

Councilmember Allison asked if the information would continue to be provided by staff, or would the West Jordan Journal help with the writing?

Boyd Peterson said their staff could help if West Jordan needed it.

Councilmember Summers asked if the space would be the same as the current format?

Boyd Peterson said it would be on a year to year basis.

Councilmember Allison asked the contractual decision that needed to be made?

Boyd Peterson said it would be on a year to year basis.

Councilmember Allison asked if staff felt there would be a downfall with the service?

Gary Luebbers said it would benefit the City and save funds for the City.

A roll call vote was taken:

Councilmember Allison	Yes
Councilmember Argyle	Yes
Councilmember Haight	No
Councilmember Nelson	Yes
Councilmember Pitts	Yes
Councilmember Summers	Yes
Mayor Evans	Yes

The vote passed 6-1.

III. BUSINESS ITEMS

WESTERN TRANSPORTATION CORRIDOR, JIM HORROCKS

Wayne Harper said the purpose was for the Council to review the alternate alignments of the Western Transportation Corridor and proposal to place the corridor through the 21st Century and Bagley Industrial Parks.

On April 11, 2000, the Council discussed the future alignment and corridor to preserve for the future limited access highway. The Council voted, on that date, to place the alignment on the east side of the UP&L corridor, with the understanding that the road would swing east. The current proposal of the consultant and South Jordan City is to exclusively use the UP&L corridor alignment.

For many years, West Jordan City and other entities in Salt Lake County have designated and mostly

CITY COUNCIL COMMENTS/REPORTS

SISTER CITIES

Mayor Newton requested the topic of "Sister Cities" be put on the March 28, 2006 Agenda.

WEST JORDAN JOURNAL

Mayor Newton indicated the West Jordan Journal had requested an increase from the current \$1,000 to \$1,200 for black and white, or \$1,500 for color. He asked the Council to consider the options, and then they would be able to discuss the issue during the Budget discussions.

NEIGHBORHOOD CAUCUS MEETINGS

Mayor Newton requested City Council meeting scheduled for Tuesday, March 21, 2006, be cancelled due to Neighborhood Caucus meetings scheduled for that same evening.

COUNCIL OF MAYORS MEETING

Mayor Newton reported on the Council of Mayors meeting he attended. The issue soliciting the Mayors' support was to move the 20-year transit plan to 10-years, which would require increasing property taxes \$96 on a \$150,000 home.

NATIONAL "TEACHER OF THE YEAR" AWARD

Mayor Newton felt it important for the City to recognize Mike Hughes, from Copper Hills High School, for receiving the national "Teacher of the Year" award.

MOTION: Councilmember Rolfe moved to continue the meeting past 9:00 p.m. The motion was seconded by Councilmember Kellermeyer and passed 7-0 in favor.

JORDAN LANDING ENTRANCE

Councilmember Rolfe requested the need for another entrance into Jordan Landing be addressed. Gary Luebbers indicated he had an upcoming meeting scheduled with Jeff Vitek, President, FourSquare Properties, and he would mention the issue.

HOUSE BILL 77

Councilmember Hilton addressed House Bill 77, to allow cities to have their own school districts. Councilmember Kellermeyer informed that the Salt Lake County Council voted 7-1 in support of HB 77.

MEETING WITH STATE LEGISLATORS

Mayor Newton indicated the State Legislators would like to have a meeting with the Council after the Legislative Session was over to address newly approved laws.

Councilmember Bennett	Yes
Councilmember Hilton	Yes
Councilmember Johnson	Yes
Councilmember Kellermeyer	Yes
Councilmember Rolfe	Yes
Councilmember Summers	Yes
Mayor Newton	Yes

The motion passed 7-0.

DISCUSSION AND POSSIBLE ACTION REGARDING FISCAL YEAR 2007-2008 TENTATIVE BUDGET

Gary Luebbers addressed the three membership budget items to be re-visited that week: EDCU, the Utah League of Cities and Towns, and the Chamber of Commerce.

