

**SANTA CLARA CITY COUNCIL WORK MEETING
WEDNESDAY, MARCH 4, 2020
MINUTES**

THE CITY COUNCIL FOR THE CITY OF SANTA CLARA, WASHINGTON COUNTY, UTAH, met for a Work Meeting on Wednesday, March 4, 2020 at 5:00 p.m. in the City Council Chambers of the Town Hall at 2603 Santa Clara Drive, Santa Clara, Utah.

Notice of the time, place and agenda of the meeting was provided to the Spectrum and to each member of the governing body by emailing a copy of the Notice and Agenda to the Spectrum and also, along with any packet information, to the mayor and each council member, at least two days before the meeting.

Present: Mayor Pro Tem Jarett Waite
Council Members: Jarett Waite, Wendell Gubler, Ben Shakespeare, Denny Drake and Leina Mathis
City Manager: Brock Jacobsen
City Recorder: Chris Shelley

Others Present: Jack Taylor, Public Works Director; Brad Hays, Parks & Trails Director; Randy Hancey, Fire Chief; Kristelle Hill; Reed Briggs; Steve Hall, Sunrise Engineering; Tom Nisson, Sunrise Engineering; Drake Howell, Cole West Development

1. **Call to Order:** Mayor Pro Tem, Jarett Waite called the meeting to order at 5:02 p.m. He welcomed everyone, excused Mayor Rick Rosenberg from the meeting and introduced the City Council.

2. **Working Agenda:**

A. General Business:

1. Public Safety Impact Fee discussion.

- Brock Jacobsen, City Manager, explained that the Council has had this discussion previously and it was also discussed at the Budget Retreat. He said the Public Safety Impact Fee will be determined by a couple of things. One of them is the need for a station in the downtown area. So, do we build a new station or use the old City Hall and remodel it. That is one of the biggest decisions that has to be made on determining where this impact fee goes. He said that Tom Nisson from Sunrise Engineering would explain these things to Council.

- Tom Nisson, Sunrise Engineering, reminded the Council that he discussed this with them last month. He talked about the historic growth rates. There was 7.3% average per year. Projecting forward there could possibly be an 8% growth rate reduced by .25% until the end of the planning period or build out. He said that with this plan they did not include the South Hills so we would reach build out in this plan in 2035. He showed Council the table showing the growth rate for the ERU's. (See attached.) He mentioned the existing public safety facilities: The Fire Station on Circle Drive, the

Rachel Drive Fire Station and then the existing Law Enforcement facilities in Town Hall which equates to 8,261 sq. ft for Fire & Rescue and 4,079 sq. ft for Law Enforcement. They also listed response times for Fire & Rescue. There is a small area in Santa Clara that is not reached in the 5-minute response time. Putting a fire station in the valley would definitely cover that and in the South Hills. He showed the Council heat maps that show where most of the phone calls originate from for police and fire calls. He said that if we want to project forward with the same level of service to do that the City would need an additional 11,178 sq. ft of public safety facilities. He showed tables with price comparisons. He said the total cost for a new building in the valley would be \$1.75 million whereas the impact fee eligible cost is \$1.3 million. Using the existing building would be a little below that, just under \$1 million for the impact fee eligible cost. He said that using the existing building would equate to \$1,080 impact fee for residential for ERU and \$0.47 per sq. ft for commercial. With the new building it would be about \$1,180 impact fee for residents and \$0.51 per sq. ft for commercial. He said that at the last meeting the Council had questions on commercial and how other municipalities charge. He showed some of the different city charges. Right now, Santa Clara has an existing impact fee of \$874 and that is for anyone. There is no additional cost for a large commercial building. It is a flat rate. The proposed would break that out into costs per square footages. He said that we need to check on the costs for the fire stations to make sure we are getting an accurate number. He said the ERU's are based on the average square footage of a home in Santa Clara. That was determined by using the County Assessor's Office data and they were able to figure the average square footage of a home in the City, which is 2,299 sq. ft. They broke that number down to a cost per square foot for commercial. He said a big part of this is for the City to determine what route they want to go to with the facilities whether it be a new fire station in the valley or try to use an existing building.

- Ben Shakespeare asked about the residential cost and said that the average for other cities is \$352. He said what is being proposed is basically three times what other cities of similar size are charging.
- Tom Nisson stated that Santa Clara is a little bit higher.
- Brock Jacobsen said that many cities have divided out their impact fees such as a Fire Impact Fee and a Police Impact Fee. It is not combined as ours is.
- Ben Shakespeare said that the downtown station is needed and would probably be replacing the Circle Drive Station so how much of that would be impact fee eligible even though this station would be a replacement.
- Tom Nisson said that Circle Drive is an existing facility and you can't replace an existing facility so that is where that 77% is because if you are building a 10,000 sq. ft facility you have to subtract out that 2,000 sq. ft that is no longer being used.
- Denny Drake asked if that would be using the assessed valuation of the old building and taking it away from the new building to get that 77%. He said we are assuming that we are going to get some value out of that other location to minimize the new location. Circle Drive would be a liability to the City if we were to sell it. We are not going to recoup anything value-wise. What we are doing with the assessment is taking 2,000 sq. ft and giving 10,000 sq. ft so the 2,000 is going to be taken away making 8,000 impact fees. If we are not going to use the 2,000 or sell it to recoup the money, we are basically creating a new 10,000 sq. ft facility.
- Ben Shakespeare said that the General Fund would cover 23% of the cost and the

impact fee would cover 77% of the new building.

- Brock Jacobsen said that the Circle Drive Station wouldn't have been calculated because it was already an established facility. He thinks it was built before an impact fee was ever done in Santa Clara.

- Denny Drake said the citizens of Santa Clara paid for that facility and it was built by volunteers.

- Brock Jacobsen asked if the City needs an 11,000 sq. ft fire station. He said that would just be for the fire station because with the police facilities in Town Hall we won't need any more police facilities. He asked if we would be okay to say we only need a 5,000 sq. ft fire station. Our level of service would decrease but would we be providing the needs for the residents in the case of fire and EMS.

- Denny Drake asked that in the build out projections, not including the South Hills, were the already changed zoning and projects going in in the South Hills included in that?

