

**MINUTES OF LAYTON CITY  
COUNCIL STRATEGIC PLANNING  
WORK MEETING**

**APRIL 25, 2013; 6:11 P.M.**

**MAYOR AND COUNCILMEMBERS  
PRESENT:**

**MAYOR J. STEPHEN CURTIS, MICHAEL  
BOUWHUIS, JOYCE BROWN, BARRY FLITTON,  
JORY FRANCIS AND SCOTT FREITAG**

**STAFF PRESENT:**

**ALEX JENSEN, BILL WRIGHT, KENT  
ANDERSON, PETER MATSON, BRANDON  
RYPIEN AND THIEDA WELLMAN**

**The meeting was held in the Council Conference Room of the Layton City Center.**

Mayor Pro Tem Francis opened the meeting and indicated that Mayor Curtis was running a little late. He turned the time over to Alex Jensen, City Manager.

Alex indicated that Staff intentionally left the agenda open for Council discussion. He said Staff would take notes of the discussion and follow up on any direction given by the Council. Alex said Staff didn't intend to provide any direction, but would provide input if the Council wanted them to do that.

Councilmember Freitag said after talking with the Mayor last evening, he suggested that every Councilmember be given some time to present their ideas.

Mayor Pro Tem Francis suggested 20 minutes each.

**ITEMS FOR DISCUSSION:**

**COUNCIL DISCUSSION ON THE FUTURE VISION OF LAYTON CITY**

Councilmember Brown said she didn't come with anything specific. She mentioned a conversation she had with the Mayor about Marvin Goldstein, an entertainer, and his willingness to do a benefit concert for an organization in Layton City. Councilmember Brown said she and the Mayor had discussed doing something for the Boys and Girls Club.

Councilmember Brown mentioned a scholarship program they had that would pay for underprivileged kids to register for sports.

Alex said they could use some funding. He said Dave Thomas' band did a concert to benefit the Boys and Girls Club in the past.

There was discussion about the City paying the \$4,500 to cover the cost for Mr. Goldstein and how the City would want to market the event. Discussion suggested that proceeds should first go to pay back the \$4,500.

Councilmember Brown mentioned buying a table at the Boys and Girls Club extravaganza in October at the Davis Conference Center.

Councilmember Freitag said in preparation for this meeting, he had asked his family what they would like to see in Layton City. He said most things mentioned by his family were recreational things. Councilmember Freitag said his family spent time at the recreation center in Clearfield, and they spent a lot of money doing recreational things in other cities. He mentioned Boondocks in Kaysville, Lagoon in Farmington and the facilities in downtown Ogden. Councilmember Freitag mentioned the amount of time and money his family spent at indoor soccer events. He suggested that the City make an effort to recruit these types of things to Layton.

Councilmember Freitag discussed what other cities were doing for recognition; Ogden and sports; Farmington and their new retail area; Salt Lake City and retail; and Sandy with retail and office space. He said Layton used to be the place people came to, but now people were going other places. What could the City do to change that, or what were we doing to change that?

Councilmember Freitag said there had been talk about reimagining the City; what was the City doing about that. He asked what the feeling was when you came into Layton. Councilmember Freitag said at a minimum, he thought that there should be a wall along I-15 near the trailer court area on Main Street. He also suggested additional landscaping and a general clean up along I-15.

Councilmember Freitag mentioned the internet and what the City was doing particularly with promoting UTOPIA. He suggested having places in the City where Wi-Fi could be made available through UTOPIA so that people could get used to using it and the advantages of the speed.

Councilmember Brown mentioned a place she had visited in Washington that was a standalone hotel with a water park attached. She suggested recruiting something like that, which drew people from outside the area.

Councilmember Flitton said branding was also very important. He mentioned Ogden and their outdoor recreation branding.

Councilmember Bouwhuis said for years Layton was known for restaurant row. He discussed whether that needed to be carried on or if there needed to be a redirection. Councilmember Bouwhuis asked how the City would structure itself to drive these things forward. How do we get more tenants in East Gate? He said the City had to be attractive. Councilmember Bouwhuis suggested that the City had to convince the Mall to clean up their fence line and increase their visibility.

Councilmember Bouwhuis said structurally the City had to try and overcome the perception that we were putting things on the backs of people such as the west Layton Village idea. How did the City work with the citizens going forward? Councilmember Bouwhuis suggested that maybe the Economic Development Staff needed to be increased.

Councilmember Flitton said he would like to see the City invest in putting a label on Layton that would stick; maybe it would take hiring a consultant. He mentioned things that Ogden and Farmington had done. Councilmember Flitton said restaurant row wouldn't hold up forever. He said Layton was stalemating right now. Councilmember Flitton said Layton was the largest commercial center between Ogden and Salt Lake City and the City was losing ground. He suggested being more involved with social media. Councilmember Flitton said we needed to invest in the City.

Councilmember Flitton asked what it would take to get the Garn/Durbano property going. He said the City couldn't be everything to everyone but with a consultant we could maybe come up with some type of identity. Councilmember Flitton reminisced about the Verdland Park area and the change that was made many years ago to develop Commons Park, and the great change that was for the City.

