

BOARD OF COMMISSIONERS OF UTAH COUNTY, UTAH
Public Meeting Minutes
January 20, 2021
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PUBLIC NOTICE IS HEREBY GIVEN THE
THE BOARD OF COMMISSIONERS OF UTAH COUNTY, UTAH
WILL HOLD A PUBLIC MEETING IN THE
Commission Chambers Room 1400
100 E CENTER ST, PROVO, UT 84606
January 20, 2021 - 3:00 PM

Board members may participate electronically at will, with the anchor location as stated above.

*In accordance with the High Transmission Area restrictions instituted by the Utah State Department of Health in Utah County and CDC guidelines, the following restrictions apply to this meeting: 1) Members of the public are strongly encouraged to participate electronically; 2) To accommodate physical distancing requirements, physical attendance will be limited to 20 people (including staff) at the anchor location; 3) Once the room has reached capacity the doors will be locked, and additional attendees will be invited to participate online; 4) All individuals in attendance must comply with State Public Health Order 2020-1927 requiring the wearing of face masks in indoor spaces, with certain exceptions, and maintaining at least six feet physical distance from any individual from a separate household.

The public may participate electronically by joining via zoom at the following link <https://zoom.us/j/9938818466> or calling (346) 248-7799 or (669)900-6833, Meeting ID: 993 881 8466. Comments will be limited to three (3) minutes per individual unless otherwise approved by the Board. Please state your name at the beginning of the comment. Please no foul or abusive language. *If a member of the public is unable to provide comment electronically then they may contact the commission clerk to submit written comments for the record by emailing commissionclerk@utahcounty.gov or by calling 801-851-8111*

~COMMISSION MEETING MINUTES~

Commissioner Lee (Chair) and Commissioner Sakievich in Attendance.
Commissioner Ainge in attendance via Zoom.
Others in Attendance: See Attached Attendance Sheet and Zoom List

(Meeting Called to Order: 3:03 P.M.)

PRAYER/READING/THOUGHT: **Ezra Nair**
PLEDGE OF ALLEGIANCE: **Josh Daniels**

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REGULAR

1. RATIFICATION OF WARRANT REGISTER FOR JANUARY 20, 2021 INCLUDING NOTES AND COMMENTS FROM THE COMMISSIONERS AS NEEDED ON THE INTERNAL SYSTEM

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

2. APPROVAL OF THE PAYROLL WARRANT SUMMARY FOR PAY PERIOD 1-2021

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

3. APPROVAL OF THE MINUTES FOR THE FEBRUARY 12, 2020 BOARD OF COMMISSIONERS SPECIAL MEETING

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

4. APPROVAL OF THE MINUTES FOR THE FEBRUARY 19, 2020 BOARD OF COMMISSIONERS WORK SESSION

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

5. APPROVAL OF THE MINUTES FOR THE FEBRUARY 19, 2020 BOARD OF COMMISSIONERS SPECIAL MEETING

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

6. APPROVAL OF THE MINUTES FOR THE JANUARY 6, 2021 BOARD OF COMMISSIONERS PUBLIC MEETING

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

7. APPROVE TAX CREDITS AND REFUNDS RECOMMENDED BY THE COUNTY ASSESSOR'S OFFICE IN CANCELLATION AND CORRECTION LETTER 60427 DATED 01/14/2021

-Jim Stevens, Assessor

AUTHORIZED ON CONSENT

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8. APPROVE AND AUTHORIZE COMMISSION SIGNATURE ON AMENDED AGREEMENT BETWEEN UTAH COUNTY AND JOURNAL TECHNOLOGIES

-Terri Eisel, Attorney

COMMISSIONER AINGE – WHEN I FIRST SAW THIS AND I SAW THE CONTRACT AMOUNT, I WAS A LITTLE BIT CONCERNED BECAUSE I KNEW THAT WE HAD RECENTLY ALSO CONTRACTED WITH ANOTHER CASE MANAGEMENT SYSTEM OVER THE LAST 6 MONTHS OR SO. SO, IT APPEARS THAT WE'RE DOUBLING UP BUT THEN I NOTICED THAT WE DO HAVE THE ABILITY TO TERMINATE THIS AGREEMENT AT ANY TIME. I JUST WANT TO MAKE SURE THAT THIS IS BUDGETED FOR AND HOW LONG WE'RE GOING TO BE RUNNING BOTH OF THESE SYSTEMS IN PARALLEL?

DAVE SHAWCROFT, DEPUTY COUNTY ATTORNEY – THE BOTTOM LINE IS THAT WE'RE TRYING TO IMPLEMENT ONE SYSTEM WHILE WE ARE USING THE OTHER AT THE SAME TIME SO THAT THERE'S AN OPPORTUNITY TO REMAIN IN BUSINESS MORE OR LESS.