Additionally, he indicated the West Jordan Journal was requesting an increase of \$2,400, annually for black and white copies (\$200 monthly). If the Council preferred color copies it would be an additional \$300 monthly to the \$2,400 fee.

The Council and staff discussed various options regarding the West Jordan Journal annual increase. Mayor Newton suggested for budgeting purposes, to budget for the \$200 monthly fee, and make adjustments as is convenient for the each monthly newspaper. The Council agreed.

Gary Luebbers indicated the Junior Miss program was in need of an additional \$300 to run the program. The Council agreed on \$300 for the Junior Miss budget.

The Council discussed their opinions regarding membership in the Utah League of Cities and Towns.

MOTION: Councilmember Bennett moved to include the dues for the Utah League of Cities and Towns in the 2007 Tentative Budget. The motion was seconded by Councilmember Kellermeyer.

A roll call vote was taken

Councilmember Bennett	Yes
Councilmember Hilton	Yes
Councilmember Johnson	No
Councilmember Kellermeyer	Yes
Councilmember Rolfe	No
Councilmember Summers	Yes
Mayor Newton	No

The motion passed 4-3.

The Council and staff discussed the Non-Departmental budget. Gary Luebbbers indicated the Risk Management line item was moved to the City Attorney's budget. The continuing allocation, and the services received for the West Jordan Journal was discussed.

MOTION: Mayor Holladay moved to include the West Jordan Journal newsletter back in the line item budget summary. The motion was seconded by Councilmember Bennett and passed 6-0 in favor.

The Council and staff discussed the following items in the Non-Departmental budget: lobbyist line item, and the New Years Celebration.

Councilmember Summers arrived at 7:03 p.m.

The Council and staff discussed the Economic Development budget. The membership with Economic Development Corporation of Utah (EDCU) was discussed, and the improved benefit the City had received.

The Council and staff discussed the City Attorney's budget. Roger Cutler reviewed the realignment of duties and responsibilities within the City Attorney's office. The line item for outside counsel was discussed. Councilmember Rolfe was concerned the amount listed in the proposed budget was accurate. Councilmember Bennett addressed his concern with the "Dragon Speaking" computer program. The current procedure for fleet/vehicle lease and computer replacement was discussed.

The Council and staff discussed the Support Services budget.

The Council and staff discussed the Fire Department budget.

The Council and staff discussed the Community Development budget (Planning and Zoning Division and the Building and Safety Division).

The Council and staff discussed the Treasury Department budget.

Gary Luebbbers requested a Legal Secretary in the City Attorney's office. The space for the City Attorney's area was addressed. He suggested if the Special Bond election was a success, the Attorney's office would move into the Police Department area. If the Bond were not a success, the Attorney's Department and the Support Service Department would switch locations.

Councilmember Richardson left the meeting at 7:36 p.m.

- 5) Analyze organizational effectiveness and identify opportunities for improvements and economies.
- 6) Defer additional "special spending" packages until we complete development of operational strategic plans and understand all resource options.

The Council and staff discussed the proposed six recommendations/suggestions.

Councilmember Rolfe asked whether a snapshot of current sales taxes could be provided.

Tom Steele said staff projected on an estimated budget. He explained earlier information than what was currently being provided was available regarding sales tax and staff would look into getting the most up-to-date information.

The Council expressed appreciation to the newly appointed Committee Members in attendance willing to serve on various committees.

DISCUSSION AND POSSIBLE ACTION REGARDING COMMUNITY COMMUNICATION OPTIONS

Brad Wardle said the information being presented was to help the Council consider options for the future.

Kim Wells said during the last budget session, the City's "Good Neighbor News" pages were eliminated and the number of pages purchased in the West Jordan Living guide were cut. Instead of relying on print methods, more time and effort had been devoted to providing information electronically via the City website and e-mail. Although the City website usage continued to increase, a large portion of our citizenry did not yet use the Internet, especially our Senior Citizens.