Councilmember Francis said he had 4 things he would like to discuss. He said he had been thinking a lot about a SWOT analysis from the community development aspect of the City. Councilmember Francis said a SWOT analysis would help the City identify strengths, weaknesses, opportunities and threats. He suggested looking at everything from traffic; how to maximize sales tax revenue; and location.

Councilmember Francis said this was similar to what Councilmember Flitton mentioned. He said maybe the City was to the point of having someone from the outside look at the City. Councilmember Francis suggested hiring a firm to help with a SWOT analysis. He suggested starting with a new logo and a strategy for forming a comprehensive plan.

Bill Wright, Community and Economic Development Director, said the City had received \$2,500 from EDCUtah that could be used.

Councilmember Francis said the recently formed technology committee was moving forward. He said the City had doubled its likes on Facebook. Councilmember Francis mentioned having a contest for the youth to name the dragon feature of the new splash pad.

Councilmember Bouwhuis said, long term, the City would need to have staffing to do these things.

Council discussed the technology committee and what types of information they would be sending out. Discussion suggested that it would be important to provide information on many different items such as employees, residents, parks, police, etc.

Councilmember Francis said he understood that there was a lot of money sitting at the County for municipalities to revamp their buildings to solar energy. He said approximately 4 million dollars was available that no one was using. Councilmember Francis said he heard that it could cut the power bill by 30%.

Councilmember Francis mentioned the train station and suggested that it be utilized in some way as a museum. He mentioned that the Arts Council needed additional space and suggested that maybe the museum could be moved to the train station. Councilmember Francis said since the train station was a museum, it made a lot of sense to make the train station a museum and have it open to the public.

Councilmember Brown said exhibit space in the museum was bigger than both floors of the train station.

Councilmember Freitag said the City needed a new public safety building; the arts council building wasn't a solution.

Council discussed having a retail component at the train station and bringing a train element or downtown element of the museum to the train station, but keeping the main museum where it was currently located. They discussed a toy store with trains as a retail component. There was discussion about tying the military and train station together in that area, and they discussed the property across the street from Veterans Park.

Councilmember Freitag suggested that part of the analysis should be about why people were leaving Layton; what were they going after; was it certain food, shopping, sports, etc. He said there was a need for retail on the west side of the City.

Council discussed the federal vote on taxing internet sales and the impact that could have on City revenue.

Bill said it was anticipated that the State would get an additional 88 million dollars a year; Layton would likely get an additional 2 to 3 million dollars a year.

Councilmember Freitag suggested that the City should be putting Facebook links on all emails sent from the City. He said information could be electronically pushed back out to people. Councilmember Freitag said clipping newspaper articles didn't benefit anyone. He said information the Council was receiving from the newspaper through Staff was old news.

Council discussed an article in the Standard Examiner quoting UDOT about connecting Antelope Drive to Highway 89.

Alex mentioned the interchange improvements at Antelope Drive and Hill Field Road.

**Mayor Curtis arrived at 7:50 p.m.**

Councilmember Freitag asked what the strategy was when the paper put out incorrect information.

Alex said the information might be wrong, depending on the Council's decision. He said he didn't think this should be argued in the press, but he would have a discussion with UDOT in private.

Councilmember Freitag said he didn't agree with Alex; other people were having an impact on Layton and he thought it would be advantageous for the City to meet with the editorial board of the paper. He said based on the relationship with the editorial board, the City could have an influence on what was written in the paper.

Alex said he thought the City had a pretty good relationship with the paper. He said the City also had an effective relationship with UDOT.

Councilmember Francis suggested feeding the paper some public relations information from the technology committee.

Alex said the City could do a better job of managing its story, and pushing information out to the citizens. He said all of those pieces needed to be done better. Alex said Lynn Arave was doing a good job writing articles and pushing out informational type pieces very quickly to the internet.

Councilmember Freitag suggested having Mr. Arave come to a Council meeting and put out articles based on information from the meeting.

Alex mentioned some of the articles that had recently been put out.

Councilmember Freitag said a public relations person could help the Council in responding to citizens.

Alex asked for input from Councilmember Freitag on how he would envision a public relations person doing that. He said Staff could formulate a response and push that information out to the Council for review and approval, and then Staff could respond to the citizen.

Discussion suggested that the Council would need to respond within 3 hours for it to be effective.

Alex said Lynn Arave could write on anything the Council wanted and suggested that the Council feed Mr. Arave article ideas.

Councilmember Brown said the articles that were coming out were very good.

Councilmember Francis said the technology committee could come up with a lot of good ideas.

Alex asked what the Council would like Staff to do moving forward.

Discussion suggested the City should look at hiring a consultant to help with rebranding and a SWOT analysis.

Alex said Staff would move forward with that and cast a wide net. He asked if the Council wanted to include other stakeholders; business owners, prominent people in the community, etc.

Consensus was to include other stakeholders.

Alex asked Council to think about people that could be involved.

Alex gave Council a brief update on a replacement for the Executive Assistant position.

There was discussion about Councilmember Freitag's recent permanent appointment as the Salt Lake City 911 Director.

**The meeting adjourned at 8:57 p.m.**

---

Thieda Wellman, City Recorder