I THINK WE'VE DONE THIS WITH SEVERAL OTHER SOFTWARE SYSTEMS THAT THE COUNTY HAS IMPLEMENTED INCLUDING WORKDAY BUT WE DID STRUCTURE THAT AGREEMENT, AS COMMISSIONER AINGE HAS MENTIONED, SO THAT WE HAVE THE ABILITY TO TERMINATE IT ONCE THE OTHER SYSTEM IS WORKING IN A MANNER THAT WE FEEL CONFIDENT – THAT WE'RE ABLE TO CONTINUE TO DO THE SERVICES AND NO LONGER NEED THE GENERAL TECHNOLOGIES. THAT'S THE BACKGROUND BEHIND IT.

AS FAR AS THE ACTUAL FUNDING – I DON'T HAVE SPECIFIC INFORMATION. WE COULD GET THAT TO YOU, BUT THIS JUST ALLOWS US TO CONTINUE TO OPERATE WHILE WE'RE IMPLEMENTING THE NEW FILEVINE SOFTWARE SYSTEM.

COMMISSIONER LEE - DAVE (SHAWCROFT), DO YOU HAVE AN ANTICIPATION ON HOW LONG THIS PROCESS WILL TAKE?

DAVE SHAWCROFT - WE DON'T. IF THERE'S A POSSIBILITY, WE'LL TAKE UNTIL THE END OF JUNE. WE HOPE NOT. THAT'S WHY WE HAVE THAT FLEXIBILITY BUILT INTO IT. I KNOW WHEN WE IMPLEMENTED THE JUSTWARE SYSTEM, I THINK IT TOOK A YEAR TO DO THAT. IT IS A COMPLICATED PROCESS, BUT WE ARE MOVING FORWARD AND HOPE TO GET IT IMPLEMENTED FULLY IN THE NEAR FUTURE.

COMMISSIONER AINGE - I APPRECIATE THAT EXPLANATION. I GUESS THE REMAINING QUESTION IS JUST DO WE HAVE FUNDS BUDGETED FOR THIS NEXT 6 MONTHS WHERE WE MAY BE IN PARALLEL?

DAVE SHAWCROFT - I DON'T KNOW THE ANSWER TO THAT. WE COULD HAVE HALEY GET YOU THAT INFORMATION, BUT I ASSUME THAT THERE ARE FUNDS BUDGETED, BUT I DON'T KNOW THAT.

COMMISSIONER AINGE - THAT'S AN IMPORTANT FACT FOR US TO FIGURE OUT BEFORE WE MOVE FORWARD WITH THIS.

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I UNDERSTAND THE NEED. I DON'T RECALL SEEING TWO DIFFERENT LINE ITEMS. IT MAY JUST HAVE BEEN THAT THERE WAS ENOUGH IN THE SINGLE LINE ITEM OF 'CASE MANAGEMENT SOFTWARE' FOR BOTH SYSTEMS BUT AS WE WENT THROUGH THE FILEVINE APPROVALS, I DIDN'T RECALL APPROVING ANYTHING RELATED TO JUSTWARE OR JOURNAL TECHNOLOGIES. I JUST WANT TO MAKE SURE IT'S THERE.

DAVE SHAWCROFT - I DON'T KNOW WHERE THE FUNDS ARE. ALL I KNOW IS THAT IF THEY'RE NOT IN AN ACCOUNT THEN WE HAVE TO FIND THE FUNDS SOMEWHERE BECAUSE WE CAN'T OPERATE THE OFFICE WITHOUT THIS CURRENTLY. IT IS ESSENTIAL. MY PREFERENCE WOULD BE TO APPROVE IT AND THEN WE COULD HOLD IT UNTIL WE GET YOU THAT FUNDING AND BUDGETING INFORMATION. YOU COULD APPROVE IT SUBJECT TO THAT. THAT WOULD BE AN OPTION BUT IS IN AN ESSENTIAL SERVICE THAT WE REALLY CAN'T OPERATE WITHOUT CURRENTLY.

COMMISSIONER AINGE - I DO THINK IT'S IMPORTANT. I DON'T WANT TO GET IN THE HABIT OF APPROVING CONTRACTS THAT ARE UNFUNDED, SO WE COULD TABLE THIS WITH THE ASSUMPTION THAT WE'RE GOING TO FIGURE OUT THE FUNDING QUESTION HERE IN THE NEXT LITTLE WHILE.

