



**MINUTES FOR THE JOINT WORK/STUDY MEETING
OF THE CITY COUNCIL AND
ECONOMIC ADVISORY COMMISSION
OF THE CITY OF SPRINGVILLE, UTAH
MULTIPURPOSE ROOM, 110 SOUTH MAIN STREET
FEBRUARY 11, 2014 – 5:15 PM**

The following are the minutes of the Work/Study Meeting of the Springville City Council. The meeting was held on **Tuesday, February 11, 2014 at 5:15 p.m.** in the Springville City Civic Center Council Chambers, 110 South Main Street, Springville, Utah. Adequate notice of this meeting, as required by law, was posted in the Civic Center and on the City's website, and delivered to members of the Council, media, and interested citizens.

Mayor Wilford W. Clyde presided. In addition to Mayor Clyde, the following were present: Council Member Richard Child, Council Member Craig Conover, Council Member Christopher Creer, Council Member Dean Olsen, Council Member Chris Sorensen, City Administrator Troy Fitzgerald, Assistant City Administrator/Finance Director Bruce Riddle, Assistant City Administrator/City Attorney John Penrod, and City Recorder Kim Rayburn. Also present were: Community Development Director Fred Aegerter, Power Director Leon Fredrickson, Public Works Director Brad Stapley, Public Safety Director Scott Finlayson, Buildings and Grounds Director Alex Roylance, Museum of Art Director Dr. Rita Wright, MariLee Allred of the Library Board, Fire Chief Hank Clinton, Library Director Pamela Vaughn, and Golf Director Sonny Braun. Excused was Administrative Services Manager Rod Oldroyd

Members of the Economic Advisory Commission; Attending were; Kevin Jennings, Rick Salisbury, Liz Elder, Mike Snelson, Brian Johnson, and Dan Bott. Excused were Rod Oldroyd and Hilary Barksdale.

CALL TO ORDER

Mayor Clyde called the Work Meeting to order at 5:15 p.m., and announced that the Economic Advisory Commission will give a presentation at 6:00 p.m.

COUNCIL BUSINESS

1. Minutes – No minutes to approve.
2. Calendar
 - February 17 – Presidents' Day, City Offices Closed;
 - February 18 – Work/Study Meeting 5:15 p.m., City Council Meeting 7:00 p.m.;
 - March 4 – Work/Study Meeting 5:15 p.m., City Council Meeting 7:00 p.m.;
 - March 11 – Work/Study Meeting 5:15 p.m.; and
 - March 18 – Work/Study Meeting 5:15 p.m., City Council Meeting 7:00 p.m.

3. DISCUSSIONS/PRESENTATIONS

a) Library Board of Trustees

Marilee Allred identified herself as the Chairwoman of the Library Board of Trustees and noted that she has served on the board for the past two years. She reviewed the current library events and explained that the library's mission is to transform lives through knowledge, discovery and imagination. She described community involvement, materials program, partnerships and technology.

It was noted that the materials target for last year was exceeded with over 2,000 items checked out daily. This represents a 20% increase from the previous year, which indicates that the library is very well used. Ms. Allred stated that this would not have been possible without the automatic check-in system and sorter. Additionally, the library is innovative in terms of layout and design. There are numerous gathering places that accommodate patrons of all ages, including book bins for picture books that are easily accessed by children. There are marketplace displays that are pyramid shaped shelves and visible upon entering the library. The shelves change regularly and are tailored to the unique needs of each patron. Books are not catalogued with the Dewey Decimal System but rather are categorized by genre and subject. This makes it easier for patrons to find the books they are looking for. Ms. Allred reported that the Springville Library is influencing other libraries around Utah and the rest of the country.

Ms. Allred stated that approximately 28,000 people visit the library facility each month. This equates to approximately 340,000 individuals per year and an average of 1,100 patrons per day. Teen Night programs have become very popular with over 100 teens attending each month. Over the past month, the library has focused on the "tween" age group, or children between the ages of 8 and 11.

