized that this would be a long term project to bring the entire system up to speed. He said Staff was very excited about this proposal and wanted feedback from the Council. Alex said residents would be able to see an immediate improvement as a result of the money they were paying in terms of the aesthetics of the lighting and the quality of the lighting.

Councilmember Bouwhuis said for the Planning Commission's benefit, the City currently leased street light poles from Rocky Mountain Power, which went on forever. He said many other cities had taken this route.

Alex said the City had, and continued to have a good relationship with Rocky Mountain Power. He said this in no way was a result of Rocky Mountain Power not doing a good job, but the City thought they could manage the system more efficiently and save the City money over time.

Councilmember Flitton said he understood that there were no additional employees at this point.

Alex said that was correct; employees were being cross trained. He said eventually, as the entire system was taken over, there would need to be two people hired. Alex said a lift truck was budgeted in the current year.

Commissioner Fitzpatrick said as the street lights were installed, when did they begin operating. She indicated that there were a couple of street lights installed by her home two months ago, but they still were not operating.

Woody said there was an issue associated with the developer that installed the lights with getting power to them. He said Staff was working with the developer and Rocky Mountain Power to resolve the issue.

Woody said Alex gave Staff direction to put together a recommendation on a street lighting plan for the next five years. He said year's one through four had projects in the amount of \$300,000 to \$400,000, which was the amount Staff anticipated the fee would generate. Woody said Hunt Electric had already been hired and they were installing lights in subdivisions. He said there were some very nice lights being installed in subdivisions that hadn't had lights in a very long time.

Woody said approximately 70 residential lights would be installed this year. He said the City was working with the School District to install lights on Wasatch Drive that would be similar to the ones on Layton Parkway. Woody said this project was already funded in the current year budget.

Woody said the City stopped having Rocky Mountain Power put light poles in subdivisions for the last two years. He said most of those subdivisions would have lights installed in the next year or two. Woody said these transitional subdivisions, that had no lights, would be done first.

Woody said year two would focus on commercial areas, and some residential areas that didn't have lights. He said some of the commercial areas of the City were very dark. Woody said these were recommendations from Staff that they wanted the Council to review and provide feedback on. He said year three would look at collector streets and arterial streets. Woody said by year five, there would be a great benefit to the City.

Councilmember Brown asked if new commercial development would be required to put in lights.

Woody said yes; any new development would be required to install street lights.

Councilmember Flitton asked what the target date was to purchase the system from Rocky Mountain Power.

Alex said a date was not set. He said Staff was still negotiating with Rocky Mountain Power.

Terry Coburn said currently, it was still Rocky Mountain Power's responsibility to maintain the system.

Woody said with planned street improvements, such as the Antelope Drive connection to Highway 89, the City would look at installing lights in those areas.

Councilmember Flitton asked for an approximate purchase date.

Alex said it would probably be within the year. He said the purchase was not holding up the City from moving forward. The City was installing lights in those areas that had no lights. Alex said most of the areas that would be purchased from Rocky Mountain Power would be well down the list of priorities, unless they were completely deteriorated. He said the City was working with Rocky Mountain Power on those areas to replace the fiberglass poles that could not be saved.

Councilmember Freitag asked if the light poles around the hotel area could be like those on Main Street, so that banners could be attached to them.

Councilmember Bouwhuis said that would be a great idea for advertising conventions.

Woody said Staff would include that.

Alex said Staff would bring back additional information about specific areas. He said implementation would be managed in a very efficient manner, similar to how other infrastructure was managed in the City.

Commissioner Hansen said there were a number of increased items coming to the Planning Commission for residential development in the west area of the City. He asked if the street light plan would be incorporated into the zoning ordinances so that there was consistency across the City.

Bill Wright said in February 2012 the Code was changed to require new subdivisions or commercial developments, that fronted onto public streets, to install the new street lights. He said various lights also were required within subdivisions. Bill said there were some quality control issues in the beginning as developers hired individual contracts to install lights, but the City met with the developers and took over installation. He said the developers were much happier to pay the City for installation.

Alex said the City bid the installation cost on a yearly basis so all of the fees charged were consistent. Because of the volume the City was purchasing, the cost was about ½ of what developers had to pay individually for installation.

### **GENERAL PLAN AMENDMENTS TO THE HOUSING AND LAND USE ELEMENTS**

Peter Matson, City Planner, said the information put in the Council Dropbox was a recap of the last three meetings. He gave a brief overview of previous discussions. Peter said the proposed breakdown of recommended housing stock was for 73% single family, with attached single family being no more than 25% of that. He said multi-family should be no more than 20%; with high density not to exceed 5% of that. Peter showed examples of various single family attached and multi-family units in the area.

Peter indicated that mobile home sites were between 1500 and 1600 pads in the City. He said this number would stay the same unless there was redevelopment in some of those areas. Peter said the policy recommended that not more than 5% of the housing stock should be mobile homes, but that had been higher since the policy was developed. He said as overall housing stock increased, that percentage would go down.