DAVE SHAWCROFT - IF YOU WOULD LIKE TO TABLE, I CAN SEE WHAT I CAN FIND IN THE MEANTIME AND GET YOU THAT INFORMATION.

COMMISSIONER LEE - WE DO HAVE A LITTLE BIT OF TIME BECAUSE THIS CONTRACT ENDS JUNE 30TH OF THIS YEAR.

DAVE SHAWCROFT - NO, ACTUALLY THIS IS THE AGREEMENT THAT WE NEED RIGHT NOW. THE END DATE IS JUNE 30TH BUT WE'RE ALREADY PAST THE START DATE I BELIEVE.

COMMISSIONER AINGE - I SUGGEST WE TABLE IT FOR NOW.

**COMMISSIONER AINGE: MOTION TO TABLE
COMMISSIONER SAKIEVICH: SECOND
AYE: ALL IN FAVOR
PASSED: 3/0**

(after closed session/back in open meeting)
**COMMISSIONER AINGE: MOTION TO UNTABLE
COMMISSIONER SAKIEVICH: SECOND
AYE: ALL IN FAVOR
PASSED: 3/0**

DAVE SHAWCROFT - WERE ABLE TO CONFIRM THAT THESE FUNDS WERE BUDGETED IN 2020 BUDGET. THIS CONTRACT COMMENCES THE 1ST OF OCTOBER OF LAST YEAR. THE BUDGETED ACCOUNTS ARE: 100-41451 4850, 100-41452 4850 AND 248-41451 4850. THOSE ARE THE 3 ACCOUNTS.

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COMMISSIONER AINGE – I DON'T KNOW HOW YOU WOULD USE 2020 FUNDS FOR THIS CONTRACT IN 2021.

DAVE SHAWCROFT – THE FUNDS ARE IN THE 2020 BUDGET AND THE PAYMENT IS FOR A PERIOD OF TIME THAT STARTED IN 2020 – OCTOBER 1. SO, WE'VE ALREADY BEEN USING THE SERVICE WITHOUT THIS CONTRACT IN PLACE.

COMMISSIONER AINGE – I UNDERSTAND THAT. I DON'T UNDERSTAND HOW YOUR CAN PAY THE 2021 PORTION WITH 2020 DOLLARS.

DAVE SHAWCROFT – I DON'T KNOW THE DETAILS ON THAT ISSUE. WE OFTEN HAVE CONTRACTS FOR SERVICES THAT OVERLAP ONE YEAR WHERE THE PAYMENT IS MADE IN ADVANCE. I DON'T KNOW HOW THAT IS DIVIDED UP, ACCOUNTING WISE.

COMMISSIONER LEE – I'M LOOKING AT IT RIGHT NOW. ON THE AGENDA IT SAYS IT'S AN EXPENDITURE FOR \$58,031 AND THE ACCOUNT NUMBER IS 100-41451 4850.

DAVE SHAWCROFT – THAT'S ONE OF THE LINE ITEMS.

COMMISSIONER LEE – IS THERE ANY REASON WHY WE CAN'T CONTINUE THIS ITEM FOR 1 WEEK JUST TO LOOK INTO IT?

DAVE SHAWCROFT – I THINK THAT WILL BE FINE.

COMMISSIONER AINGE: MOTION TO CONTINUE 1 WEEK (JANUARY 27, 2021'S MEETING)

COMMISSION SAKIEVICH: SECOND

AYE: ALL IN FAVOR

PASSED: 3/0

9. APPROVE AND AUTHORIZE AGREEMENT WITH CELLEBRITE, INC TO RENEW SOFTWARE

-Terri Eisel, Attorney

AUTHORIZED ON CONSENT

10. ADOPT RESOLUTION DECLARING UTAH COUNTY PERSONAL PROPERTY AS SURPLUS PROPERTY AS A GIFT TO DEPUTY ZACHARY L. ROBINSON IN RECOGNITION OF HIS MERITORIOUS SERVICE TO UTAH COUNTY

-Terri Eisel, Attorney

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11. ADOPT RESOLUTION DECLARING UTAH COUNTY PERSONAL PROPERTY AS SURPLUS PROPERTY AS A GIFT TO DEPUTY BYRON JOHNSON IN RECOGNITION OF HIS MERITORIOUS SERVICE TO UTAH COUNTY

-Terri Eisel, Attorney

AUTHORIZED ON CONSENT

12. ADOPT RESOLUTION DECLARING UTAH COUNTY PERSONAL PROPERTY AS SURPLUS PROPERTY AS A GIFT TO DEPUTY WADE TURNER IN RECOGNITION OF HIS MERITORIOUS SERVICE TO UTAH COUNTY

-Terri Eisel, Attorney

AUTHORIZED ON CONSENT

13. APPROVE AND AUTHORIZE COMMISSION SIGNATURE ON AMENDMENT NO. 2 OF AGREEMENT NO. 2019-2018 BETWEEN UTAH COUNTY AND RBM SERVICE

-Terri Eisel, Attorney

AUTHORIZED ON CONSENT

14. APPROVE AND AUTHORIZE THE SIGNING OF A RESOLUTION OF APPOINTMENT OF BOARD MEMBER TO THE UTAH COUNTY BOARD OF HEALTH [JORDAN SINGLETON].

