

**MINUTES OF COUNCIL STRATEGIC PLANNING MEETING  
JANUARY 31, 2014 AND FEBRUARY 1, 2014**

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THE WEST VALLEY CITY COUNCIL MET IN STRATEGIC PLANNING SESSION AT 8:15 A.M. ON FRIDAY, JANUARY 31, 2014, AND AT 8:15 A.M. SATURDAY, FEBRUARY 1, 2014, AT THE RIDGE GOLF CLUB, 5055 S. WESTRIDGE BOULEVARD, WEST VALLEY CITY, UTAH. THE MEETINGS WERE CALLED TO ORDER AND CONDUCTED BY MAYOR BIGELOW.

THE FOLLOWING MEMBERS WERE PRESENT:

Ron Bigelow, Mayor  
Corey Rushton, Councilmember At-Large  
Lars Nordfelt, Councilmember At-Large  
Tom Huynh, Councilmember District 1  
Steve Buhler, Councilmember District 2  
Karen Lang, Councilmember District 3  
Steve Vincent, Councilmember District 4 (Left the February 1, 2014 early)

Wayne Pyle, City Manager

STAFF PRESENT:

Paul Isaac, Assistant City Manager/HR Director  
Jim Welch, Finance Director

1. **BREAKFAST AND CALL TO ORDER**  
Councilmembers had breakfast at 8:00 A.M. and Mayor Bigelow called the meeting to order at 8:15 A.M.
  
2. **STRATEGIC PLANNING WORKSHOP: BUDGET AND POLICY UPDATE BY CITY MANAGER; PUBLIC SAFETY, PUBLIC WORKS, PARKS AND RECREATION, COMMUNITY AND ECONOMIC DEVELOPMENT, COMMUNITY PRESERVATION, ADMINISTRATION SUPPORT SERVICES**  
City Manager, Wayne Pyle, opened discussions with a review of the budget and overall financial condition of the City, including matters regarding public safety, public works, parks and recreation, community and economic development, community preservation, and administrative support services, after which the following presentations were made:  
  
Finance Director, Jim Welch, used PowerPoint and discussed various issues regarding finance and the budget.  
  
During the presentation, the Finance Director was asked to discuss the fund balance or “savings.” Mr. Welch informed the fund balance was used for

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shortfalls in revenue and the minimum balance prescribed by law was at least 5% of the City's total budget, with a maximum of 25%. The latter to ensure cities did not incur huge savings accounts at taxpayer's expense.

Upon inquiry, the City Manager advised a flyover tax had not been pursued as it seemed somewhat of a "losing battle." He also discussed re-allocating resources once the budget had been put in place and advised the Council could do so via the budget opening process.

Finance Director, Jim Welch, responded to further inquiry regarding budget openings and advised the City could not make any expenditure without City Council approval. He further explained reallocation of funds was the responsibility of the Council; however, funds could be transferred between departments if necessary.

Councilmember Vincent inquired regarding the miscellaneous revenue category in the amount of \$5.8 million. Finance Director, Jim Welch, advised that budget line item included grant funds, money coming from other state agencies, money from Special Improvement District (SID) assessments, funds from Taylorsville City per the agreement for our joint Animal Shelter, park use, rents, and liquor and beer tax. The Finance Director responded to other inquiries regarding interest and where the fund balance money was invested, including interest rates. Mr. Welch advised those funds were invested with the State of Utah and sometimes in short term certificates of deposit (CD's).

City Manager, Wayne Pyle, advised fund balances and investments were regulated by conservative State statutes. Responding to inquiry regarding if departments had their own savings balances, the City Manager explained if departments did not spend their budget allotments, they did not keep that money as all under went back into the general fund.

Mayor Bigelow inquired regarding percentage of increase or decrease in revenue numbers as the graph displayed only contained the annual dollar amounts. The City Manager informed approximately 25% had been lost since 2008 due to the economic downturn and we were just starting to gain that back.

Councilmember Vincent inquired what would be the impact of build out of 5600 West. The Finance Director informed growth in sales tax was projected to be around 2.5%. He stated West Valley City's trend had been a continued rate growth above that of other cities. He indicated the Valley Fair Mall area had also developed very well as compared to 4-5 years ago and was now producing almost double in tax revenues.

