



CITY COUNCIL MEETING *Minutes*

Tuesday April 16, 2024
Council Chambers
7505 South Holden Street
Midvale, Utah 84047

MAYOR: Mayor Marcus Stevenson

COUNCIL MEMBERS: Council Member Paul Glover
Council Member Bonnie Billings
Council Member Dustin Gettel
Council Member Bryant Brown
Council Member Heidi Robinson

STAFF: Matt Dahl, City Manager; Rori Andreason, HR Director/City Recorder; Garrett Wilcox, City Attorney; Glen Kennedy, Public Works Director; Nate Rockwood, Assistant City Manager; Mariah Hill, Administrative Services Director; Adam Olsen, Community Development Director; Laura Magness, Communications Director; Wendelin Knobloch, Planning Director; Cody Hill; Economic Development Manager; Elizabeth Arnold, Senior Planner; Erinn Summers, Project and Policy Manager; Chief Randy Thomas, UPD; Chief Brad Larson, UFA; and Matt Pierce, IT Director.

6:00 PM – WORKSHOP

- Discuss Proposed FY2025 Budget

Nate Rockwood discussed property taxes and the financial analysis of the City.

- Drone Demonstration – **[Chief Randy Thomas, Unified Police Department]**
Chief Thomas introduced officers who demonstrated a few different styles of drones and discussed their capabilities.

7:00 PM – REGULAR MEETING

Mayor Marcus Stevenson called the business meeting to order at 7:03 p.m.

I. GENERAL BUSINESS

A. WELCOME AND PLEDGE OF ALLEGIANCE

B. **ROLL CALL** - Council Members Heidi Robinson, Dustin Gettel, Bryant Brown, Bonnie Billings, and Paul Glover were present at roll call.

C. UNIFIED POLICE DEPARTMENT REPORT

Chief Randy Thomas gave a stat report for March. He reported that citations were down because the Selective Traffic Enforcement shifts were cut in half due to budget concerns.

He said that starting tomorrow the department is planning to work on some encampment mitigation efforts, cleaning up garbage along the rail lines. This was scheduled as close to the bulk pickup as possible because after bulk pickup they tend to see some of the garbage repurposed in the encampments.

He thanked Council Member Bonnie Billings for holding the recent town hall meeting. It was one of the highest attended town hall meetings he has seen during his time as Chief.

Chief Thomas announced that this week is National Public Safety Telecommunicators week. The fire and police dispatchers are never thanked enough so the department put together a gift basket that will be delivered to VECC in appreciation of the hard work they do.

He invited Dottie with UDOT to join him at the podium so he could present her with a certificate of appreciation for her efforts in helping solve the lighting and safety issues under the overpasses.

D. MIDVALE CITY PROCLAMATION IN SUPPORT OF THE COMMUNITY RENEWABLE ENERGY PROGRAM

Mayor Stevenson said this is Midvale City's first time being involved with The Next Gen Group. Beginning in October the students were asked what they would be interested in learning more about, they chose environmental air quality issues as something they would like to see Midvale City support.

Mayor Stevenson invited the young people in The Next Gen Group up to the microphone to present the proclamation they created. They each read a portion of the proclamation in support of the community renewable energy program. The Mayor and Council signed the proclamation.

E. RECOGNITION OF THE NEXT GEN GROUP

Mayor Marcus Stevenson and the Council recognized each member of the Next Gen Group and presented each of them with a certificate and Midvale branded mug.

F. LEGISLATIVE UPDATE

Dave and Ashley Spatafore discussed the 2024 Legislative Session and bills that could impact Midvale City. Dave thanked the Council for allowing them to work with Midvale City.

II. PUBLIC COMMENTS

Amanda Rabideau, District 5, said she was disappointed that Midvale City was not moving forward with the cease fire resolution. She expressed appreciation to Mayor Stevenson and Matt Dahl for listening to the concerns of those that support a cease fire resolution. She understands their concerns but wants to share some stories of how

Palestinian Americans across the country are being treated. She expressed those horrible things will continue to occur until people in positions of power speak out against the genocide.

III. MAYOR REPORT

Mayor Marcus Stevenson updated the Council on the progress of the Interlocal Cooperation Agreement with the Unified Police Department. He reported that all entities have signed the Interlocal Cooperation Agreement. The tentative budget for the Unified Fire Authority was distributed this morning, which has not been approved yet. The proposed fee increase is 5.5% across the board.