- Tom Nisson said that the South Hills wasn't included as part of this.

- Denny Drake said we have already rezone and have a number of vacation rental already going in that are going to have rooftops that will be part of a projected growth that is going to be requiring police and fire protection. Is there a reason we didn't include that?

- Tom Nisson said they didn't include only the portion of South Hills that still hasn't been deemed ready to be built on. The parts being developed are included in this.

- Ben Shakespeare asked about time frames. He said the City doesn't need that new station today, but we know we need to remodel Rachel Drive Station. He talked about an 8-10-year time frame. He said that a valuable part of the commercial aspect is to remember that commercial are the ones generating the money that comes to the City from sales tax.

- Brock Jacobsen said that if there is a project the impact fees are supposed to be spent within 6 years of collection. If there is a project we would specify and restrict those funds for this project. We would have to at some point state that we are setting aside impact fees for this project.

- Mayor Pro Tem Waite asked about the projected fire & rescue square footage needs. He asked if the existing square footage include the Circle Drive Station or the Rachel Drive addition.

- Tom Nisson said that Circle Drive is included but not the Rachel Drive addition.

- Mayor Pro Tem Waite asked about the size of the Rachel Drive addition.

- Brock Jacobsen said there might not be an addition to Rachel Drive if we build this station downtown. That is where it comes to in timing. He said we could create the living quarters we need in the current building and put what other space we needed in the downtown building.

- Randy Hancey, Fire Chief, said there has been talk about putting a smaller building at the Rachel Drive Station but he thinks living quarters could be put inside the Rachel Station and put the funds into the future station down in the valley which would be better for long term use. He feels that this would be a better plan.

- Brock Jacobsen talked about the cost and how big we would want to build a new fire station.

- Mayor Pro Tem Waite said that concerning square footage if we were to take Circle Drive off and not add to Rachel, we are only talking about 13,000 sq. ft to maintain our

level of service.

- Tom Nisson said the level of service would remain the same but Council could determine if they want the living quarters at Rachel Drive or whether we build a new facility and the size of the facility and the amount of square footage for level of service. That square footage would be impact fee eligible to a degree.
- Ben Shakespeare said he thinks we could agree that the best plan is not to build behind Rachel, and he said that is included in this study. The remodel there is going to be roughly \$100,000.
- Brock Jacobsen said this one compared to our last capital facilities plan this one does say Rachel Drive Existing Station improvements: \$170,000 which is zero impact fee eligible but in our previous plan those improvements were impact fee eligible. He said we now need the living quarters based on growth when we didn't before. He said that he and Tom and the Chief need to have this discussion.
- Leina Mathis asked about the size of the old Town Hall.
- Chief Hancey said it is around 2,000 sq. ft. He talked about the size of the bays they would need. They would need about 5,000 sq. ft of bays.
- Tom Nisson said that what they need today is some direction from Council as to how they want him to proceed with this. Would they like to look solely at the new station downtown? And what level of service? Would Council like to bring that back a little bit on the square footage?
- Denny Drake said the law of large numbers isn't effective in services. Do cities of different sizes have the same level of services?
- Tom Nisson said that varies from municipality to municipality.
- Denny Drake said what Chief Hancey and Bob (Flowers, Police Chief) need to determine is what level of service are we talking about. If we are going to continue the level of service that we have then those impact fees are important to stay. He said he would suggest that instead of 8,000 sq. ft the level of service is going to require 10,000 sq. ft or more and it all should be part of the impact fee but in the service areas. He said if there is a high-density area, that high density area is going to need more services unless it is determined that the services for those areas don't require nearly the same. To retain what we have we are going to have to live with the idea that we need to look at the impact fees and decide who is going to pay for those impact fees and if we don't raise them the current residents are going to see tax increases as we bring on new structures or do we have those building impacts coming in be a portion of that payment and that is what those impact fees are for.
- Mayor Pro Tem Waite asked what feedback Council wants to give Tom.
- Ben Shakespeare said his recommendation is to take the \$1 million Rachel Drive addition out of this. He said he thinks there needs to be the remodel. He feels the fire station downtown is important.
- Denny Drake said that a remodel inside Rachel isn't impact fee eligible so the residents will have to foot that bill. With a new fire station, it can be done with impact fees.
- Mayor Pro Tem Waite said that we may be able to do some remodeling on impact fees. He asked Chief Hancey if he knew how the Ivins City residents and City Council would feel about the new station being built in downtown Santa Clara as opposed to remodeling the Rachel Drive Station. He said that with the merger with Ivins the hub was planned to be at Rachel.

- Chief Hancey said he hasn't gotten a feel for what Ivins would think about that. Being down in the valley would give the department good access north and south of Santa Clara Drive up to Hwy 91. It wouldn't be any further than we currently are in the Center Street Station in Ivins but going to Rachel Station as the hub, it is central but long term we decided that building isn't feasible to add on to and to make it a center hub or headquarters building. It would require going up and that is where we would run into the big cost. To add on to the living quarters and keep our training room and go with the current plan is probably the best outlook for the long term.
- Brock Jacobsen said he doesn't feel that the Ivins residents have a lot of concern that the police are headquartered in Town Hall. He doesn't feel that this would be that big of a deal whether they were downtown or at Rachel.
- Leina Mathis said that if it doesn't change the level of service it shouldn't make any difference physically where it sits.
- Chief Hancey said response time would be nearly the same.
- Brock Jacobsen said the only time it would really make a difference is at night. Where the firefighters are sleeping at night. During the day they could be at any one of those stations.
- Denny Drake suggested the same thing as Ben. Do away with the addition at Rachel. He said he would have a hard time not including the entire downtown station regardless of what we do with Circle Drive. Whatever the new addition is going to be it is going to be a cost to the citizens so therefore we need to include that in the plan and make it all impact fee eligible. The impact fee is accumulating now so we need to put it aside for the six years with the plan to use it.
- Leina Mathis asked if we were to use the existing building would that be discounted because the City already owns that building so we can't include that portion for impact fee eligibility.
- Brock Jacobsen said it just reduces the cost of doing the building, but it doesn't change the eligibility.
- Wendell Gubler asked if we want to put a timeframe on when this new building will go into effect. Do we think five years?
- Ben Shakespeare said he doesn't want to put a timeframe on it because we don't know the growth for sure.
- Denny Drake said to just earmark the revenue for that purpose and if it comes to fruition, we can then do it. If after six years, the growth has been minimal, and we don't have the funds to do it then we still have the earmarked funds that we can determine if it will be for this.
- Ben Shakespeare said he is reluctant to say it is 100% impact fee eligible. He believes that residents as a whole have some responsibility as that replacement, so he is cautious in pushing it all on to new construction. He knows the bulk of it is going to be, but he cautions it all being on new development.
- Denny Drake said he agrees for commercial but for residential it doesn't pay its way. He said the impact fee is the best way of offsetting higher taxes for current residents. He said the bad thing about impact fees is that it slows construction but are we going to protect the future residents or the current residents and how are we going to do that? He feels the impact fee is the best way to do both.
- Ben Shakespeare said as far as commercial and costs for commercial is that a better way to look at it this way. Is there more work for commercial up front?

