MINUTES OF THE WORK/STUDY MEETING OF THE SPRINGVILLE CITY COUNCIL HELD ON TUESDAY, FEBRUARY 20, 2024 AT 5:30 P.M. AT THE CIVIC CENTER, 110 SOUTH MAIN STREET, SPRINGVILLE, UTAH.

Presiding and Conducting: Mayor Matt Packard Excused

Elected Officials in Attendance: Craig Jensen
Logan Millsap
Jake Smith
Mike Snelson
Mindi Wright

City Staff in Attendance: City Administrator Troy Fitzgerald, Assistant City Administrator/City Attorney John Penrod, Assistant City Administrator/Finance Director Bruce Riddle, City Recorder Kim Crane, Community Development Director Josh Yost, Director of Administrative Services Patrick Monney, Library Director Dan Mickelson, Museum of Art Director Emily Larsen, Parks and Recreation Director Stacey Child, Public Works Director Brad Stapley, and Public Safety Director Lance Haight

Councilmember Jensen motioned to have Councilmember Snelson serve as Mayor Pro Tem for this evening's meetings. **Councilmember Smith seconded** the motion. **Voting Yes:** Councilmember Jensen, Councilmember Millsap, Councilmember Smith, Councilmember Snelson, and Councilmember Wright. The motion **Passed Unanimously; 5-0**

CALL TO ORDER – Mayor Pro Tem Snelson welcomed everyone and called the Work/Study meeting to order at 5:31 p.m.

COUNCIL BUSINESS

1. Calendar
   - Mar 05 – Work Study Meeting 5:30 p.m., Regular Meeting 7:00 p.m.
   - Mar 10 – Daylight Savings (Spring Ahead One-Hour)
   - Mar 12 – Work Study Meeting 5:30 p.m.

2. **DISCUSSION ON THIS EVENING'S REGULAR MEETING AGENDA ITEMS**
   a) Invocation – Councilmember Millsap
   b) Pledge of Allegiance – Councilmember Jensen
   c) Consent Agenda
      3. Approval of the minutes from the January 29 and January 30, 2024 Budget Meetings

   Mayor Pro Tem Snelson asked if there was any discussion on the consent agenda.

3. DISCUSSIONS/PRESENTATIONS

a) **Economic Development Discussion – Carla Wiese, Planner II/Economic Development Specialist**

Carla reported she has been participating in the Reframing Downtown 1000-day plan. She mentioned her involvement in the retail development aspect of the plan, specifically focusing on business recruitment strategies. One notable concern raised by small businesses was the challenge of locating downtown due to the older buildings and the need to bring them up to code. Carla highlighted that previous city councils had agreed to support economic development efforts financially, but the current challenge was determining how to allocate these funds and whether the current council would support such allocation. She emphasized that Springville's economic situation differed from other areas, where job recruitment was a priority. Instead, Springville's focus was on retail to generate revenue for the community, given its commuting population.

Carla also shared having past collaboration with EDC Utah and noted that the organization had undergone internal restructuring to incorporate a retail membership. She elaborated that the membership fee for Springville amounted to approximately $5,375, calculated at 15 cents per resident. This membership would facilitate a matching grant for a city website overhaul aimed at supporting economic development and retail recruitment efforts. Additionally, Carla mentioned outreach from other companies like AlphaMap and NextSite, which utilize cellphone data to gather insights on local and external spending patterns. These companies offer assistance by providing data on city facilities and festivals to aid decision-making processes.

Josh emphasized during the meeting that there were numerous avenues for investing in economic development beyond just EDC Utah, elaborating on the services they offer. He raised the question of how extensively the council wished to explore additional services in economic development.

Councilmember Smith asked if there was a recommendation for the council. Josh expressed there may be some additional value with the tools available through software, apps, and memberships.

Councilmember Snelson asked if the cost to use the many options would help bring business to Springville that would be great or can we do it in-house?

Josh pointed out the challenges associated with providing data and analysis in-house, highlighting the potential for the city to gain national visibility by meeting the criteria set by other tools. He acknowledged the potential benefits of attracting smaller businesses but noted that cost-effectiveness might not be as straightforward in this scenario.