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Mayor Bigelow pointed out the bigger the increase in revenue the greater the potential for fall, but the fact the City was experiencing stable growth was encouraging.

Upon further discussion, Councilmember Rushton stated the difference between 2008 and 2010 was that since the infrastructure stopped being built some of the businesses in the heavy equipment industry had declined. He indicated they represented approximately 10% of the City's sales tax. City Manager, Wayne Pyle, pointed out consumer spending, auto sales and heavy equipment had all declined in those earlier years even though incentives had been in place to help the auto sales industry.

Upon inquiry, Finance Director, Jim Welch, informed that disclosure of certain sales tax information was protected by State law; and the City was always very careful to adhere to that regulation.

Upon request by Mayor Bigelow, the City Manager advised he would provide a list of the State sales tax to the Mayor.

Inquiry was made regarding the significant change in sales tax dollars in October that was reported in December. Finance Director, Jim Welch, advised reasons were unclear, but projections had been wrong for that month for six years in a row. He advised today the City was about 1.5% ahead of projections. Mayor Bigelow concurred that tracking sales tax information on a monthly basis provided a real time look at the trends.

Finance Director, Jim Welch, next reported on property tax that was trending at about a 2% increase to \$27.2 million in 2014 and \$27.8 million in 2014-2015. Inquiry was made regarding the percentage between taxes on equipment versus all others, and about County tax and business tax assessment. The City Council discussed the difference between secondary residence and primary residence regarding property tax calculations.

Finance Director, Jim Welch, discussed the utility tax and reported the telephone tax was in a steady decline due to landlines being eliminated in lieu of cell phones.

The City Council discussed cable television and Internet sales tax. Councilmember Huynh inquired regarding a dip in electricity when at the same time the City was experiencing so much new growth. Upon further discussion, the Council requested to make the charts available annually so trends could be followed. Councilmember Lang pointed out weather could also be a factor regarding decline in electricity use.

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Finance Director, Jim Welch, discussed the Justice Court.

Mr. Welch discussed the expense side of the budget.

Upon discussion, the Mayor requested future slides of pie charts regarding Fire and Police be shown close together.

Councilmember Vincent made inquiry regarding the percentage that should be in the fund balance and referenced a 12% figure discussed years ago by the Council.

The City Council discussed “belt tightening” to drive efficiency and talked about this matter philosophically. Mayor Bigelow stated additional information was needed in order to discuss the fund balance.

The City Council discussed salary and benefits in relation to the fund balance, including revenue growth and cost savings.

Mayor Bigelow recessed the meeting at 10:10 A.M. and reconvened the meeting at approximately 10:30 P.M.

**Continue budget and policy update by City Manager:**

Upon direction by the City Manager, the Finance Director, Jim Welch, discussed projected revenues and expenditures, including the total debt and UTOPIA debt.

Mr. Welch advised regarding the enterprise funds at the Fitness Center, Hale Centre Theatre and Maverik Center. Upon inquiry, he also discussed how the \$3.4 million was broken down between parking and other revenues at the Maverik Center.

**3. DISCUSSION REGARDING CURRENT MAJOR GOALS AND OBJECTIVES**

City Manager, Wayne Pyle, updated the City Council regarding the status of objectives of current major goals previously identified by the City Council. He reviewed each objective and read each action item pertaining to the objective. He displayed documentation of the action items taken by staff to accomplish each objective including the status of on-going programs and activities under each action item.

Councilmember Lang suggested when police officers filled out reports they should park on the street rather than parking between buildings or churches. Also discussed was Police Chief Russo’s new policy of going out into the

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neighborhoods more and that it would be advantageous in helping to improve police visibility.

Upon discussion, Mayor Bigelow indicated it would be beneficial to have employees and departments be rewarded for ideas. The Council discussed more visibility by police in neighborhoods, including the need for a reserve police force such as hiring retired officers.

City Manager, Wayne Pyle, advised the reserve officer idea was on his list to discuss with Chief Russo.

