



WEST VALLEY CITY

City Council Budget Retreat
February 19, 2026

THE WEST VALLEY CITY COUNCIL MET IN ELECTRONIC MEETING FOR THE ANNUAL BUDGET RETREAT ON THURSDAY, FEBRUARY 19, 2026 AT 2:02 P.M. AT THE UTAH CULTURAL CELEBRATION CENTER, 1355 WEST 3100 SOUTH, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER AND CONDUCTED BY MAYOR LANG.

THE FOLLOWING MEMBERS WERE PRESENT:

Karen Lang, Mayor
Lars Nordfelt, Councilmember At-Large
Don Christensen, Councilmember At-Large
Tom Huynh, Councilmember District 1 (*electronically*)
Scott Harmon, Councilmember District 2
William Whetstone, Councilmember District 3
Cindy Wood, Councilmember District 4

STAFF PRESENT:

Ifo Pili, City Manager
Nichole Camac, City Recorder
John Flores, Assistant City Manager
Eric Bunderson, City Attorney
Colleen Jacobs, Police Chief
John Evans, Fire Chief
Jim Welch, Finance Director
Steve Pastorik, CED Director
Dan Johnson, Public Works Director
Jamie Young, Parks and Recreation Director
Jonathan Springmeyer, RDA Director
Sam Johnson, Strategic Communications Director
Craig Thomas, Community and Culture Director
Paula Melgar, HR Director
Tumi Young, Chief Code Enforcement Officer
Jake Arslanian, Facilities Director
Harold Moleni, Administrative Analyst
Lauren McPeak, Administrative Analyst
Abbey Smock, Finance
Niclas Hales, Finance

Jeanette Carpenter, Finance
Jessica Alvarez, Human Resources
Shaun Trujillo, IT

WELCOME AND INTRODUCTION

Ifo Pili, City Manager, thanked the Mayor, Council, and staff for attending and emphasized the importance of the meeting, describing it as one of the most critical meetings of the year. He stated the primary purpose of the retreat was “alignment” – ensuring the City’s goals, projects, and priorities are aligned with the Council’s vision. He referenced the five strategic plan focus areas: community, diversity, attractiveness, prosperity, and reputation, and noted presentations would highlight progress made during the first half of the fiscal year and identify significant issues moving forward. He also discussed aligning the comprehensive plan and upcoming budget with the Council’s vision, emphasizing that a city’s true values are reflected in its budget. He concluded by expressing the goal that staff and Council leave the retreat aligned in priorities and objectives, even if not in complete agreement.

Abbey Smock, Finance, led an icebreaker activity featuring older photos of City Council Members and Executive Staff. Participants guessed the identity of each individual, and once revealed, that person answered a simple question.

FINANCIAL REVIEW AND UPDATE

Jim Welch, Finance Director, reviewed the City’s financial outlook and budget structure. He noted that departments have submitted funding requests for the upcoming year, which exceed available resources, requiring management to prioritize in alignment with Council goals. Quoting Yogi Berra, he emphasized the difficulty of forecasting, particularly regarding economic conditions.

Jim explained that while some economic indicators, such as the inverted yield curve, have historically predicted recessions, current projections show stability and slow growth rather than a significant downturn. He stated that approximately 40% of the City’s revenue is sales tax-driven, making revenues sensitive to consumer activity and economic conditions, though West Valley City tends to track closely with Utah’s relatively stable economy.

He reviewed the General Fund, which totals approximately \$120 million within the City’s overall \$198 million budget, and is required by state law to be balanced. Sales tax (about 39%) and property tax are the primary revenue sources, with property tax providing greater

stability but remaining flat unless adjusted through the truth-in-taxation process. Utility taxes and user fees make up additional portions of revenue.

Jim explained that the General Fund supports core services such as police, fire, public works, parks, and administration, and is most sensitive to inflation and revenue variability. The remaining portion of the budget is distributed among legally restricted funds, such as redevelopment, the Arena Fund, sanitation, storm water, and roads, which cannot be redirected to support General Fund operations.

Councilmember Whetstone asked why the Fitness Center funds are listed separately. Jim explained that when the Fitness Center was established in the late 1990s, it was intended to operate like a business. It was structured as a separate fund to clearly track revenues and expenditures and determine whether it was breaking even. The Fitness Center generates revenue through memberships and drop-in fees and also receives a subsidy from the General Fund. Separating it into its own fund provides a clearer picture of its true operational performance, similar to how other enterprise operations, such as the golf courses, are managed. Upon inquiry by Mayor Lang, Jim explained that if the Fitness Center generates excess revenue, those funds can be transferred back to the General Fund. He noted that enterprise-type funds such as the Fitness Center and golf courses are easier to move funds from because they are general city operations that have been administratively carved out. In contrast, funds established or restricted by statute—such as redevelopment, storm water, or sanitation—have more limitations. Overall, the City has flexibility to adjust subsidies or reallocate excess funds from enterprise operations when appropriate.

