



AGENDA
OREM CITY COUNCIL/ALPINE SCHOOL DISTRICT
SPECIAL JOINT STUDY SESSION
56 North State Street, Orem, Utah—City Council Chambers
November 19, 2014
Noon

NOON – SPECIAL JOINT STUDY SESSION – Orem City Council Chambers

1. Call to Order
2. Discuss Items of Common Interest
3. Set Date and Time for Next Meeting
4. Adjournment of Meeting

This meeting will be for discussion purposes only. The City Council will take no action on any item. Since there is a possibility that more than three Councilmembers will be in attendance, this meeting is being noticed to meet the intent of the Utah Open Meetings Act.

**THE PUBLIC IS INVITED TO PARTICIPATE IN ALL CITY COUNCIL MEETINGS.
If you need a special accommodation to participate in the City Council Meetings and Study Sessions,
please call the City Recorder's Office at least 3 working days prior to the meeting.
(Voice 229-7074)**

This agenda is also available on the Internet at orem.org

NOW:



ENROLLMENT

TOTAL
74,310

Elementary 41,177 | JRHS/Middle 16,889 | High School 15,652 | Specialty 592

LUNCHES

Lunches served daily
29,223

COST
Elementary\$1.75
Secondary\$2.00

Breakfasts served daily
4,224

COST
Elementary\$1.00
Secondary\$1.10

TECHNOLOGY

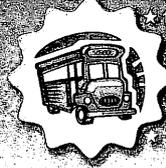
21st Century Learning

3,800 Chromebooks | 25,000 computers | 5,000 iPads | 2,400 Kindle

PARENT ENGAGEMENT

★ 18,724 average miles driven daily

TRANSPORTATION



★ 20,835 students transported
★ 279 buses
★ 200 total bus hrs daily

9 Foreign languages (Secondary) | 3 Immersion languages (Elementary)

NUMBER OF LANGUAGES

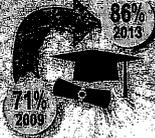
PROFESSIONAL DEVELOPMENT



2,500 teachers involved in summer collaboration grants

ACADEMIC ACHIEVEMENT

GRADUATION RATES in 3-5 year comparison
71% 2009 | 86% 2013



THEN:



1926

Bus service began in Pleasant Grove to the high school and junior high for those who lived at least 2 miles from school

1936

Public summer kindergarten program started in ASD

1949

Parent's Day was established (teachers & parents used this day to communicate about students instead of sending home report cards)

1954

Modern language program began (French only, Spanish added in 1956)

1959

Three high schools built: American Fork, Lee, and Pleasant Grove

1970

Lunch prices ranging from \$.30 - \$.35

1964

Beginning teacher salary \$4,300

1982

District Public Involvement Council formed (the predecessor of the DCC which formed in 2002)

2000

ASD student population 47,096
Vernon M. Henshaw becomes superintendent

2005

K-12 Collaboration Mondays instituted for PLC work

2001

Bond passed for \$200 million along with successful levy election
Adoption of Area of Focus

1996

District-wide snow closure

2003

Changed from 5 to 7 Board members

1915

92 teachers
4,906 students

1928

Motorized bus transportation was voted on and approved

1943

School lunch program began in ASD

Bonjour!

Salut!

MISSION

Educating all students to ensure the future of our democracy

VISION

Our PLCs ask:

1. What do we expect students to learn?
2. How will we know what they have learned?
3. How will we respond to those who haven't?
4. How will we respond to those who already know?

VALUES

Equitable Access to Academic Knowledge & Achievement; Engaged Learning through Nurturing Instruction; Stewardship in the School & Community; Civic Preparation & Engagement; Commitment to Renewal

GOALS

Student Achievement; Teacher Quality; Comprehensive Curriculum; Leadership; School & District Culture; Community Relations; Resources

www.alpineschools.org

Why have confidence in Alpine School District?

1. **Identity & Purpose** - We have a strong sense of shared Mission, Vision, Values, & Goals
2. **Student Achievement** - Test scores in math, English, & science have risen for 10 years
3. **Teacher Quality** - Professional development is provided in many ways (collaboration Mondays, summer inservice days, summer collaboration grants, collaboration incentive)
4. **Leadership** - The superintendent and board members visit schools each week
5. **Parent Involvement** - We engage parents through DCC, SCC PIA, & input meetings
6. **Fiscal Responsibility & Transparency** - Successful passage of bonds in 2001, 2006, & 2011, & accountability of all projects

What's your 30-second "elevator speech"?

