

UTAH LEAGUE OF CITIES & TOWNS
BOARD OF DIRECTORS MEETING
Dixie Center
St. George, Utah 84790
Wednesday, April 8, 2014
4:30 P.M.

CONDUCTING: Mayor John Curtis, Provo City

EXECUTIVE BOARD

Mayor John Curtis, Provo City	President
Council Member Lynn Pace, City of Holladay	1 st Vice President
Mayor Steve Hiatt, Kaysville City	2 nd Vice President
Mayor JoAnn Seghini, Midvale City	Treasurer
Council Member Caitlin Gochmour, Salt Lake City	Past President

BOARD OF DIRECTORS

Council Member Margie Anderson, Ephraim	Board Member
Council Member Andy Beerman, Park City	Board Member
Mayor Gary Gygi, Cedar Hills	Board Member
Council Member Sonja Norton, Vernal	Board Member
Council Member Jim Ortler, Brian Head	Board Member
Council Member Jim Young, City of Farmington	Board Member
Mayor Mike Caldwell, Ogden City	Board Member
Mayor Bryan Cox, Hyde Park	Board Member
Mayor Ted Eyre, Murray City	Board Member
Council Member Beth Holbrook, Bountiful City	Board Member
Mayor Jon Pike, St George	Board Member
Mayor Dave Sakrison, Moab Board of Directors	Board Member

EX-OFFICIO MEMBERS

Gary Hill, Bountiful City	President UCMA
Fionnuala Kofoed, Eagle Mountain City	President UMCA

ULCT STAFF

Kenneth Bullock	Executive Director
David Church	General Counsel
Cameron Diehl	Director of Legislative Affairs
Jodi Hoffman	Land Use Analyst
Nick Jarvis	Dir. of Research & Technology
Brandon Smith	Legislative Research Analyst
Doug McDonald	Economic Policy Analyst
Krysten Olson	Administrative Assistant

Michelle Reilly

Director of Administrative
Services

Meg Ryan

Planning Consultant

Roger Tew

Senior Policy Analyst

Susan Wood

Director of Communications
& Training

Erin Cole

Production Assistant

Ashley Morfin

Executive Assistant

1. Introduction of Board Members & Staff

President John Curtis asked Board Members and Staff to do a brief introduction.

2. Review & Approval of Minutes of January 12, 2015

2nd Vice President Steve Hiatt moved to approve the minutes, as presented. 1st Vice President Lynn Pace seconded the motion. The motion passed unanimously.

3. Training & Conference Reports

2015 Mid-Year Convention

- Director of Communications Susan Wood noted that a copy of the conference program would be available at the registration desk. Twenty workshops were scheduled to be presented, at no charge, by professionals and experts in their respective fields. Ms. Wood thanked those who were planning to introduce the presenters. She noted that bestselling author and Rhodes Scholar, Wes Moore, would be the keynote speaker on Thursday morning and would address – holding yourself accountable for your choices – a quality that makes great “transformational leaders.” Commander Kirk Lippold, the General Session Speaker, would present the “Five Pillars of Leadership” on Friday morning. Thursday evening entertainment featured Party Rock Project.

2015 Road School

- Ms. Wood addressed the upcoming Road School agenda stating that thirty-eight classes were scheduled. Classes included Best Practices for Chip Seal and Using GIS to Maximize Efficiency in Planning and Operations. Patrick Sapio, a marriage and family therapist, was the keynote speaker and would present “Things I’ve learned along the way; keys to job satisfaction and better relationships.”

Local Officials Day

- Director of Legislative Affairs Cameron Diehl gave a recap on the Local Officials Day at the Legislature. Seven hundred seventy-five city officials and youth council members from sixty cities and towns from around the state attended the Local

Officials Day at the Capitol. The youth council debated two bills: a mock bill that would require high school students to pass a civics test and another intended to increase voting by mail and same day voting registration. The youth made several logical arguments. Mr. Diehl welcomed any feedback regarding the youth council activity and noted that there was an issue with the audio. Board Member Sonja Norton added that the youth had a great time. They were upset that they would be required to take a citizen test before graduating. They thought it was unfair that they would have to take the test as a graduation requirement while their parents didn't. Mr. Diehl briefly discussed the sixteen-minute comprehensive transportation documentary that was unveiled at the luncheon; the video documented how transportation has changed through the years. First Vice President Pace stated that the only complaint that he received about the event was that the luncheon went too long. People were interested in hearing from Terry Bradshaw but started leaving as his speech went over time. Mr. Diehl appreciated the feedback and stated that it was tough to balance schedules.