Jim stated that any transfer of funds between City operations must be approved by the City Council through a formal budget opening or adjustment, emphasizing that staff cannot independently authorize such transfers.

He then reviewed how City funds are spent, noting that approximately 47% of the total operating budget—about \$101 million—is allocated to personnel costs. He explained that the City is a service-based organization, with most expenditures tied to personnel, contractual obligations, and infrastructure rather than discretionary spending. Comparing the City's budget to a household budget, he noted that most funds are already committed, with limited discretionary flexibility. Personnel costs—including salaries, health insurance, retirement contributions, and market adjustments—represent the largest structural cost driver for the City.

Councilmember Wood asked what the sold services transfers are. Jim explained that when funds are transferred between operations, the budget may reflect a negative amount, indicating a credit from another fund. These transfers can be used for purposes such as debt service or administrative costs. He provided the example of the Storm Water Fund, noting that while it covers its direct operating costs, certain indirect or “soft” costs—such as administration or legal services—can be allocated through internal service charges to help cover those expenses.

Jim reviewed long-term revenue trends, expenditures, reserves, and debt. He explained that the City’s three primary revenue sources—sales tax, property tax, and utility tax—have grown at different rates over time. Sales tax has grown the fastest (approximately 4.8%) but is the most volatile and economically sensitive. Property tax has grown more steadily (about 3.3%), primarily through Council action under truth-in-taxation, with limited growth from new construction. Utility taxes have grown the slowest (about 1.6%) and are largely user-driven.

He noted that General Fund expenditures have grown at an average annual rate of about 8%, driven by inflation, benefit costs, service demands, and Council policy decisions, though the 2026 budget reflects a more moderate 4.1% increase. He compared property tax growth to the Consumer Price Index (CPI) and Municipal Cost Index (MCI), explaining that municipal costs often outpace property tax growth unless Council takes action, which can necessitate periodic property tax adjustments.

Jim reported that property tax revenue has increased from approximately \$26 million to \$36 million over the past 11 years following Council-approved adjustments. He also reviewed the City’s fund balance (reserves), noting current reserves of approximately \$19 million, or 17% of the General Fund, which falls within the state-required range of 5% to 35%. He emphasized that reserves serve as a “rainy day fund” to protect against revenue volatility and economic downturns.

Regarding debt, Jim stated the City currently carries approximately \$92 million in outstanding principal. He referenced prior discussions about acceptable debt levels and noted that debt is a tool for funding infrastructure needs. He also discussed the Maverik Center and Cultural Center debt, explaining the principal and long-term repayment structure. Jim indicated staff are exploring potential refinancing opportunities to reduce interest costs and noted approximately \$6 million in outstanding leases for equipment and energy projects.

He concluded by stating that staff are compiling departmental budget requests for 2027, which currently exceed available revenues by several million dollars, and will return to the Council with proposed solutions.

Councilmember Whetstone asked for clarification on the debt statistics. Jim clarified that not all debt service payments are reflected within the General Fund. While the slide showed total debt service across all funds, some debt payments are made through other funds, such as the Redevelopment Agency Fund or enterprise funds like the ambulance fund, which may transfer money to cover applicable debt obligations. Therefore, total debt service is distributed across multiple funds rather than centralized in the General Fund. In response to a question about appropriate debt levels from Councilmember Whetstone, Jim explained that the City currently carries no general obligation (GO) debt, though it has significant statutory capacity to issue it—based on a percentage of taxable property value (approximately 4%), which equates to several hundred million dollars in borrowing authority. He noted that prior discussions about maintaining debt around \$150–\$160 million were more about policy comfort levels and cash flow considerations rather than legal limits. He emphasized that legal borrowing capacity does not necessarily equate to prudent financial practice, comparing it to a bank offering a high borrowing limit that may not be wise to fully utilize. Similarly, while the City has legal authority to increase property tax rates up to a statutory cap, policy decisions about doing so depend on Council judgment and fiscal responsibility.

Councilmember Huynh asked what percentage of the General Fund was sales tax in 2024 and 2025. Jim reported that sales tax revenue totaled approximately \$43 million and is projected to reach about \$47 million. Based on a General Fund budget of roughly \$109 million, sales tax represents approximately 38% to 39% of General Fund revenues. He confirmed the \$43 million figure was for 2024 and stated that 2025 projections are approximately \$47 million, with the City expected to meet that projection. He noted that sales tax has experienced strong growth in recent years but is anticipated to moderate in light of current economic conditions.

