

Minutes of the Work Session of the Syracuse City Council, held on April 23, 2024, at 6:00 p.m., in a hybrid in-person/electronic format via Zoom, meeting ID 858 3034 2084, in-person in the City Council Conference Room at 1979 W. 1900 S., and streamed on the Syracuse City YouTube Channel in accordance with House Bill 5002, Open and Public Meetings Act Amendments, signed into law on June 25, 2020.

Present: Councilmembers: Jennifer Carver
Jordan Savage
Paul Watson
Brett Cragun
Julie Robertson

Mayor Dave Maughan
City Manager Brody Bovero
Deputy City Recorder Marisa Graham

Employees Present:

Administrative Services Director Stephen Marshall
City Attorney Colin Winchester
Fire Chief Aaron Byington
Police Chief Garret Atkin
Parks & Recreation Director Kresta Robinson
Public Works Director Robert Whiteley
Community and Economic Development Director Noah Steele
Communications Specialist Kara Finley

The purpose of the Work Session was to receive public comments; receive a presentation regarding the Farmer's Market; discuss sale/development of City-owned land at 3000 W. Antelope Drive; review recommendation from Planning Commission regarding the following: zoning map amendment for property located at 2250 West Antelope Drive, Residential/Agricultural (R-1/A-1) to General Commercial (GC), zoning map amendment for property located at 2419 W. 2700 S., Residential (R-1) to Residential (R- 3), applicant initiated text amendment related to daycare regulations, and proposed interlocal agreement pertaining to building inspection services; discuss rear lot secondary water conversions; discuss a proposal to amend Title Four of the Syracuse City Code to enact regulations addressing street light tampering; discuss proposed amendments to the Syracuse City Consolidated Fee Schedule; discuss proposed amendments to the Syracuse City Fiscal Year (FY) 2023-2024 Budget; continue review and discussion of tentative Fiscal Year (FY) 2024-2024 Budget; discuss Connection Magazine; and discuss request to locate Prisoner of War/Missing In Action (POW/MIA) memorial table at City Hall.

Public comments

Michael Smyers stated that his comments refer to the potential commercial rezoning of the property on Antelope Drive; he indicated that he did not receive any kind of notice or postcard in the mail regarding the application. He proposed that the City deny the rezone until there are bona fide plans for that property. Changing the zoning to commercial would take away intelligent decision making from the City Council or Planning Commission regarding development potential for the property. Commercial zoning permitted uses are broad and have the potential to detract from the future vision for the property and the City in general. Mr. Smyers stated there is presently overlay zoning on the property, but if the zoning is changed to commercial, the overlay will be eliminated, and the City will be at risk of continued development of drive-through businesses and large parking lots. He reiterated his recommendation to deny the application at this time until the City is presented with firm development plans for the property.

Tracy Hokum stated that he is Mr. Smyers' neighbor to the east and stated that he agrees with Mr. Smyers' comments regarding the application for commercial zoning of the property at 2250 W. Antelope Drive. He noted it is important for the Council to listen to the opinions of citizens regarding these types of applications.

Presentation from Councilmember Carver and Dream Works, LLC regarding Farmer's Market

A staff memo from Administration explained that over the past several months, the Mayor and Council have been discussing the concept of reinstating the Farmers Market in Syracuse City. During the February 27 work session meeting, Councilmember Carver was asked to research options for a Farmers Market that would not require a great deal of City resources and support. Councilmember Carver has invited representatives of Dream Events LLC to attend the meeting and to provide a presentation regarding their ability to administer a Farmers Market in the community.

This item was postponed due to Dream Works, LLC being unable to attend the meeting.

Discussion regarding sale/development of City-owned land at 3000 W. Antelope Drive

A staff memo from Administration explained that CW Urban is a development company that is proposing to work

within the City on the sale and development of the eight-acre City-owned piece of land at 3000 West and Antelope Drive. Previously, the City Council had a discussion on the priorities for this land. The highest priority for the Council was retail, preferably with a hotel and restaurants. CW Urban is proposing to negotiate a sales agreement with the City, with a commitment to build retail, restaurants, and a hotel.