ALPINE
SCHOOL DISTRICT
1815 100 2015

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Deseret News National

What's next for dead malls?

By Margaret Rock
 For the Deseret News
 Published: Wednesday, Nov. 19 2014 6:15 a.m. MST
 Updated: 2 hours ago

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Today, the powerful and iconic mall is fading as mobile shopping rules the day. Still, our collective mall memory is strong and the mall might not be dead, but rather just embarking on its next evolution. (AP Photo/Detroit News, Bryan Mitchell)

Bryan Mitchell, ASSOCIATED PRESS

[Enlarge photo](#)

Summary

Today, the powerful and iconic mall is fading as mobile shopping rules the day. Still, our collective mall memory is strong and the mall might not be dead, but rather just embarking on its next evolution.

NATIONAL EDITION

This story is part of the Deseret News National Edition, which focuses on the issues that resonate with American families.

Last month, the National Retail Federation forecast 2014 holiday sales to increase a healthy 4.1 percent, higher than last year's actual 3.1 percent seasonal increase.

While retailers might be pleased with this upward trend, they understand seasonal shoppers are heading out into a transforming landscape where the suburban mall of yesteryear is fading into digital consumerism, impacting more than just the way we shop.

Over 50 years ago, the world's biggest shopping mall opened in Randhurst, Illinois. The grand opening occasioned the largest parade in the town's history, led by the famed Vienna-born architect Victor Gruen. There were sneak-peak black-tie charity events in the run-up to the opening, a massive 50-page special advertising section in the Chicago Daily Tribune, and large animal sculptures carved from Portland limestone trucked into the mall's huge Gallerie dome.

Back in 1962, when thousands gathered amid the

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spectacle of 10,000 balloons sailing toward the skies, a mall was reason to celebrate — highlighting the triumph of man over nature with their vast, climate-controlled spaces, and becoming a mecca to the growing numbers of newly suburban Americans. For the next 30 years, developers opened more than a thousand new suburban malls, each one bigger and better.

And then, as the nation battled economic setbacks and turned to the Internet, the building stopped and malls stagnated. "There is not a lot of good news for this segment, which has been experiencing a pretty steady decline for the past eight years," says retail consultant James E. Dion, president of Chicago-based retail consulting firm Dionco Inc.

Earlier this fall, Chinese-based online shopping bazaar and e-commerce company Alibaba went public with a splashy, initial stock offering of \$25 billion, which ranked as the world's biggest. The news underscores the worldwide popularity of digital commerce and characterizes the nation's once-beloved malls as something else entirely.

The suburban mall is no longer the social and economic heart of suburbia, leaving behind not only abandoned hulking concrete and cracked asphalt parking lots, but also the promise of badly needed local sales and property tax revenues.

The perfect storm

Not a single new, fully enclosed mall has opened in the U.S. since 2006. And, from 2006 until 2013, e-commerce doubled, illustrating that people and their pocketbooks are moving towards other marketplaces almost as quickly as fingers clicking on a keyboard.

Retail consultant Dion points out the rapid building of malls in the 1970s and '80s led to overdevelopment, which was compounded by the rise of e-commerce and economic turmoil. "It was almost like a perfect storm that hit retail," Dion says.

The mall's large anchor stores began to suffer first. In 2000, signaling the coming changes, Montgomery Ward's filed for bankruptcy. Other mall stalwarts like Circuit City and Linen's & Things were next, followed in 2011 by bookseller Border's. The closure of these anchor stores rippled so that from 2007 to 2009, more than 400 of the 2,000 largest malls in the U.S. closed.

As bankruptcies, closings and consolidations plague brick-and-mortar outlets, online sales continue to climb. Forrester Research forecasts online sales, which accounted for about 8 percent of total retail sales in the U.S. in 2012, will grow 10 percent for the next five years, reaching \$370 billion in sales by 2017 and accounting for a full 10 percent of all retail sales nationwide.

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beyond an eyesore

The fallout from dead and dying malls extends beyond nostalgia and fascination on popular websites like deadmalls.com to include offline considerations like lost tax revenue and jobs.

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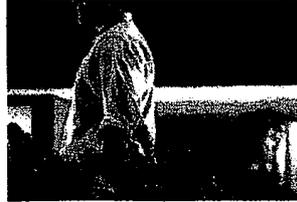


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Good manners and a little common courtesy go a long way toward resolving difficult situations.