- Chief Hancey said there is more work up front because of inspections and fire sprinkler buildings and fire marshal duties. It brings more people and often times there is more traffic in and out and more potential for cost of service.
- Ben Shakespeare said he believes there is a greater impact for commercial. What that rate is and how we calculate that is what we need to decide.
- Leina Mathis said that amount for commercial is just the cap. We can set it at an amount less than that and not have a problem.
- Ben Shakespeare said there may be a way to terrace that.
- Tom Nisson said that is an option Council could discuss. If someone reaches a certain square footage it could go to a different rate.
- Denny Drake said that if commercial is retail it could bring in considerable amount of money in sales tax revenue. If we start charging commercial considerably more than others are charging we are not going to see any businesses and we will be basically a residential community and we will pay higher taxes to live in Santa Clara than anywhere else in Washington County, so he feels we do need to look at the commercial. Some cities give commercial breaks depending on the number of employees. There are tiers we can do to offset a bit of the impact fees so we can encourage the kind of growth that we want as far as commercial.
- Mayor Pro Tem Waite said currently we are encouraging commercial growth. We have had an influx of commercial because we only charge \$800 for impact fees. He did mention that the new rate would still be less than what St. George is charging. He asked about keeping the Circle Drive Station for storage or something to that effect, would that change our level of service requirements for square footage and would it change what is eligible on the new building?
- Tom Nisson said yes, it would help where you would have more impact fee eligible costs for that new building.
- Mayor Pro Tem Waite asked Chief Hancey if that was feasible.
- Chief Hancey said the building is falling down. There are currently two vehicles in there but that is all it is for, to house those vehicles. To make it more usable we would have to do some significant remodeling and upgrading.
- Brock Jacobsen said this says 11,000 sq. ft is needed for level of service, is that the number Council wants to stay with? or do we feel we don't need 11,000 sq. ft.?
- Leina Mathis asked if the level of service equates to response time.
- Tom Nisson said that the Chief and others determined that we wanted a five-minute response time and made maps to determine where we would want a new station built in order to serve Santa Clara residents better. As far as level of service goes, we base that off the existing square footage of public facilities that we have right now and with the additional needed with growth.
- Leina Mathis asked if we reduce our square footage how significantly will it impact response time.
- Chief Hancey said the square footage would be for more vehicles, living space, offices for staff. That would bring a demand with more residents.
- Brock Jacobsen talked about living quarters in a new building plus the Rachel Drive living quarters and with living quarters at Center Street in Ivins we won't need additional living quarters. As our growth continues our downtown station is one that needs to be done for our level of service to make sure our response time is to get where we need to. He said that this impact fee also has the new ladder truck at \$1 million and

he is working with Ivins City as to whether that needs to be proportioned out. That number could decrease too if Ivins pays a portion. That would help that impact fee reduce.

- Leina Mathis agrees with the other Council members but feels we need to lower the square footage for level of service. She said that 11,000 sq. ft is too high.
- Mayor Pro Tem Waite said it is all relative. We could get more done with less.
- Brock Jacobsen told Tom Nisson to remove the Rachel Drive addition and reduce the square footage needed and he will work with Ivins on the cost of the ladder truck and hopefully rework that number.
- Mayor Pro Tem Waite said that one reason this process began was to change the way that commercial was handled. Can we at least get that part of it done?
- Brock Jacobsen said that on next week's City Council Meeting agenda it has the item to set the public hearing for March 25 for this. We are working to get this done in that time frame to have it done so we can have this public hearing and move forward.
- Ben Shakespeare said that knowing what all the different impact fees are is going to help us. He asked Brock to find out what they are. He feels we are going in a good direction.
- Denny Drake said that if we reduce the square footage and it reduces the response time the level of service is now changed. Do we feel comfortable going to the citizens and telling them that the response time has increased from 5 minutes to 7 minutes?
- Leina Mathis said this wouldn't reduce the response time. That is why she asked her question.
- Chief Hancey said it wouldn't necessarily increase the response time because we may be able to split up some of the crews and have them stationed in different stations. He doesn't think it will decrease response time or level of service.
- Brock Jacobsen said our response time doesn't decrease at all by decreasing our level of service. He said they will continue to work with Tom to get this prepared. He said this will be on the agenda for March 25. He reminded the Council that the numbers are a cap.
- Jack Taylor, Public Works Director, talked about all the current residents that have already paid an impact fee and they have already paid their fee to get the infrastructure. If taxes get increased to help pay for that the people that have already paid will have to pay again for their level of service. If you don't collect enough you push that back onto others or you have to increase the rates.
- Brock Jacobsen stated that Tom will do his calculations and see where we are legally and where we can get to and let us know what our numbers are.
- Tom Nisson said that he will take all this information back and do some recalculations and bring it back to Council.