Mayor Maughan reviewed the staff memo and summarized discussions with CW Land regarding the potential development of the subject property. He noted that it is not necessary to make a final decision on this matter tonight, but he asked for feedback from the Council regarding whether they support City Administration in moving forward with continued negotiations with CW Land. He noted CW Land took over a project formerly known as Monterey West across from Syracuse Arts Academy and the contract governing that transaction binds CW Land to provide a hotel; however, there is no interest in placing a hotel on 2000 West. As part of the negotiations regarding the land at 3000 W. Antelope, the City could ask them to put the hotel there, along with other desired businesses.

There was a brief discussion among the Council and ultimately, they showed support for the continued negotiation with CW Land for the sale and development of land at 3000 W. Antelope Drive.

Planning item: Recommendation from the Planning Commission regarding Zoning Map amendment for property located at 2250 West Antelope Drive. Residential/Agricultural (R-1/A-1) to General Commercial (GC).

A staff memo from the Community and Economic Development (CED) Director explained the City has received an application from Keith Lindstrom of Leisure Villas to amend the Zoning Map for property at 2250 W. Antelope Drive. The current zoning is R-2/A-1 within the Town Center Overlay, and the requested zoning is General Commercial. The Town Center Overlay Zoning would remain. The proposed rezone would be consistent with the General Plan Map and a rezone application to General Commercial does not require concept plans and none were provided. The applicant originally applied to amend the property's zoning to Mixed-Use Development (MXD), but that application was disqualified because of the recent amendment to the Mixed-Use Development (MXD) zone requiring a minimum project size of five acres. This project area is approximately 4.2 acres. If the rezone were successful, any of the permitted uses listed in the General Commercial (GC) zone could be built on the property without further approvals required by the City beyond the administrative site plan and building permit processes. Also, the Town Center overlay prohibits auto repair, auto body, auto maintenance, auto detailing, car washes, and car dealerships. The Planning Commission reviewed the item on April 16, 2024 and forwarded a recommendation of approval of the application on a five to two vote.

CED Director Steele reviewed his staff memo and indicated that there was a public hearing held on April 16 at the Planning Commission meeting and post cards were sent to people within 300 feet of the property boundary advertising the application. He noted he will investigate the noticing procedures responsive to the input received during the public comment to determine why Mr. Smyers did not receive a notice.

Councilmember Savage stated that he agrees with the citizens and would like to wait until the City has some type of idea on how the property will be developed. The Council briefly discussed Councilmember Savage's recommendation and there was consensus that they would like to know what the developer plans to build on the property. The Mayor indicated that if the developer wanted to submit information on what their plans are they would need to get that information in before the next business meeting in May. He indicated the zoning map amendment will be on the May 14 business meeting for a vote.

Planning item: Recommendation from Planning Commission regarding Zoning Map amendment for property located at 2419 W. 2700 S. Residential (R-1) to Residential (R-3).

A staff memo from the Community and Economic Development (CED) Director explained that the City has received an application from Roger Larkin to amend the Zoning Map to R-3. The current zoning is R-1. The address of the proposed rezone is 2419 W 2700 S, which is also the applicant's primary residence. The purpose of the rezone is to be able to split his lot into two lots, creating a new building lot for a new single-family home. R-1 zone allows a maximum of 2.3 lots per acre. His lot is

.683 acres and therefore, the two lots would put the density over the allowed density per gross acre. The requested zoning is R-3, which allows 4 lots per acre. R-3 densities would allow 2.732 lots on .683 acres. Also, the R-3 would give additional lot dimension flexibility, allowing the applicant to keep more of his backyard. The General Plan Map designation for the property is 'Low Density Residential'. The Low-Density Residential designation anticipates R-1, R-2, R-3, Cluster, and RPC zones. The Planning Commission discussed this item on 4/16/24 and they are forwarding a recommendation for approval.

The CED Director briefed the Council on his staff memo and there was a brief discussion regarding the rezoning of this property. The Council showed support in moving this item forward for a vote at the May 14 business meeting.