She said the two West Jordan Journal pages purchased by the City for the Good Neighbor News were a valuable resource for informing the community about everything from upcoming City Council meetings to public safety issues and community events.

Some of the unintended consequences of eliminating the Good Neighbor News pages of the Journal included:

- Increased calls for information.
- Increased spending on marketing for events and other public involvement campaigns including water conservation, green waste pickup, and winter street parking policy.
- Less avenues for City committees to publicize events.
- Less volunteers

The City website was overhauled and continues to evolve. It is a great source for City information. However, it should not be the *only* source. Regarding the City's website, there were approximately 15,000 visits per month, with just over 9,000 from West Jordan

users. She said 1,500 West Jordan residents pay their utility bills with the on-line bill pay.

Different communication methods, and the pros and cons of each, were presented. She said printing the Good Neighbor News in the West Jordan Journal was less expensive than inserting it into the utility bill, or creating a standalone piece. Two pages in the Jordan costs \$1,500 per month for black and white, or \$1,900 for color pages.

She presented a few of the most cost effective communications methods that would reach the most residents:

Internet -- Website

These numbers continue to grow but currently reflect a small percent of our citizenry and exclude those who do not use Internet.

Internet -- E-blasts

E-blasts to e-mail the city newsletter and other updates. The distribution list was currently very small but continues to grow. We also utilize the Chamber's e-mail list.

Internet -- Website

The Internet was typically the first place people look for information, and it gives us a global presence with hits from places as diverse as Iran, Russia, Brazil and more. It was the #1 source of information for people outside the city.

Internet -- Text Messaging

Text messaging was another option. Costs range from \$79/month for 1,000 texts to \$499/month for 10,000 texts. A text blast could quickly notify the public of emergencies and other events. This technology would likely become more popular and less costly as time goes by.

Print -- Newsletter

To convey a large amount of information on a regular basis, a newsletter was the best option. The two *Good Neighbor News* pages purchased by the City and printed in the monthly *West Jordan Journal* were a valuable resource for informing the community about everything from upcoming City Council meetings to public safety issues and community events. We have continued to create an online version of the *Good Neighbor News*, but it doesn't reach near as many people as the *Journal*, which was distributed to over 34,000 West Jordan homes and businesses. Staff prints about 100 B&W copies of the online newsletter here at City Hall, which was delivered to the Senior Center and distribute in the racks around City Hall.

Before the City started including the *Good Neighbor News* pages in the *Journal* eight years ago, we printed and mailed a quarterly newsletter. The cost was more than \$25,000 per year back then and would be substantially more today because the City has an additional 25,000 residents. Printing and postage costs had also increased.

Print -- Newsletter

Print costs for a stand alone, four-page color newsletter cost between \$2,000 to \$6,000/month. These costs do not include postage -- that's another \$3,220 or addressing them (about \$20/1,000 or \$460) and print quantity reflects mailing only to the approximately 23,000 homes who receive our utility bills not businesses. We could

insert a newsletter into our utility bills and save on some postage costs. But there are still the hard costs of printing, folding and inserting (about a penny each, times # printed typically 23,000 so \$230 +\$230 = \$460). We also pay additional postage if the weight increases to over an ounce, which it would with a newsletter. We could keep the postage under an ounce if we printed an 8 ½ x 11 flyer. Utility bills are only mailed to homeowners and business building owners and don't hit many residential or business renters. That is approximately 5,000 homes and businesses that would not receive the newsletter if inserted in the utility bills.

Print — Newsletter

Printing the *Good Neighbor News* pages in the *Journal* was less expensive than printing and inserting it into the utility bills or creating a standalone piece. Two pages in the *Journal* cost \$1,500 per month for black and white pages (\$18K/year) or \$1,900 for color pages (\$22,800/year). (If we choose to run the city newsletter every other month, the cost would be \$2,050 for color (\$12,300/year) or \$1,650 (\$9,900/year) for black and white.