2. Shooting Range discussion.

- Denny Drake said that he the Mayor and Jack met with the BLM two weeks ago and talked about the location of the shooting range. As we continue to pursue it, there needs to be some planning that needs to take place and some expenditure that is going to take some monies from the City coffers to do that. He called the BLM director and they are not excited about setting up the shooting range with the direction and planning that is already in place. He stated that he will be meeting with him in two weeks to go

over what they would like to see done and work towards it. It would be under an RP&P. The City would be the owner of the RP&P rather than the County. The County doesn't want to pursue it. There are some expenditures that would be expensive such as building the road to the area, maintenance and protection. He said the biggest problem would be the road and maintaining it.

- Jack Taylor said it would be about 2 miles. He thought the County said that they would help build the road.

- Denny Drake said they would put in some in kind but as far as material costs the City would probably have to foot the bill for that but as far as equipment and time the County will in kind help us build it.

- Brock Jacobsen said from his understanding the City would build it but go to the County when we need funding or resources. The County has gone more this way for projects, to have the cities take the lead and the County will help when there needs to be funding.

- Denny Drake said we need to show that this will be tourism based. The County has different venues and there are clubs that run those. This has a revenue drain to the County, but they would support us as much as they could.

- Brock Jacobsen asked Council if we were going to go down this route, how do we want it structured? Would we want clubs to run it and pay a fee to us or are we wanting more oversight and control?

- Denny Drake said it depends on how we want to manage it. He explained what happened at the other shooting ranges. He said people from all over would use this shooting range. He said we need to have participation from people outside of Santa Clara to make this work.

- Brock Jacobsen said we need to decide how we want to manage this. The clubs running the venues would bring in the tourism. The City would probably have to hire someone probably full time to try and do what the clubs are doing.

- Leina Mathis said we would want to know the intention of the County concerning the other shooting range and if they are going to abandon that facility.

- Ben Shakespeare said that his concern is if we put the facility up there that will become the facility for the County and we are doing this big focus on biking and recreation and we are looking at putting a park up there and it feels like it would be a cost to the City to maintain. That is beautiful bike country up there.

- Denny Drake said one of the problems we have is that there is already a lot of shooting going on out there. He said that one of the reasons he talked to the BLM director is the fact that we would let them know that it is happening, and we don't police it unless it is in our City and that they are responsible if anything happens. They don't like that idea either. He said that there are a lot of issues, but he thinks we can work through them if we decide we want to pursue this. It is two miles south of town and is going to take a lot of work and manpower plus manning it. Will it be an open range for anyone to use at any time?

- Ben Shakespeare said that as it grows out there and gets busier that is a problem. It feels like it is going to be expensive to the City.

- Denny Drake said the clubs have maintained the ranges. It wasn't a great expense to the County. Each venue had a locked gate. The management was so important. We would have to decide if we were going to man it, lock the gates, give out combinations. It is a great idea. Practically it will be long term getting it done.

- Ben Shakespeare asked who would pay for the process moving forward. Would that fall on us?
- Brock Jacobsen said that part of the RP& P is doing the environmental study which if we want to do, there are a couple of plants that only blossom in March or April so it would need to be done right away or wait another year.
- Denny Drake said it is a process and it took the County several years. It will take time to work out the details. The scary part is they are out there shooting right now.
- Mayor Pro Tem Waite asked if this would move closer to our City limits and would that be a possibility.
- Denny Drake said it would be annexed into the City limits. He said if it was moved any closer it would be coming right into some of the trail areas.
- Ben Shakespeare said the nice thing with that location is it won't ever be developed.
- Denny Drake said this is a good location. There are hills that block, that are a natural blockage.
- Jack Taylor said he thinks we could get a lot of builders and contractors to donate and have a club take it over and run it and we could put up signs that tell shooters there is no shooting allowed except at the shooting range. There are bullets flying all over right now. It is just a matter of time. The BLM keeps building trails out there but don't patrol it to keep the shooting away. Something needs to happen. We need to stop the shooting out here.
- Ben Shakespeare said that if we get this annexed and get this, we could control hours of shooting and advertise the shooting range and that could solve some of the concerns.
- Denny Drake said the annexation creates an island and that is against State law. The property leading to that would have to be annexed. The annexation wouldn't be an issue.
- Ben Shakespeare said this area is popular to a lot of people. It would be good to control the shooting out there.
- Denny Drake said this is feasible. We would want to angle this a little more southwest. The BLM wants us to angle it a little more southeast but that would angle it in the direction of future growth. He said he will pursue it. There are no immediate costs yet. Down the road there will be some costs. If we want to pursue it, it is doable, but it is not going to happen overnight.
- Mayor Pro Tem Waite said he is excited to have it in our court so we can move it forward and not have to depend on other parties. He said he thinks we should go forward.
- Wendell Gubler asked if there were going to be problems getting power and water and utilities over there.
- Jack Taylor said that City Corps has a line over there that we might be able to get power, but we would have to haul water. There is no sewer so we would have to put some bathrooms in.
- Brock Jacobsen asked if our new power line extension runs anywhere near there.
- Jack Taylor said it is two miles away from there.
- Denny Drake said we could pursue the roadway with the BLM and just have a shooting area with rules and direction for those using it.
- Jack Taylor said that once we had a good road our police department wouldn't have a problem patrolling it. The road is going to have to be redesigned and we could get the County to come in with their road equipment. It will help with public safety because

there are accidents out there all the time. That road is terrible. We can rely on the County to help build it. He thinks they will do that. We might need some money to do some engineering for the road and get a plan. And we need to have the environmental study done.

- Denny Drake said it would be a minimum of \$5,000 just to do the archeological study and endangered species.

3. Swiss Pioneer Memorial Playground discussion.

- Brad Hays said he met with the designer that designed the playground he presented to Council and he told him the concerns of the Council. He is taking that design and is going to improve it to put a more playable facility in the middle. To answer the question of the log material, they are wood and have a 5-year warranty. He said he asked the designer to do a design with the log structure and another larger play structure and asked him to do another design with another play area that could go in that space and asked him to also give a bid for a shade structure. He will have these Tuesday morning and he will forward these to Council. He will have them to Council by next Wednesday for the meeting.

- Ben Shakespeare said with a five-year warranty we will probably be refinishing the logs every five years.

- Brad Hays said they have had a log structure in for five years and haven't had any issues with it. He had him look at some other playground structures for them to look at building. We should have a couple of designs to look at. He also asked him to incorporate shade into the design and give us an additional price for a full shade structure that we as a City would install.