Planning item: Applicant initiated text amendment. Syracuse City Code Chapter 10.35.040 pertaining to daycare regulations.

A staff memo from the Community and Economic Development (CED) Director explained Camie Lanning, who owns Camie Lambie's Daycare located at 781 South 3900 West has initiated a review to change the Chapter 10.35.040 of the Syracuse City Code related to child daycare. Currently the ordinance limits a Major Home Occupation A, Daycare, to less than eight children with one employee present. The Utah Department of Health and Human Services (DHHS) Child Care Licensing made a change that allowed in home daycares with only one employee to care for two additional children if they were school aged from five to twelve years old. Typically, the City would require any in home daycare caring for more than eight children to be licensed as a Major Home Occupation B, hire an extra employee, and obtain a Conditional Use Permit. Ms. Lanning would

like the City's ordinance to be changed to allow her to care for the additional two school-aged children without having to hire an additional employee or obtain a Conditional Use Permit. This proposal is a legislative action and has been noticed to the public for a hearing. The proposed text amendment requires a favorable recommendation from the Planning Commission; the Planning Commission discussed this item and held a public hearing on April 16, 2024 and forwarded a recommendation that the City Council approve this ordinance amendment.

CED Director Steele reviewed the staff memo and concluded the proposed ordinance amendments would bring the City Code in line with State law and the DHHS rules. He also summarized the application review process for daycare businesses.

Mayor Maughan expressed concern regarding regulating a business based upon a child's age, which can be difficult for the City to enforce. This led to high-level discussion among the Council and staff regarding the implications of the proposed text amendments; City Manager Bovero indicated that this is more of a land use decision than a child safety decision. The State will regulate child safety and the City will regulate land use pertaining to business traffic and business hours.

The Council ultimately showed support for the text amendment; the item will move forward the next business meeting for a vote.

Planning item: Review and discussion of proposed Interlocal Agreement pertaining to Building Inspection Services

A staff memo from the Community and Economic Development (CED) Director explained that Senate Bill (SB) 185 was signed into law by the Governor on March 18, 2024; the law requires a City to provide a building inspection within three days from the time of the request for the inspection. If the City is not able to provide a building inspection within that time frame, the City must hire a third-party inspection firm. The bill requires that cities create a third-party inspection firm list that the applicant can choose from. The City has worked with the surrounding building departments to act as each other's third-party inspection firms if needed. The cities listed in the proposed agreement are Syracuse, Farmington, Kaysville, and West Haven. All the cities in this agreement are fully staffed and it is rare that an inspection cannot be provided within the time frame. All cities in the agreement have agreed to not collect fees for the cooperative services.

CED Director Steele reviewed his staff memo. The Mayor sensed a general consensus among the Council to support the proposed agreement and he indicated this item will move forward to the May 14 business meeting for a vote.

Discussion regarding rear lot secondary water service conversions.

A staff memo from the Public Works Director explained that at the August 23, 2022 City Council Work Session, rear-lot secondary water conversions were discussed; the following summary was provided at that meeting:

"In 1984, Syracuse City installed the first secondary water system. There are 670 residential properties that have rear-yard connections that are fed by small undersized mains that run along backyard property lines. Long-term maintenance of these mains and valves in the rear-yard is difficult due to limited access (locked gates, dogs), leak identification, obstructions(trees, sheds, fences), pets, and equipment accessibility (requires hand digging). It lengthens the response time for all these reasons."

During the August 23, 2022 work session, the Council expressed support for stubbing new services into the front park strip of homes with rear lot services while doing capital projects with the intention of converting them in the future. To convert services from the existing backyard to the front requires a sprinkler line to be run from the new service stub in the park strip to the backyard where the existing service is. The City is required to have every secondary service metered by 2030. It will cost the City more money to convert the rear lot services than to move them to the front yard later.

The memo summarized the following Council considerations regarding this matter: Public Works would like to begin rear lot service conversions in select areas where backyard mains can be abandoned. All services within the select area must be converted to the front yard to abandon the rear lot mains.