Several special guests have visited the library over the past year, namely Brandon Mull, a young adult author of books such as *Beyonders* and the *Fablehaven* book series. Mayor Clyde also visited the library and several patrons attended this popular event. Randy Silverman, a preservationist at the University of Utah presented a class on preserving different types of materials. A group of trained dogs called Dazzle Dogs also performed to kick off the summer reading program. Cal Ranch Stores donated four baby ducks that lived at the library this past year. Santa Claus visited in December, which helped boost numbers for the facility.

Ms. Allred reported that there were 593 library programs last year and 32,872 patrons who attended the programs. She explained that summer reading programs are especially popular. It was noted that last year 2,197 children, 249 teens, and 370 adults attended over 116 reading programs during the summer months. These particular programs are especially crucial in helping children stay caught up on their reading for when school begins again in the fall.

With regard to technology advances, last year the library created an app that allows patrons to check out books or put books on hold. The library received various grants, including one from the State of Utah that allows them to update their web catalogue, purchase Mac computers and flip cameras. New technology is also being used to help educate the community, including a new language learning tool called Mango.

Last year seven library employees received Masters of Library Science Degrees, many of whom have gone on to work at other libraries. The Springville Library is leading by example by training individuals employed by various other facilities around the State and country. Library Director, Pam Vaughn, was asked to speak at the National Leadership Conference about how to creatively meet the needs of a community. Other members of the library staff were also asked to speak at the State Leadership Conference.

The Springville Library is currently working to create partnerships with various entities around the City in order to help facilitate education and effective collaboration. Some recent partnerships include the Springville Junior High School and Springville High School. They are currently recruiting interns from the high school to work at the library. Ms. Allred noted that there have been significant efforts to reach out to the Spanish-speaking members of the community. Lastly, she explained that the library has been collaborating with the Springville Chamber of Commerce. She reviewed the library's mission statement.

Mayor Clyde thanked Ms. Allred for her report and acknowledged that the library greatly benefits the community. He remarked that he attended an event the previous night and recognized that about 100 people participated.

b) Fire/EMS

Mayor Clyde reported that Reid's Park Place complimented the Fire and Rescue Team earlier in the day and stated that they always respond quickly and are very well trained.

Fire Chief Clifton reported that the department's call volume is increasing and there were approximately 1,600 emergency calls in 2013. Their goal as a department is to have enough personnel to respond to back to back calls. The basic staffing model of the Fire Department is 12 hours a day, seven days a week, with five paid firefighters on duty during the day, and volunteers at night and on Sundays. When call volumes exceed the staffing capacity, a back up call to staff or mutual aid from another agency is made.

City Administrator, Troy Fitzgerald, asked if it is a common practice to receive aid from another agency. Chief Clinton responded that it is a common courtesy for neighboring cities to assist one another in times of need. Chief Clinton explained that the monthly average for back up calls is increasing. He noted that in 2010 the average number of back up calls was 1.5 per day, versus 3.5 per month and 1.5 per night in 2013. He reviewed the department staffing and reported that there are currently three full-time employees (including him), 23 part-time firefighters and 44 volunteers. The next step is to have 24/7 coverage and develop leadership within the department so that employees can have opportunities to be promoted. This can also be achieved by hiring three more firefighters and completing the fire station construction. Chief Clinton concluded by stating that the improvements will benefit the community and help save lives.

Mayor Clyde thanked Chief Clinton for his report. He also noted that Administrative Services Manager, Rod Oldroyd asked to be excused from tonight's meeting.

4. MAYOR, COUNCIL, ADMINISTRATIVE REPORTS

a) Discussion with Department Directors

Council Member Conover reported that Patrick and Heidi Money have volunteered to Chair Art City Days this year. The first meeting was to take place later in the week. He also reported that Brian Johnson from Sunroc will be serving on the Economic Advisory Commission for tonight's committee meeting.

Buildings and Grounds Director, Alex Roylance, reported that the past few rain storms have created a puddle of water at the bottom of the tubing and sledding hill instead of snow. Overall, it hasn't been the best or worst snow year.

Museum of Art Director, Dr. Rita Wright, announced that she was with the high school award winners and the governor earlier in the day. Governor Herbert was very gracious with the students and encouraged them to keep up the good work. She reported that the TV news station was also there broadcasting the event.

Power Director, Leon Fredrickson, spoke about identifying customers in their large rate class. Mr. Fredrickson presented a handout showing the current customer base. He explained the size and demands of the different customers.