Mountain View Advertising Option

Another vendor just submitted a proposal for creating and distributing a city newsletter in partnership with Media One, the advertising arm of the Deseret News and Tribune. This would be distributed in the Sunday Tribune and Deseret News and mailed Monday with the "Now Utah" paper to nonsubscribers. Costs range from \$1,800/month to \$3,350 per month depending whether we went with four pages or two pages.

If the City Council would like to regularly communicate with our residents via a newsletter, we could also send out an RFP and explore other options. Before discontinuing the City's participation in the *Journal*, the City had printed the newsletter in the *Journal* since March of 2001. The *Journal* had been good to work with and was a solid option to consider. In fact, many other municipalities in the valley print their newsletter pages in the *Journal* because it was a good value and effectively reached our audience.

In a City of over 100,000, there is plenty going on ... certainly enough to fill two pages each month. The City newsletter allows all City departments a means to communicate with our citizenry. She said she never had a shortage of information to include in the City newsletter and frequently have more information than I can fit.

Along with our website, a newsletter was a communications staple.

Utility Bill Inserts

Since eliminating our *Journal Good Neighbor News* pages, we have printed and inserted more utility bill inserts. The most economical choice was to print a 1/3 of a sheet flyer and mail it only to our residential customers. The cost to print 23,000 two-sided flyers was between \$400 - \$600. Then there was another penny apiece to insert them into the utility bills or \$230. (You can include 6 of these 1/3 sheet flyers without increasing postage.) However, they are not as well read as the City's *Journal* pages were.

West Jordan Living Guide

Each year the City purchased pages in the Chamber's *West Jordan Living Guide*. This glossy magazine comes out once a year and was distributed to West Jordan homes and

businesses. We were budgeted for two pages this year at a cost of \$2,400. In the past, we have purchased additional pages, which were used to inform the public about West Jordan programs, services, and events.

Flyers/Posters/Postcards

We also use other options like flyers, posters, postcards, banners and magnetic signs mounted on our City vehicles.

Variable Message Board

She said one option for the Council to consider that was a bit nontraditional was a variable message board which could be moved around the City to reach people as they drive. Both South Jordan and Herriman use message boards to inform their communities about public safety issues, community events, roadwork, and more. Variable message boards cost about \$16,000 but can be used for years and by a number of city departments. There were grants available for these message boards, if they were used by law enforcement. The City currently rents message boards several times a year for different purposes – primarily roadwork and for the 4th of July parade. Rental costs of \$360/day was just over \$4,000 for a week's worth of exposure for the Fourth of July road closures. She felt it could be time to look into grant options and purchasing costs.

Television – Cable Channel

A Government Access Cable channel was an option cities in the area utilize, including Taylorsville, Sandy, and Murray. Comcast had a program with Salt Lake Community College where the college helped put together programming. We currently have a character generator that posts city information on Channel 17. But the equipment is very limited and only allowed us to input text – no graphics or sound.

One option was to expand our Channel 17 programming with the help of the Community College. She met with the Chamber of Commerce and Tony Pistone, one of our dedicated volunteers, to explore this possibility. A community cable channel could be used for a variety of programming including televising City Council meetings, events, messages from the mayor, public safety information, water conservation information, and much more. Staff might have a source for the \$7,500 seed money to get the channel up and running. She indicated that Tony Pistone's term on the Water Conservation Committee ends in December, and he would like to explore the possibility of creating a volunteer committee tasked with working with the Chamber to help develop programming and additional funding sources. She said staff would be happy to bring the Council more information on this option at a later date if interested.

She said times were tight, but that does not diminish the need to reach out to our citizenry and keep them informed.

Mayor Newton felt this would be a good discussion item for the Strategic Plan agenda.

Councilmember Summers suggested that staff create a short list of four or five items, which would be the most cost effective.

Councilmember Johnson said the School District arbitration was ending this week and a decision was expected Mid-January.

Councilmember Johnson left the meeting at 7:15 p.m.