- Public Works can notify residents in the select areas that the secondary water main in the rear lot will be abandoned after the 2024 water season and the residents will need to connect to the new main in the front yard by the start of the 2025 water season. During the winter city crews will cap the existing rear lot main to permanently abandon the main.
- Residents will have the expense to route their sprinkler pipe to the new connection. Public Works recommends not completing this work with city crews or having the city hire a contractor to complete the work on private property due to the liability involved. If Council is interested in compensating residents to convert their service, Public Works would recommend residents be paid cash to hire a contractor to complete the conversion. Public Works got three bids from local contractors and the average price was \$2,176.00.
- To hire a contractor to do a secondary meter pit conversion is approximately \$2,200.00.
- The City can use grant funding to pay the homeowners to convert their services to the front yard.

Public Works Director Whiteley reviewed his staff memo and reported on work currently underway in the Public Works Department to meter secondary water connections. The current proposal is to allow the status quo to remain this season, but to require conversions and connections to be completed by the next water season. Citizens will be provided notice that they have a full year to complete the secondary water conversion and move their connection to the front yard.

Mayor Maughan facilitated high-level discussion among the Council and the Public Works Director regarding what requirements the City would set in place for citizens to get a rebate to convert their secondary systems. There was also a discussion about the City hiring a contractor, but ultimately the City Council concluded to avoid that route in order to avoid any liability with managing the conversion project. The Council expressed support for creating a program that would give citizens the opportunity to apply for reimbursement of any costs associated with the conversion, up to a specific dollar amount.

Mr. Whiteley indicated he has enough information from the Council, and he will work with the City Attorney to bring a formal proposal back to the Council at a future date.

Proposal to amend Title Four of the Syracuse City Code to enact regulations addressing street light tampering.

A staff memo from the Public Works Director explained there have been numerous instances of tampering with City-owned streetlights. For example, personal security cameras have been attached to light poles, power cords for Christmas lights have been attached to poles, light fixtures have been removed, trash cans have been placed over the lights, and signs have been hung on the poles. Streetlights are very expensive to replace or repair and while some tampering may result in a minimal cost, it takes time to correct the problems created by the tampering. Additionally, some tampering creates a safety hazard to the individual responsible or to the public. There currently is no ordinance in the City Code that protects the City's streetlights from tampering.

Public Works Director Whiteley reviewed his staff memo and proposed the Council authorize staff to draft an ordinance that would address street light tampering. Council discussion centered on the Department or Division that would be responsible for enforcement of the ordinance, with Mr. Whiteley noting the Streets Superintendent would be responsible for monitoring and enforcement of the ordinance. The Council indicated that they are comfortable proceeding with consideration of an ordinance that would address street light tampering.

Discussion regarding proposed amendments to the Syracuse City Consolidated Fee Schedule.

A staff memo from the Administrative Services Director summarized the following proposed changes to the Consolidated Fee Schedule:

- Update public safety impact fee as determined by our Impact Fee Analysis. This is updated annually.
 - Residential = increase from \$894.00 to \$914.00 per application
 - Residential / Accessory Dwelling Unit = increase from \$447.00 to \$457.00.
 - Commercial = Increase from \$0.77 per square foot to \$0.78 per square foot.
- Increase sign permit fee from \$318 to \$398 per permit.
- Add Single Event Alcohol License = \$100 per event
- Minor changes in red on the business license section. No fee impact.
- Increase Passport photo fee from \$10.00 to \$15.00 per photo.

Additionally, Robinson Waste Services has sent the City a letter requesting an increase of **6%**. This is in excess of the consumer price index (CPI) increase last calendar year of **3.2%**. This letter along with supporting CPI details are included in the packet for your consideration. They have requested this increase to be effective May 1, 2024.

