



CLEARFIELD PARKS & RECREATION COMMISSION AGENDA

January 20, 2021 7:00 p.m.

Pursuant to the State of Utah Public Health Order 2020-17, dated October 14, 2020, and in conjunction with the State of Utah's ongoing declaration of a statewide public health emergency, Mayor Shepherd made a written and verbal declaration on January 5, 2021, that results in the following: (1) the City is not providing an anchor location for Parks & Recreation Commission meetings, (2) Although no other physical meeting location will be available for the general public, the Parks & Recreation Commissioners may or may not appear in person at the City building subject to compliance to social distancing and mask requirements, (3) the public's participation in the Parks & Recreation Commission meeting may present a substantial risk to the health and safety of others, and (4) the public's participation in the Parks & Recreation Commission meeting will only be available through Zoom and/or Facebook Live.

The public wishing to provide comment during public meetings may do so by attending the Zoom meeting noticed on each agenda through the chat feature. The public is invited to monitor or listen to the open portions of the meeting electronically by following the instructions below.

Join Zoom Meeting

<https://us02web.zoom.us/j/82329301632>

Meeting ID: 823 2930 1632

Dial by your location

(253) 215 8782 US (Tacoma)

(346) 248 7799 US (Houston)

Multipurpose Room

55 South State Street

Clearfield, Utah

CALL TO ORDER:

Nathan Wimmer

APPROVAL OF MINUTES:

November 18, 2020

1. Open Comment Period

The Open Comment Period provides an opportunity for the public to address the Commission regarding concerns or ideas on any topic. Participants are to state their names for the record.

2. Staff Reports

Community Services department managers have an opportunity to provide the Commission with an update on initiatives within the division.

3. Park Watch Reports

Commissioners have an opportunity to report back on issues and concerns that they have identified during their visits to their assigned areas during the month.

4. Clearfield City's Hedgehog Methodology

Clearfield City has been working on the identification of an overarching goal for the past year. The goal has been identified as "Creating a place where people want to be." Director Howes will provide Commissioners with a basic understanding of the goal, how it was developed, and how city operations and projects will be evaluated.

COMMUNICATION ITEMS:

Council Liaison Minute
Commissioners' Minute
Deputy Director's Report
Director's Report

Dated this 14th day of January 2021.

/s/Sheila Olsen, Secretary



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PRESIDING:	Nathan Wimmer	Chair
PRESENT:	Robert Bercher Thomas Mayer Vern Phipps	Commissioner Vice-Chair Council Liaison
PRESENT VIA ZOOM MEETING:	Alyssa Belford Andrea Bush Kristi Bush Jim Cordeiro Connie Dooley Paul Taylor	Alternate Commissioner Commissioner Commissioner Commissioner Commissioner Commissioner
STAFF PRESENT:	Eric Howes Curtis Dickson Clint Warnick Sheila Olsen	Community Services Director Community Services Deputy Director Aquatic & Fitness Center Manager Secretary

Call to Order

- Chair Wimmer called the meeting to order at 6:35 p.m. and began by reading Mayor Shepherd's November 10, 2020, declaration regarding no anchor location available for the public to attend the meeting.

Approval of minutes

- Commissioner Bercher moved to approve the minutes from the October 21, 2020, meeting, as written, seconded by Commissioner Mayer. The motion carried upon the following vote: Voting AYE – Commissioners Bercher, A. Bush, Cordeiro, Dooley, and Mayer. Voting NO – None. Commissioners Belford, K. Bush, and Taylor were not present for the vote.

Open Comment Period

- No public participated via the Zoom meeting.

Staff Reports

- Clint Warnick, Aquatics and Fitness Center Manager, reported on the process of looking into the future of the center, which is now 15 years old, recognizing that things get old and that demographics of the community are changing.
- The center needs to stay relevant and meet the needs of the community now and into the future.
- VCBO was hired to conduct a feasibility study to look at current needs and trends. He reported some of the results from the study.
 - Survey respondents were 43% residents, 57% non residents.
 - Majority of respondents and users were women and young children.
 - Some markets are not being served; suggestions are offered on how we can attract those markets.
 - The main goal of the recent fee increases was to try to recover more direct costs. We can either increase fees or expand the base to bring in more members. The feasibility study suggests ways to bring in more members.
- Mr. Warnick invited Commissioners to provide feedback after viewing the presentation.
- Mr. Howes stated Commissioners will have an opportunity to vote on options during the VCBO presentation.