4. Digital Newsletter discussion.

- Kristelle said she wanted to implement a new idea for doing the City newsletters. Right now, we are doing it as a PDF and sending it out in the mail with the utility bill. It is pretty plain. She has been starting to email these out from what Ditzie makes and sends them out with our mail chip account. She said she has come up with some up-to-date options. One will be the cheapest option with one in the middle and one will be the more expensive option. She showed examples to Council. She said we can update the mail chip account to do more if we pay more money. Option 1 requires access to her adobe creative art account, which is \$20, a month or \$240 a year. This would be like a webpage. It would have more pictures. It would be a scroll through. She could put links in there. Option 2 is interactive, and we could add videos. This is through a different company. The price is \$75 a month or \$900 a year. It can be done as a desktop or online version. Option 3 is using our adobe account, but we would have to upgrade our account to be able to have more features on it. It would include adobe stock images, which includes access to a lot of high-quality images, graphics and videos, 3-d objects and templates so she could make it fun and new every month instead of the same design. That starts at \$29 a month. She said she would want to use all adobe software instead of integrating through everything different. She talked about getting adobe campaign which starts at \$9.99 a month and it would allow her to manage different lists and create automated emails and different user profiles for each

of the residents so they can subscribe to different things such as the newsletter, public hearings, agendas, minutes and City bills. She said she has been in the process of having residents sign up with their emails for whatever they want to receive through our website through power by mail chimp so as they sign up it goes through our list on mail chimp and then she sends it out each time that we have agendas or newsletters. Switching over to adobe would allow more integration for each customer to get exactly what they want. She would create a profile for each customer that signs up and from there she can manage different lists. With the stock account for \$30 a month she would get a lot of templates that could be interactive. She showed examples to Council. She can customize it for I Pads and Phones. The customer could download it as a PDF if they wanted to. This would open a link in their browser. It would be imbedded into the email.

- Mayor Pro Tem Waite clarified that they would just have to click on the email, and it would all be in that email. It depends on how they are getting their email.

- Ben Shakespeare asked if people are signing up now are, they still getting hard copies in their mail.

- Kristelle said we are sending it out to everyone still. She feels that eventually we should have a cutoff point where we aren't going to send them out at all, and everyone must get it through digital.

- Ben Shakespeare asked if we are working in that direction. It is a pretty hefty cost to send out that mailer every month.

- Brock Jacobsen said the long term is to go away from the mailer completely. We can create the digital newsletter pretty quickly. It is collecting those emails that is the process. He reminded the Council that even the most expensive cost at \$900 a year is the cost of only one month of the mailers. In the long run we would be saving.

- Ben Shakespeare said he feels we should go with the best software to make it the easiest for Staff. He hopes we can go all digital at some point.

- Denny Drake feels that 90% of the residents have computers and once we can get all the email addresses, we need to somehow get information to all the residents that we are going to go digital and this would be how they would receive their monthly statement. He would think the majority would be willing to do that.

- Wendell Gubler said he thinks some people will have a problem doing digital and the City will have to be willing to send some mailers out or have them come to the City and pick it up. There are people who don't have computers. He asked Kristelle if it takes a lot of time for her to individualize this.

- Kristelle said right now we are double doing this. We are still sending out hard copies to people who have signed up with their emails because the utility system doesn't have any of the emails and it doesn't overlap with her system. With this new mailing list manager, she could maybe import all of the customers that we do have from Caselle into this and as they subscribe for the different lists of what they want to receive she can mark that off so we don't double do this.

- Denny Drake said that the most simplistic is going to be the best. People are mostly looking at their billing statement and then they may look at the options.

- Brock Jacobsen said that part of this is to try and get information in the newsletter from the Mayor and stating what is on the upcoming agendas. Things could be updated whereas with the mailer things are what they are. Things can't be changed. We could also have Planning Commission on there as well.

- Ben Shakespeare said he likes going digital. It will be a savings to the City. It will save Staff time. We really need to look at a timetable to get it done and the best way to address it with those that are still going to need the mailer.
- Kristelle said we will have to keep track of who wants it and who doesn't. She would really like to do it all through adobe. We need to upgrade that for \$50 total, and it is not just for the newsletter she uses this for everything such as creating documents, edit videos, posters, brochures. The adobe campaign would manage it all and all the different lists and customer profiles and the stock which would give her access to all the interactive videos and stock photos so she can make it look really good and the design to publish online.
- Mayor Pro Tem Waite said he has thought a lot about this and has been wanting to do a digital newsletter four years ago and has been to trainings on it. He asked Kristelle that with this option she is proposing how much customization is going to be involved on a month-to-month basis. He would hate to have her reinvent the wheel every single month. He's worried that going to a new layout each month would be a lot of Staff time.
- Kristelle said that is why she would want the adobe stock because it will give her access to millions of templates and images and graphics so all she would have to do is pick a different template and add different videos. She would like to record a different video of the Mayor for the Mayor's message each month. This would be more interactive.
- Brock Jacobsen said this will be a curve of learning and getting the system down but long-term it will be good.
- Mayor Pro Tem Waite asked if we would be shifting the responsibility away from Ditzie or will she be a creator in this.
- Kristelle said that if she herself is going to do it she would want to do it. Right now, everyone emails their information to Ditzie so they would send it to Kristelle instead and after it is all done, she would send the PDF to Ditzie to put in the mailer.
- Brock Jacobsen said that if we go this way that route will change. If we went this route that would shift the timing so the letter would have to be written in a different mailing. Ditzie would have to have it done and gone by the 20th of each month. It would be a separate mailing at that point.
- Mayor Pro Tem Waite said there would need to be notifications in the newsletter.
- Brock Jacobsen said we could really go door-to-door and put a flyer on the door with notification of the digital newsletter and utility bills and a deadline date for them to sign up.
- Kristelle said it would be easier to totally transition then to do it halfway. She feels like if we do it halfway it would be hard because we are on different systems, the billing software and her software.
- Mayor Pro Tem Waite said make it look nice and point people to it.
- Brock Jacobsen asked Council if they had a timeframe for when they would like to see this.
- Ben Shakespeare suggested putting something in the next mailer about the City going digital for the mailer. We could have hard copies here at the City and we could let people know they can come here to pick them up. The mailer should be digital as soon as possible.
- Mayor Pro Tem Waite said he would like to see it done as soon as possible. He asked

Kristelle if she has thought about implementing the advertising that goes into the newsletter into this.