IV. COUNCIL REPORTS

A. **Council Member Bonnie Billings** – reported that the town hall meeting held last week went very well. She was excited to see so many residents come out to discuss issues that are important to them, and she hopes to continue those kinds of conversations. She thanked Chief Thomas, Midvale staff, and Mayor Stevenson for attending.

B. **Council Member Paul Glover** – Nothing to report.

C. **Council Member Heidi Robinson** – Nothing to report

D. **Council Member Bryant Brown** – thanked the Unified Fire Authority for inviting him to attend fire school, he had a great time. He said he asked the fire fighters if something could be improved what would it be, and the answer was retirement. He said the problem is not just with Unified Fire Authority, it's a statewide issue; other states offer better retirement options than Utah. He also reported that a storage unit off Holden Street has had a broken window since about 2019. It's an eyesore and he is wondering if there is something that can be done about it.

E. **Council Member Dustin Gettel** – wanted to point out that some of the issues from the last Planning and Zoning meeting will be coming before the Council. He gave a shout-out to Wendelin Knobloch and the Planning and Zoning Commissioners for handling some of the contentious, uncomfortable moments in the meeting professionally. He noted that Candice Erickson was elected Chair and Robyn Anderson was elected Vice Chair. The two women will oversee planning and zoning for this next year. He said he was asked by residents if he had new information on connecting the Jordan River and Bingham Junction Park trails.

Matt Dahl explained that the bridge budget has increased, and the City would likely have to fully fund that project. It is a complicated conversation, and it needs to be added to the transportation plan to be able to afford the project.

V. CITY MANAGER REPORT

A. Matt Dahl, City Manager asked Nate Rockwood to discuss the city hall plaza.

Nate Rockwood said the construction company will begin by putting in construction fencing on Friday or Monday. It's a big project. He discussed the project process, staging, and parking. The construction company is being very cautious not to block or prohibit the access to services at city hall or at the senior center, including parking. The project will be completed in phases. There will be weekly updates on the status of the project.

Council Member Dustin Gettel expressed concern about this construction project on top of the current construction around city hall impacting pedestrian safety and traffic.

Nate Rockwood said they are looking at all the construction schedules to make sure sidewalks are open.

VI. PUBLIC HEARINGS

A. CONSIDER A MIDVALE CITY INITIATED TEXT AMENDEMENT REQUEST TO AMEND SECTIONS 17-7-1.2 AND 17-7-1.10 OF THE SINGLE FAMILY RESIDENTIAL-1 (SF-1) AND CREATE SECTION 17-7-1.2.1 OF THE MIDVALE CITY MUNICIPAL CODE. THIS AMENDMENT PROPOSES TO STREAMLINE THE REVIEW OF MANY USES IN THE SF-1 ZONE AND REORDERS PORTIONS OF THE TEXT TO MAKE IT EASIER TO FIND THE CORRECT INFORMATION.

Elizabeth Arnold said Midvale City requests an amendment to the above-listed chapter of the Midvale City Municipal Code. The amendments requested are to the Use Table and the Conditional Use Standards of Review sections. Additionally, it creates a section titled Specific Review Criteria for Certain Allowed Uses.

Conditional Uses are required to be approved by the Planning Commission if the applicant has demonstrated that the detrimental effects of the proposed use have been mitigated with the standards that are set forth in the zoning ordinance. Because the standards set forth are objective, staff feel that it would be better if certain uses were no longer conditional uses and instead were allowed uses within the zone provided that the use still meets the same criteria. As such, it is proposed that a new section be created that allows for this and some of the conditional uses are moved to this section. None of the criteria for the uses will change.

Public notice has been sent to affected entities as required in 17-3-9.B of the Municipal Code. No comments have been received as of the writing of this report.

-AMENDMENTS TO THE ZONING CODE OR MAP-

Midvale City Code 17-3-1 outlines the criteria necessary for amendments to the zoning code or map (Staff responses in **bold**):

17-3-1. E Amendments to the Zoning Code or Map.

1. Proposed rezoning is necessary either to comply with the general plan proposed land use map or to provide land for a community need that was not anticipated at the time of adoption of the general plan;

Response: The request is not for a rezone; rather, an amendment that moves some uses from conditional uses to allowed uses with specific review criteria.