-Aileen Conder, Attorney

AUTHORIZED ON CONSENT

15. APPROVE THE FORM OF A RELEASE AGREEMENT AND SETTLEMENT TERMS AND TO FURTHER APPROVE AND AUTHORIZE THE SIGNING OF A RELEASE AGREEMENT WITH CLAIMANT WHO SETTLES IN ACCORDANCE WITH THE SETTLEMENT TERMS.

-Aileen Conder, Attorney

AUTHORIZED ON CONSENT

16. APPROVE AND AUTHORIZE THE EXECUTION OF AN AMENDMENT TO AGREEMENT NO. 2020-871 WITH THE INDIGENT DEFENSE COMMISSION.

-Aileen Conder, Attorney

AUTHORIZED ON CONSENT

17. APPROVE AND AUTHORIZE THE SIGNING OF A RESOLUTION AND CERTIFICATE OF APPOINTMENT AND REAPPOINTMENT OF COMMISSIONERS OF THE HOUSING AUTHORITY OF UTAH COUNTY.

-Aileen Conder, Attorney

AUTHORIZED ON CONSENT

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18. APPROVE AND AUTHORIZE THE EXECUTION OF A SECOND AMENDMENT TO AGREEMENT NO. 2020-656 WITH THE UTAH COUNTY PUBLIC DEFENDER'S ASSOCIATION FOR ADDITIONAL IDC FUNDS FOR FY21.

-Aileen Conder, Attorney

AUTHORIZED ON CONSENT

19. APPROVE AND ADOPT A RESOLUTION OF APPOINTMENT OF BOARD MEMBER TO THE BOARD OF TRUSTEES OF THE NORTH UTAH COUNTY WATER CONSERVANCY DISTRICT

-Cherie Bunce, Attorney

AUTHORIZED ON CONSENT

20. APPROVE AND ADOPT A RESOLUTION OF APPOINTMENT TO THE UTAH LAKE COMMISSION GOVERNING BOARD

-Cherie Bunce, Attorney

AUTHORIZED ON CONSENT

21. APPROVE AND AUTHORIZE THE SIGNING OF AMENDMENT 2 TO 2020-95 WITH UTAH DEPARTMENT OF HEALTH FOR THE TB PREVENTION CONTROL PROGRAM.

-Julie Dey, Health

AUTHORIZED ON CONSENT

22. APPROVE AND AUTHORIZE THE SIGNING OF AN AMENDMENT TO 2020-97 WITH SANIFO PASTEUR FOR THE 2021-2022 INFLUENZA VACCINE.

-Julie Dey, Health

COMMISSIONER SAKIEVICH – THIS IS A SEPARATE ANNUAL INFLUENZA VACCINE THAT WE HAVE. IT HAS NOTHING TO DO WITH COVID. THAT'S THE ONLY THING I WANTED TO CLARIFY ON THAT.

BEN VAN NOY, DEPUTY COUNTY ATTORNEY – THAT IS CORRECT. THIS IS FOR OUR ANNUAL INFLUENZA VACCINE AND NOT RELATED TO COVID.

COMMISSIONER SAKIEVICH: MOTION TO APPROVE

COMMISSIONER AINGE: SECOND

AYE: ALL IN FAVOR

PASSED: 3/0

23. APPROVE AND AUTHORIZE THE SIGNING OF AMENDMENT 4 TO 2018-779 WITH THE UTAH DEPARTMENT OF HEALTH FOR THE EPICC PROGRAM.