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- Mr. Howes noted that aquatic center revenue from July to current is higher than the same period of the previous year even with the price increases effective in July and the challenges of the ongoing pandemic.

Park Watch Reports

- There were no reports provided.

Halloween Decorating Contest Evaluation

- Mr. Howes asked for feedback on the contest.
- Commissioner A. Bush enjoyed the diversity of the homes in this contest as compared to those from the yard of the week and the holiday decorating. She suggested getting residents involved by having them judge nominees in addition to the Commission and award a resident-pick winner and a Commission-pick winner.
- Comments and suggestions were made about the logistics of how to administer the contest with residents judging including whether we could provide the addresses to the public and better marketing of the contest so more residents were aware of the process.
- This discussion will be tabled to the August 2021 agenda.

Holiday Decorating Contest

- Mr. Howes explained we will not be able to meet as a group for holiday decorating judging or the traditional dinner due to the pandemic.
- Mr. Howes suggested each Commissioner judge individually the same as the yard of the week contest. Commissioners agreed this was the best option.
- Mr. Howes stated we are looking at other options as a thank you for Commissioners' service in place of the traditional dinner. Mr. Howes will inform Commissioners later.
- Commissioner Bercher moved to modify the holiday decorating judging for each Commissioner to judge individually rather than as a group for this year; seconded by Commissioner Mayer. The motion carried upon the following vote: Voting AYE – Commissioners Bercher, A. Bush, Cordeiro, Dooley, and Mayer. Voting NO – None. Commissioners Belford, K. Bush, and Taylor were not present for the vote.

Meeting schedule for 2021

- Commissioners reviewed the meeting schedule for 2021; no comments were made.

Appointments to Serve

- Three Commissioners' appointments expire December 2020 – Robert Bercher, Thomas Mayer, and Paul Taylor.
- Mr. Howes invited the three members to send a letter or email expressing their interest in continuing to serve.

Election of Officers

- Chair Wimmer opened the floor for nominations for Chair and Vice Chair; seconded by Commissioner Bercher. The motion carried upon the following vote: Voting AYE – Commissioners Bercher, A. Bush, Cordeiro, Dooley, and Mayer. Voting NO – None. Commissioners Belford, K. Bush, and Taylor were not present for the vote.
- Commissioner Bercher nominated Nathan Wimmer for Chair. No other nominations were made. (Commissioners Belford, K. Bush and Taylor joined late, so Mr. Dickson briefly informed them of



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the agenda item being discussed.)

- Chair Wimmer nominated Thomas Mayer for Vice Chair; seconded by Commissioner Bercher. No other nominations were made.
- Commissioner Mayer moved to close nominations; seconded by Commissioner Bercher. The motion carried upon the following vote: Voting AYE – Commissioners Belford, Bercher, A. Bush, K. Bush, Cordeiro, Dooley, Mayer, and Taylor. Voting NO – None.
- Commissioner Bercher moved to take a vote for Nathan Wimmer as Chair and Thomas Mayer as Vice Chair; seconded by Commissioner Mayer. The motion carried upon the following vote: Voting AYE – Commissioners Belford, Bercher, A. Bush, K. Bush, Cordeiro, Dooley, Mayer, and Taylor. Voting NO – None.