2. Existing zoning was either the result of a clerical error or a mistake of fact, or that it failed to take into account the constraints on development created by the natural characteristics of the land, including but not limited to, steep slopes, flood plain, unstable soils, and inadequate drainage; or,

Response: This criterion is not applicable.

3. Land or its surrounding environs has changed or is changing to such a degree that it is in the public interest to encourage redevelopment of the area or to recognize the changed character of the area;

Response: This criterion is not applicable.

Council Member Dustin Gettel asked for an explanation of what the allowed private kennel use would allow.

Elizabeth Arnold said that a private kennel allows for 3 to 6 dogs for personal ownership only, there are no for-profit uses allowed.

The Council discussed concerns with private kennels and their desire for those to be closely monitored.

MOTION: Council Member Paul Glover MOVED to open the public comment portion of the public hearing. The motion was SECONDED by Council Member Heidi Robinson. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

There were no public comments.

MOTION: Council Member Dustin Gettel MOVED to close the public hearing. The motion was SECONDED by Council Member Heidi Robinson. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

ACTION: Approve Ordinance No. 2024-O-06 Amending Sections 17-7- 1.2 and 17-7-1.10 of the Single Family Residential-1 (SF-1) and Create Section 17-7-1.2.1 of the Midvale Municipal Code.

MOTION: Council Member Dustin Gettel MOVED to Approve Ordinance No. 2024-O-06 as provided in the attachments with the findings noted in the staff report. The motion was SECONDED by Council Member Heidi Robinson. Mayor Stevenson called for discussion on the motion.

There being none, he called for a roll call vote. The voting was as follows:

Council Member Bonnie Billings	Aye
Council Member Paul Glover	Aye
Council Member Heidi Robinson	Aye
Council Member Bryant Brown	Aye
Council Member Dustin Gettel	Aye

The motion passed unanimously.

B. CONSIDER A MIDVALE CITY INITIATED TEXT AMENDMENT REQUEST TO AMEND SECTIONS 17-7-2.10 OF THE SINGLE FAMILY RESIDENTIAL-2 (SF-2) AND VREATE SECTION 17-7-2.2.1 OF THE MIDVALE CITY MUNICIPAL CODE. THIS AMENDMENT PROPOSES TO STREAMLINE THE REVIEW OF MANY USES IN THE SF-2 ZONE AND REORDERS PORTIONS OF TE TEXT TO MAKE IT EASIER TO FIND THE CORRECT INFORMATION.

Elizabeth Arnold said Midvale City requests an amendment to the above-listed chapter of the Midvale City Municipal Code. The amendments requested are to the Use Table and the Conditional Use Standards of Review sections. Additionally, it creates a section titled Specific Review Criteria for Certain Allowed Uses.

Conditional Uses are required to be approved by the Planning Commission if the applicant has demonstrated that the detrimental effects of the proposed use have been mitigated with the standards that are set forth in the zoning ordinance. Because the standards set forth are objective, staff feel that it would be better if certain uses were no longer conditional uses and instead were allowed uses within the zone provided that the use still meets the same criteria. As such, it is proposed that a new section be created that allows for this and some of the conditional uses are moved to this section. None of the criteria for the uses will change.

Public notice has been sent to affected entities as required in 17-3-9.B of the Municipal Code. No comments have been received as of the writing of this report.

-AMENDMENTS TO THE ZONING CODE OR MAP-

Midvale City Code 17-3-1 outlines the criteria necessary for amendments to the zoning code or map (Staff responses in **bold**):

17-3-1.E Amendments to the Zoning Code or Map.

1. Proposed rezoning is necessary either to comply with the general plan proposed land use map or to provide land for a community need that was not anticipated at the time of adoption of the general plan;

Response: The request is not for a rezone; rather, an amendment that moves some uses from conditional uses to allowed uses with specific review criteria.

2. Existing zoning was either the result of a clerical error or a mistake of fact, or that it failed to take into account the constraints on development created by the natural characteristics of the land, including but not limited to, steep slopes, flood plain, unstable soils, and inadequate drainage; or,

Response: This criterion is not applicable.

3. Land or its surrounding environs has changed or is changing to such a degree that it is in the public interest to encourage redevelopment of the area or to recognize the changed character of the area;

Response: This criterion is not applicable.

MOTION: Council Member Dustin Gettel MOVED to open the public comment portion of the public hearing. The motion was SECONDED by Council Member Bryant Brown. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

There were no public comments.