- Kristelle said a lot of things that are in the newsletter now such as the advertisements are usually online, and she can embed it into that document.
- Brock Jacobsen asked if we want businesses in the newsletter. Do we want advertisements, or do we want straight City business? He said there would be a price for businesses if they want to be put in there.
- Leina Mathis asked if we could just keep the pricing structure as it is now and let them know it is digitized.
- Kristelle said we could do that. She could make a page that is like a business look up and could link it to their website or their social media.
- Mayor Pro Tem Waite said he doesn't know of too many City newsletters that have advertisement in it. He said it is very inexpensive for them right now. He said he thinks a directory of business would be good.
- Leina Mathis said when businesses come in to renew their business licenses, they could make modifications to their email address if they have changed it.
- Kristelle said she would also like to start doing the utility applications online. She would like to do all the different City applications online eventually.
- Mayor Pro Tem Waite told Kristelle to make it look nice and send a test run to the Council. He said he thinks Council is okay with the cost that Kristelle needs to spend to make it run.
- Kristelle said she will start sending these and wait for Council's word for when they want to stop sending the hard copies in the mail.
- Brock Jacobsen said they will try to have a test run by April 1 and send it to Council. If Council likes it then we can officially start it in May.

5. Street Impact Fee discussion.

- Steve Hall, Sunrise Engineering, said Council has gone through the power point presentation twice. He said that currently the street impact fee is \$2,155 for single family detached, \$1,327 for condominium/townhome and \$1,671 for apartment. Those come straight from the last amendment adoption. With this amendment the maximum eligible impact fee amount would be \$3,497 for single family detached, \$2,152 for condominium/townhome and \$2,712 for apartment. The difference comes mostly from the previous amendments that were not implemented because the impact fee did not change. Only \$300 or so of that amount is coming from this amendment. Those are the maximum eligible amounts that could be enacted.
- Mayor Pro Tem Waite asked Jack if he had a recommendation in terms of where we move.
- Jack Taylor said that obviously his recommendation is that we accept what the engineers have presented. He said if we reduce it, he doesn't know how we could come up with those funds in the future. That is the hard question. He said Mayor Rosenberg suggested that maybe we phase it. He feels like we have held off for a number of years with the amendments that we could it changed it years ago and brought it up so we have already lost that funding that would have went toward these facilities and might have actually reduced these numbers now.
- Brock Jacobsen said that at the time if we would have been collecting those fees the

amount of money we would have had to borrow on the bridge would have been less. Those are fees that we can never recoup that we could have to do these projects.

- Ben Shakespeare said he has the solution. He said we have \$1.5 million in South Hills Park in the Capital Facilities Plan and \$800,000 in the Capital Facilities Plan in the Graf Park and in Phase 4 & 5 for Gubler Park we have money. He said we are collecting almost \$4,000 per resident on parks. He suggested only putting benches, trails and maybe some fire pits for the Graf Park and keeping it natural. Can we keep the South Park simple? Do we need to put all the \$1.5 million into that park that is clear away from town? He suggested revising back the numbers for Parks a little bit and look at our needs and roll some of this money into Public Safety and Streets and still come out with what we need to build the infrastructure. Our impact fees are high. They are \$7,000 more than St. George City. He suggested looking at the environmental feel that we are charging.

- Brock Jacobsen said he has talked with Corey about this fee and he is going to bring the agreement to Council so we can look at that.

- Ben Shakespeare said that with a little shifting and reevaluating our expenses we can do all these things.

- Denny Drake said that Santa Clara didn't charge an impact fee of any kind until the 1990's. St. George started charging impact fees in the 1960's. They have been collecting impact fees for 30 years longer than we have. He said that when the first impact fee was proposed at \$1,500 the City Council adopted \$50. What we are trying now is to catch up for those 30 years that St. George has been charging. The impact fee that we are looking at is justifiable and if not because of the engineering if we would have taken the implements periodically that we should have taken already we wouldn't be looking at the basic increase we are looking at right now. The longer we put it behind us and think we are somehow going to pick it up we are never going to catch up. We need to start charging what we are going to need now and then in the future look at what we can do to help offset that cost.

- Ben Shakespeare said he doesn't disagree but we have a lot of parks that are great parks and we just built an awesome one downtown but looking at those numbers that are allotted in that study he thinks it is ridiculous to put \$1.5 million into the South Hills.

- Denny Drake said he doesn't know that we can transfer between enterprise funds. He doesn't think that we can take impact fees charged for the parks and transfer them to streets.

- Ben Shakespeare said to look back at the parks in detail and maybe that one gets reduced and the others get increased and we look at the HCP fee.

- Brock Jacobsen said the question is, how is that being calculated? That 1% that we are supposed to be collecting. Corey is pulling the contract to see how it is supposed to be calculated off what and will have an answer on that for Council.

- Ben Shakespeare said we need to cover all the infrastructure. We need to look at all the numbers in detail. We are collecting them and then we are putting them in a 6-year timetable to build it. Is there a way to reduce that? Can we look at some of those items in Parks just like we did with Public Safety tonight? A review and discussion should happen to make sure that number is where we want it. He said that our parks are amazing, and he is not trying to diminish any of that.

- Brad Hays said that last year the number for parks was proposed to be higher but last

year the City Council voted to not increase them. He said that we don't plan on putting \$800,000 into the Graf Park and the number, \$3,906 doesn't reflect what the study recommends. He said we are lower than a lot of other cities in the area.

- Ben Shakespeare said before we go and add \$1,600 to the impact fee we need to review and understand what type of monies we've got and where they are going to go as a Council. That is his recommendation. If we are overcharging on the HCP, we need to look at that.

- Leina Mathis asked if Brock heard back from Mari. She is up at the Capitol. He said he will send her a recap on the Public Safety side of things what was discussed.