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By Margaret Rock For the Deseret News Published: Wednesday, Nov. 19 2014 6:15 a.m. MST Updated: 3 hours ago

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Photo



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NATIONAL EDITION

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The still-thriving Premium Outlet Mall in the suburb of Aurora, Illinois, illustrates how communities benefit financially from successful shopping malls. In 1989, before the area was redeveloped, the city collected \$25,000 in property taxes. Today, that same land generates about \$8 million in taxes a year, and the outlet center accounts for about 50 percent of that figure.

In addition, local communities also lose out in collecting sales tax when consumers choose online shopping like Amazon and Alibaba, since savvy shoppers know these online purchases don't include sales tax.

"The tax issue is a double whammy for the communities," says Dion. "They lose big on property taxes when the malls aren't doing well and they also lose when consumers buy online because there is no sales tax revenue coming back from those transactions."

Traditional retailers are advocating for online sales tax implementation, because in some states, strictly online businesses that don't collect sales tax can have as much as a 10 percent price advantage. Opponents argue it would force digital retailers to become tax collectors and could unfairly burden them with compliance, administrative and legal costs.

Consumers might not like the idea, but legislators crafted the Marketplace Fairness Act in 2013 to enable states to require remote sellers to collect sales tax, which can be funnelled back to local communities. The bill is pending in the House Judiciary Committee, but many expect interest will be revived now that the midterm elections are over.

Linda Bustos, director of e-commerce research at

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Elastic Path Software, agrees that the reality of online sales tax is "quite possible," but adds it "would happen on a state-by-state basis, and not all at once."

Meanwhile, e-commerce continues to accelerate and isn't looking back. Sales figures show U.S. retail e-commerce from 2006 to 2013 more than doubled from a total of \$102 billion to \$210 billion, according to statistica.com, and most experts predict e-commerce will maintain double-digit increases for the near term.

Down but not out

Today's traditional retailers aren't doomed, but they do have challenges.

"It's been reported that 90 percent of shopping still happens offline, so much of brick-and-mortar is not going away," said Bustos, who consults with online retailers as they shift to embrace omni-channel retailing by bringing digital experiences in-store.

In this changing landscape, Bustos, who also authors the Get Elastic Ecommerce Blog, says the retailers that are going to survive and thrive need to better understand and navigate the threat of online channels like Amazon and Alibaba.

"One strength retailers have is their local presence," Bustos explains. Retailers that understand consumers still like to try products before they buy can provide personal service like offering in-store pickup or returns, and integrate technology to enhance the in-store shopping experience. Simple ideas like providing access to digital product information and reviews via mobile devices as well as offering responsive sites and mobile apps can be a big plus.

The mall's next evolution

By creating higher density and more diverse spaces that are easily accessible, provide a natural/outdoorsy element and are pedestrian-friendly, communities are developing dead and dying malls.

Two years ago, developers announced a \$190 million transformation of the old Randhurst Mall, demolishing most of the original center, creating office space, providing an open-air street market and boutiques as well as new anchor tenants, like a multiplex theatre and a 120-room hotel.

Retail analyst Dion adds that specialty stores, like those just for runners/joggers, and independent niche stores might work well in this renewed suburban landscape. Malls are often blamed for the demise of the "mom and pop" stores, but those very stores today could help repurpose malls.

Other ideas to improve these potential community assets and revive tax collection include attracting mixed uses like residential. medical. warehouse and office

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space, and examining the possibility of restoring an ecological wetland, or creating an environmentally friendly use. Like Randhurst's latest evolution illustrates, many of these emerging transformation plans — from Virginia to Las Vegas — feature mixed-use plans that aim to integrate the best of e-commerce, traditional retail and a sense of community. The future of retail as we know it might well depend on how well they hit this moving target.

Margaret Rock is freelance writer and reporter based in Chicago.

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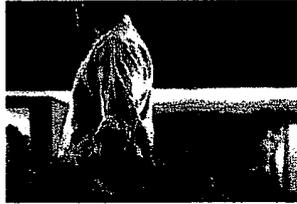
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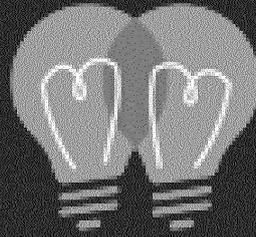
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City of Orem MindMixer

State Street Corridor Master Plan

Brandon Stocksdale, Long Range Planner

November 19, 2014





What is MindMixer?