MOTION: Council Member Dustin Gettel MOVED to close the public hearing. The motion was SECONDED by Council Member Heidi Robinson. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

ACTION: Approve Ordinance No. 2024-O-07 Amending Sections 17-7- 2.2 and 17-7-2.10 of the Single Family Residential-2 (SF-2) and Create Section 17-7-2.2.1 of the Midvale City Municipal Code.

MOTION: Council Member Dustin Gettel MOVED to Approve Ordinance No. 2024-O-07 Amending Sections 17-7-2.2 and 17-7-2.10 of the Single Family Residential-2 (SF-2) and Create Section 17-7-2.2.1 of the Midvale City Municipal Code. The motion was SECONDED by Council Member Heidi Robinson. Mayor Stevenson called for discussion on the motion. There being none, he called for a roll call vote. The voting was as follows:

Council Member Bonnie Billings	Aye
Council Member Paul Glover	Aye
Council Member Heidi Robinson	Aye
Council Member Bryant Brown	Aye
Council Member Dustin Gettel	Aye

The motion passed unanimously.

C. CONSIDER AMENDING TITLES 17-2-3 AND 17-2-16 OF THE MIDVALE MUNICIPAL CODE RELATED TO DEFINITIONS OF COMMERCIAL PARKING LOTS, PARKING LOTS, PARKING STRUCTURES, AND PRIVATE PARKING LOTS.

Adam Olsen said staff proposes amending definitions applying to several types of parking lots in the City. The proposed changes affect parking lot definitions in 17-2-3 and 17-2-16 of the Midvale Municipal Code; specifically, Commercial Parking Lots, Parking Lots, Parking Structures, and Private Parking Lots. The changes include the addition of the following language in each definition: “a vehicle may not be parked in a (commercial parking lot, parking lot, parking structure, private parking lot) for more than a total of 24 hours if the vehicle is inoperable, disassembled, dismantled, or in a state of disrepair”.

The proposed language will enhance the City’s ability to regulate and maintain parking lots by limiting their use for parking of inoperable vehicles. The change is needed to address issues of safety, stormwater contamination, aesthetics and overall property values city-wide.

At their February 27th meeting, the City Council approved temporary land use regulations adopting the changes to the above stated parking lot definitions. The temporary land use regulations are in effect for 180 days or until the Council adopts official revisions to the Code, whichever occurs first. Upon approval of the temporary land use regulations, staff initiated public notice for the standard process of adopting revisions, beginning with Planning Commission. The Planning Commission discussed the proposal at their March 13th meeting and forwarded a recommendation of approval to the City Council. An ordinance adopting the amendments is now before City Council for consideration.

Council Member Dustin Gettel asked if this would apply to private parking in apartment and townhome communities?

Adam Olsen said that all parking lots would be covered.

MOTION: Council Member Paul Glover MOVED to open the public comment portion of the public hearing. The motion was SECONDED by Council Member Bonnie Billings. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

There were no public comments.

MOTION: Council Member Paul Glover MOVED to close the public hearing. The motion was SECONDED by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

ACTION: Approve Ordinance No. 2024-O-08 Amending Titles 17-2-3 and 17-2-16 of the Midvale Municipal Code related to definitions of

Commercial Parking Lots, Parking Lots, Parking Structures, and Private Parking Lots and Create Titles 17-2-3 and 17-2-16 of the Midvale City Municipal Code.

MOTION: Council Member Heidi Robinson **MOVED** to Approve Ordinance No. 2024-O-08 Amending Titles 17-2-3 and 17-2-16 of the Midvale Municipal Code related to definitions of Commercial Parking Lots, Parking Lots, Parking Structures, and Private Parking Lots and Create Titles 17-2-3 and 17-2-16 of the Midvale City Municipal Code. The motion was **SECONDED** by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a roll call vote. The voting was as follows:

Council Member Bonnie Billings	Aye
Council Member Paul Glover	Aye
Council Member Heidi Robinson	Aye
Council Member Bryant Brown	Aye
Council Member Dustin Gettel	Aye

The motion passed unanimously.

II. CONSENT AGENDA

A. CONSIDER MINUTES OF March 26, 2024, and April 2, 2024

Change to the minutes: Edit last meeting alcohol ordinance. Council Member Bonnie Billings moved to approve with Council Member Heidi Robinson seconding the motion.