-Julie Dey, Health

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24. APPROVE AND AUTHORIZE THE SIGNING OF AN AGREEMENT WITH DLT SOLUTIONS TO PURCHASE 2 ADDITIONAL CIVIL 3D LICENSES ON A 3 YEAR SUBSCRIPTION @ \$6102.80 EACH

-Anthony Canto, Surveyor

AUTHORIZED ON CONSENT

25. APPROVE AND AUTHORIZE THE SIGNING OF A BID PROPOSAL SUMMARY FROM RBM BUILDING SERVICES TO PROVIDE DISINFECTION SPECIALIST CLEANING FROM JANUARY 1 TO JUNE 30, 2021 NOT TO EXCEED \$27,000

-Gina Tanner, Public Works

AUTHORIZED ON CONSENT

26. APPROVE AND AUTHORIZE THE SIGNING OF AN AMENDMENT FOR CONDIE CONSTRUCTION'S AGREEMENT #2020-693 TO ALLOW COMPENSATION IN ACCORDANCE WITH INDIVIDUAL UNIT COSTS FOR ANY OVERAGES AS PART OF THE DSR 7 PROJECT.

-Gina Tanner, Public Works

AUTHORIZED ON CONSENT

27. APPROVE AND AUTHORIZE THE SIGNING OF CHANGE ORDER #3 WITH JUB ENGINEERS TO PREPARE THE WATERSHED PLAN & ENVIRONMENTAL ASSESSMENT FOR \$988,000

-Gina Tanner, Public Works

AUTHORIZED ON CONSENT

28. APPROVE AND AUTHORIZE THE SIGNING OF AN AGREEMENT WITH MOTO UNITED TO PROVIDE ONE SEA DOO \$17,996 AND ONE WAVE 170 WITH TRAILER \$15,707 TO REPLACE AGREEMENT #2020-1067.

-Gina Tanner, Public Works

COMMISSIONER LEE – I SEE THE BUDGET FOR THE SEA DOO, BUT I DO NOT FOR THE TRAILER.

RICHARD NIELSON, DIRECTOR OF PUBLIC WORKS - I BELIEVE IT IS ALL PART OF THE PACKAGE DEAL. THE ORIGINAL AGREEMENT THAT WAS DONE ON AGREEMENT 2020-1067 INCLUDED TWO OF THE LARGER SEA DOO'S FOR \$17,996 AND THE TRAILER WITH THAT. WHEN THEY WENT TO PICK THEM UP, ONE OF THEM HAD BEEN SOLD SO THEY GOT THE OTHER ONE FOR \$15,707, SO IT'S ACTUALLY A REDUCTION FROM THE ORIGINAL AGREEMENT THAT WAS PUT TOGETHER. WE STILL ENDED UP WITH 2 SEA DOO'S AND THE TRAILER. INSTEAD OF TWO AT \$17,996, WE HAVE ONE AT \$17,996 AND ONE AT \$15,707 AND I BELIEVE THE TRAILER WAS INCLUDED IN THOSE.

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ROB MOORE, DEPUTY COUNTY ATTORNEY – THE REASON WE PUT IT BACK ON WAS A COMMENT BY THE AUDITOR'S OFFICE THAT IDENTIFYING THAT THIS WAS A DIFFERENT PURCHASE BECAUSE OF THE ONE BEING OUT OF STOCK OR WHATEVER HAPPENED, SO WE PUT IT BACK ON IN RELATION TO THAT COMMENT BY THE AUDITOR'S OFFICE.

**COMMISSIONER SAKIEVICH: MOTION TO APPROVE
COMMISSIONER AINGE: SECOND
AYE: ALL IN FAVOR
PASSED: 3/0**

29. APPROVE AND AUTHORIZE THE COMMISSION CHAIR TO SIGN AN ONE YEAR AGREEMENT BETWEEN UTAH COUNTY GOVERNMENT AND WORKDAY FOR WORKDAY SUCCESS PLAN SERVICES.

-PJ Maughan, Human Resources

AUTHORIZED ON CONSENT

30. APPROVE AND AUTHORIZE THE UTILIZATION OF THE PRUDENTIAL SPECIMEN GOVERNMENTAL 457 (b) PLAN DOCUMENT AND THE ASSOCIATED ADOPTION AGREEMENT. ATTACHED IS THE BASE SPECIMEN DOCUMENT (GENERAL RULES AND GENERIC VERBIAGE FOR ALL 457 (b) PLANS AND THE ADOPTION AGREEMENT STIPULATES THE PLAN PROVISIONS SPECIFIC TO THE UTAH COUNTY 457 (b) PLAN.

-PJ Maughan, Human Resources

AUTHORIZED ON CONSENT

31. APPROVE AND AUTHORIZE IMPLEMENTATION OF PHASE I OF THE UTAH COUNTY 2020-2021 COMPENSATION STUDY, EFFECTIVE 1/23/2021 (PAY PERIOD 3).