- Jack Taylor said he sent her the power point that was presented to Council. He told her he would get back with her.

- Brock Jacobsen said he sent her the power point that Tom had on Public Safety as well.

- Jack Taylor said his question to Council is that we have this on the City Council agenda next week for approval. Should he take this off the agenda and give Council more time to discuss items regarding the Parks or should this be left on the agenda and then discuss other items later?

- Denny Drake said that even if we do go back and look at the Parks it has nothing to do with the Street Impact Fee. He feels we should move forward as planned to discuss it as City Council next week. If we think we are going to create something better than what the study shows, we are fooling ourselves. If we don't move ahead with it there are going to be streets that are not taken care of. Those kinds of things need to be acted on now and make the decision regardless of what we do with the Parks.

- Mayor Pro Tem Waite said he agrees.

- Jack Taylor reminded Council that there is a \$4 million bridge we need to pay for. This is because of growth. It is because of growth that we are having to put these facilities in.

- Ben Shakespeare said he doesn't disagree, but we have to look at the big picture of our impact fee collectively because he feels we would approve it and then it wouldn't be discussed again.

- Brock Jacobsen said if this was approved next week it would be 90 days before it takes effect. In that 90 days we could come back and bring the Parks back and have a discussion on that.

- Jack Taylor asked about plats that have already come through and been approved. They would not be charged the higher impact fee.

- Brock Jacobsen said it is based on when the building permit is submitted.

- Ben Shakespeare said he is okay with this item coming to Council next week, but he does want to look at the big picture. It should be looked at in this. He said that it is crazy that we are collecting double in Parks then we are in Roads for street impact fees.

- Brock Jacobsen said that regarding Street and Parks he said a lot of streets are being built by the developers. There is not a lot that is required by the City except for some bigger things such as bridges and some of them have been done by developers. Our Street is based on what is built in in our Capital Facilities Plan so that is what we collected. That is why we bring it back for review.

- Ben Shakespeare said that is his point. We look at everything, what we have. We just need to review this as a Council. We are collecting enough for a new park every three years. This may be the direction we want to go. We need it for the roads, and we

need a fire station at some point.

- Leina Mathis asked if an impact fee has ever been reduced.

- Brock Jacobsen said yes. Some of them have been reduced. Water was reduced not too long ago. As our infrastructure gets built it will reduce. That is why our sewer is low because the infrastructure needed is very small. At some point it will come back and be reduced.

- Ben Shakespeare said that is even more reason to look at it. The maintenance part falls on the taxpayers. The building of things comes from impact fees. He said we need to look at what we are doing and what we are trying to achieve. He stated that he wants to make it perfectly clear that our parks are amazing.

- Denny Drake agreed. We need to review it. If it is not necessarily a need in the impact study, then we don't need it. It is a matter of reviewing and we need to do that.

- Mayor Pro Tem Waite told Brock that it sounds like we are asking for an agenda item at a Work Meeting to review all the fees and look at how they compare to other cities. He mentioned some things from Mayor Rosenberg's email: there really isn't affordable housing in Santa Clara, and it hurts to add to the impact fee, but the average home is expensive in Santa Clara and this is just a small part of that. We hate to increase it but at the same time our citizens want good roads and they want good parks, so we have to keep up with that. He said that we want to put this on the next agenda. He feels that this fee is unrelated to what we do with other impact fees. He said that the parks fee could be a lot higher. He said what Mayor Rosenberg suggested with this one is we don't take the full amount, but we do take some. We could wait to increase it to the full amount later.

- Drake Howell, Cole West Development, said the piece that they are looking at is the 17-acre piece that DR Horton had been pursuing, 185 townhomes. They were already approved in a preliminary plat. Horton left and they are coming in behind them. He said that build out won't be very long. It will probably be a 2 to 3 year build out. They are going to call this Desert Village and they don't want to do any wash crossings but that they stub to them.

- Jack Taylor said that on their second phase that with the traffic study it is going to add quite a bit of traffic on Rachel Drive. He said we felt like this wash crossing needed to go in and that it wasn't going to be provided by the developer because it is not on his property. We must tie it into Red Mountain. We are four to five years out, so we need to plan for that expense.

- Drake Howell said that developers and builders are very resistant to increases in impact fees. He said there are differing resistant levels. He said they just developed Rhone Subdivision here in the valley which are very high-end lots, and these are a very different scale of what they anticipate doing at the Desert Village project. He said that when he hears the notion of tiered impact fees, he really likes that from an attainable, affordable perspective. The townhomes will be at a more attainable, affordable spectrum. He said to have a 62% overnight bump of an impact fee hurts. He said he would advocate and encourage the Council to seriously consider, from the attainable/affordable perspective, of not approving the full maximum amount of what the capital facilities plan would allow but maybe a marginal increase. He said that Santa Clara needs this product desperately. Together with the rest of the County we are in a crisis for affordability/attainability. There is a huge need for products on the more affordable end of the spectrum. He encourages Council to consider that as they

weigh this decision.

3. Staff Reports:

Fire Chief Randy Hancey

- They had 111 calls last month. 76 of those calls were medical calls and 28 were fire related calls.
- They have been doing a lot of refresher training for wild land season. They did three pack tests.
- They started their fire recruit academy tonight. They will be meeting twice a week for every week for three months to get their Fire 1 & 2. Then they will have to do HAZMAT training after that.
- They are having schools come to the stations for tours. There is a fire safety trailer at the Rachel Station. Two elementary schools are coming tomorrow and there will be two more next week.
- Burn season just opened this month. That will allow them to do their burn projects at the arboretum and Laub Pond which will be done during Spring Break when school is out so the smoke won't affect the kids that way.