DISCUSSION AND POSSIBLE ACTION REGARDING BILLBOARDS SIGNS

Tom Burdett said in the past 25 years, from 1984 to 2008, the City had regulated billboards with a full range of regulations and standards. This included regulations from complete prohibition to unlimited numbers, except for the standards and criteria applied in the Sign Code. From 1984 to 1989, the City prohibited all billboards. In 1989, billboards were unlimited in total number, provided that applicable criteria was met, but regulated as a temporary conditional use which could be reviewed anytime after five years for revocation. In 2000, billboards were regulated as temporary conditional uses. However, a total number limit of 10 was added. In 2003, billboard regulations were changed to conditional uses, minus the temporary provisions. At the same time, the total number limit of billboards was increased to 12. In 2005, the total number limit was increased to 14 as a conditional use. In 2006, the total limit of billboards at 14 remained static, but articulated 7 should be located east of Bangerter Highway and 7 should be located west of Bangerter Highway.

On September 9, 2008, Councilmember Hilton requested a discussion be scheduled on the agenda to address the number of billboards in the City. The Council agreed to have the sign ordinance brought back for Council discussion at a future date. Staff had prepared the report along with a recommendation using the language of the current Code. The numbers left blank were to be filled in by the City Council.

The following questions were presented to help assist in the discussion and possible action to Section 89-6-1108(d)(5) of the Zoning Ordinance.

1. What should the total number of billboards be in the City of West Jordan?
2. How should the billboards be distributed throughout the City (7 and 7, 6 and 6, or 5 and 5)?
3. Is Bangerter Highway a good dividing line?
4. If the total number of allowed billboards is reduced to a number which is less than the number of existing billboards, should the City pursue an amortization process to bring the total number of billboards in the City into conformance with the new requirements? Staff must point out that amortization can lead to lengthy court proceedings.

He said the fiscal impact would be staff time in preparation of a code amendment. This included researching, preparation of a report, draft ordinance with findings, and conducting public hearings. The cost of this work from the fee schedule was \$1,200. If extended legal research was necessary, the cost could be higher by an additional 75%, or \$2,100.

CANAL ISSUES

Councilmember Hilton addressed the need for a fence on 2200 West along the canal.

The Council discussed at length the issues facing the canal problems within the City. They agreed to have a letter sent from the Council, and possibly from the School District to encourage a fence/gate installed on 2200 West, forcing the children to use the sidewalk.

RODEO ARENA

Councilmember Hilton stated Sherrin Pelton requested the Rodeo Arena moved out west and out of the Veterans Park.

The Council addressed the use of the Arena, and reserving the area for riding clubs. They discussed the possibility of having one open night a week for riding clubs, or individuals to utilize the arena for a small fee of approximately \$5.00 per rider. They requested staff investigate the potential cost of opening one night a week. The Council also requested looking into possible signage directing to the Arena.

VOLUNTEER ISSUES

The Council discussed at length the City Committees and issues facing the different areas.

Mayor Newton suggested looking for a 'volunteer coordinator' that would be able to work with the various committees' and volunteers in the City. The Council suggested utilizing the Events Coordinator and Public Information Officer.

WEST JORDAN JOURNAL

Mayor Newton felt it was a disservice to the residents when the City eliminated the West Jordan Journal from the budget. The Council discussed options regarding reestablishing pages in the Journal (i.e., possible 24 pages per year, but not necessarily 2 pages each month). The Council requested staff look at the possible Contingency Fund, and possibly renegotiating an agreement with the Journal.

4000 WEST OLD BINGHAM HIGHWAY

The Council and staff discussed the traffic issues facing the intersection at 4000 West Old Bingham Highway. Staff would investigate this situation, and provide additional information to the Council for consideration.

III. CLOSED SESSION DISCUSS PERSONNEL ISSUES

COUNCIL: Mayor David B. Newton, and Council Members Kathy Hilton, Melissa K. Johnson, Jim J. Lems, Kim V. Rolfe, Ben Southworth, and Lyle C. Summers.

STAFF: Brad Wardle, Interim City Manager, and Jeff Robinson, City Attorney.