Also discussed was the annual Christmas giving tree program and it was stated it had done a lot to promote and change the image of the Police Department with great support by the community.

**Objective: Citizen Involvement**

City Manager, Wayne Pyle, reviewed action items regarding the Council objective, Citizen Involvement. His review also included projects and status and advise regarding the need to review the Arts Council and West Fest Committees to strengthen volunteerism and participation.

**Objective: Education:**

City Manager, Wayne Pyle, acknowledged the need for an “anchor” educational tenant for Fairbourne Station. He also acknowledged the need to update the Mayor regarding this matter.

**Objective: Place Making:**

City Manager, Wayne Pyle, discussed major items that had been accomplished regarding the Place Making objective.

Upon discussion, Mayor Bigelow requested an update regarding the Lodestone Park project including impact on building and parks maintenance as related to Salt Lake County’s bond approval.

Councilmember Vincent inquired regarding the veteran’s monument at Centennial Park and commented it seemed like an odd place for it.

Mayor Bigelow inquired regarding an overall plan for parks and maintenance.

Councilmember Nordfelt stated he attended the summer concert series on the plaza at Fairbourne Station, which had not been well attended but great shows. Discussion ensued regarding attracting people to the plaza, and including the Arts Council managing events at the plaza. Councilmember Nordfelt indicated it

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would be ideal if volunteers could manage the events at the plaza instead of City employees. Councilmember Buhler suggested reviewing times of the events.

Councilmember Vincent and Councilmember Lang stated they had earlier suggested to open The Ridge to cross country skiing or sledding at a charge, and open the snack bar to lunch and/or breakfast crowds.

There was additional discussion regarding the Fairbourne Station concerts with a suggestion regarding Arts Council involvement and how to best solicit vendors for those events. It was suggested the ordinances be reviewed to allow more flexibility for vendors.

Mayor Bigelow discussed arts and culture and advised he had sponsors, promoters and donors coming into Utah who made commitments to work with organizations on the east coast to help the City obtain grants. He also requested updated information regarding Fairbourne Station and the concert series, and the Utah Cultural Celebration Center (UCCC) facility and events.

Mayor Bigelow requested a copy of the Capital Improvement Projects (CIP) plan.

Mayor Bigelow recessed the meeting at 12:00 noon and reconvened the meeting at 1:00 P.M.

**Objective: Neighborhood Enhancement**

Councilmember Rushton distributed written “takeaways” from a survey he had conducted. He stated neighborhood enhancement was one of the highest priorities of residents in the City, and that included neighborhood revitalizations. Councilmember Lang indicated the biggest problems were that people could not find their desired type of housing so they moved out of the City. She discussed the need to address zoning issues including public works matters to improve infrastructure.

Councilmember Buhler discussed the City’s recent “toughness” on developers and inquired if the point system regarding architectural design needed to be reviewed by the Council. Councilmember Vincent stressed the importance of clear goals being articulated by the City Council and he discussed revisiting the point system and lot sizes and in order to provide clear direction to developers. City Manager, Wayne Pyle, advised a new point system had been drafted. Councilmember Vincent also discussed infill lots.

Councilmember Lang reminded residents who lived near open areas would rather see bigger homes rather than townhomes. Councilmember Huynh stated depending on the area, smaller lots could be order. Councilmember Vincent

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pointed out there was also a need for bigger homes on smaller lots. Councilmember Lang discussed large families moving into smaller homes thus sometimes creating problems.

Councilmember Vincent discussed the advantages of specialty-type developments with high density and amenities to support property values thereby creating an upward spiral. He discussed options for people regarding house sizes, trails and other amenities like recreational vehicle parking. He stated quality and size were not always compatible, but if density was given up perhaps a higher quality could be required. As example, he pointed out Westridge Estates that was zoned 'R-1-7' but had quality homes.

City Manager, Wayne Pyle, discussed a draft of the point system that included references to house features.

Councilmember Rushton expressed the need to develop vibrant areas where there was constant investment.

Councilmember Vincent reflected on the Council recently being focused on 10,000 feet lots while also recognizing the need for smaller lots. He suggested if a developer brought an application for more than 10 homes on a parcel then the proposal should be considered as unique.