MOTION: Council Member Paul Glover **MOVED** to Approve the Consent Agenda with the changes. The motion was **SECONDED** by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a roll call vote. The voting was as follows:

Council Member Bonnie Billings	Aye
Council Member Paul Glover	Aye
Council Member Heidi Robinson	Aye
Council Member Bryant Brown	Aye
Council Member Dustin Gettel	Aye

The motion passed unanimously.

VIII. ACTION ITEMS

A. CONSIDER RESOLUTION NO. 2024-R-20 ESTABLISHING THE 2024 FIREWORK RESTRICTIONS IN MIDVALE

Erinn Summers and Chief Brad Larson discussed the Utah State Code (State Code), which limits the authority of cities to prohibit fireworks, requires that specific conditions and timelines be observed. Midvale City staff and the Unified Fire Authority (UFA) are of the opinion that State Code §15A-5-202.5 and §53-7-225 grant the Midvale City Council

the authority to restrict fireworks at this time, based on a finding that “existing conditions” merit the restriction of fireworks in designated areas.

The process for expanding firework restrictions is found in Subsections 202.5(b)(1) and 202.5(b)(2) of State Code §15A-5-202.5, requiring that the legislative body:

- Only restrict fireworks around defined hazardous areas, which include wild land urban interfaces, and mountainous, brush-covered, forest-covered, or dry grass-covered areas; and
- Designate the restricted area along readily identifiable features like major roadways, waterways, or geographic features; and
- Ensure that the boundary of the designated restricted area is as close as is practical to the defined hazardous area, provided that the closed area may include areas outside of the hazardous area to facilitate a readily identifiable line; and
- Identify the restricted area through a written description or map that is readily available to the public

Midvale City currently has firework restrictions along the Jordan River, over Salt Lake County Parks within Midvale, and covering most of the Jordan Bluffs neighborhood (i.e., Holden Street to the Jordan River, south of 7800 South). This designation was made several years ago based on historic conditions as provided in State Code.

Based on the restrictions in State Code and existing conditions, the UFA Fire Marshal identified hazardous areas in Midvale. Midvale City staff, based on the written recommendation of the UFA Fire Marshal, propose that we expand the areas where fireworks are prohibited as follows:

- Buffer around the Jordan River: Staff proposes that we adjust the current firework restrictions near the Jordan River to run along readily identifiable roadways. As illustrated in the attached map, the proposed boundary extends to Euro Drive, starting on Center Street, heading northbound. It then runs along Tuscany Road eastbound, until Bingham Junction Blvd. The proposed boundary follows along Bingham Junction Blvd northbound until turning west and running along Junction View Drive. The proposed boundary then runs north along FI Smidth Drive, across 7200 S, where the Road turns into River Gate Drive, finally turning west, running along River Reserve Ct. The adjustments to the boundaries would create a buffer around the Jordan River, a historical hazardous area, while keeping the restriction as close as is practical to the defined hazardous area.
- City Parks: The proposed boundaries extend the firework restrictions to Adams Street Park (a linear park running along I-15, just North of Copperview Recreation Center), Fire Station 126 Park (located behind the station), Fire Station 125 Park (located just East of the station), Constitution Park (Midvale City Hall), Fort Union Park (located in the Shops at Fort Union

complex), and to Midvale City Park and Cemetery. Midvale City Staff and UFA find the existing conditions merit the restriction of fireworks in these parks.

The Midvale City Council must make its own determination of the areas where fireworks will be restricted and pass a resolution or ordinance enacting the restrictions per State Code. Any action by the City Council enacting restrictions would need to make a finding regarding the existing conditions and meet the requirements of 202.5(b).

Chief Brad Larson reviewed the current firework restrictions in Midvale as well as the proposed amendments to the restrictions for this current year.

Council Member Dustin Gettel said he would like to see an enforcement component added to the boundary restrictions.

Chief Brad Larson said the fire department is planning to educate the public about where they can and can't use fireworks.

MOTION: Council Member Heidi Robinson **MOVED** to Suspend the Rules and Approve Resolution No. 2024-R-20 Establishing the 2024 Firework Restrictions Map in Midvale. The motion was **SECONDED** by Council Member Bonnie Billings. Mayor Stevenson called for discussion on the motion. There being none, he called for a roll call vote. The voting was as follows:

Council Member Bonnie Billings	Aye
Council Member Paul Glover	Aye
Council Member Heidi Robinson	Aye
Council Member Bryant Brown	Aye
Council Member Dustin Gettel	Aye

The motion passed unanimously.