-Merritt Fullmer, Human Resources

AUTHORIZED ON CONSENT

32. AUTHORIZE A CHANGE TO THE STAFFING PLAN AS A RESULT OF A POSITION RECLASSIFICATION. ADD ONE (1) FULL-TIME, CAREER SERVICE LEAD INTEGRATION PROGRAMMER, GRADE 518, AND DELETE ONE (1) FULL-TIME, CAREER SERVICE LEAD INTEGRATION PROGRAMMER, GRADE 517 [ACCOUNT NO. 670-41671, SUPERVISORY ORGANIZATION: JERRY CHAPMAN, POSITION-02037].

-Merritt Fullmer, Human Resources

AUTHORIZED ON CONSENT

33. AUTHORIZE AN INCREASE TO THE STAFFING PLAN IN THE DIVISION OF FAMILY AND PERSONAL HEALTH SERVICES; ADD THIRTY-FIVE (35) FULL-TIME, GRANT-FUNDED, CAREER SERVICE PUBLIC HEALTH NURSE II POSITIONS AND TWO (2) FULL-TIME, GRANT-FUNDED, CAREER SERVICE NURSE SUPERVISOR POSITIONS [ACCOUNT

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NO. 230-43120. ADD 35 OF JOB CODE 2022, FTE 1.0, CSGF AND TWO OF JOB CODE 2025, FTE 1.0, CSGF TO NANCY FLAKE'S SUPERVISORY ORGANIZATION].

-Merritt Fullmer, Human Resources

AUTHORIZED ON CONSENT

34. RATIFY THE AUTHORIZATION BY UTAH COUNTY TO RECEIVE FUNDS FROM THE TREASURY RELATING TO THE RENTAL ASSISTANCE PROGRAM PASSED ON DECEMBER 27, 2020 IN THE OMNIBUS AND COVID PACKAGE

-Alice Black, Clerk/Auditor

AUTHORIZED ON CONSENT

35. ADOPT A RESOLUTION APPOINTING TANNER AINGE TO THE UTAH COUNTY BOARD OF HEALTH.

-Brian Voeks, Commission

AUTHORIZED ON CONSENT

36. APPROVE AND SET A DATE, TIME AND LOCATION FOR A CLOSED MEETING TO DISCUSS THE CHARACTER, PROFESSIONAL COMPETENCE, OR PHYSICAL OR MENTAL HEALTH OF AN INDIVIDUAL OR INDIVIDUALS (SUGGESTED FOR TODAY'S DATE, AT THIS LOCATION, FOLLOWING THE COMPLETION OF THE REGULAR AGENDA) (ANNOUNCE THE VOTE OF EACH COMMISSIONER)

-Alice Black, Clerk/Auditor

COMMISSIONER AINGE: MOTION TO STRIKE

COMMISSIONER SAKIEVICH: SECOND

AYE: ALL IN FAVOR

PASSED: 3/0

37. APPROVE AND SET A DATE, TIME AND LOCATION FOR A CLOSED MEETING FOR A STRATEGY SESSION TO DISCUSS THE PURCHASE, EXCHANGE, OR LEASE OF REAL PROPERTY, WATER RIGHTS, OR WATER SHARES (SUGGESTED FOR TODAY'S DATE, AT THIS LOCATION, FOLLOWING THE COMPLETION OF THE REGULAR AGENDA) (ANNOUNCE THE VOTE OF EACH COMMISSIONER)

-Alice Black, Clerk/Auditor

COMMISSIONER AINGE: MOTION TO STRIKE

COMMISSIONER SAKIEVICH: SECOND

AYE: ALL IN FAVOR

PASSED: 3/0

38. APPROVE AND SET A DATE, TIME AND LOCATION FOR A CLOSED MEETING FOR A STRATEGY SESSION TO DISCUSS THE SALE OF REAL PROPERTY, WATER RIGHTS, OR WATER SHARES, PREVIOUSLY PUBLICLY NOTICED FOR SALE (SUGGESTED FOR

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TODAY'S DATE, AT THIS LOCATION, FOLLOWING THE COMPLETION OF THE REGULAR AGENDA) (ANNOUNCE THE VOTE OF EACH COMMISSIONER)

-Alice Black, Clerk/Auditor

COMMISSIONER AINGE: MOTION TO STRIKE

COMMISSIONER SAKIEVICH: SECOND

AYE: ALL IN FAVOR

PASSED: 3/0

39. APPROVE AND SET A DATE, TIME AND LOCATION FOR A CLOSED MEETING FOR A STRATEGY SESSION TO DISCUSS PENDING OR REASONABLY IMMINENT LITIGATION (SUGGESTED FOR TODAY'S DATE, AT THIS LOCATION, FOLLOWING THE COMPLETION OF THE REGULAR AGENDA) (ANNOUNCE THE VOTE OF EACH COMMISSIONER)