VCBO Aquatic & Fitness Center Feasibility Study

- VCBO Architecture has prepared a master plan for Clearfield Aquatic and Fitness Center looking at opportunities for improvements to meet the future needs of recreation and aquatics in Clearfield City.
- Whitney Ward with VCBO began the virtual open house by explaining the process of the study which began with a community outreach survey conducted July-August 2020. Brent Tippetts with VCBO also joined in the presentation. Ms. Ward shared some of the results from about 900 survey respondents and a master plan looking at opportunities for improvements to meet the future needs of recreation and aquatics in Clearfield City.
 - Majority of respondents were female.
 - Majority of respondents were non residents.
 - A large majority use the facility occasionally.
 - The Center serves a very broad market.
 - The aquatics elements are the most valued amenities.
 - The center offers a broad range of fitness programs, but additional outreach is needed.
 - The top three opportunities for program expansion potential include additional aquatic programs, outdoor recreation program support, and additional court space for pickleball or other court sports.
 - The top four potential improvements include expanded outdoor pool areas, improved weight training area, 50-meter pool, and flow rider or similar outdoor water feature.
 - Commissioners had the opportunity to vote in three polls. Results will be tabulated along with input from the community during the virtual open house.
- Everyone was invited to tune in on Thursday, November 19, for the virtual open house.

Council Liaison Minute

- No report from Council Liaison Phipps.

Commissioners' Minute

- Chair Wimmer expressed his frustration that parents upset about football being canceled are not willing to attend this meeting and provide feedback. He stated it is difficult for the Commission to support any group that doesn't provide input. He expressed his excitement to serve another year as chair, and he is excited about the things happening in the city.

Deputy Director's Report

- Curtis Dickson, Community Services Deputy Director
 - Shared art center remodel concept designs and described the proposed changes to be presented to Council on December 1. If approved, bids will be solicited in December with plans for construction to begin in March and to be completed by July or August.



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- Shared some details of the cemetery expansion project to be presented to Council on December 1. He described some of the proposed design concepts such as widening the entrance, a roadway through the west 4-acre area and leading out on the north side, adding traditional burial spaces and niche walls. The city is also working on acquiring a small piece of land west of Lindquist Mortuary.
- Shared some details on renovation of the west entrance at city hall to be presented to Council on December 1. The proposal includes removing steps, removing the center section and adding a planter garden, adding flag poles, and remodeling the current sign at State Street. Commissioner A. Bush suggested adding a time capsule in the capstone.
- Recreation has about 400 youth registered for Jr Jazz, but the start date has been delayed to November 30 due to new COVID-19 mandates issued by the Governor. Staff are working on other contingencies in the event the mandates are extended and trying to plan things to keep the community engaged.

Director's Report

- Eric Howes, Community Services Director
 - Tree lighting ceremony on November 30 will be virtual. Citizens have been invited to hang ornaments on trees in front of City Hall.
 - Football parents have been in discussions with Council and Mayor on how the city can help. Options include joining with the Ute football league or forming a parent organization and stay with the WFFL.
 - Mr. Howes thanked Commissioners for their participation and expressed appreciation for their valuable input.

Adjourn

- Commissioner Bercher moved to adjourn, seconded by Commissioner Mayer. The motion carried upon the following vote: Voting AYE – Commissioners Belford, Bercher, A. Bush, K. Bush, Cordeiro, Dooley, Mayer, and Taylor. Voting NO – None. The meeting was adjourned at 8:14 p.m.



STAFF REPORT

TO: Chairman Wimmer and Commission Members
FROM: Eric Howes, Community Services Director
MEETING DATE: January 20, 2021
SUBJECT: Clearfield City's Hedgehog Methodology

RECOMMENDED ACTION

This item is informational in nature and no action is required.

DESCRIPTION / BACKGROUND

Clearfield City has been working on the identification of an overarching goal for the past year. The goal that has been identified has been "Creating a place where people want to be." The goal and the associated process that we have undertaken is based on the book "Good to Great" by Jim Collins. As a city we have focused on three basic areas; 1) What are we most passionate about, 2) What can we be the best at, and 3) What drives our resource engine.