IX. DISCUSSION ITEM

A. Communications Update [Laura Magness, Communications Director]

Laura Magness said that the city website is the primary hub for information and updates. The city's redesigned website launched 6 months ago and is available in more than 5 languages. The website aligns with Midvale City's brand values. engagemidvale.com has been active with surveys and applications for activities. The city also maintains a social media presence on Facebook, X (Twitter), Instagram, Nextdoor, and YouTube. The city also uses digital billboards, Midvale Journal, printed materials, public meetings, community partnerships, and local media to reach our residents.

Laura Magness said she is introducing some new communication channels the city would like to begin using, which are text messaging, email newsletter, direct mail, and Neighbors by Ring.

She demonstrated how TextMyGov addresses the need for immediate communication. She said the email marketing through Constant Contact will launch with a newsletter on July 1, 2024.

Mayor Stevenson and Council Member Bonnie Billings expressed their excitement for these messaging processes, particularly the texting option.

Council Member Dustin Gettel asked about emergency messages sent after hours.

Laura Magness said the program would recognize emergency messages and direct the sender to an after-hours number.

Council Member Dustin Gettel said he would like to share the results of the citizens' survey with the residents. He said he too loves all the other social media platforms.

Laura Magness said she is in the process of planning a space to share the survey results.

MOTION: Council Member Paul Glover MOVED to recess to hold the RDA meeting. The motion was SECONDED by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The Council recessed at 9:16 p.m. and reconvened at 9:29 p.m.

X. CLOSED SESSION TO DISCUSS THE PURCHASE, EXCHANGE, OR LEASE OF REAL PROPERTY

MAYOR: Mayor Marcus Stevenson

COUNCIL MEMBERS: Council Member Paul Glover
Council Member Bonnie Billings
Council Member Dustin Gettel
Council Member Bryant Brown
Council Member Heidi Robinson

STAFF: Matt Dahl, City Manager; Rori Andreason, HR Director/City Recorder;
Garrett Wilcox, City Attorney;

MOTION: Council Member Bryant Brown MOVED to go into a closed session to discuss the purchase, exchange, or lease of real property. The motion was SECONDED by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a roll call vote. The voting was as follows:

Council Member Bonnie Billings	Aye
Council Member Paul Glover	Aye
Council Member Heidi Robinson	Aye

Council Member Bryant Brown	Aye
Council Member Dustin Gettel	Aye
The motion passed unanimously.	

MOTION: Council Member Paul Glover **MOVED** to reconvene into open session. The motion was **SECONDED** by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The Council reconvened into open session at 9:51 p.m.

XI. ADJOURN

MOTION: Council Member Paul Glover **MOVED** to adjourn the meeting. The motion was **SECONDED** by Council Member Dustin Gettel. Mayor Stevenson called for discussion on the motion. There being none, he called for a vote. The motion passed unanimously.

The meeting adjourned at 9:51 p.m.



Rori L. Andreason, MMC
H.R. DIRECTOR/CITY RECORDER



Approved this 7th day of May 2024



Code Text Amendment

SF-1 & SF-2

Proposed Amendment

- Apiary
- Chickens
- Child Care Facility
- Flag Lots
- Gated Community
- Private Kennel
- Personal Athletic Facility
- Swimming Pool

Recommended Motion

“I move that we approve Ordinance 2024-O-06 as provided in the attachments, with the findings noted in the staff report.”





Parking Lot Definition Revisions

Parking Lot Definition Revisions

- Commercial Parking Lot
- Parking Lot
- Parking Structure
- Private Parking Lot

“A vehicle may not be parked in a ... for more than a total of 24 hours if the vehicle is inoperable, disassembled, dismantled, or in a state of disrepair”

Recommended Motion

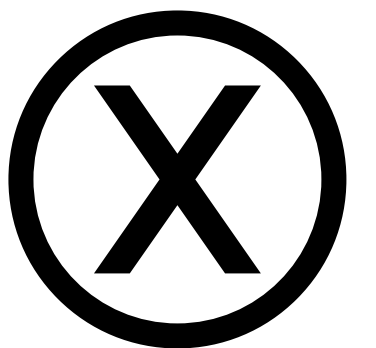
- I move that approve Ordinance No. 2024-O-08, amending Titles 17-2-3 and 17-2-16 of the Midvale Municipal Code related to definitions of Commercial Parking Lots, Parking Lots, Parking Structures, and Private Parking Lots.