- **Update Garbage Fee for CPI or 3.2% as requested by Robinson Waste:**
 - 1st Black Can = increase from \$12.83 to \$12.99
 - Additional Can = increase from \$9.73 to \$9.79
 - Green Waste Can = increase from \$7.70 to \$7.85
- **Update Garbage Fee if 6% as requested by Robinson Waste:**
 - 1st Black Can = increase from \$12.83 to \$13.12
 - Additional Can = increase from \$9.73 to \$9.84
 - Green Waste Can = increase from \$7.70 to \$7.99

Administrative Services Director Marshall reviewed his staff memo and asked the Council which option they prefer regarding the optional increases to the garbage hauling fees. The Council expressed support for the option that includes a 3.2 percent increase as requested by Robinson Waste related to the CPI increase.

Mayor Maughan indicated this item will be subject to a public hearing at the May 14 business meeting, after which action can be taken.

Discussion regarding proposed amendments to the Syracuse City Fiscal Year (FY) 2023-2024 budget.

A staff memo from the Administrative Services Director summarized the proposed amendments to the Syracuse City Fiscal Year 2023-2024 budget. The memo identified carryover projects from the prior year that were not completed and updated to approved projects as follows:

- Revised – 1000 West Project increase to \$2,780,000. Previously discussed with Council.
- Revised – Reservoir Phase 1 & 2 on Storm Impact budgets.
- Remove – 4000 West waterline loops – move to Future budget year.
- Revised – 3329 South 2000 West Storm Drain – increase to \$372,000.
- New – Purchase home at 1939 W 2700 S. Previously discussed with Council.
- Revised - BMX Course – increase to \$2,485,000. Previously discussed with Council.
- Revised - Park Maintenance Facility – increase to 2,126,000. Change orders.
- Remove – 700 South Culinary – move to FY2029 budget year.
- Revised – 700 South 4000 West roundabout – increase to \$1,000,000.

The memo referred to a detailed budget opening document for changes to operational budgets.

Administrative Services Director Marshall reviewed his staff memo and facilitated discussion among the Council of some of the proposed amendments. The Council concluded to move the proposed budget amendments to the next business meeting for consideration and action.

Continued review and discussion of tentative Fiscal Year (FY) 2024-2025 budget

A staff memo City Administration summarized direction provided at the recent budget retreat meeting, including:

- Reduce Firefighters from five to four positions in budget – decrease \$100,000;
- Add part time Administrative Professional to staff Park Maintenance Facility – increase \$21,000
- Remove road transfer from General Fund to Class C Road Fund – decrease \$162,000; and
- Add Recreation Coordinator – increase \$85,000.

The memo further explained the higher priority staffing option comes from an attempt to minimize the funding gap, while still trying to align city council priorities from the goals retreat. It provides minimal services from the newly constructed Parks Maintenance Facility and Fire Station 32. This option includes minimum staffing of Station 32 with four new firefighter positions. It also includes part time administrative professional to operate the office at the Parks Maintenance Facility. In addition, it provides funding for an Assistant City Manager as well as a Patrol Lieutenant. It also includes a recreation coordinator to help with the growth and new programs. It should be noted that this option includes a temporary cap of the City's wage/salary benchmarks for upper/middle management positions. It does allow for all facilities to operate at minimal level. The memo provided a summary of financial implications:

1. The net balance, after eliminating several budget requests and raising a variety of fees, shows a total deficit of approximately \$911,000.
2. In order to close this gap through a property tax rate adjustment, it would require a 18.7% tax increase or \$97 per year on the average household.
3. A planned deficit is included in the budget in the amount of the annual bond payment for the 2021 Refunding Bond (\$940,000). The proposal is to use the City's existing fund balance to make the payment for FY2025.
4. Summary of items eliminated/modified
 - a. Eliminate 9 firefighters, both Park Maintenance Workers, Records Supervisor, and part time admin in Police (\$996,000)
 - b. Reduce FT Parks Admin Professional to PT (\$21,000)
 - c. City Hall Parking Lot Light LED Conversion (\$20,000)
 - d. Police Station Carpet/Furniture Upgrades (\$155,000)
 - e. Constitution Month Contest, Museum Donation (\$900)
 - f. Reduction in City Banners Budget (\$1,400)
 - g. DARE Officer National Training (\$2,950)
 - h. LED Stop Signs for Crossing Guards (\$8,750)
 - i. \$5 Fee Increase for Passport Photos (\$17,000)
 - j. Increase Park, Cemetery, Community Center Fees (\$20,000)
 - k. Two PT Firefighter positions (\$29,706)
 - l. Repair Stage Canopy (\$12,000)
 - m. Baseball/Softball Batting Cages (\$8,000)
 - n. Walkway Extension/Repair Near Community Ctr (\$9,000)
 - o. Canvas Pictures at Community Center Track (\$2,000)
 - p. Limit Benchmark Adjustments for Upper/Middle Mgmt. (\$125,000)
 - q. Delay A Variety of Capital Purchase by One Year (\$102,000)
 - r. Pay 2021 Refunding Bond from Fund Balance (\$940,000)
 - s. Road Transfer to Class C Roads (\$162,000)