Mayor Bigelow discussed the importance of providing guidance to the Planning Commission.

Councilmember Lang discussed reviewing the northwest area of the City and inquired if a General Plan discussion had been planned regarding this area. City Manager, Wayne Pyle, advised plans for development of that area were underway.

The City Council and the City Manager discussed the importance of giving clear direction regarding home sizes and infill lots and other zoning matters. It was suggested to begin discussions regarding these important issues in Study Meetings.

Mayor Bigelow recommended review all of the General Plan, including zoning and quality of housing. Also discussed was the reasonable expectation of when that could be accomplished, perhaps beginning July 1<sup>st</sup>. Councilmember Lang reminded results could potentially impact the budget so a timed plan would be in order. The Council discussed the need for periodic updates as staff began to review the General Plan.

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After discussion, Councilmember Vincent suggested the Council direct the City Manager to provide suggestions and recommendations. The Council also discussed the idea of subcommittees of Council members as opposed to involvement of the entire Council membership.

Councilmember Rushton discussed the importance of resolve and understanding by all Council members so that no matter which developer made application for development the answers would be consistent and understandable. He indicated guidelines would be definitive if a developer desired an exception.

After discussion, Councilmember Vincent moved to ask Councilmember Rushton to move forward on small unique infill areas. Councilmember Lang seconded the motion with the amendment that infill be defined. Councilmember Vincent accepted the amendment.

Upon further discussion, it was determined Mayor Bigelow and Councilmember Rushton would work with the City Manager to define unique amenities for subdivisions for possible inclusion in the General Plan. City Manager, Wayne Pyle, clarified and the Council concurred, sub-committees would not be implemented. Also clarification was made that the work product would be brought to the City Council and to the Planning Commission.

The City Council voted and passed the above motion unanimously.

It was also suggested Councilmember Rushton move forward on small unique infill areas regarding definition. Inquiry was also made about the financial impact.

Councilmember Vincent stated zoning, reinvestment and infrastructure were the three main issues needing to be covered and requested the City Manager discuss reinvestment aspects of improving neighborhoods.

City Manager, Wayne Pyle, stated cleanup and ordinance enforcement focus helped enhance neighborhoods. He discussed Councilmember Rushton's plan to incentivize citizens to upgrade their homes. He also discussed the plan over the last two years of incentivizing citizens to upgrade their homes, after which the City partnered with entities and community leaders to buy the homes, upgrade and list for resale. He suggested concentrating this type of effort in smaller areas of the City with a focus on building and upgrading sidewalks in those neighborhoods. He indicated the City did buy one home across from Lancer Way near City Hall to try to demonstrate this could be done. He stated the problem was it could not be done fast enough before other neighborhoods deteriorated. He

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indicated funding was needed to incentivize residents or a better plan needed to be developed.

Upon discussion, Councilmember Rushton stated there were ways to retrofit existing houses so they could be improved. Councilmember Vincent indicated Code Enforcement did not provide residents with a tool to improve, but rather just come up to a certain standard, and efforts should be made to remove barriers to upgrading of homes. Councilmember Buhler stated functionality was the most important part, for example a family room rather than the aesthetics. Councilmember Vincent discussed the possibility of the City providing services such as architectural drawing assistance.

City Manager, Wayne Pyle, advised good ideas could come from architectural drawings; however, two houses exactly the same would not be able to use the same drawings but rather the plans needed to be house specific. He advised the City could reduce many barriers if so directed by the Council.

Upon further discussion, Councilmember Lang stated it was amazing that when one person improved their lot others seemed to follow, and also this was noticeable when sidewalks were improved. She reminded that the cost of homes and individual cash flow determined the ability of people to make upgrades. Councilmember Rushton discussed the possibility of assisting in facilitating upgrades for people who were having new homes built around them.

In response, City Manager, Wayne Pyle, informed the City had delivered door-to-door flyers to residents with the hope they would avail themselves of services of a contractor working on a nearby new development; however, there had been only two people take advantage of that.

