

**MINUTES OF COUNCIL STUDY MEETING – SEPTEMBER 19, 2017**

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THE WEST VALLEY CITY COUNCIL MET IN STUDY SESSION ON TUESDAY, SEPTEMBER 19, 2017, AT 4:30 P.M. IN THE MULTI-PURPOSE ROOM, WEST VALLEY CITY HALL, 3600 CONSTITUTION BOULEVARD, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER AND CONDUCTED BY MAYOR BIGELOW.

THE FOLLOWING MEMBERS WERE PRESENT:

Ron Bigelow, Mayor  
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

ABSENT:

Don Christensen, Councilmember At-Large

STAFF PRESENT:

Wayne T Pyle, City Manager  
DeAnn Varney, Deputy City Recorder

Nicole Cottle, Assistant City Manager/ General Counsel/ CED Director  
Eric Bunderson, City Attorney  
Colleen Nolen, Police Chief  
John Evans, Fire Chief  
Jim Welch, Acting Finance Director  
Layne Morris, CPD Director  
Russell Willardson, Public Works Director  
Nancy Day, Parks and Recreation Director  
Sam Johnson, Strategic Communications Director  
Jake Arslanian, Public Works Department  
DeAnn Varney, Administration  
John Rock, Administration

**APPROVAL OF MINUTES OF STUDY MEETING HELD SEPTEMBER 12, 2017**

The Council considered the Minutes of the Study Meeting held September 12, 2017. There were no changes, corrections or deletions.

Councilmember Nordfelt moved to approve the Minutes of the Study Meeting held September 12, 2017. Councilmember Lang seconded the motion.

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A voice vote was taken and all members voted in favor of the motion.

**REVIEW AGENDA FOR REGULAR CITY COUNCIL MEETING OF SEPTEMBER 19, 2017**

Upon inquiry by Mayor Bigelow, members of the Council had no further questions or concerns regarding items listed on the Agenda for the Regular City Council Meeting scheduled later this night.

**PUBLIC HEARINGS SCHEDULED SEPTEMBER 26, 2017**

**A. ACCEPT PUBLIC INPUT REGARDING APPLICATION S-12-2017, FILED BY KEN MILNE, REQUESTING FINAL PLAT APPROVAL FOR THE CLEARSTONE ESTATES SUBDIVISION PHASE 2- LOT 201 AMENDED AND VACATING A PORTION OF ELENA STREET FOR PROPERTY LOCATED AT 6519 WEST ELENA STREET (3725 SOUTH)**

Mayor Bigelow informed a public hearing had been advertised for the Regular Council Meeting scheduled September 26, 2017, in order for the City Council to hear and consider public comments regarding Application S-12-2017, filed by Ken Milne, requesting final plat approval for the Clearstone Estates Subdivision Phase 2- Lot 201 Amended and vacating a portion of Elena Street for property located at 6519 West Elena Street (3725 South).

Proposed Ordinance 17-34 related to the proposal to be considered by the City Council subsequent to the public hearing, was discussed as follows:

**ORDINANCE NO. 17-34, APPROVE THE AMENDMENT OF LOT 201 IN THE CLEARSTONE ESTATES SUBDIVISION PHASE 2 AND A PARTIAL STREET VACATION TO A PORTION OF ELENA STREET ALSO LOCATED WITHIN CLEARSTONE ESTATES PHASE 2 SUBDIVISION**

Steve Lehman, CED Department, discussed proposed Ordinance 17-34 that would approve the Amendment of Lot 201 in the Clearstone Estates Subdivision Phase 2 and a partial street vacation to a portion of Elena Street also located within Clearstone Estates Phase 2 Subdivision.

Written documentation previously provided to the City Council included Information as follows:

Ken Milne, representing the property owner, is requesting a plat amendment for lot 201 of the Clearstone Estates Subdivision Phase 2. This plat amendment will also vacate a portion of the east end of Elena Street and the temporary turnaround on lot 201 Clearstone Estates Subdivision Phase 2.

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The second phase of the Clearstone Estates Subdivision was recorded with the Salt Lake County Recorder's Office in October 2016. The approval of this subdivision was completed well in advance of the Newton Farm Subdivision located immediately to the north. In fact, at the time of the Newton Farm submittal, infrastructure in the Clearstone Estates Subdivision was well under way, including improvements to Elena Street.