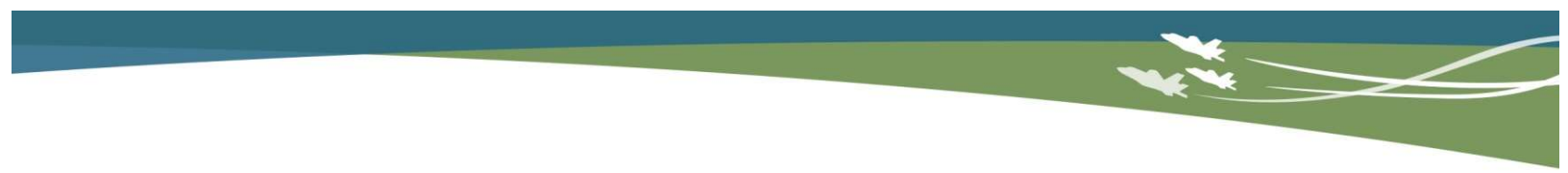
The process of identifying a goal that all of the various departments within the city can all work toward has proven to be very difficult and has taken a great deal of time and energy. Members of the executive staff and the city council have developed a "Hedgehog Prioritization Tool," and the "Hedgehog Decision Tree" that will be used to determine if a project, process, or position is consistent with the city's goal and whether or not it should be pursued. Those items have been included in the packet for your review.

This item is included to provide the commissioners with a basic understanding of the goal, how it was developed, and how city operations and projects will be evaluated.

IMPACT

a. **FISCAL**
N/A –

b. **OPERATIONS / SERVICE DELIVERY**



The implementation of this goal and the associated processes are an important part of determining the overall direction of the city and should serve to streamline and focus our operations.

ALTERNATIVES

SCHEDULE / TIME CONSTRAINTS

LIST OF ATTACHMENTS

Hedgehog Prioritization Tool

Hedgehog Decision Tree

Clearfield Hedgehog Prioritization Tool

Criteria	High Value (3)	Mid Value (2)	Low Value (1)
1. Who benefits (how many)	The general public—all who live, work or play in Clearfield—benefit from this. For internal—all employees.	Many do benefit, while many do not.	Very few individuals or households (or employees, for internal) benefit.
2. Effectiveness	Objectives are defined and outcomes measured; this accomplishes the intended purpose.	Objectives are defined and outcomes measured only loosely, if at all. Even so, anecdotal / circumstantial evidence suggests at least moderate effectiveness.	No clear objectives or measured outcomes, and/or anecdotal / circumstantial evidence suggests ineffectiveness.
3. Tradition, rituals, and sacred cows	This is widely regarded as part of the fabric and identity of the community (or organization, for internal).	A segment of the community (or organization, for internal) is closely connected with this (sentimental attachment), but not a majority.	Few, if any, would consider this essential to Clearfield's identity (community or organization).
4. Cost vs benefit (return on investment)	Can quantify a high ROI; low cost to relatively high benefit.	Difficult to quantify, but subjectively a respectable ROI.	A low benefit for the cost; poor ROI.
5. Exposure mitigation or avoidance	This activity is fiscally prudent and minimizes or mitigates exposure, in terms of indirect cost or other risk.	Some consideration for avoiding or mitigating exposure; or the activity doesn't involve exposure.	This activity is not fiscally prudent and/or exposes the City to significant indirect cost or other risk.
6. Sustainability	• Sustainable financially; or • MUST be sustained (essential); or • Long-term impact is defined and there is commitment to prioritize over other items	Questionable whether it can or should be sustained over time.	Unlikely to be sustainable; or low willingness to sustain over time (not essential).
7. Need vs want	This helps to meet a compelling need of the community or organization.	While not a compelling need, this is desirable on a broad basis and a worthy use of discretionary resources.	Clearly not a need, and desirable only on a limited basis.
8. Absence test	If discontinued, there would be no reasonable substitute, nor could it be provided by another party.	A reasonable substitute is available, or others may be able to provide this, but with some disadvantage to the beneficiary.	This can easily be provided by others, or a logical substitute is available, with little disadvantage to the beneficiary.
Total = _____	18-24 = High Value (emphasize investment)	13-17 = Mid Value (likely to keep)	<13 = Low Value (carefully scrutinize)
Program Evaluator:	Program Evaluated:		Date:

*Actual vs. Potential – Except for new proposals, grade items based on actual data, not potential. For example, if a program actually benefits few, but has the potential to benefit many, it should be scored with a 1, not a 2. Consistently considering actual performance will allow for more accurate evaluation.