Discussion continued and Councilmember Lang stated the City needed to invest in neighborhoods by improving sidewalks and roads, etc. and then people would upgrade and improve their own properties. Councilmember Rushton reminded part of the goal was to get people to stay in the City and reinvest in their property. He indicated some of the aging neighborhoods could have mother-in-law apartments.

Mr. Pyle stated he agreed this was the biggest challenge facing the City.

Discussion continued regarding ideas of how to improve and upgrade both old and new neighborhoods. Councilmember Vincent discussed upgrading requirements for landscaping and Councilmember Huynh concurred because outside was visible. Councilmember Rushton discussed a neighborhood with good

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curb appeal. Councilmember Vincent discussed redirecting efforts more to curb appeal rather than changing the inside of houses.

The Council discussed the need to turn code enforcement into something more positive instead of just citing residents for a dying lawn. Other discussion included offering low interest loans for things like installing a sprinkler system and inquiry regarding how that could be accomplished.

City Manager, Wayne Pyle, stated code enforcement could become a link or referral to someone who could assist a homeowner with projects. He advised that even after the City lowered non-compliance rates, the single highest infraction was still landscaping. He recommended beginning with review of the existing list of homes having those problems.

Councilmembers discussed involving the City's garbage contractor by adding some incentives to participate in an improvement program. Also discussed was including rewards for participation and providing additional funding for the Clean and Beautiful Committee.

The City Council discussed energy efficiency and water efficiency as a way to improve neighborhoods. Councilmember Vincent stated conservation could be a public relations story in the future. Councilmember Rushton advised in 10 years only half of suburb homes would be owner-occupied and inquired if there was a 20-year-old neighborhood that the City could focus on.

After further discussion, Councilmember Vincent moved to direct the City Manager to review code enforcement regarding being an informational body to assist those who had landscape violations to provide incentives or direction for improvement of their property, including recommendations regarding an amount of incentive dependent upon the improvement. A Councilmember seconded the motion. The Council voted and the motion passed unanimously.

Mayor Bigelow recessed the meeting at 2:58 P.M. and reconvened the meeting at 3:08 P.M.

The Council resumed discussion regarding neighborhood improvement. Councilmember Lang discussed the need to know the amount of funding that could be put into infrastructure in the neighborhoods. Mayor Bigelow indicated this matter was a budget issue and he discussed the need to also review current programs. Councilmember Lang stated the strategic planning process had been developed to provide direction to the City Manager regarding budgeting priorities. Mayor Bigelow suggested focusing on infrastructure, as there were a lot of needs. He recommended directing the City Manager to recommend improvements

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including where to obtain the “best bang for the buck.” He discussed the need to prioritize and incorporate priorities of sidewalks, curb, gutter and roads into the General Plan.

Councilmember Vincent stated place making was more than parks and trails and discussed the need to make modification in terms of the definition. He discussed co-creators along with a good Arts Council. He advised he was not in favor of continuing the Sister City program as he questioned its benefits.

Councilmember Vincent discussed the Mayor and Council members’ current compensation and the possibility of adding compensation for attendance at other outside meetings. He indicated all members of the Council received a base pay and served on committees, but when attending other meetings a stipend should be paid.

Upon discussion, Mayor Bigelow stated there were many meetings and it would seem appropriate to define them as some boards recruit members independently rather than being assigned by the City.

Councilmember Rushton discussed the Mayor’s salary and recommended scaling it back to \$20,000 per year. Upon inquiry, the Council members were advised the Mayor position was presently funded at \$35,000 and the Council members positions funded at \$18,000 annually. The Council members discussed the commitment of its members as public servants and therefore the lack of need to receive extra compensation. Councilmember Vincent expressed concern that West Valley City’s form of government was being “watered down.” The Council also discussed the automobile allocated to the Mayor and some members indicated the car should only be used for City functions.

After discussion, Councilmember Lang moved to keep the Mayor’s salary as is and the assigned automobile be available to the Mayor and/or a Council member only for City business. Councilmember Huynh seconded the motion. The Council voted and the motion passed in the majority. Mayor Bigelow did not vote.