Josh inquired whether the council would be open to exploring different options regarding liquor licensing if a business expressed interest in coming to Springville. The council expressed their willingness to consider and learn more about such options.

Carla explained the importance of ensuring consistency and compliance with state code in Title 7 of the business license regulations while also preserving the character of Springville. They emphasized the need to minimize code enforcement issues and prevent businesses from "slipping through the cracks." Carla mentioned that further details on updates to Title 7 would be presented to the council in the near future.

Councilmember Smith asked if there was a liaison in Springville to help answer questions. Carla explained she and the business licensing department are currently doing this.

Josh added that the department works to have handouts and information on the city website, acknowledging the challenges of meeting all the needs of first-time or newer business owners.

b) **City Flag Discussion – Troy Fitzgerald, City Administrator**

Troy conducted a review of the city's branding during the meeting, emphasizing the unifying power of a flag as a symbol. He raised the question of whether the city council desired to adopt a city flag, noting

that Springville currently does not have one. The council agreed to further explore the possibility of having a city flag.

Troy provided some recommendations on the process of obtaining a flag, and Councilmember Snelson emphasized that the flag should align with the city's branding rather than being a standalone design.

Troy proposed utilizing public relations funds from the budget to support the creation of a city flag.

Councilmember Wright expressed a desire to involve a branding designer in the process.

Councilmember Jensen voiced concerns about potential negative reactions from some citizens regarding the adoption of a city flag.

Troy committed to providing additional information to the Community Board and following up with the council on the matter.

Councilmember Millsap questioned the idea of having a flag closely tied to current branding, suggesting instead a timeless design that could endure changes in branding over time.

c) **Cemetery Update – Stacey Child, Parks and Recreation Director**

Stacey presented information regarding the Historic Cemetery and Evergreen Cemetery. She outlined the current availability of plots and shared that on average, there are over 203 burials per year.

Stacey explained that there are currently 14 acres of undeveloped land at the Evergreen Cemetery, with an estimated 900 to 1000 plots per acre. They also mentioned the ongoing development of sections M and N, which will include approximately 1900 plots and a cremation garden.

Councilmember Jensen inquired about the difference in rates for residents and non-residents at the cemetery. Troy explained that tax subsidies partially cover the difference, and the policy allows for consideration on a case-by-case basis.

Councilmember Wright raised concerns about dead trees along the road at Evergreen Cemetery. Stacey confirmed that the trees had been removed but was uncertain about plans for replacement. Additionally, Councilmember Wright asked about unfinished brick columns that resembled a fence. John provided historical context regarding the trees.

The council reached a consensus to implement thoughtful planning for the planting of trees at the cemeteries.

John shared with the council that the Washington Post had featured the Senior Center for completing a 60,000-piece puzzle. The puzzle, titled "What a Wonderful World," was created by local artist Eric Dowdle and depicted a map of the world.

Stacey and Emily met with Eric Dowdle to explore the possibility of creating a puzzle specifically for Springville. They noted that the cost could potentially be high and asked the council if they would like to further discuss this opportunity.

MAYOR PACKARD, COUNCIL, AND ADMINISTRATIVE REPORTS

Mayor Packard asked if there was any further discussion. There was none.

ADJOURNMENT CLOSED SESSION IF NEEDED – TO BE ANNOUNCED IN MOTION

The Springville City Council may temporarily recess the meeting and convene in a closed session as provided by UCA 52-4-205.

ADJOURN

Motion: Councilmember Jensen moved to adjourn the work meeting at 6:40 p.m. into a closed session regarding property. **Councilmember Wright seconded** the motion. **Voting Yes:** Councilmember Jensen, Councilmember Millsap, Councilmember Smith, Councilmember Snelson, and Councilmember Wright. The motion **Passed Unanimously; 5-0**

This document constitutes the official minutes for the Springville City Council Work/Study Meeting held on Tuesday, February 20, 2024.

I, Kim Crane, do hereby certify that I am the duly appointed, qualified, and acting City Recorder for Springville City, of Utah County, State of Utah. I do hereby certify that the foregoing minutes represent a true, accurate, and complete record of this meeting held on Tuesday, February 20, 2024.

DATE APPROVED: March 06, 2024

Kim Crane
City Recorder