DEPARTMENT REVIEW AND PROGRESS

John Flores, Assistant City Manager, stated that following the strategic objectives established with the Council the previous year, staff identified and aligned key projects with those priorities. He explained that the presentation would highlight selected projects completed over the past year—some familiar to the Council and others less known. While not a comprehensive list of all staff accomplishments, the projects presented represent initiatives staff were particularly proud of and wished to emphasize. He then introduced

Dan Johnson to review several road and public works projects, including Lancer Way and other notable improvements completed during the year.

Road Projects

Dan Johnson, Public Works Director, presented a PowerPoint presentation summarized as follows:

- Lancer Way Reconstruction
 - o Full-depth reconstruction
 - o Two-Way Left-Turn Lane
 - o Bike lanes
 - o Sidewalk
 - o Drainage system
 - o Streetlights
 - o Street trees
- 2025 Asphalt Overlay
 - o Asphalt Overlay on the following roads:
 - 4100 South - 6400 West to 6000 West
 - 6000 West- 4400 South to 4100 South
 - 4700 South - MVC to 5600 West
 - 2700 West- 3100 South to 2700 South
 - 3100 South- Decker Lake to Cultural Center
 - 3600 West- 3550 South to 3500 South
 - o Speed Humps on the following roads:
 - Stanton Drive
 - 4400 South
 - Westshire Drive / 2520 West
- Parkway Boulevard Reconstruction
 - o Full-depth reconstruction
 - o Additional travel lanes
 - o Two-Way Left-Turn Lane
 - o Bike lanes
 - o Sidewalk
 - o Drainage system
 - o Streetlights
 - o Street trees
- Other Completed Projects
 - o West Valley City
 - 3500 South 5400 West Safe Sidewalk

- Brighton Canal
- 6800 West Pond Overflow
- UDOT/UTA
 - Bangarter 4700 South Interchange
 - Midvalley Express (MVX)
 - Coming April 2026

Mayor Lang shared that a resident with visiting relatives from other cities received compliments about how much better West Valley City is looking, particularly with regard to improvements in streetscapes.

John commended Dan Johnson and the Public Works team for their significant efforts and accomplishments over the past year, noting that while completed road projects often become quickly taken for granted, they represent substantial work and progress. He added that additional upcoming projects for the next year would be presented the following day.

John then introduced Chief Evans to provide updates on several initiatives, including the police department's blood transfusion program and the introduction of a new unit.

Councilmember Huynh left the meeting at 2:57 PM.

Blood Transfusions/Low Acuity Med Unit

John Evans, Fire Chief, presented a PowerPoint presentation summarized as follows:

- Squad 73- Operational Goals and Impact
 - Purpose
 - Respond to BLS medical calls instead of Ladder 73 and Engine 75
 - Goals
 - Reduce Crew Fatigue
 - Take some response load off busy crews
 - Preserve Equipment
 - Limit wear on heavy apparatus
 - Impact
 - 35% Reduction
 - Call volume decrease for Ladder 73 and Engine 75
- Prehospital Whole Blood Program Status Update
 - Program Performance
 - Launch Date: Oct 14, 2025 (118 days active)

- Blood Type: Low-titer O-positive whole blood
 - Administrations: 5 successful transfusions
 - Clinical Success: 100% positive outcomes
 - Utilization Rate: Estimated ~2 per 30 days; Actual 3.9 per 30 days
- Seasonal Outlook: Higher use after Memorial Day
- Clinical Impact
 - Rapid improvement in perfusion & mental status
 - Immediate symptomatic relief reported
- Community Engagement
 - "Arms Out" Campaign – supports Red Cross supply
 - First Blood Drive: March 9, 2026
 - Expansion: Red Cross interested in replication

John asked Chief Evans how many new programs the West Valley City Fire Department has started over the years in the State of Utah. Chief Evans replied 12-15. Mayor Lang asked where the blood transfusion donations will occur. Chief Evans replied Station 71.

John stated that the City launched a leadership seminar the previous year, which was well received and deemed successful. As a result, the program has continued and is now administered through Human Resources as part of the City's leadership and employee development efforts. He noted that the program has since been expanded and enhanced.