Upon request by Mayor Bigelow regarding clarification of the Mayor’s role, the Council members discussed duties of the Mayor specific to the Council/Manager form of government. Discussion included two primary responsibilities of chairing the council meetings and acting as the chief ceremonial official. Councilmember Vincent advised that the majority vote of the Council established the position of the Mayor and he/she was not authorized to take positions or do things on his/her own. He reminded of the importance of not putting the Council in an awkward position by making promises to constituents that could not be delivered. Councilmember Lang advised relationships and/or ideas should first be developed

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with the City Manager. Councilmember Buhler discussed and gave examples of the differences between representing ones self and representing the City Council.

**Discussion of Individual Desired Projects:**

Councilmember Buhler discussed an area on 3500 South and 4000 West between Mann and Rawhide and Hawkeye streets. He stated there was approximately 30 feet of dirt between Hawkeye with no bridge.

City Manager, Wayne Pyle, advised that the neighbors in the area were absolutely opposed to the connection.

Councilmember Buhler requested the City Manager find out what needed to be done to connect the road and bring it to a study session for further discussion. Councilmember Rushton seconded the motion.

Councilmember Buhler advised he desired to put recycling cans at City Hall.

In response to comment by Councilmember Buhler regarding the state of the Embassy Suites Hotel, the City Manager advised the operations side were exceeding expectations and on an upper track. He discussed concerns about debt service payments. He advised property tax payments had not been paid and the City had given notice in that regard. He reported new management could be an option if they refused to pay.

Councilmember Nordfelt requested a copy of the facilities plan and he discussed the need to reduce fossil fuels. Other discussions included a non-idle resolution, disallowing drive up windows, pollution created by starting and idling a car, and circular roads. Inquiry was also made about the CR England trucking company and what measures they were taking regarding air quality.

The meeting was recessed by Mayor Bigelow at 5:02 P.M.

4. **RECONVENE MEETING ON SATURDAY, FEBRUARY 1, 2014**

Mayor Bigelow reconvened the meeting at 8:15 A.M., Saturday, February 1, 2014.

**Continued general discussions:**

The Council discussed long term planning and projects. Mayor Bigelow and Councilmember Nordfelt recommended the City Manager develop a list by department for further discussion by the Council of priority projects. It was also mentioned there were other long term priorities to be considered.

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Councilmember Vincent discussed the sale of land and proceeds going into the fund balance.

Councilmember Rushton discussed the tennis court at Woodledge Park.

Councilmember Buhler discussed the capital fund and the prudence of long-term planning for projects.

The Council discussed Salt Lake County Mayor Ben McAdams' plan to shift from being in the municipal services business to a broader regional government. Also discussed was responsibility of the county for providing recreational opportunities, working with the county regarding services, and the condition of some parks.

Upon inquiry, the City Manager discussed a list of unfunded items and projects on the Capital Facilities Financing Plan.

Councilmember Lang recommended small items on these lists should be a part of the budget. In response to inquiry, the City Manager advised when the list was formulated it was not a "wish list" but simply a list of unfunded items. He advised many items are on the list would be funded in ways other than bonding.

The Council discussed priorities, budgeting for those under a certain dollar amount, setting aside funds now for future purchases, and if grant funding was available for certain items, etc.

Councilmember Nordfelt moved to implement a plan to fund long-term capital projects and direct the City Manager to submit priorities more than \$10,000 and eliminate anything less than \$10,000. There was a second to the motion.

Upon further discussion, Councilmember Vincent suggested the Mayor meet with Salt Lake County on issues of shared services that would impact capital projects. Councilmember Buhler and Councilmember Lang discussed each department having their own capital plan.

City Manager, Wayne Pyle, advised there were no items on the list that City departments did not need. The Council discussed methods for accomplishing and funding priorities. Upon further discussion regarding taxes, Mr. Pyle suggested before consideration of a tax increase, some property tax revenue could be considered to be allocated to capital plans, which may include eliminating some current services.

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Councilmember Vincent discussed the need for incentives to encourage staff to be efficient.

Councilmember Buhler discussed being uncomfortable with running the City with lack of funding being available for future development. Councilmember Huynh expressed desire to create a list from each department to be reviewed for available funding.

Councilmember Nordfelt amended his motion to include projects of \$100,000 or more, including accepting Councilmember Vincent's motion of looking into shared services. There was a second to the motion.