When the City reviewed the Newton Farm Subdivision to the north, it was recommended that the proposed streets in both subdivisions be designed to provide connectivity between the two communities. As a result of this recommendation, a change to the street configuration at the east end of Clearstone Estates Phase 2 was needed.

The developers of the two subdivisions were able to negotiate changes to existing improvements, future storm water connections, utilities and other development improvements. This application represents the last item that will resolve all of the issues related to the connecting streets.

The proposed amended plat will accomplish three objectives:

1. The plat will vacate a small portion of Elena Street at the east end of the subdivision.
2. The amended plat will vacate a temporary turnaround easement located on lot 201.
3. Lot 201 will be modified to absorb that portion of Elena Street that will be vacated.

Councilmember Vincent asked if the half circle would be paved. Steve Lehman indicated it will not be paved.

Upon inquiry, there were no further questions or concerns expressed by members of the City Council.

The City Council will hold a public hearing and consider proposed ordinance No. 17-34 at the Regular Council Meeting scheduled September 26, 2017, at 6:30 P.M

### COMMUNICATIONS

#### A. SOCIAL MEDIA- POLICE DEPARTMENT AND CITY

Roxanne Vainuku, Public Relations, presented a PowerPoint presentation summarized as follows:

- Review- Social Media Goals

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- Humanize our officers
- Strengthen our relationship with our community
- Reliable source of our own information
- 501,502 web visitors in 2016; 378,571 visitors so far in 2017; already a 5% increase over same period in 2016
- Social Media Plan
  - Engaging
  - Professional
  - Responsive
- Telling Our Story: Humanize
  - Roxanne provided various Facebook posts that showed examples of humanizing officers
- Telling Our Story: Partnership
  - Roxanne provide various Facebook posts that showed examples of partnering with members of the community
- Telling Our Story: Reliable Source
  - Roxanne provided various Facebook posts that showed examples of West Valley City provided breaking news stories in the City
- Telling Our Story: Outreach
  - Roxanne provided Facebook posts that showed examples of public reach including recruiting, education, and behind the scenes
- Telling Our Story: Growth
  - Roxanne discussed the location of followers, average reach, total page likes, and number of followers

City Manager Wayne Pyle complimented Public Relations on the great work they are doing on behalf of the City and we are seeing amazing results due to their work.

Sam Johnson, Public Relations Director, presented a PowerPoint presentation summarized as follows:

- Overview: Online Communications
  - Social Media (to date, 2017)
    - 21 Social Media accounts (Facebook, Twitter, Instagram, YouTube)
    - WVC Government Facebook increased reach by 18% (vs same period, 2016)
    - WVCUT Tweets have made 136,000 impressions
    - WVCFire Facebook increased reach by 17%
    - WVC PD Facebook has surpassed 14,300 followers

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- 18,768 minutes of WVCTV YouTube Content watched
  - Website (to date, 2017)
    - 378,571 visitors (5% increase over 2016)
    - 126,857 document downloads
    - 21,559 searches within site
  - 501,502 web visitors in 2016; 378,571 visitors so far in 2017; already a 5% increase over same period in 2016
- Social Media: Video
  - Goal: Produce compelling video packages to promote city programs and services.
  - Social media posts with video elements are proven to be more engaging
  - Produced 75 Videos
    - 29 City Council Meetings
    - 46 Human Interest, Public Safety, News, Information Videos
- Social Media: Education and Information
  - Goal: Provide information on city issues, services and events.
    - Create visual or multimedia elements to provide information that is more interesting and memorable.
- Social Media Campaigns: Homeless Shelter
  - Goal: Engage West Valley City residents in site selection process
    - Branded social media posts
      - Information
      - Updates
      - Public Input Opportunities
    - Wrapped up campaign by saying “Thank You!” to residents who participated in the process
    - Produced videos with city leaders and community stakeholders
    - “We Say No!”
    - Produced videos educating residents on issues and opportunities to speak out
- Social Media Campaigns: Economic Development
  - Goal: Inform West Valley City residents of Economic Development activity
    - Provide residents with information on new and existing businesses

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- Create multimedia elements to help residents identify and engage with the RDA Office
- Social Media Campaigns: Elections
  - Goal: Encourage West Valley City residents to participate in 2017 Municipal Election.
    - Produced five election “how to” videos
    - Posted on Election Milestone days
    - Registration deadline, mail-in deadline, early voting deadline, election day

Councilmember Buhler asked if the numbers provided for hits on our website are unique visitors and have the unique visitors increased in which Sam Johnson indicated they have increased. Councilmember Buhler made the comment that with the homeless social media outreach he was very impressed with how Public Relations handled everything.