CURRENT COMMUNICATION CHANNELS

- Midvale.Utah.gov
- EngageMidvale.com
- Social Media Platforms
 - Facebook
 - Instagram
 - X (Twitter)
 - Nextdoor
 - YouTube
- Digital Billboards
- Midvale Journal
- Printed Materials (Flyers, Signs, Brochures)
- Public Meetings
- Community Partnerships
- Local media

Engage
Midvale



NEW COMMUNICATION CHANNELS

- Text Messaging (SMS)
- Email Newsletters
- Direct Mail
- Neighbors by Ring

TextMyGov



Neighbors by Ring

TEXT MESSAGING (SMS)

- **TextMyGov** is iWorq's two-way communication platform
- Residents can text in key words to receive automatic and instant information
- Midvale City will be able to send text alerts for emergency or non-emergency updates

Find Information

Trash Pick-Up Schedules, City Office Hours, and Parking Info.

Pay Utilities

You can pay your utilities here:
example.com/billpay

Office Hours

Office hours are 8 AM to 5 PM,
Monday-Friday.

Events

You can see our events calendar
here: example.com/events

[View More Keyword Examples](#)

TEXT MESSAGING (SMS)



TextMyGov

Resident Benefits

- **Simple Communication:** Easily find links, documents, or answers via mobile messaging.
- **24/7 Availability:** Smart texting technology provides assistance day or night.
- **Access Anywhere:** Engage with the city efficiently without visiting the office or waiting on hold.

Agency Benefits

- **Modernized Communication:** Keep up with communication trends, allowing residents to access information via mobile texting.
- **Reduce Phone Calls:** Residents can quickly find information, reducing the need for calls.
- **Send Text Alerts:** Keep residents informed with opt-in notifications for important updates.



TextMyGov

(435)254-4900

Utility Billing

Traffic Ticket

Bulky Waste

The logo for TextMyGov is a green speech bubble with a tail pointing towards the bottom-left. Inside the bubble, the text "TextMyGov" is written in a bold, black, sans-serif font.

TextMyGov

COST

\$8,000

Unlimited messages

EMAIL MARKETING

- Build a **subscriber list**
- Select an email Marketing Platform – **Constant Contact**
- Launch **Lead Nurturing Email Campaign** on July 1, 2024
 - A/B Testing
- Analysis and Comparison



COST

\$5,000



MIDVALE CITY RESIDENT PERSONAS

- Utilizing the National Community Survey results, we've created Resident Personas to grasp our audience's preferences and pain points.
- Resident Personas are fictional representations of our target audience segments.
- While this data may not be quantitative or statistically significant, it still provides valuable insights into the preferences, behaviors, and characteristics of our target audience.
- We can tailor our communications to resonate with specific audience segments.
- Targeted messaging results in higher conversion rates as we deliver the right message to the right people at the right time.



THE BUSY PROFESSIONAL

EMILY YOUNG

Marketing Director, 35, Single

Emily is a Marketing Director for a local tech company making \$80,000 annually.

LIFESTYLE

Emily leads a fast-paced life, juggling her demanding career with social activities and personal interests. She values convenience and efficiency in her daily routines.

CHALLENGES

Emily struggles to find time for self-care and leisure activities due to her hectic schedule. She prioritizes solutions that save time and simplify her life.

NEEDS

Emily is looking for accessible recreational opportunities and wellness programs to maintain a healthy lifestyle amidst her busy schedule. She seeks reliable utilities and efficient transportation options to navigate the city conveniently.

PERSONALITY

- Adaptable
- Creative
- Detail-oriented
- Tech-savvy
- Resilient
- Results-driven
- Strategic

IDENTIFIERS

- Active social media presence
- Networking Events
- Professional Affiliations
- Tech-savvy Behavior
- Community Engagement Activities

DYNAMIC

SOCIABLE

PRACTICAL



THE YOUNG FAMILY

DAVID & SARAH JOHNSON, 30

David is a Software Engineer and Sarah is a Freelance Graphic Designer. Together, they make \$90,000 annually.

LIFESTYLE

David and Sarah are focused on providing a nurturing environment for their young child while managing their careers. They prioritize family activities and community engagement.

CHALLENGES

The Johnsons face housing affordability concerns and seek quality education options for their child. They value safety and seek reassurance about the overall well-being of their family in Midvale City.