City Manager, Wayne Pyle cautioned and advised of the need to be very clear of what it would mean to the City to "share" services. Mayor Bigelow stated he assumed these discussions would include the City Manager.

After further discussion and vote, the motion passed unanimously.

Councilmember Huynh discussed the need for positive news stories to change the perception regarding the City being an unsafe place.

Upon inquiry, the City Manager advised the Police community service officer concept was being built back up. Mr. Pyle advised regarding the primary responsibilities of the newly appointed Strategic Communications Director, including a PIO (Public Information Officer) position. He advised regarding being proactive and not reactive and indicated a plan was being developed.

The Council discussed the need for improvement of the City's image, crime statistics, perceptions, volunteerism, the "west side" stigma, diversity, business retention, relationships with religious and ethnic organizations, and the importance of internal improvement of neighborhoods to improve the overall City image.

Councilmember Rushton discussed voter registration at the Utah Cultural Celebration Center (UCCC) facility.

Mayor Bigelow recessed the meeting at 10:05 A.M. and reconvened the meeting at 10:20 A.M.

Following the above discussion regarding public relations, and after discussion, Councilmember Huynh moved to direct the City Manager to publicize information to improve the image of West Valley City through multiple outlets

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and allow Mayor Bigelow to be involved in ethnic outreach. There was no second to the motion.

After discussion, Councilmember Lang moved to actively pursue a partnership with Salt Lake County for the City's firefighters to be more visible at the County's 6200 South station so citizens knew of their physical presence, to take action within 6-8 weeks and get an overall response time to re-evaluate current status. There was no second to the motion.

Mayor Bigelow discussed issues including yards, parking on the street during snowstorms, parking in yards, and recommended a study be done regarding restricting parking during the wintertime and when streets were being cleaned.

The Council discussed regulations already in place prohibiting parking on streets at certain times. They also discussed restrictions due to public right of ways. The City Manager advised the City Council could restrict parking on neighborhood streets. After further discussion, a study of the issue was requested and to include a proposal by the City Manager for actions to be taken. It was pointed out with development of Fairbourne Station there could possibly be spill over parking on the streets and this issue should also be included in a study. Also pointed out was the need to enforce restricted street parking and the inclusion of policies and regulations by other cities.

**Continued discussion – Place Making Goal:**

The Council discussed the Place Making goal. Councilmember Rushton stated expectation of the goal was to empower staff to develop ideas to make West Valley City a more unique and interesting city. Councilmember Vincent suggested making tables with chessboards on them at Fairbourne Station for people to play checkers or chess. Councilmember Rushton stated the second failure of the goal was the bridge. He stressed the importance of coming up with creative ideas and not just "cool stuff." Councilmember Vincent discussed crosswalk logos to differentiate West Valley City from other municipalities.

City Manager, Wayne Pyle, expressed his understanding of the concept being created by the City Council.

Mayor Bigelow discussed the possibility of events without spending money and opening it to all employees.

Upon inquiry and expressed concern by Councilmember Vincent regarding citation priorities of code enforcement, the City Manager advised of sometimes difficult situations in trying to balance proper enforcement with leniency. He advised 75% of violations were related to landscaping. He also expressed the

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importance of retaining non-abrasive enforcement officers with abilities to motivate residents to make improvements and correct violations. He acknowledged that sometimes elected officials could be caught in the middle.

Councilmember Vincent stated for every citizen who complained there were probably five other citizens who were glad the problem was being corrected. Mayor Bigelow discussed issues that sometimes precluded people from cleaning up, being not having enough time or money. The Council discussed a FAQ (Frequently Asked Questions) list for possible inclusion in a notice that would make the process more understandable and outline consequences of non-compliance.

The Council discussed the City's involvement regarding environmental issues including solar power installed at the golf courses.

Mayor Bigelow suggested posting City accomplishments on the web site and discussed the local option regarding gas tax with an increase regarding air quality.

Councilmember Huynh discussed the visibility of the Police Department in neighborhoods as directed by the new Police Chief. He indicated this would provide more information to citizens with officers walking or on bikes in the neighborhoods and giving out business cards. Also discussed was the possibility of encouraging officers to show up at neighborhood watch meetings to be more visible.