Leadership Seminar

Paula Melgar, HR Director, presented a Powerpoint Presentation summarized as follows:

- Presenters
 - Karen Lang - West Valley City Mayor
 - Deidre Henderson - Lieutenant Governor of Utah
 - Courtney Rae - Head of Stakeholder Outreach (Office of AI Policy - Utah)
 - Ifo Pili - City Manager (West Valley City)
 - Luke Falk, Former NFL QB and Current Mind Strength Coach
 - Mike Fossmo - Deputy Chief of Police (West Valley City)
 - Roxeanne Vainuku - Deputy Communications Director (West Valley City)
 - David W. Hart - Professor (Romney Institute of Public Service and Ethics - BYU)

- Robert Spendlove - Senior Economist (Zions Bank)
- Statistics
 - Sponsors:
 - Moreton - Mission Square - Wheeler – OnPointe
 - Number of attendees:
 - Total 111
 - Internal 80
 - External 31
 - From:
 - South Jordan City, Lehi City, Salt Lake City, Clearfield City,
 - Moreton, NFP, GBS, Chamber West
 - Wingers Restaurant & Alehouse, Impact Cleaning Solutions, Sports Salt Lake, Pro Leasing, Talent Team, My DB Solutions, JRC Light, Kaufusi Industries & Apprenticeship, Day Won Foundation, Wheeler, Intermountain Health, PROG Foundation, and Zion Foundation.
- Highlights
 - Set your pace but know that if you go too fast someone may fall over, and if you go too slow you may get to your goals later but with everyone aboard.
 - “Carino”
 - Assume any information you enter into AI may be compromised.
 - Be the employee who gives more than takes.
 - Offer help and support, expecting nothing in return.
 - Embrace challenges fully and commit to doing your part in contributing to solutions and team success.
 - Don’t focus on the who, focus on the what.
 - Coach privately, praise publicly.
 - Team success depends on alignment, shared goals, and collective effort.

The Mayor and Council had no further questions or comments.

Real Time Crime Center

Colleen Jacobs, Police Chief, presented a PowerPoint presentation summarized as follows:

- Instant Intelligence
 - Provides crucial background intel before officer arrives
 - Continued support to officers by providing live intel from dozens of intelligence sources
 - Anticipate investigative needs through live monitoring
- High tech resources
 - Camera feeds from parks, public spaces, participating businesses, UDOT traffic cams
 - Automated License Plate Readers (ALPR)
 - All integrated into live mapping
 - Open-source intel: Social media, public records, and specialized tools.
- Officer Safety and Overwatch
 - RTCC can live stream officer body cams
 - Proactive Risk Assessment & Hazard Alerting
 - RTCC analyst becomes a “Guardian Angel” they are the first to know when a situation has become volatile and can alert more resources.
- State of Utah vs West Valley City Gang Statistics
 - This is a comparison of documented gang members across the state of Utah with our local numbers in West Valley City.
 - When looking at the population, Utah has over 3.5 million people, meaning documented gang members represent less than 0.1% of the state. In West Valley City, our data shows a comparable percentage. It is important to note that these low numbers are not a direct indicator of crime levels; in fact, our actual crime statistics remain comparable to or better than other major cities in Utah, including Salt Lake City, South Salt Lake, Murray, and Ogden.
 - its also important to note that these two charts are difficult to compare directly because gang activity is very regional. Many groups that show up in the statewide data have no presence in West Valley at all. While the statewide data gives us a broad look at trends, our local numbers reflect the specific groups we deal with and our success in identifying them before they impact the safety of our community.
 - State of Utah Documented Numbers
 - Crips- 336

- Independent- 309
- Nortenos - 249
- White Supremacist - 207
- Outlaw Motorcycle Gang- 199
- Folk- 59
- Surenos- 995
- Bloods – 481
- West Valley City Documented Numbers
 - Surenos- 47
 - White Supremist- 4
 - Bloods- 8
 - Crips- 13
 - Independent- 2
 - Mongol- 11
 - Norteno- 9
 - QVO- 1
 - Raiders- 1
- State of Utah vs West Valley City Crime Statistics
 - When we look at this data, we're comparing West Valley City to the rest of Utah using a 'Rate Per 1,000 residents' so we can compare cities of different sizes fairly.
 - First, look at Property Crime. Our rate is 27 per 1,000, which is higher than the state average of 21 per 1000. This is common for a major retail and commercial hub like ours. To give you some perspective, our neighbor to the north, Salt Lake City, typically sees property crime rates over 58 per 1,000, more than double our rate but a rural or bedroom communities will see lower rates.
 - The Crimes Against Person category which includes things like assaults, our rate of 11 per 1000 is slightly above the state's 9 per 1000. This shows that while we are a large urban center, we are keeping these numbers very close to the state average.
 - Finally, in Crimes Against Society category, which covers drug and weapon offenses, we are actually below the state average, coming in at 10 per 1000 versus the state's 12 per 1000. This is a great sign that our proactive enforcement is successfully keeping these specific issues off our streets.