Public Works Director, Brad Stapley, reported that all of the waste water main line has been installed from Center Street to 1400 North. Additional service connections will be made and the process is moving along well. Mr. Stapley announced that the sewer work will be done on 400 South and a proposal from UTA is forthcoming regarding 950 West and the railroad crossing. Mr. Fitzgerald added that UTA has been good to work with. He looked forward to reviewing the proposal with the Council.

Mayor Clyde reported that at least one resident has complained about the municipal pool being worn out.

Council Member Conover recommended organizing an ad hoc committee to work on the sign ordinance. He stated that it has been about 10 years since one has been organized and small businesses have requested repeatedly that the matter be addressed by the City. Council Member Conover added that he would be happy to work with Mr. Fitzgerald and City Attorney, John Penrod, on the matter.

Council Member Creer asked if there was a master schedule available for the roundabout construction project on 1300 East. Mr. Stapley reported that the project will begin this spring. Mayor Clyde added that the goal is to have it completed before school starts in August. Mr. Fitzgerald was coordinating with the school district in terms of the project timetable and how it will affect the schools.

Council Member Olsen reported that *The Deseret News* reported that Springville High School had 13 Sterling Scholars. He suggested the Council send letters to each congratulating them on their achievement.

Mayor Clyde stated that the newspaper reported on the Grand Opening of the new Loves Travel Stop. There was good representation from the City Council and the Chamber of Commerce and the citizens seemed impressed by the City's interest. He commented that the new facility looks very nice, is a great addition to the community and has the lowest gas prices.

b) Commission, Board, and Committee Minutes and Recommendations

- i. Arts Commission minutes of November 12, 2013;

- ii. Economic Advisory Board minutes of December 10, 2013;
- iii. Emergency Preparedness Committee minutes of November 21, 2013;
- iv. Library Board of Trustees minutes of November 14, 2013;
- v. Parks and Recreation Board minutes of November 7, 2013;
- vi. Power Board minutes of December 11, 2013;
- vii. Spanish Fork/Springville Airport Board minutes of January 2, 2014; and
- viii. Water Board minutes of November 12, 2013

There was no discussion of the board minutes.

c) Mayor and Council Reports

- i. Economic Advisory Committee – Mayor Clyde.
- ii. Daughters of the Utah Pioneers/Sons of the Utah Pioneers – Council Member Dean Olsen

There was no discussion.

5. CLOSED SESSION, IF NEEDED – TO BE ANNOUNCED IN MOTION

The Springville City Council may temporarily recess this meeting and convene in a closed session to discuss pending or reasonably imminent litigation, and the purchase, exchange, or lease of real property, as provided by Utah State Code Annotated §52-4-205.

There was no closed session.

MAYOR CLYDE ADJOURNED THE MEETING FOR A SHORT BREAK AT 5:54 PM BEFORE ASSEMBLING FOR THE JOINT CITY COUNCIL ECONOMIC ADVISORY COMMISSION MEETING.

Mayor Clyde called the joint City Council and Economic Advisory Commission meeting to order at 6:01 p.m. and welcomed everyone then turned the time over to Economic Advisory Commission Chair Mike Snelson.

Chair Mike Snelson welcomed all those in attendance and asked City Administrator Troy Fitzgerald to introduce the first presenter. Administrator Fitzgerald introduced Steven Hawes of HN Capital, part of the Five Guys Burger chain of restaurants. Administrator Fitzgerald expressed Mr. Hawes has knowledge in both the development and business side of operations and has information that may be of interest to the Council and Economic Advisory Commission. Mr. Fitzgerald encouraged those attending to feel free to ask Mr. Hawes questions regarding Economic Development in Springville.