The memo discussed the cost of positions not funded above; this does not include the nine firefighters that we are applying for on the SAFER Grant discussed below:

<u>Requested New Position</u>	<u>Total Cost</u>	<u>Cost Per Household</u>	
		<u>Per Year</u>	<u>%Tax Increase</u>
Admin Professional - Part-time	\$ 21,000	\$2.24	0.4%
Convert Admin Prof. to Records Supervisor	\$ 7,500	\$0.80	0.2%
Park Maintenance Worker I - Full-time	\$ 49,000	\$5.24	1.0%
Park Maintenance Worker I - Full-time	\$ 49,000	\$5.24	1.0%
Total Cost	\$ 126,500	\$13.52	2.6%

If the Council decided to fund one or more of these positions in addition to the items discussed above, the total cost per household per year would be an add-on to the 18.7% and \$97.00 per household per year. If the Council decided to include all these positions, it would make the increase go to 21.3% and \$111 per household per year.

SAFER Grant

The City is applying for the SAFER grant to help cover the costs of the new firefighters at station 32. The grant could fund up to 9 positions and benefits for a three-year period. The total cost savings to the budget would be \$833,000 in year 1, \$875,000 in year 2, and \$919,000 in year 3 for a total savings of \$2,627,000. This would be an add-on to any of the budget options mentioned above and would help us fund an additional 9 new full-time positions in the FY2025 budget.

Tier Two Retirement

For all Tier Two employees, the State retirement will only pay up to 10 percent of the employee's retirement. If it goes above 10 percent, the employee is required to pay the difference (tier II hybrid option), or the amount contributed to a 401k is

capped at 10 percent (tier II 401k option). This is the second time that the tier II retirement for public safety has gone above 10 percent. The city elected to pick up the additional 2.59 percent for employees on the hybrid plan. It has now increased to 4.73 percent total (an additional 2.15 percent increase). The City can either pick up the additional 2.15 percent at a cost of \$44,697 or require the employees to pick up the additional 2.15 percent. Similarly, this is the first time that the tier II retirement for non-public safety employees has gone above 10 percent. The City can't pick up the additional 0.70 percent but could pay the employees an additional 0.70 percent in wages. This would cost \$20,862. Or the City could choose to not pay additional wages and require the employee to cover the cost. The total cost of the tier II employee increases between public safety and non-public safety is \$72,708.

Total Public Safety Hybrid	\$ 44,696.97
Total Public Safety 401k	\$ 7,149.18
Total Regular Emp Hybrid	\$ 16,297.74
Total Regular Emp 401k	\$ 4,564.55
Total Hybrid Option	\$ 60,994.71
Total 401k Option	\$11,713.73
Total Impact	\$72,708.44

Utility Fee Discussion – Potential Fee Increases

Utility Fund	Rate Change	Description
Secondary Water Fund	\$0.47	Rate Increases from water irrigation companies.
Secondary Water Fund	\$2.61	Fund 5-year capital project plan. Increased cost of capital projects.
Storm Water Fund	\$1.27	Fund 5-year capital project plan. Increased cost of capital projects.
Culinary Water Fund	\$0.67	Weber Basin Water pass-through costs for higher cost of water. This was a 9% increase.
Sewer Fund	\$0.97	Fund 5-year capital project plan. Increased cost of capital projects.
Garbage Fund	\$0.16	Increase cost for garbage waste hauling services. Contract increase of 3.2% or CPI.
Total Increase	\$6.15	Per user per month minimum

If the Council decided to implement the road utility fee to cover the \$162,000 that was eliminated from the general fund, that would add a road utility fee of \$1.32 per household per month. Total cost of increases would be \$7.47 per user per month or \$89.64 per year.