Councilmember Wood asked how the Real-Time Crime Center prioritizes incidents, particularly when multiple situations arise simultaneously. She inquired about the

process used to determine which incidents receive attention and how decisions are made regarding where to allocate resources when calls do not come in one at a time. Chief Jacobs explained that the Real-Time Crime Center's crime analysts monitor the full dispatch screen to assess incoming calls. She noted that the unit does not currently provide 24/7 coverage and instead focuses staffing during the busiest periods. Analysts prioritize Priority One calls—those that are in progress—where real-time intelligence can provide the greatest immediate impact. When no high-priority, in-progress calls are active, they review call narratives and determine where they can provide the most effective support. Chief Jacobs added that the intelligence analysts are experienced in crime analysis and use their professional judgment to decide which incidents would benefit most from their assistance. Councilmember Wood asked whether there were metrics available regarding how many incidents per day, week, or month require assistance from the Real-Time Crime Center. Chief Jacobs stated she did not have specific data readily available regarding the number of incidents handled by the Real-Time Crime Center. However, she noted that the intelligence analysts are consistently busy throughout their shifts. She explained that both analysts actively seek opportunities to assist and remain engaged from the time they begin work until the end of their shifts.

Councilmember Harmon asked when the Real-Time Crime Center opened and what the current schedule is. when did we open crime center and current schedule coverage. Chief Jacobs stated that the Real-Time Crime Center was initiated in January 2025, with an intended launch date of January 1. However, due to delays in receiving equipment and setting up software, the center was not fully operational until approximately March 2025. She noted that the current operating schedule is generally Monday through Saturday, from approximately 2:00 p.m. to midnight, aligning coverage with peak hours of criminal activity.

Councilmember Whetstone asked about the retention period for camera footage from parks and other public spaces, specifically when no incident or event has occurred. He inquired how long the recorded footage is retained before being deleted. Chief Jacobs explained that footage retention is determined by the individual system owners, as the Police Department does not own most of the camera systems. Instead, the department has agreements that allow access to live feeds. She referenced the previously approved Genetec licensing, which integrates multiple camera systems into a single coordinated platform. Prior to that integration, the City operated several separate systems. She noted that the Genetec system has improved efficiency and saved time by allowing the various camera systems to communicate through one interface. Councilmember Whetstone asked

for clarification regarding private agencies participating in the camera integration program. He inquired whether, if those agencies provide remote access, the City can view their footage. He also asked whether the footage is used strictly for real-time intelligence purposes or if it is also utilized in criminal investigations. Chief Jacobs explained that camera footage is typically used to follow up on specific cases rather than for random monitoring. She noted that officers and analysts do not have time to search footage arbitrarily and instead look for specific information tied to an investigation. Addressing privacy concerns—particularly related to license plate readers—she emphasized that law enforcement searches for defined leads rather than broadly scanning data without cause. In response to a question by Mayor Lang, Chief Jacobs stated that the department generally reaches out to businesses when footage may assist in an investigation. She added that the department has discussed creating a voluntary program allowing businesses or residents with private camera systems (such as home security cameras) to opt in and provide access if they choose. However, potential legislation may impact that effort, and the concept is currently on hold.

The Mayor and Council adjourned for a break at 3:27 PM

The Mayor and Council reconvened at 3:44 PM

Councilmember Huynh rejoined the meeting at 3:44 PM.

Medical Sector / Maverik Center / New Business

Jonathan Springmeyer, ED Director, presented a PowerPoint presentation summarized as follows:

- Medical and Biomed
 - University of Utah Eccles Health Campus
 - Nusano
 - MIT Campus
 - Ratio Therapeutics
 - Cancer Treatment Hospital
 - HUGE Announcement next month!
- Maverik Center
 - Jeff Davis, General Manager
 - Grizzlies Last Season
 - New Changes and New Opportunities
 - Olivia Dean

- Meghan Trainor
- Canyon View Credit Union Stage Sponsorship
 - \$250,000 per year for 5 years
- 2025 in Review
 - \$2.1M net operating profit for FY25
 - 49 Ticketed Events (Non-Grizzlies)
 - \$14.3M Gross Ticket Revenue
 - Top 5 Shows:
 - Sleep Token 9,003
 - Forrest Frank 8,976
 - Pentatonix 8,730
 - Ivan Cornejo 8,726
 - Bring Me The Horizon 8,649
- New Businesses
 - Too Many Ribbon Cuttings and Ground Breakings to Count
 - From Longhorn and Chic to ViaWest and Moca
 - 120 Commercial Permits Issued
 - Total of \$329,689,312 in New CapEx
 - 35 New Construction- \$282,992,650
 - 85 Tenant Improvement- \$46,696,662
 - Highest Value Construction:
 - Discover North and MIT (BioMed Sector)

Mayor Lang asked about posters that had recently appeared on telephone and power poles along 3100 South and Redwood Road advertising a concert that was later canceled. She inquired whether the City was responsible for placing the posters or if another party had installed them. Jon replied that this would be an outside party. Tumi Young, Code Enforcement Officer, noted that these have already been removed.