### **B. COUNCIL UPDATE**

Mayor Bigelow referenced a Memorandum previously received from the City Manager that outlined upcoming meetings and events.

Councilmember Buhler mentioned if we are not having meetings on election day this should be added to the update.

Members of the City Council had no further questions regarding the Council Update.

### **NEW BUSINESS**

#### **A. POTENTIAL FUTURE AGENDA ITEMS**

Councilmember Lang asked is we could get a report on our storm water drainage. Mayor Bigelow would like an update on the homeless work and how the County is responding to us.

City Manager Wayne Pyle mentioned the Meet the Candidate Night that Barbara Stallone of Westside Matters is offering to hold. Councilmember Lang will be out of town and unable to attend. Councilmember Buhler mentioned that if another date is mentioned there will always be a candidate that has a conflict and can't attend. Mayor Bigelow mentioned keeping this date and if a candidate is able to attend then they should and to keep the date. Mr. Pyle indicated he would respond to Ms. Stallone mentioning that one of the Mayoral candidates will not be able to attend and see what direction she wants to go.

There were no other potential future agenda items discussed.

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**B. COUNCIL REPORTS**

Mayor Bigelow reviewed several ribbon cuttings he attended. Mayor also mentioned the trailer park by his neighborhood where yard sales were constantly held along 4700 S. The County installed No Parking signs on the south side of 4700 South and now the yard sale people are parking along the West Valley City side of 4700 South. Mayor Bigelow mentioned a vote he made regarding Boart Longyear that he regrets making. Boart Longyear removed all the landscaping and put large gravel rocks in place of the grass and removed all the trees and it doesn't look good. Mayor Bigelow would like to know the policy between a subdivision and a manufacturing use. Mayor Bigelow also mentioned there is discrepancy on people living in motor homes verses tents. City Manager Wayne Pyle clarified that living in a motor home or tent on residential property is not allowed. Councilmember Buhler asked if there is a certain number of nights that clarify if it's illegal and the answer was no.

**MOTION FOR EXECUTIVE SESSION**

Councilmember Buhler moved to adjourn and reconvene in an Executive Session for discussion of potential imminent litigation. Councilmember Lang seconded the motion.

A voice vote was taken and all members voted in favor of the motion.

**THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY COUNCIL THE STUDY MEETING OF TUESDAY SEPTEMBER 19, 2017 WAS ADJOURNED AT 5:35 P.M. BY MAYOR BIGELOW.**

I hereby certify the foregoing to be a true, accurate and complete record of the proceedings of the Study Meeting of the West Valley City Council held Tuesday, September 19, 2017.

*Deann Varney*

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DeAnn Varney  
Deputy City Recorder

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THE WEST VALLEY CITY COUNCIL RECONVENED IN EXECUTIVE SESSION ON TUESDAY, SEPTEMBER 19, 2017, AT 5:44 P.M., IN THE MULTI-PURPOSE ROOM, WEST VALLEY CITY HALL, 3600 CONSTITUTION BOULEVARD, WEST VALLEY CITY, UTAH. THE MEETING WAS CALLED TO ORDER BY MAYOR BIGELOW.

THE FOLLOWING MEMBERS WERE PRESENT:

Ron Bigelow, Mayor  
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

ABSENT:

Don Christensen, Councilmember At-Large

STAFF PRESENT:

Wayne Pyle, City Manager  
DeAnn Varney, Deputy City Recorder  
Nicole Cottle, Assistant City Manager/General Counsel/ CED Director  
Eric Bunderson, City Attorney

The City Council met in Executive Session and discussed potential imminent litigation.

THERE BEING NO FURTHER BUSINESS OF THE WEST VALLEY CITY COUNCIL, THE EXECUTIVE SESSION OF SEPTEMBER 19, 2017 WAS ADJOURNED AT 6:03 P.M. BY MAYOR BIGELOW.

  
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DeAnn Varney – Deputy City Recorder