

**Pleasant Grove City
City Council Meeting Minutes
Work Session
November 12, 2019
4:30 p.m.**

Mayor: Guy L. Fugal

Council Members: Dianna Andersen
Eric Jensen
Cyd LeMone
Lynn Walker
Todd Williams

Staff Present: Scott Darrington, City Administrator
Daniel Cardenas, Community Development Director
Deon Giles, Parks Director
Tyler Wilkins, Recreation Director
Tina Petersen, City Attorney
Kathy Kresser, City Recorder
Marty Beaumont, Public Works Director
Kyler Ludwig, Assistant City Administrator
Sheri Britsch, Library Director
Mike Roberts, Police Chief
Dave Thomas, Fire Chief

The City Council and staff met in the Community Room at 106 South 100 East, Pleasant Grove, Utah.

4:30 P.M. WORK SESSION

1) MAG Regional Transportation Plan Update – *Presenter: Bob Allen.*

Bob Allen, Senior Planner with Mountainland Association of Governments (“MAG”), stated that they normally host an open house every fall where all of the communities come together to discuss transportation. This year, they decided instead to reach out to each community and specifically address issues the community is concerned about as well as future projects for the area. He presented the TransPlan50 document, which predicts that Utah County will grow more than Weber, Davis, Salt Lake, Tooele, and Box Elder County combined by the year 2050. The plan will be revisited every four years to look at those future growth projections. In addition, MAG will work closely with each community to find ways to handle the projected growth as it relates to transportation. The three maps included in the document were New Road Projects, New Transit Projects, and New Trail Projects. The projects outlined in the phases are expected to be able to handle the traffic needs of the area.

Mr. Allen reported that the first issue they want to address was the grid system. The grid system in Salt Lake County works well because the valley grew out of downtown Salt Lake. Utah County grew out of several small communities connected by one State highway. Those communities are starting to abut one another and the grids are not connecting. The best thing they can do to keep congestion down is to complete the grid. Another issue that needs to be addressed involved creating other major highways. Currently, the only major facility is I-15. The third major issue to address was increasing and refining transit. MAG had funding for the projects listed, but they would only be able to fund about half of their transit needs.

Council Member Jensen asked if 1600 North in Orem is part of the plan. Mr. Allen confirmed that it is. Money was set aside for the project, but it was not enough. MAG had been in discussions with UDOT about that road converting into a State road. Council Member Andersen asked where the funding came from. Mr. Allen explained that MAG did not receive money from property tax. Most of their funding came from the Federal and State Gas Tax. Even though they had a lot of funding, it was woefully inadequate to cover what needs to be done in Utah County.

2) Discussion on City Branding – Presenter: Administrator Darrington.

City Administrator, Scott Darrington reported that at the last Planning Retreat, the Council requested that staff look into the cost of rebranding the City. The cost of hiring a rebranding consultant would be roughly \$30,000. He asked if the Council wanted to proceed with the RFP.

Council Member Williams did not think the City should spend \$30,000 on rebranding. That cost seemed excessive.

Council Member Jensen reported that staff spoke with the individual who recently helped with the rebranding of Provo, Spanish Fork, and Springville and \$30,000 is his average cost. Council Member LeMone indicated that rebranding a private company is very different than rebranding a city. Council Member Williams understood the difference but felt the money could be spent elsewhere.

Mayor Fugal questioned what they wanted to accomplish with the rebranding, and how important it is to the Council. If they already know what changes they want to make, they may not need to hire a consultant. Council Member Williams agreed. If they wish to change the tagline from “City of Trees” to “Home of Strawberry Days,” they could do that without a consultant. Council Member LeMone thought it would be helpful to see why other cities have chosen to hire an outside individual. She stressed that a consultant would seek public input, which is critical. Council Member Andersen agreed.