Councilmember Whetstone asked for clarification regarding the City’s permitting process. He expressed appreciation for the City’s ability to accommodate applicants and maintain a business-friendly approach, but inquired what the City is doing differently compared to other municipalities. Specifically, he asked whether there are processes being overlooked or whether West Valley City is taking additional steps that other cities are either unwilling or unable to implement. Jon responded that several factors contribute to the City’s efficient permitting process. He explained that the City conducts development meetings with new businesses and tenants—now held virtually—where all relevant City departments and applicable

utility providers participate together. These meetings often occur before a formal building permit application is submitted, allowing staff to identify and resolve potential issues early in the process. He stated that the City's efficiency is also due to strong interdepartmental collaboration, with staff proactively communicating and working together to resolve issues quickly. Jon emphasized that the City is not overlooking requirements but is instead addressing them more efficiently. He credited staff, including Jerry Thompson, for prioritizing both speed and attention to detail, noting that the City is simply completing the process faster while maintaining standards. Mayor Lang added that, in other cities, applicants often do not know where their permit stands in the process and struggle to receive clear answers. She noted that in West Valley City, applicants receive return calls, direct communication, and the attention they need, which contributes to a more responsive and customer-focused experience. Jon stated that the City's electronic permitting portal has significantly improved efficiency by allowing applicants to upload documents and receive responses digitally. He noted that delays are often caused not by staff, but by applicants overlooking emailed plan review comments, as staff frequently respond within 48 hours—sooner than applicants expect. He contrasted this with experiences in other cities where departments may not coordinate effectively. Jon emphasized that West Valley City staff are experienced, proactive, and collaborative. He also highlighted the role of his department in providing a "concierge" level of service, noting that staff monitor applications, follow up proactively, and help shepherd permits through the process to ensure timely completion. Ifo added that the City has developed a strong culture of responsiveness within its development services process. He noted that, based on his experience in other cities, it is more common to receive complaints from businesses about permitting delays. In contrast, he has received very few complaints in West Valley City, which he attributes to a long-standing culture established by staff well before his tenure. He emphasized that the level of responsiveness and turnaround time is not typical for municipalities and credited staff for creating that standard. Ifo stated that this efficiency has become a valuable selling point when promoting the City to prospective businesses, often telling applicants that the City will be ready before they are.

John stated that the next presentation would address crisis communication—an area the City must always be prepared for and one he believes the City handles well. He introduced Sam to provide an overview of crisis communication efforts, as well as updates on the City's branding initiatives and ongoing website improvements.

Crisis Communication/Branding/Website

Sam Johnson, Public Relations and Government Affairs Director, presented a PowerPoint presentation summarized as follows:

- Media Relations
 - Understanding the story being presented
 - Controversial, positive, interesting
 - Working relationship with the Media
 - We stay in touch with many of them even when no stories
 - Deciding when and when not to speak
 - Allow the experts to speak
- Crisis Communications
 - Working with City Officials
 - Clear understanding of situation
 - Elected officials, City Staff and residents
 - Police, Fire, City and Emergency Management
 - OICI
 - Large scale fires
 - Earthquake or natural disasters
- Branding Evolution
 - The Beginning
 - Prior to incorporation, West Valley City was comprised of three well-known communities: Granger, Hunter, and Redwood.
 - Incorporation efforts united these communities as “the Tri-City.”
 - Following incorporation, the first WV logo was hand-drawn by a city employee, with three points of WV representing these three communities.
 - Evolution of the Brand
 - The hand-drawn WV logo saw several revisions before the logo and seal became the official brand of West Valley City sometime in the early 1990’s.
 - Throughout the 1990's and early 2000's, this logo was used as the official identity of the city, including city departments and divisions (except for Police and Fire).
 - In 2014, the city launched a “soft rebrand” in conjunction with an all-new website. This included the selection of new branding colors, a revised City Seal, and an all-new “color block” logo.
 - In 2019, this became the new official brand of the city.

- Refining the Brand
 - In 2025, the WV Brand was further refined to establish the iconic WV as our official brand identity
 - Brand colors were narrowed down to black, white, WVC Blue, and WVC Copper
 - New, modern typefaces were selected to complement the brand, with a focus on clarity, legibility, and accessibility
 - A new branding portal was created to provide all city employees with the resources they need to keep the brand and identity consistent across all departments
- Website
 - Evolution
 - In-house Design through 2007
 - CivicPlus- 2007-Current
 - Modernization
 - After 20 years with our current website vendor, we determined it was time to evaluate new options. Our goal is to modernize the site using current technologies -- including AI-assisted tools -- to enhance functionality and user experience. We are seeking a contemporary, multimedia-forward design that connects residents with their government services and leaders in a more intuitive, accessible, and people-centered way.
 - 58 proposals submitted (a city record!)
 - Scored based on ADA Compliance capabilities; CMS functionality; schedule and timeline structure; experience with government/municipal websites; quality of portfolio/references; design and UX approach; AI capabilities; and, cost competitiveness.
 - Vendor Comparison (top 3)
 - Revize- Score: 100
 - Focus on Municipal websites
 - Variety of designs, including tile-based and multimedia
 - WCAG 2.2 ADA Accessibility Compliance built in