A roll call vote was taken

Councilmember Hilton	Yes
Councilmember Johnson	Yes
Councilmember Lems	Yes
Councilmember Rolfe	Yes
Councilmember Southworth	Yes
Councilmember Summers	Absent
Mayor Newton	Yes

The motion passed 6-0.

Councilmember Hilton requested the topic of *How to maintain the balance of roads, water, and sewer with the new High Density Multi-Family development* as well as *Senior Housing* be placed on the Council's "to do" list.

DISCUSSION AND POSSIBLE ACTION REGARDING APPROVAL OF INSERTION OF CITY'S GOOD NEIGHBOR NEWS PAGES INTO THE WEST JORDAN JOURNAL

Mayor Newton explained in an effort to trim costs, the City's *Good Neighbor News* pages were cut from the *West Jordan Journal*. Alternate communications were implemented, primarily website and utility bill flyers. However, these methods had not worked as well as hoped or saved significant money.

After reviewing different options, staff recommended reinstating the City's *Good Neighbor News* pages in the *Journal*. This option was the least costly and provided a monthly forum that reached all West Jordan residents and businesses. The timing was optimal to promote upcoming City programs and events including green waste collection, Arts Council productions, water conservation programs, Memorial Day program, summer movies, the Western Stampede, and more. They could also expand and contract their pages as needed. If they moved forward with the insertion order now, they would receive the current price and not be subject to the upcoming postage increase.

The City began inserting the *Good Neighbor News* pages in the *Journal* in 2001. Previously the City printed and mailed a quarterly newsletter at a cost of about \$25,000 per year. Current costs to print and mail a basic quarterly newsletter to residents ranged from \$22,720 to \$38,720. This option costs more, excluded their businesses, and was distributed four times per year rather than the monthly option the *Journal* offered.

Because different City Departments used the pages, the costs could be shared. For example, the water conservation division had money to use for public education. Water conservation week was in May so the April *Good Neighbor News* pages could be used to promote water conservation with the costs billed to the water conservation division. The

next two issues of the *Good Neighbor News* would focus on the Memorial Day program and the Western Stampede. There was some money set aside for advertising these events that could be used to offset the costs. There was also money available in the marketing budget that could cover the remaining costs until the next budget cycle.

In a city of over 100,000, there was plenty going on that was of interest to their community. A city newsletter allowed all city departments and committees a means to communicate with their citizenry. Effective communication was key to keeping their community united and informed.

He outlined the fiscal impact as follows: Two color pages cost \$1,900 per month (\$22,800/year), or two black and white pages cost \$1,500 per month (\$18,000/year)

<u>Issue</u>	<u>Pages Needed</u>	<u>Cost</u>	<u>Account(s) to be paid from</u>
March 19 th Issue	one page	\$750	\$500 from 544421-424000 (Solid Waste) \$250 from 10-4111-4414000 (Marketing)
<i>Focus on green waste, Arbor Day, Arts Council production, upcoming events, road projects</i>			
April 16 th Issue	two pages	\$1500	from 515125-4610412 (Water Conservation)
<i>Focus on water conservation, Healing Fields, Youth Theatre, Fun Run, Memorial Day</i>			
May 21 st Issue	two pages	\$1500	\$700 from 104133-4310014 (Events Misc.) \$800 from 10-4111-4414000 (Marketing)
<i>Focus on Memorial Day, Relay for Life, Arts Council production, Schorr Gallery, free movie</i>			
June 18 th Issue	two pages	\$1500	from 104133-4610205 (Stampede)
<i>Focus on Western Stampede, Derby, Arts council production, free movie, fireworks safety</i>			

Communications Options

Even though times are tight, it's important not to sever communications with our residents and businesses. During the last budget session, the City's *Good Neighbor News* pages were eliminated from the *West Jordan Journal*. The goal was to ramp up our online efforts instead of relying on print methods. The city website was overhauled and is a great source for city information. However, it should not be the *only* source.