Peter displayed an arterial street map. He said if Council wanted to consider something other than single family on arterial streets, Staff could do an infill compatibility standards survey. Peter gave an example of that on Gentile Street with a mansion style type of multi-family building that would be compatible with surrounding single family development.

Peter displayed a map of land use and zoning percentages of the City highlighting commercial areas, with areas available for future commercial development, and industrial and business research areas.

Peter said there had been discussion about hiring professional services in the economic and planning field to do an analysis. He mentioned work that the Wasatch Regional Council was doing that the City could participate in.

Bill explained the type of information an outside consultant could provide. He said they would look at the City's current land use development, what the City budgeted for services, and determine if continuing on

the same course in terms of land use breakdown would be sustainable to build out.

Discussion suggested coming back after the Regular Meeting to continue the discussion.

**The meeting suspended at 7:03 p.m. for the Regular Meeting.**

**The meeting reconvened at 8:09 p.m.**

### **CONCEPT PLAN FOR I-15 CROSSOVER ROAD AT 1425 NORTH**

Alex said this was a very preliminary plan for a crossover street that had been discussed for many years, which would relieve east/west traffic flow in the City. He said recently the City Engineer engaged a consultant to help come up with some ideas or a concept that may work, and Staff wanted to present that information to the Council this evening. Alex said this was not something Staff intended to pursue immediately, but felt that it had merit and wanted to continue to pursue it and try to get it in front of the appropriate State agencies to try and receive funding.

Woody displayed a conceptual drawing of a planned crossover road over I-15. He indicated that this idea was very preliminary. The conceptual drawing included an overpass that would tie in from Main Street on the west side of I-15 to 1425 North on the east side, which was near Kohl's and the theaters. Woody showed a video of a 3-D visual of the road and how traffic would flow across the overpass and onto side streets. He indicated that the City's shared cost for the project would be approximately \$2,000,000. Woody indicated that this location had the least amount of impact to businesses near the area.

Alex asked the Council if they had any concerns with Staff continuing to explore this concept, and maybe work toward getting it in front of the Wasatch Regional Council.

Councilmember Flitton said UDOT was always reluctant to disrupt any traffic flow. He asked if this would be able to be put in place with minimal traffic flow problems on the freeway.

Brad Humphreys with Stanley Consultant said he had worked for UDOT for 30 years and understood the concern. He said they looked at that and considered clear-spanning the interstate, and putting in a pier, and the different impacts these would have on the traffic. Mr. Humphreys said with today's technology, there would be some impact but he thought that it would be acceptable to UDOT.

Alex said this was not a new concept to UDOT; they were aware of the possible road, but it was something that had to be initiated by the City as opposed to them.

Commissioner Gilbert said he appreciated the City and how Staff looked at concepts like this. He said it would certainly relieve pressure off of Hill Field Road and Antelope Drive.

Councilmember Freitag asked if this sort of proposal would reduce enough traffic congestion on Hill Field Road to not require the proposed changes at the Main Street and Hill Field Road intersection.

Woody said when UDOT did the study for the interchanges, there was a discussion about an additional overpass, but it was closer to Gordon Avenue. He said that alternative had traffic flowing into the private road near the mall. Woody said this overpass would probably help a little bit, but not enough. He said this was a long range unfunded project that would be a great opportunity for the City.

Bill said UDOT would probably indicate that the changes would still need to be made to that intersection.



## **CITY TECHNOLOGY COMMITTEE UPDATE**

Jim Mason, Assistant City Manager, said Staff was asked to put together a committee that could gather ideas as to how the City could better establish and maintain positive public relations and open communication with the citizens. He said in the past, the City put out a quarterly newsletter, but really hadn't had a Facebook presence prior to this. Jim said the City had three Twitter accounts that had been used in the past to push out emergency and informational items. He said the City also had a website that provided on-line services and allowed for web feedback.

Jim said the City wanted a committee that would help the City determine how to use current resources, and determine if other resources could be added to communicate more effectively. He said some of the things they were trying to accomplish were how to improve the website and determine what the best ways to get information to the residents would be. Jim said currently the City had about 450 "likes" on Facebook, which was not very many people out of 70,000 people. He said there were questions about how effective the current system was.

Jim said the City wanted to foster optimism and excitement in the City through two-way communication. He said the City wanted to foster trust and wanted to know what types of things the citizens wanted to know about. Jim said Lynn Arave had been working with Staff in developing better articles for the newsletter and website.

Jim said there had been discussion about who should be on the committee. He said the committee members were Councilmember Francis, who was the Council liaison; Trish Thomason with godavis.biz, representing the business side of things; Brad Justensen, a west Layton resident; John Wilcox with Wilcox Construction; Jay Dansie a senior citizen in Layton; Councilmember Brown; and Keith Cisney. Jim said this was a brainstorming committee; it was fun to listen to all of the different ideas.

Councilmember Freitag asked if all of the committee members were Layton residents.

Jim said yes.

Councilmember Freitag asked how they were chosen.

Jim explained the selection process. He indicated that they tried to find representation with different interests in the City.

Councilmember Flitton asked if the committee members had expertise in IT development.