- Ongoing support for compliance and remediation included
 - \$64,980 Year 1
 - \$21,660 Year 2+
- Planeteria- Score: 99
 - Significant experience with government and municipal websites
 - Designs provided are templates with limited visual differentiation
 - WCAG 2.2 ADA Accessibility Compliance built in
 - Ongoing remediation not included
 - \$81,850 Year 1
 - \$16,800 Year 2+
- TanDev- Score: 97
 - Corporate, education, and non-profit experience; no municipal
 - Variety of designs with excellent visual appeal
 - WCAG 2.2 ADA Accessibility Compliance built in
 - Ongoing remediation not included
 - \$56,500 Year 1
 - No information provided regarding ongoing hosting, support, and maintenance
- Recommendation: Revize
 - Combines experience and strength of government-centric CMS with advanced technologies and industry-leading design
 - WCAG 2.2 ADA Accessibility Compliance built in, with ongoing support for compliance and remediation
 - Cost savings of more than \$18,000 annually over current vendor (based on new scope of services)

Councilmember Harmon asked for a highlight of the top 50 pages/link that are clicked on the City's website.

Councilmember Wood expressed appreciation for being kept informed during crisis situations, noting that residents, neighbors, and friends often contact Councilmembers directly when issues arise. She stated that receiving timely information helps her respond appropriately and has also helped her understand when to speak publicly and when to defer to staff. She added that she has learned to refer inquiries to the appropriate City representatives. Mayor Lang agreed and noted that Sam is great at resolving issues.

Ifo asked the Council whether the current communication methods during crisis situations are meeting their needs and invited feedback on how information is shared. He noted that updates are typically sent through the existing group messaging platform and emphasized that staff do not want Councilmembers to feel uninformed. He stated that if additional information is needed, Councilmembers should let him know, and staff will provide any information that can be released. Ifo acknowledged that staff sometimes filter what is forwarded to the Council, as not every issue rises to the level of broader concern or media coverage. However, several Councilmembers indicated that over-communication may be preferable to under-communication, noting instances where they learned of events through the news rather than directly from the City. Ifo responded that this feedback was helpful and indicated he would consider forwarding more information to ensure Councilmembers feel adequately informed.

Social Media / Youth Services/ Events

Harold Moleni, Administrative Analyst, Lauren McPeak, Administrative Analyst, and Travis Aiono, Public Relations, presented a PowerPoint Presentation summarized as follows:

- Engagement Rate= Likes + Comments/Followers x 100
- Reach Rate= Views/ Followers X 100
- Salt Lake City
 - o 203 Average Likes
 - o 12 average comments
 - o 10k average views
 - o 1.32% engagement rate
 - o 62.3% reach rate
- Draper
 - o 47 Average Likes
 - o 2 average comments
 - o 1055 average views
 - o 0.56% engagement rate

- 12.3% reach rate
- Herriman
 - 14 Average Likes
 - 1 average comments
 - 3536 average views
 - .11% engagement rate
 - 26.8% reach rate
- Park City
 - 54 Average Likes
 - 2 average comments
 - 5153 average views
 - .54% engagement rate
 - 50% reach rate
- South Salt Lake
 - 22 Average Likes
 - 1 average comments
 - 1958 average views
 - 0.56% engagement rate
 - 47.5% reach rate
- St George
 - 166 Average Likes
 - 31 average comments
 - 5047 average views
 - 1.5% engagement rate
 - 38.8% reach rate
- Provo City
 - 108 Average Likes
 - 4 average comments
 - 6072 average views
 - 0.41% engagement rate
 - 22.2% reach rate
- Taylorsville
 - 28 Average Likes
 - 1 average comments
 - 565 average views
 - 0.80% engagement rate
 - 15.5% reach rate
- West Valley City (previous)
 - 93 Average Likes

- 3 average comments
- 3669 average views
- 1.9% engagement rate
- 34.6% reach rate
- West Valley City (new)
 - 388 Average Likes
 - 42 average comments
 - 13k average views
 - 8.9% engagement rate
 - 280% reach rate

Mayor Lang asked for clarification regarding social media posts that indicate they will “go away,” questioning whether that means they are deleted or archived. Travis explained that archiving removes posts from the public-facing feed but does not delete them; archived posts remain accessible internally if they need to be retrieved. Lauren further clarified that on platforms such as Instagram, “stories” automatically disappear after 24 hours, which is separate from archiving standard posts. Harold also encouraged Councilmembers to follow the City’s Instagram page to stay informed about updates.