City Manager, Wayne Pyle, stated that similar commitment had been made to the area around Valley Fair Mall, but it was doubtful actual "beats" could be established.

Upon inquiry regarding Council travel, the City Manager advised the limit regarding travel by the Council members was established in the budget.

Councilmember Vincent discussed benefits of the Sister City relationships. It was suggested a presentation by the Sister City Committee be scheduled. Mayor Bigelow recommended hearing from the Sister City Committee and then moving forward with a decision. After discussion, the Council concurred to send a delegation to Nantou, Taiwan this year as plans had already been put in place.

Councilmember Lang suggested the City should not be the address and face of the Community Education Partnership (CEP) and where they received their mail. Councilmember Rushton discussed the advantages of being facilitators rather than doers.

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The City Council discussed matters regarding the Hale Centre Theatre including options for the Theatre to stay in West Valley City.

5. **MOTION FOR EXECUTIVE SESSION**

After discussion, Councilmember Vincent moved to recess and convene in an Executive Session for discussion of professional competency of an individual. There was a second to the motion.

A roll call vote was taken:

Mr. Vincent	Yes
Ms. Lang	Yes
Mr. Buhler	Yes
Mr. Huynh	Yes
Mr. Rushton	Yes
Mr. Nordfelt	Yes
Mayor Bigelow	Yes

Unanimous.

Mayor Bigelow recessed the meeting at 12:15 P.M. and reconvened the meeting at 2:30 P.M.

**Continue general discussion:**

Councilmember Rushton discussed residency incentives regarding employees of the City. He stated productivity would be improved if more employees lived in the City. He stated one way for the public to have trust in police officers was to have them reside in the City. He suggested a goal of having new officers live in the City with an incentive package to do so. Councilmember Huynh stated this policy should begin with the Police Department. The Council also acknowledged residency was given weight regarding the employment process. Tools to encourage City residency were discussed such as fitness center memberships, automobiles and monetary incentives. Mayor Bigelow suggested the City Manager develop a plan in this regard.

The City Council discussed a “dashboard” concept. Mayor Bigelow stated often times these are set or metrics that they can achieve, when it comes to Council it becomes a public record. He indicated it was a good idea but hard to make it work. Councilmember Rushton advised the City Manager did this now and it was in a 16 page document. Upon inquiry by the Mayor, the City Manager explained purpose of the goals. He inquired what specifically the Council would deem most important to put on the dashboard. Mayor Bigelow recommended the Council develop 12 things to be included on a dashboard.

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Councilmember Lang discussed priorities with respect to parks and the plan for setting aside monies for maintenance. The Council discussed the idea of parks being developed with a zeroscape concept. Also discussed was developing community gardens, whether parks were a priority, funding the maintenance of parks, volunteers for maintaining parks, and trails.

After discussion, the City Manager was directed to continue with and re-emphasize the six goals as previously identified. It was also requested to have a monthly report on goals rather than waiting until after the budget was set. The Council recommended staff come back with goals and costs for further evaluation by the City Council.

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY CITY COUNCIL, THE STRATEGIC PLANNING MEETING OF FRIDAY, JANUARY 31, 2014, AND SATURDAY, FEBRUARY 1, 2014, WAS ADJOURNED AT 3:28 P.M. BY MAYOR BIGELOW.

I hereby certify the foregoing to be a true, accurate and complete record of the proceedings of the Strategic Planning Meeting of the West Valley City Council held Friday, January 31, 2014, and Saturday, February 1, 2014.

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Paul D. Isaac  
Acting City Recorder

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**SWORN STATEMENT**

As the Mayor, I presided at a closed meeting of the West Valley City Council on February 1, 2014. Pursuant to Section 52-4-7.5 Utah Code annotated, 1953 as amended, I hereby sign this sworn statement and affirm that the sole purpose for closing the meeting was to discuss the character, professional competence, or physical or mental health of an individual.

SWORN to this \_\_\_\_\_ day of \_\_\_\_\_, 2014.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY RECORDER