- Online public outreach platform
- Benefits for Orem:
 - Convenience for Users
 - Regular Engagement
 - Flexibility
- Uses:
 - State Street Corridor Master Plan
 - Neighborhood Plan Program
 - Planning Commission / City Council Agenda Items



State Street Planning: Street Layouts



If you had a magic wand and could re-imagine State Street, which one of these street layouts would you choose?

Views: 354

Interactions: 357

Days Remaining: 10

0

Like Share

0

Tweet

in

Share

0

g+

0

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TOPICS

State Street Planning: Street Layouts

City Council: Electronic Billboards

State Street Planning: What Orem is About

State Street Planning: Most Important Change

State Street Planning: Satisfaction with existing conditions

State Street Planning: Retail Satisfaction Poll

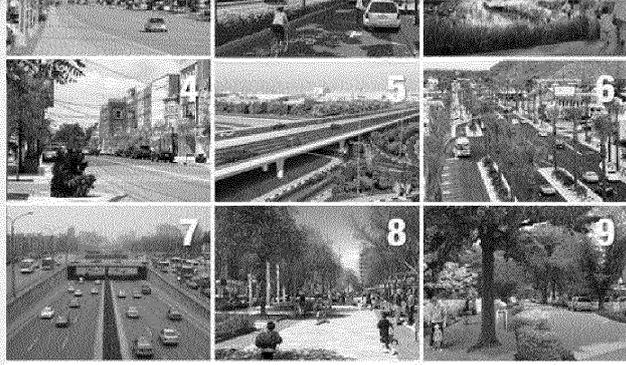
State Street Planning: You, the user

Orem Community: City Services

Orem Community: Favorite places

Select Language

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Choose up to 5

1 • Suburban commercial strip (as today)	117 votes
2 • Transit and bike boulevard	161 votes
3 • Reclaimed nature park	37 votes
4 • Main street	113 votes
5 • Elevated viaduct	17 votes
6 • Commercial boulevard	149 votes
7 • Sunken freeway	19 votes
8 • Pedestrian mall	72 votes
9 • Residential boulevard	32 votes



City Council: Electronic Billboards



Which policies do you support for electronic billboard placement in Orem?

Views: 47

Interactions: 72

Days Remaining: 20

0

Like

Share

1

Tweet

in

Share

0

8+

0

Email

TOPICS

State Street Planning: Street Layouts

City Council: Electronic Billboards

State Street Planning: What Orem is About

State Street Planning: Most Important Change

State Street Planning: Satisfaction with existing conditions

State Street Planning: Retail Satisfaction Poll

State Street Planning: You, the user

Orem Community: City Services

Orem Community: Favorite places

Select Language

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Choose up to 3

No electronic billboards in Orem.	14 votes
Electronic billboards only along I-15 corridor.	27 votes
Electronic billboards on I-15 and State Street corridors.	12 votes
Only allowed in the industrial zones west of I-15.	10 votes
Any current billboard can be converted into an electronic billboard.	15 votes
Allowed in any commercial or industrial zone in the City.	9 votes

Change Your Vote

THANK YOU FOR YOUR VOTE!
You Voted for **No electronic billboards in Orem.**

Add your Comment

I would add...

3 Comments

Comment



by James L. Anytime a business owner wants to replace an old, rundown structure with a new, better-looking one, we should encourage it. What is the down side? They are lit up? How is that different from spot lights on a poster billboard? If the bright lights are that big of a deal, just mandate that the brightness level be turned down a notch.

Today at 1:39 PM [REPLY](#) | [Delete Comment](#)



City of Orem MindMixer

- MindMixer Activity (in two weeks):
 - 1,972 Unique Visitors
 - 5,463 Page Views
 - 125+ Public Comments
 - 500+ Active Participants
 - 100+ Submissions





Positive Publicity & Involvement

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- Orem City Facebook
- Orem Reinvent State Street



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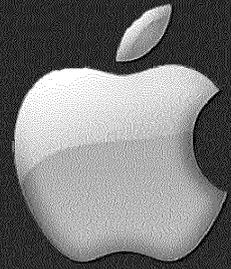
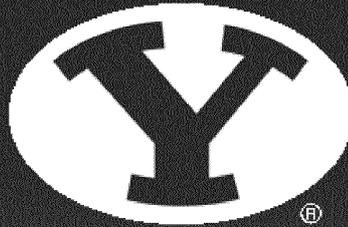


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State Street Branding

- Differentiation
- Relevance
- Reverence
- Knowledge



Questions?