-Alice Black, Clerk/Auditor

COMMISSIONER AINGE: MOTION TO SET A DATE, TIME AND LOCATION AS SPECIFIED

COMMISSIONER SAKIEVICH: SECOND

AYE: ALL IN FAVOR

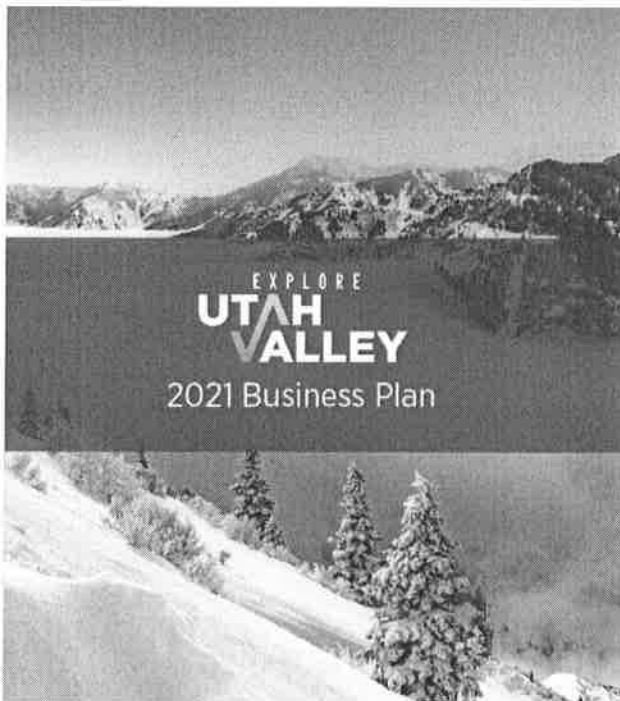
PASSED: 3/0

WORK SESSION

1. LISTEN TO A BUDGET PRESENTATION BY EXPLORE UTAH VALLEY.

-Brian Voeks, Commission

LEE ADAMSON, EXPLORE UTAH – (GAVE PRESENTATION)



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STRATEGY EFFORTS



The Explore Utah Valley organization builds awareness of Utah Valley through marketing, sales, and promotions in effort to support businesses throughout Utah County.

Strategy will continue to focus on current conditions of the hospitality industry, including adaptable programming. Efforts will be focused on restoring local and visitor confidence through short-term and long-term sales, promotions, and campaign strategies.

The mission of Explore Utah Valley is to bring visitors and residents to experience Utah Valley and grow Utah County's visitor economy.



CHARLENE CHRISTENSEN, EXPLORE UTAH (continued presentation)

RESIDENT & VISITOR TRENDS

U.S. Travel Association and Utah Office of Outdoor Recreation both report families are choosing to visit parks and other outdoor attractions as they select responsible social distancing activities. Utilizing consumer data through media assumes Explore Utah Valley will generate programmatic mobile advertising to those who are most likely to visit. Increased partnerships with local influencers in 2021 are planned to build brand authenticity through social media shares.

16,013

Explore Instagram
25% increase

*2020 YTD

UTAH
VALLEY

Explore your
own backyard.
ExploreUtahValley.com



RE-TARGETING ADVERTISING

Planned programmatic mobile advertising through Adara's consumer database will build awareness and track results of specific geo-targeted markets. 2020 Summer/Fall results listed below.



3,942

Inter-impts

1.6

Perf. Rate

87%

Brand Recall

19%

Stated with
Family/Friend

7.5

Ad Spend

2.5

Cost Per
Length of Day

SOCIAL MEDIA FOLLOWING



Explore Instagram
25% increase

Explore Facebook
25% increase

Explore Twitter
25% increase

Explore YouTube
25% increase

Explore LinkedIn
25% increase

Explore Snapchat
25% increase

Explore TikTok
25% increase

Explore Pinterest
25% increase

Explore RSS
25% increase

Explore Email
25% increase

Explore Podcast
25% increase

Explore Web
25% increase

Explore Mobile
25% increase

Explore Desktop
25% increase

Explore Tablet
25% increase

Explore Smart TV
25% increase

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COMMISSIONER SAKIEVICH – DO YOU HAVE AN IDEA WHAT THE RETURN ON INVESTMENT MIGHT BE AT THE END OF THIS YEAR?