Councilmember Whetstone stated that people are participating and watching and other cities are trying to duplicate what West Valley City is doing, but not doing correctly.

John stated that the planned agenda items for the day had been completed and noted that the meeting was scheduled to continue until 5:30 p.m. He asked the Council whether they would like to adjourn for the day or begin items scheduled for the following morning. After brief discussion, it was decided to move forward with the next section of presentations. John explained that the upcoming topics would focus on initiatives and issues anticipated in the coming year, and that staff may seek Council input on certain items. He encouraged questions and discussion as presentations proceed. He then introduced Craig to present on upcoming community events and related initiatives.

Community Connection

Craig Thomas, Community and Culture Director, presented a PowerPoint Presentation summarized as follows:

- The West Valley City Community Engagement & Culture Department celebrates all residents of the City through events, initiatives and programs that provide opportunities for them to come together to share ideas, inspire one another, nurture relationships, honor traditions, and learn from one another, creating greater connectedness and enhanced sense of community pride.
- The Utah Cultural Celebration Center events & programs invite people from diverse backgrounds, life experiences and interests to come together with others to share ideas, opportunities, and arts & cultural experiences that strengthen the interconnectivity & social fabric of our city.
- The West Valley City Neighborhood Services Division strengthens residents in building engaged, safe, attractive and connected neighborhoods.
- WVC Resident Committees
 - Resident Committees have the ability to play a vital role in representing the interests and concerns of the community through providing valuable input and fostering civic engagement.
 - Advise
 - Champion Community
 - Provide Project Oversight
 - Promote Civic Engagement
 - Foster Community Pride
 - Incubate Creativity
 - Nourish Collaborative Relationships
 - Existing Resident Committees
 - WestFest
 - Clean & Beautiful
 - Healthy West Valley
 - Interfaith Council
 - Veterans
 - Potential Future Committees
 - Faces of West Valley
 - MyWVC Neighborhoods
 - Arts & Culture
 - Historical Society
 - Volunteer Advisory
 - Education
 - Co-Lab

- The co-lab program serves as a platform for engagement with community in mutually beneficial programs and activities that multiply outcomes with partners and enhance the quality of life for residents of West Valley City. co-lab fosters collaboration with and between local artists and arts & cultural organizations and creates a range of opportunities for programs, events and experiences at the UCCC that reflect and strengthen a sense of community.
 - Signature
 - Celebrations
 - Partners
 - Chambers
- Voices and Votes Exhibit
 - The *Voices & Votes: Democracy in America Exhibit* is part of Museum on Main Street, a collaboration between the Smithsonian Institute & State Humanities Councils nationwide.
 - Exhibit Statewide Opening Reception
 - WVC Celebrates Service
 - ARTrageous On-Site and Online
 - Breaking the Deadlock / PBS
 - Generations of WVC Story
 - Community First Friday
- Community Resource Centers
 - Neutral Space
 - MyHometown Programs
 - Expanded Offerings
 - New Partner Programs
 - Community Gatherings
 - Parks & Recreation Programming
 - co-lab Program Expansion
- Neighborhood Leadership Academy
 - A structured learning environment focused on leadership and community-based projects.
 - 9 Week Course
 - Community Leadership
 - City Government / City Departments
 - Project Development
 - Funding Opportunity

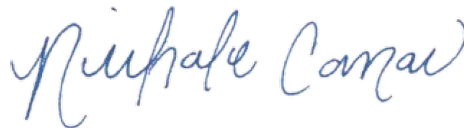
Mayor Lang asked who is in charge of the WestFest Parade this year. She indicated that Magna would like to enter their float and participate. Craig stated that WestFest is now managed by his department. He informed the Council that neighboring cities have been invited to participate in WestFest events this year, with the intent of reciprocating by participating in their parades as well. He noted that WestFest's parade occurs early in the season, which can make participation challenging for some cities that may not yet have their floats prepared. Craig encouraged Councilmembers to help promote participation by inviting other cities, community groups, bands, neighborhood organizations, and youth groups to join the parade. He emphasized a desire to involve as many residents and local organizations as possible to celebrate West Valley City and create an exciting and festive atmosphere.

MOTION TO ADJOURN

Upon motion by Councilmember Wood all voted in favor to adjourn.

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY COUNCIL, THE ANNUAL BUDGET RETREAT MEETING OF THURSDAY, FEBRUARY 19, 2026 WAS ADJOURNED AT 5:17 PM BY MAYOR LANG.

I hereby certify the foregoing to be a true, accurate and complete record of the proceedings of the Annual Budget Retreat Meeting of the West Valley City Council held Thursday, February 19, 2026.



Nichole Camac, MMC
City Recorder