Jim said no; they were trying to get a cross section of people with ideas for what information would be valuable for citizens. He said they were looking for a broad range of ideas.

Councilmember Freitag asked if any youth were considered.

Jim said yes; they went to Northridge High School and Layton High School but weren't able to get any youth that were interested in serving on the committee. He said Councilmember Francis had also approached the Youth Court.

Alex said this was not a locked in committee. He said there was a desire to limit it to some extent so that it would be a workable committee. Alex said everyone was very open-minded, and would be appreciative of any recommendations from the Council.

Councilmember Flitton said aside from Ed Frazier, he thought that it would be a good idea to have a committee member, not Staff related, that would be very sharp with technology, and that was usually the younger generation. He said he thought the City could benefit with having someone with technology knowledge.

Councilmember Brown said Trish Thomason did have some of that; she did her own website.

Jim said the committee came up with a number of ideas, but he thought that having youth on the committee was a great idea, if the Council had any suggestions. He said Staff didn't necessarily sit on the committee, but they did gather information from the committee.

Commissioner Fitzpatrick suggested that someone from the public safety field be on the committee.

Jim reviewed some of the things the City was currently doing to communicate with citizens. He reviewed information about payments being made to the City online. Jim said one of the things that came from the committee, that had been implemented, was to allow for links to a map that identified locations of public notices.

Jim explained the work Lynn Arave was doing with newsletter articles, and how they were immediately published on the website, Facebook and Twitter. He said they would like ideas for articles from the Council.

Alex said Staff understood that the City's website needed to be updated. He said after the first of the year, the Staff wanted to engage with the Council on a rebranding effort of the City. Alex said Staff didn't want to change the website now and have it be inconsistent with what the Council directed for the rebranding. He said all of that could be tied together.

Alex said Lynn Arave was anxious to write on ideas that the Council had for the City. He said Lynn wrote for the Deseret News for years and had a lot of capacity for writing articles.

Jim said Lynn suggested forwarding some of the articles to the media.

Councilmember Freitag said the name of the committee was "Citizen Social Technology Committee." He said he didn't understand how the name really reflected what the committee's purpose was.

Jim said the committee was formed to look at social technology, but obviously it was more than that. It was what residents wanted to know; the City needed ideas for topics. He said it was hard to capture the whole idea of the committee in the title.

Councilmember Freitag asked what social technology meant.

Jim said it referred to Facebook and Twitter; social media.

Alex said the idea was how to use social media to better communicate with the citizens, and have them communicate with the City.

Councilmember Freitag said wouldn't that be one of the purposes of the committee; how to use social media and other forms of communication. He said it didn't seem like the words were right.

Alex said there was no sacredness to the words. He said what Jim had put together for this evening was a general description; there was not a formal charter that was published. Alex said any suggestions on

changing the words to reflect more clearly the focus would be welcomed; there was no pride of authorship. He said it was meant to look at anything and everything in terms of communicating with the public. Alex said one of the reasons for presenting this to the Council this evening was to receive guidance from the Council. He said any suggestions would be wonderful.

Jim said when this started, one of the main things being looked at was how to build trust and two-way communication with the citizens, and establish and maintain good public relations.

Councilmember Freitag said he understood all of that; he was trying to wrap his brain around what social technology meant.

Alex said this could be revisited at a future date.

#### **MISCELLANEOUS:**

Alex said Councilmember Flitton had an item he wanted to present to the Council.

Councilmember Flitton presented information about a concept of rounding up utility bills to the next highest dollars to generate revenue for programs that would benefit families. He said residents would be able to opt out of the program if they wanted. Councilmember Flitton said it was a small amount on a bill, but it could result in \$60,000 a year that could be used for things that would benefit families.

Alex said if this was approved by the Council, it would not be supplementing core services provided by the City. He said it wasn't a way to collect more money for the City, but in a variety of areas there were specialty programs that didn't get funded on a core basis, such as athletic scholarships. Alex said another idea was funding for the Boys and Girls Club, which the City wanted to support, but was not providing any funding for. He said his suggestion to Councilmember Flitton was that this was something that should be very explicit relative to how the money was going to be spent. Alex said it shouldn't be left to the Staff to decide where it should be used, but the Council should specifically decide how the money would be spent.

Councilmember Flitton said that was exactly how he felt.

Alex said Staff had done an analysis based on Councilmember Flitton's inquiry. He said Staff felt that the numbers calculated by Councilmember Flitton were pretty close. Alex said the current billing system did not allow for a round up option, but Staff had contacted the software company to see what it would take to rewrite the software to accommodate it.

Councilmember Flitton said it would also require that the money was earmarked and set aside.

Alex said Staff felt that it wasn't a bad idea and there were some good family uses in the community that could benefit from this program. He said it was a relative small amount of money for each person, but it could have a sizeable impact for certain programs. Alex said Staff could support it if that was what Council decided to do.

Councilmember Flitton thanked the Council for their time.

**The meeting adjourned at 9:05 p.m.**

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Thieda Wellman, City Recorder