LEE ADAMSON – THERE'S A LOT OF THINGS IN FLUX. WE SUBSCRIPT TO A CALCULATOR THROUGH DESTINATIONS INTERNATIONAL. IT'S THE CALCULATOR EVERYONE USES. WE FACTOR THAT 3 TIMES FOR EVENTS LIKE CONVENTIONS, SPORTING EVENTS, ETC. WHEN WE GET A LEAD FOR AN OPPORTUNITY TO BIG ON AN EVENT, WE FACTOR IT BASED ON WHAT THE PLANNER TELLS US THEN AT THE POINT THAT THEY CONTRACT WITH THE HOTEL OR THE CONVENTION CENTER, WE RE-RUN THOSE NUMBERS TO REFINED IT AGAIN AFTER THEY HAVE COME, WE RUN THOSE NUMBERS ONE MORE TIME BASED ON THE ACTUALS THAT THE HOTELS GIVES US ON HOW MANY PEOPLE ACTUALLY STAYED; HOW MANY PEOPLE ACTUALLY ATTENDED ETC. SO IT'S HARD TO SAY.

IT WAS PRODUCED BY CAMBRIDGE ANALYTICA. THEY REFINE THE CALCULATOR TO EACH INDIVIDUAL AREA BASED ON OUR TAX RATES AND OUR LOCAL ECONOMY.

PROPOSED BUDGET FOR 2021

TOTAL REVENUE

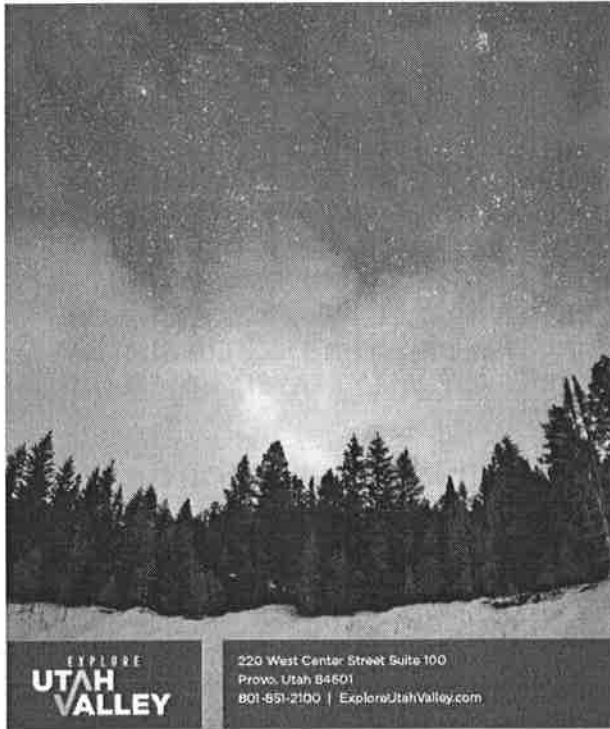
MENT IN UTAH GRANT (CARES ACT)	\$16,197
PARTNERSHIP INCOME (CO-OP)	\$16,918
UNAPPORTIONED UTAH COUNTY FUNDING	\$1,004,887
TOTAL REVENUE	\$1,037,902

TOTAL EXPENSES

SALARIES & BENEFITS	\$750,412
ADMINISTRATION/OFFICE EXPENSES	\$111,386
MARKETING	\$27,488
GROUP SALES	\$11,714
TOTAL EXPENSES	\$901,000



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PUBLIC COMMENTS

NO PUBLIC COMMENTS

*(Moved to Closed Meetings: 3:45 P.M.)
(Reopened Public Meeting: 4:09 P.M.)*

COMMISSIONER SAKIEVICH: MOTION TO ADJOURN
COMMISSIONER AINGE: SECOND
AYE: ALL IN FAVOR
PASSED: 3/0

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during this meeting should notify Alice Black at 801-851-8111. Handicap parking is available, as well as a level entrance to the building. Interpretation services are available with prior notice for the hearing disabled.

Those in Attendance via Zoom:

James Stevens
Shaun Bufton
Travis Anderson
Kris Poulson
Joeho
David Vandegriff

Dave Shawcroft
Adam Beck
Andrea Allen
Peter Brown
Tad Rasmussen

Burt Garfield
Mark
Anthony Canto
Paul Jones
David Vandergriff

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BOARD OF COMMISSIONERS FOR UTAH COUNTY
PUBLIC MEETING ATTENDANCE SHEET
January 20, 2021 - 3:00 p.m.

PRINT CLEARLY

Name:

Agency:

Lee Adamson

Explore Utah Valley

Minutes approved at 2/3/2021 Commission Meeting

DocuSigned by:

William C. Lee

2/12/2021

F547

WILLIAM C. LEE

(dated signed)

Commission Chair

ATTEST:

DocuSigned by:

Alice Black

Deputy Clerk/Auditor