Internet – Website

- Averages 15,000 visits per month; just over 9,000 are visits from West Jordan users (about 8% of our citizenry).
- About 1,500 residents per month pay their utility bill online.
- (You also need some form of communication to drive people to the website.) The Internet is typically the first place people look for information, and it gives us a global presence.

- e-blasts are cost effective but distribution list is currently very small

Consequences of eliminating the Good Neighbor News

- Increased calls to City Hall for information.
- Increased spending on marketing for events and other public involvement campaigns including water conservation, green waste pickup, and winter street parking policy.
- Less avenues to publicize events and other information from city committees and outside agencies like UDOT, UTA, the department of Public Safety and even the Children's Justice Center who are looking for ways to spread information that impacts or may be of interest to our residents.
- We have had a harder time filling volunteer positions.

Website + Newsletter = most cost effective, broad based coverage

Journal option

Pros

Residents and businesses have been looking for city news there since 2001.

Cost effective

Monthly forum

Cons

Some residents think the city publishes the *Journal*.

Some residents think the *Journal* publishes the city newsletter.

Sometimes the print schedule is not conducive to when we need to release the information.

Cost to insert Good Neighbor News in the Journal

2 b&w pages 12 times/year \$1,500 per month (\$18K/year)

2 color pages 12 times/year \$1,900 (\$22,800/year)

2 b&w pages 6 times/year \$1,650 (\$9,900/year)

2 color pages 6 times/year \$2,050 (\$12,300/year)

Standalone Newsletter option

Print cost for a four-page color newsletter range from \$2,000 to \$6,000/month. Postage is an additional \$3,220 (.14 x 23,000) plus addressing them (about \$20/1,000 or \$460) = \$5680-\$9680. (Mails only to homes who receive our utility bills not businesses.)

Insertion into utility bills could save some postage costs. But there are still the hard costs of printing, folding and inserting (about a penny each, times # printed typically 23,000 so \$230 + \$230 = \$460). We also pay additional postage if the weight increases to over an ounce, which it would with a newsletter. We could keep the postage under an ounce if we printed an 8 ½ x 11 flyer.

Bottom line: printing and distributing a standalone newsletter would cost more and reach fewer people than including the newsletter in the *Journal*.

Mountain View Advertising Option

Distribute a city newsletter in the *Sunday Tribune* and *Deseret News* and mail it to nonsubscribers with the *Monday Mailbox Now Utah* paper and circulars.

2 pages \$1,800/month

4 pages \$3,350/month

The Council and staff addressed clarifying questions regarding the options of choosing black and white or color depending on the month, RFP/Bid process, noticing requirements, newsletter to remain on the City's website, and statement of "Paid for by the City of West Jordan" printed in the *Good Neighbor News*.

MOTION: Councilmember Hilton moved to insert the City's *Good Neighbor News* pages in the *West Jordan Journal* and choose black and white or color option depending on the month, and not to exceed \$6000, and declaring the *West Jordan Journal* as the sole source. The motion was seconded by Councilmember Johnson.

A roll call vote was taken

Councilmember Hilton	Yes
Councilmember Johnson	Yes
Councilmember Lems	Yes
Councilmember Rolfe	Yes
Councilmember Southworth	Yes
Councilmember Summers	Absent
Mayor Newton	Yes

The motion passed 6-0.

**DISCUSSION AND POSSIBLE ACTION REGARDING A PROPOSED
CITY-WIDE VOLUNTEER ADMINISTRATIVE DIRECTIVE**

Jeff Robinson explained West Jordan City currently did not have a uniform volunteer policy. URMMA had expressed the position that no one currently working for the City as a volunteer was covered by the City's general liability insurance or Worker's Compensation policy because City Volunteers currently did not meet Utah Code Annotated 67-20-4. The absence of a volunteer policy and the City's failure to follow an adopted policy potentially exposed the City to liability for injuries sustained by a volunteer or injuries sustained by third parties caused by a volunteer's conduct.

The proposed Volunteer Administrative Directive provided an approval process by which the City's volunteers would meet the requirements of the Utah State Code. The volunteer