Council Member LeMone commented that the tagline the “City of Trees” was not unique to Pleasant Grove. Many cities in Utah and across the nation have been given the designation. The City was also coming up on the 100th anniversary of Strawberry Days, the 170th anniversary of the City, and the 100th anniversary of the rodeo. When they discussed this previously, the Council thought it could be a good opportunity to rebrand with all of those significant milestones. Council Member LeMone had heard from residents that they do not feel that “City of Trees” accurately describes Pleasant Grove.

Administrator Darrington clarified that there is an organization called Tree City USA that gives out designations to cities with a certain number of trees. That differs from the existing tagline.

Council Member Jensen had also heard from residents that they do not like the current tagline. He did not think that Pleasant Grove was a city of trees. Council Member LeMone added that the cities that recently rebranded found it successful. She thought this was a good time for Pleasant Grove to consider it. She suggested they go into more detail about the services they would want from a consultant. Administrator Darrington stated that they could write up a Request for Proposal (“RFP”) that could include whatever the Council wants. The RFP sample staff had was from Spanish Fork.

The Council discussed putting out a citizen survey without a consultant. They wanted to be sure that the citizens desire a change before they spend money on a consultant. The decision was made to use Survey Monkey through social media with a basic “yes or no” question.

3) Discussion on Pleasant Grove as a Host City for the Tour of Utah – Presenter: Administrator Darrington.

Administrator Darrington reported that he received a phone call from the Tour of Utah asking if Pleasant Grove would be interested in being a host city. This would involve either the start or finish lines being in the City. He received more detailed information about what that would entail and had concerns. He reached out to other cities that have hosted the event in the past and there were mixed reactions. For some cities, cost was an issue. Pleasant Grove would be asked to provide City services, permit services for road closures, EMS services, portable toilets and handwashing stations, trash and recycling bins, and dumpsters. They would also need to provide 455 hotel rooms for the race and 30 additional rooms for preparation staff. Other cities reported that their costs were \$70,000 to \$110,000. Some were, however, able to obtain County funding to cover some of the costs. Other cities hired a staff member dedicated to the event. Administrator Darrington stated that he would be more willing to have the City host if Tour of Utah approached the County for funding, rather than requiring staff to do it. Tour of Utah representatives wanted an answer by December 3.

Council Member LeMone did not object to the request until the issue of hotel accommodations was raised.

Council Member Jensen reported that doTERRA is already a major Tour of Utah sponsor. They may be willing to donate to the City to bring the Tour to their hometown. Administrator Darrington hadn’t spoken to doTERRA but assumed they would not be willing to give additional money to the City if they already contributed a significant amount to the event.

Council Member LeMone asked if other cities had been able to quantify the benefit they received from hosting the event. Administrator Darrington stated that all of the cities he spoke with indicated that there wasn’t really a return on investment equal to what they put into the event. He noted that there is only one hotel in Pleasant Grove and it does not have 455 rooms. They would have to provide hotel accommodations in the surrounding cities and lose out on that tax revenue.

Amy Lundell had been involved with Tour of Utah for many years and commented that hotel accommodations are the biggest concern for most cities. The course marshals and other participants make an effort to eat at local restaurants in the host city. If hotel accommodations are of concern, she suggested they approach Tour of Utah and see if they have any resources to help find and fund the rooms.

After some discussion, the Council agreed not to host the Tour of Utah this year but were happy to have the Tour come through Pleasant Grove.

- 4) **Communities that Care Discussion** – *Presenter: Administrator Darrington.*
- 5) **City Council and Staff will Review and Discuss Items on the Agenda.**
- 6) **Staff Business.**
- 7) **Adjournment.**

ACTION: Council Member Williams moved to adjourn the work session at 5:27 p.m. Council Member Andersen seconded the motion. The motion carried with the unanimous consent of the Council.

The City Council Work Session Minutes of November 12, 2019 were approved by the City Council on December 3, 2019.

Kathy T. Kresser, MMC
City Recorder

(Exhibits are in the City Council Minutes binders in the Recorder's office.)