

Laurie Hellstrom

From: Heather Gale
Sent: Monday, August 24, 2020 12:11 PM
To: Bill Cobabe; Laurie Hellstrom; Leonard Call
Cc: Sara Urry; Ann Arrington; marriotttranch@txox.com; Kevin Bailey; steve.gibson@msn.com
Subject: Connection Magazine Questions

Good Morning,

I think the Connection Magazine is a nice publication. I understand that the Spelts' are requesting the city once again consider using their magazine as the official publication for Pleasant View City. Magazines and newspaper around the world are starting to fail, which is sad, but not our job to fix. My Mother is the only person in my life who still buys the newspaper occasionally and although she used to purchase a few magazines weekly, she no longer does so because there is much less content in the publication for the same or a higher price. How often is the price we pay for the publication going to increase? We don't have very many businesses in Pleasant View to pay for advertising.

What, if any, repercussions will there be if a political advertisement is in the magazine? Is the city then subsidizing that political advertisement and "supporting" that candidate? Political signs aren't allowed on city property, so where does this type of agreement fall within state law? What if a business that places bids in Pleasant View places an ad in the magazine? Is the city then subsidizing the advertising for that company? Does that then become a conflict of interest when they place a bid for a city project? What about developers, realtors, car dealerships, equipment rental businesses, etc.

How do we define a magazine doing work for the city? They are a for profit magazine and would now be accepting public funds.

There have been numerous times that mis-information has been published in the magazine which caused upset residents to call the city and complain. The information is correct if you live in North Ogden, but is inaccurate if you're a Pleasant View resident. The magazine did say for quite some time that it was the official community magazine of Pleasant View, which was inaccurate. If the magazine is ours and something is viewed as offensive or incorrect, is the city liable now and will we be sued for something in the magazine?

In the past when the format of our newsletter has changed, we have had to put the project out to bid. I know there are also two other monthly magazines that are mailed to PVC residents, do we need to give them an opportunity to bid on a monthly publication on behalf of the city?

There is an ad in August edition for a service project at Wadman Park on 8/15/20 that no one in the city office knew about and it was not scheduled on our calendar. Service projects are great but if someone had the bowery reserved that day at Wadman Park there would have been a conflict. Information is not vetted before it is advertised in the magazine.

Who is responsible for getting our content to the magazine staff? Who is responsible for reviewing and correcting grammar, etc. for each section? What are the deadlines for content? If we have a last minute item that we feel needs to get into the publication, what are our options? What file extension will they need our addresses in? We may have to pay Caselle to set up a new file conversion. Last time we did that it cost the city approximately \$600-\$700 for the set up and support calls.

We have a hard time getting content for just the back page of the utility bill at times and may struggle with providing enough content on a monthly basis for the magazine.

We already send the newsletter to all those residents in PVC who receive a utility bill, as well as the PRUD's, mobile home parks, apartments and town homes, who don't receive a monthly utility bill.

Lastly, for your information, the transcript below is the conversation that happened the last time the magazine came to the city and asked to be the official magazine of Pleasant View.

CC
10/25/16

4. Discussion and possible action on approving a Newsletter Publishing Agreement between Pleasant View City and Connection Publishing for City's newsletter service. (Presenter: Melinda Greenwood)

Ryan Phelp: I am the owner of the Connection Publishing. CM Burns: I recommended this to Melinda Greenwood for the additional information to the public but at a different level than this. Mayor Mileski: we can publish the way but more pictures can be put in the magazine. CM Burns: the official information should be on our bill. CM Gibson: I don't want to get rid of the monthly news I throw away a lot of other advertisements. We can funnel some information in the magazine. This is a money making adventure and we don't want to be a part of that. The information is okay but I don't want to enter into an agreement and make money. CM Urry: we can't control who advertises in the magazine. I don't want to put our information in a third party's hand. Mayor Mileski: we can do a coordination effort. Ryan Phelps: my goal behind the agreement is to protect the other. CM Boehme: it's a good idea for an additional place for information to go out. Mayor Mileski: we will move forward on an unofficial level. There needs to be a separation. CM Boehme: this is his business and a separation needs to be there. I want him to succeed. Is he going to share profits? There are a lot of areas.

Thank you – Heather

Heather Gale, CPFA, CPFIM, ACPFIM
Treasurer, Pleasant View City
520 W Elberta Dr
Pleasant View, UT 84414
hgale@pleasantviewcity.com
(801) 782-8529 phone
(801) 782-0539 fax