Brad Hays

- We have a tournament this weekend. March madness for Rocky Mountain School of Baseball starts on March 12. Also, at Town Hall we have the start and finish of the Epic Tru Grit. They are going to have a gravel race on Friday. There is a small children's race in the afternoon on Vineyard. On Friday morning we have the mountain bike side of it. We have a 50 and a 100-mile mountain bike race. They will start here at Town Hall. We have tournaments scheduled every weekend until the end of March and then we begin into Little League season. The poles for the lighting for Little League should be almost done and he has an electrician lined up to wire everything in. Those lights should save 50-75% of our electric bill down there. All our fields now will be on electronic controllers so Little League coaches can call in and we can set them up. It automatically turns off at 11:00 p.m. We are all automated.
- Swiss Pioneer Memorial Park is coming well. Trusses for the pavilion are on their way. It is going to look really nice. The block workers have done the memorial in the back and the pillars for the pavilion and they will now get the block work for the bathrooms done. We should be on schedule for May 15 for the grand opening.
- He talked about the trail behind Harmon's. The engineers sent out a bid award for that, but we haven't got it back with bonding yet. We are on a standstill on that right now. He said a bridge is coming for the crossing in two weeks.
- The crews have been working on irrigation and fixing sprinkler heads and pouring concrete into the bases for the pillars. We have been busy.

Jack Taylor

- He said that this morning he met with President Parker of The Church of Jesus Christ of Latter-day Saints and with Dr. Parry regarding the Church farm. He said it used to be on the welfare arm of the Church but since we went through the road designation and purchased that property that piece got transferred over to the real estate side of the Church. The real estate side is putting some pressure on the Stake about what they want to do with

that property. He said that in our contract with the road that goes through there we have to provide them \$25,000 to move that metal building. He said that as they discussed that and getting water and power to them, President Parker asked what the City would think if this was made into a park instead of letting homes go in there. The Church would still like to have some of the trees, and they would like to have a gardening area. They don't want to lose the ability to provide a place where people can come to work who are on Church assistance. They wouldn't mind putting in some pickle ball courts and a pavilion. It might become a community garden area. He said that the concern from the Stake is if they don't do something with it, the real estate side will just sell it and it will become homes. The President suggested that the Church donate the almost 2 acres to the City and we could come up with an agreement between the Church and the City to develop it. He said that he knows that for years we have wanted to keep that as an open space. He thinks it would be awesome to develop this as a park. It would save the \$25,000. President Parker asked if the City would be willing to use that \$25,000 toward curb and gutter and road. Jack said he told them we would have to update our Capital Facilities Plan or change from one of our other parks and not do that one but do this one next. He said he gave President Parker some paperwork so he could take it to all the area Stake Presidents and determine what they want to do.

- He said the meter installation is going well except we had some issues on the water meters with UCON and downloading into Caselle. We are working on that. Some of the registers are different. We only have about 500 power meters left to install. We have only installed about 750 water meters.

- We have been moving an irrigation line on Boy's Pond Circle that was out of the easement for the Canal Company.

- The Power Crew has been down installing the lights for the Little League fields. By the middle of next week Brad will be able to get the electrician to run the electrical to them.

- All the power has been ran to the BMX track building and all the lights are hooked up and ready to go.

- They did a presentation with the MPO today about everything that is going on. It is short. Kristelle put it together.

- Denny Drake asked about the MPO. He said that with Pioneer Parkway, Santa Clara Drive and Hwy 91 are being used as an alternate route are we pursuing with the Federal Highways in the State of Utah to get an update and an improvement to Pioneer Parkway and Santa Clara Drive for the use of it as Federal highways?

- Jack Taylor said that we are not. They funded our Santa Clara Drive project improvements so we could handle the traffic. Pioneer Parkway can be changed into four lanes but when it gets to St. George it goes back to two lanes and they have no intention of making that a four lane.

- Denny Drake said that with the traffic flow because of the construction in the gorge it would be nice to get some help as far as funding to do whatever we need to do. Could we look at it with the MPO and see if they would be willing to support us in going after some Federal funding.

- Jack Taylor said that we can. Federal funding is expensive, and we would have to match it.

- Denny Drake said that if we were going to improve Pioneer Parkway now would be a perfect time to apply for that. Maybe we could get some funding.

- Jack Taylor said he would investigate that.

- Mayor Pro Tem Waite said that he talked to Brooke today and they probably need to change and rotate a couple of the lights on the BMX track. There are a couple of dark spots.
- Jack Taylor said they will go down one night with a bucket truck and turn the lights and rotate them where things will be lit up good. He thinks there is plenty of lighting there. It just needs to be positioned in a correct manner. He showed the MPO video to Council.

Brock Jacobsen

- We are working though the issue with the meters. He said a lot of the meters are going to have to go back and be checked and if there was a new registered installed or not.
- Chris Shelley attended some HR training with our insurance broker.
- Debbie is going tomorrow to training at the Trust and a Treasury Board Meeting.
- The Court is staying busy. Behind the screen in the Council room there is a new seal that the Courts want up.
- We are working on security cameras. He is waiting on one bid. He is hoping to have that back and then we can review those and have a recommendation for Council on awarding that bid.
- Parks will be getting bids for security cameras too and we will need to update the cameras at the City yard. These will have to come in future budgets.
- We are still working on the budgets and meeting with departments and working on those things. In May we will be taking some of the Staff up to training at the Trust.
- All the Staff is reading a book by Craig Manning about five steps to peak performance. Tomorrow we will review some of the chapters. The Fire Department is reading it as well.
- Mayor Pro Tem Waite said he has something to add to the Wish List for the budget. He would like to fix the audio in the Conference Room so we can have Work Meetings in there.
- Brock Jacobsen said that Council can have them in there now.
- Mayor Pro Tem Waite said he thought that with the way the microphone was it is too hard to transcribe.
- Chris Shelley said that it is when there is more than one person talking. If there is any chattering or paper shuffling, you can't hear the speaker.
- Mayor Pro Tem Waite said we need to fix that.
- Brock Jacobsen said the option would be to do a system where there are mics. He said that is the only option. With the mic in the middle it picks up everything that goes on. We would need to have Council decide how many mics to put in there.
- Mayor Pro Tem Waite said it would be a good idea to have a field trip to St. George City to see how they have their Conference Room set up.
- Brock Jacobsen said we could get Pole Sound out here and have a discussion with them.
- Mayor Pro Tem Waite said he feels that work meetings are more effective in the Conference Room.

4. Adjournment:

Meeting Adjourned at 8:17 p.m.

Chris Shelley – City Recorder

Date Approved: _____