1. HN Capital presentation (Five Guys and real estate)

Mr. Hawes thanked the Mayor and City Council and Economic Advisory Commission for having him. Mr. Hawes stated he grew up in a town in New England about half the size of Springville and has enjoyed visiting the City. Mr. Hawes explained HN Capital has been involved with various businesses and their concept is twofold; one is driven by the demographics of a city such as how many families,

how much traffic, and what is the income level. They will go to a community and look for is it a dying town or thriving town, they talk to people within the town to get their prospective and study which side of the road is better. He expressed restaurants are a brutal business you need to be careful where you put them because the side of the road can make a big difference on a business succeeding or failing. Mr. Hawes expressed Five Guys is just burgers, their menu doesn't have a lot of other items and every restaurant has its own story. Mr. Hawes explained they do a lot of research into the location and feel of the community before building, he went on to explain they look for why should they go to the community, is there some niche that is a draw to people? Mayor Clyde expressed there are many people that live South of Springville that drive by the City every day and those from South Provo come to Springville to do business so the potential is very good for businesses to locate here.

Mr. Hawes noted they do not use any kind of advertising for Five Guys Burgers, their business is by word of mouth, and has been since the business started twenty years ago. When necessary they use feedback from their customers to make improvements. Mr. Hawes explained working with a community that has very good regulations, planning and inspection rules as well as customer service is beneficial because developers also work by word of mouth. Mr. Hawes concluded his presentation and thanked the Council and Economic Advisory Commission for having him. Chair Snelson thanked Mr. Hawes for his presentation.

2. Property Reserve, Inc. presentation

Administrator Fitzgerald introduced Daniel Wright with Property Reserve, Inc. (PR Inc.) a business arm of the LDS church that owns property in Springville and has some involvement with the economic development in Springville. Mr. Wright went on to explain they are a non-profit organization and with that they have certain restrictions and requirements when managing their properties. Some of the property PR Inc. owns is near Walmart and the Freeway, discussion amongst the group was conducted regarding the different zones within PR Inc.'s property located in Springville. Councilmember Conover asked if PR Inc. was concerned about who might buy and develop the property. Mr. Wright explained yes and no, they look into all facets with price and the use of the land as well as the requirements of being a non-profit. There was discussion of the different possibilities of purchasing the land as well as types of development. Chair Snelson thanked Mr. Wright for his presentation.

3. Update on City Branding proposal to City Council and subcommittee goals – Administrator Troy Fitzgerald

Discussion amongst the members of the Economic Advisory Commission and Council Members was conducted on the branding and logo of the City. The Commission feels the City needs a brand and a new logo. The Commission expressed they would like to bring this item before the Council for further discussion. There was comment that the City needs to have consistency with the logo and branding. Mayor Clyde mentioned this item has been discussed before and feels it is a legitimate discussion.

Administrator Fitzgerald explained this could be brought before the Council in a work session for further discussion.

4. City update and subcommittee goals – Manager Rod Oldroyd

Chair Snelson conducted the discussion and commented his committee is currently putting together a door approach with plans to go out once a month and contact four to five businesses. No other subcommittee comment was made.

5. Update on American Furniture Warehouse

Alan Shurtliff reported he contacted the American Furniture Warehouse and the company and expressed they were not at a place to conduct discussions; he asked that the commission put them on next month's agenda.

6. Update on LHM

No report at this time.

7. Update on PowerPoint sales presentation, make assignments for creation – Councilmember Craig Conover

Councilmember Conover is working on this and has talked with the Boyer Group. This item will be brought back to the Commission.

8. Discussion of progress made by the EAC

Chair Snelson asked for feedback and progress regarding the Economic Advisory Commission. Councilmember Conover expressed he thought the Commission was doing a good job. Mayor Clyde also noted the Commission is bringing more people to the meetings and is starting to make some progress. No other comment was made.

9. Consideration of the formation of a committee to modify the sign ordinance.

Councilmember Conover noted the City Council discussed in the work session putting together an ad hoc committee regarding the sign ordinance. Councilmember Conover will follow up and report back to the Commission.

Meeting conclusion

Chair Snelson asked that the Commission bring ideas to next month's meeting regarding what they want to see as the "look and feel" for Springville. Alan Shurtliff stated he will report back on American Furniture Warehouse next month.

ADJOURNMENT

COUNCILMEMBER CONOVER MOVED TO ADJOURN THE JOINT CITY COUNCIL AND ECONOMIC ADVISORY COMMISSION MEETING AT 8:44 P.M. COUNCILMEMBER CREER SECONDED THE MOTION, AND ALL PRESENT VOTED AYE.