NEEDS

The Johnsons are interested in family-friendly recreational facilities, affordable childcare services, and reliable healthcare options within the community. They also prioritize access to parks and green spaces for outdoor activities.

PERSONALITY

David

- Caring and supportive
- Analytical thinker
- Tech enthusiast
- Family-oriented
- Pragmatic Planner

Sarah

- Creative and artistic
- Adaptable and resourceful
- Socially engaged
- Loving and nurturing
- Entrepreneurial spirit

IDENTIFIERS

- Active social media presence
- Networking Events
- Professional Affiliations
- Tech-savvy Behavior
- Community Engagement Activities

WARM

RESILIENT

CLOSE-KNIT



THE RETIRED RESIDENT

MICHAEL THOMPSON, 65

Michael is a retired accountant who lives on his pension and savings.

LIFESTYLE

Michael enjoys a relaxed pace of life in retirement, focusing on hobbies such as gardening, reading, and volunteering in the community. He values safety and a sense of belonging in his neighborhood.

CHALLENGES

Michael seeks opportunities for socialization and meaningful engagement in his retirement years. He prioritizes access to healthcare services and affordable utilities on a fixed income.

NEEDS

Michael is interested in cultural events, lifelong learning opportunities, and senior-friendly recreational activities in Midvale City. He values well-maintained parks and clean public spaces for leisurely walks and outdoor relaxation.

PERSONALITY

- Intellectual and Curious
- Community-Minded
- Adaptable and Open-Minded
- Caring and Compassionate
- Appreciative of Life's Simple Pleasures

IDENTIFIERS

- Active volunteer
- Community leader
- Gardening enthusiast
- Book club member
- Senior Fitness Group participant
- Local history buff

COMPASSIONATE

INTELLECTUAL

RESILIENT

QUESTIONS?



MIDVALE CITY

Proclamation

Midvale City Proclamation in Support of the Community Renewable Energy Program

Whereas, House Bill 411, established in 2019 by the Utah State Legislature, saw 18 municipalities join the Community Renewable Energy Program to provide renewable energy options to Utah residents; and

Whereas, Midvale City currently receives its energy from Rocky Mountain Power, the sole provider in this program; and

Whereas, pollution poses environmental, economic, and health threats to the Salt Lake Valley and the use of renewable energy sources decreases those threats; and

Whereas, the rise in air pollutants contributes to greenhouse gas emissions, exacerbating global temperature increases, affecting polar ice, water levels, and ecosystems worldwide; and

Whereas, Midvale seeks a cleaner and more cost-effective energy source for its residents, and the Community Renewable Energy Program would offer Midvale residents the choice to opt-out of the program; and

Whereas, as the NextGen Initiative, the youth advisory group of Midvale City, we are dedicated to providing renewable energy options to combat the environmental degradation caused by current energy practices, safeguarding resources for future generations; and

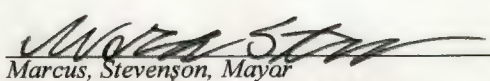
Whereas, this proclamation submitted by the NextGen Initiative, encourages and requests that Midvale City participate in the Community Renewable Energy Program, which has now opened to new communities due to recently passed legislation, Senate Bill 214, from the 2024 Utah State Legislative Session.

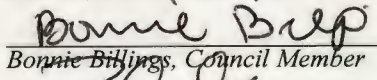
Now, therefore, let it be proclaimed that Midvale City, with support from the NextGen Initiative, Mayor Marcus Stevenson and the Midvale City Council, shall explore how to make the Community Renewable Energy Program available to Midvale City residents.

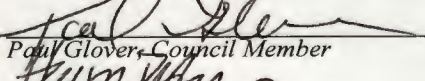
ADOPTED on this 16th day of April 2024.

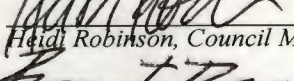
Attest:

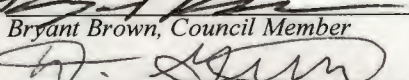

Rory L. Andreason, MMC
City Recorder

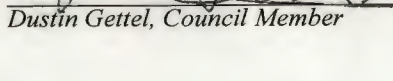

Marcus, Stevenson, Mayor


Bonnie Billings, Council Member


Paul Glover, Council Member


Heidi Robinson, Council Member


Bryant Brown, Council Member


Dustin Gettel, Council Member