Mayor Maughan explained that staff sorted out all of the information after the budget retreat and looked at ways to make compromises regarding the information included in the tentative budget; he facilitated discussion among the Council regarding their thoughts about the information included in the staff memo. There were concerns regarding utility fee increases and the potential implementation of a road utility fee; there was also concern about the idea of limiting benchmark adjustments for those in management positions in the City, with three Councilmembers supporting a cap that was discussed during the budget retreat. There was also continued broad discussion of the potential for the Council to consider a tax increase based upon the decisions made regarding the tentative budget; and opened discussion up among the Council.

The Council also discussed the changes required by the Utah Retirement System (URS) regarding tier two employees; Administrative Services Director Marshall reiterated the information included in his packet regarding the impact the changes will have on employees. Councilmember Savage indicated he would like to know how other cities are handling the changes because he wants to be sure that Syracuse City continues to be competitive in terms of compensation and benefits. Mr. Marshall stated he can provide that information at the next business meeting, with Mayor Maughan adding that the Council will need to act on a tentative budget during that meeting as well.

Discussion regarding Connection Magazine.

A staff memo from Communications Specialist explained the Syracuse Connection magazine, published monthly to each household and business, has struggled to retain advertisers and attract new advertisers, making it no longer profitable for Connection Publishing. Subsequently, the publisher is considering termination of their agreement with the City. Syracuse City

is currently contributing approximately \$0.20 per copy to 9,501 locations for a total of \$1900.20 per month; \$23,460 was budgeted in FY24 for the magazine (\$1955 per issue). The City recently conducted a survey to gather feedback regarding the sources of information residents prefer. Administration would like to discuss how to proceed with providing public communication if Connection Publishing elects to terminate the agreement.

Mayor Maughan led discussion about the information included in the staff memo; he also invited Ryan Spelts of Connection Publishing to address the Council regarding the matter. Mr. Spelts discussed what it would take to keep the magazine operating in Syracuse City; he explained that Connection Publishing cannot subsidize the cost any longer and the City must make a decision regarding advertising and publication costs. Based upon current advertising commitments and failure of advertising revenue to cover costs, there will not be a June Syracuse Connection Magazine printed.

The Council, Mayor, and staff engaged in high-level discussion that centered around the different options the City has for communicating public information to residents; they discussed combining with other cities for a higher print quantity, a completely digital newsletter, a twice a year magazine combined with a monthly digital newsletter, or the City potentially picking up more of the cost to keep the Syracuse Connection magazine operating. No decision was made, but the Council discussed the need to print a newsletter regarding the 2024 Heritage Days celebration.

Discussion regarding request to locate Prisoner of War/Missing in Action (POW/MIA) memorial table at City Hall.

A staff memo from Administration explained that Councilmember Carver was contacted by the current Ms. Utah Senior, Jocelyn Williams, requesting to place a Prisoner of War/Missing in Action (POW/MIA) memorial table at City Hall. Councilmember Carver requested to be on the agenda to bring this matter to the Mayor and entire City Council.

Councilmember Carver reviewed her staff memo and noted she would like to locate the memorial table on the east side of the lobby at City Hall. She also asked the Councilmembers if they wanted a permanent display or to limit the display for a certain amount of time. The Council discussed the matter and decided to allow the table to be located in City Hall for the month of September due to the National POW/MIA recognition day on September 20.

The meeting adjourned at 8:10 p.m.

Dave Maughan
Mayor

Cassie Z. Brown, MMC
City Recorder

Date approved: May 14, 2024