Regional Meetings/Monthly Seminars/ AOG Presentations

- Mr. Diehl gave a recap of the Regional Meetings, Monthly Seminars, and AOG Presentations. Staff had visited many cities and towns meeting with small groups trying to spread the word about HB 362. A BRAG meeting was scheduled for May 27th.

LUAU

- Director of Research & Technology Nick Jarvis gave an overview of the "LUAU" Grant that was awarded by the State in 2014. Mr. Jarvis stated that the Land Use Academy of Utah was the clearinghouse for all things land use. He explained that the ULCT studio had been remolded and staff was in the process of creating videos for online training and they hoped to have the first wave of videos ready in August. Should they have any questions, members could contact him or Meg Ryan. First Vice President Pace expressed his concern that this type of training would become mandatory for land use authorities. It was a great toolbox to help spread training throughout the state but he cautioned that it needed to remain optional and that a line needed to be drawn in the sand ensuring that it would not become mandatory. Board Member Jim Ortler asked for further clarification, as he didn't agree. First Vice President Pace reiterated that the qualification for officials to serve was their election to the position and it was his opinion that training wasn't necessary to serve. Mr. Jarvis gave a demonstration of the online video training site.

2014-2015 Training & Conference Attendance Report

- Administrative Assistant Krysten Olson gave a rundown of member participation in the various 2014-15 League meetings. Ninety-seven cities and towns participated in the 2015 Legislative Policy Committee. The online option was a big success and had increased member involvement and participation. Board Member Norton stated that while the online participation increased with the LPC, moving forward, they

needed to be cautious as part of the value of them being active was seeing and interacting with other members in person. Board Member Ortler inquired about online voting and how that worked. Cameron Diehl responded that the bylaws were silent regarding online voting and that this was something they were looking into. Treasurer JoAnn Seghini mentioned that she hadn't heard any online voting throughout the meetings. Board Member Norton thought that there was a delay in the video as they missed some sections. Vernal only used the online system when the weather prevented them from traveling. Executive Director Ken Bullock recognized the time commitment for those traveling to the LPC meetings; it was an all-day event for some of the members. Mr. Diehl commended all those that participate and reported record-breaking attendance. Ms. Olson said that, in all, 2038 people participated in the various League events over the last year and that they sold a lot of lunch tickets for Terry Bradshaw's keynote speech. Mr. Bullock stated that he liked the matrix that had been prepared and that the League staff would continue to work with member participation.

The following is a breakdown of the meetings/conferences and participation and:

➤ 2014 Annual Conference	515
➤ 2014 Midyear Conference	446
➤ 2014 Road School	302
➤ 2015 Local Officials Day	775

2015 Requests

- Mr. Diehl stated that staff was putting a tour of Utah together. They are interested in knowing how they can be of assistance to the members. They hadn't reached all two hundred forty-four towns and cities but they were looking to combine their efforts and reach as many people as possible. Mr. Diehl was working on a roving training with the Utah Municipal Clerks Association along with the Lt. Governor's Office and the State Archives. Additionally, they had other meetings scheduled with elected officials in Monticello; they were keeping busy. Mr. Bullock recognized the League staff and pointed out that their recent success and accomplishments was a joint effort. While some staffers were out of the office attending meetings, etc., others were keeping things moving at the office. He appreciated all of their efforts and noted that Susan Wood had done a great job on the transportation video; Cameron Diehl was tenacious and always made sure all the details during the Legislative Session were correct; Nick Jarvis made an excellent presentation to senators addressing some of their concerns with HB 362. He added, "If you weren't telling your story, something would get left out." What closed the sale, in relation to HB 362, was the personal data that was provided to the various cities and towns; it was very impactful. Roger Tew's vast knowledge of taxes was also critical to the success of the bill. Mr. Bullock explained that they had an idea, put it out to the members and everyone did their part to see it through. First Vice President Pace pointed out that there were 5 similar examples throughout the nation where taxes had been passed; for Utah, a red state, this was extraordinary. He anticipated

hearing from others inquiring how Utah had pulled it off. President Curtis added that this was a “fabulous example of the League being at its best.”

4. Legislative Update & 2016 Issues

Legislative Policy Discussion

- Mr. Diehl addressed #Leaguearmy stating that because of League member participation, the legislative process worked flawlessly. Senator Kevin Van Tassell, Representative Johnny Anderson and Abby Albrecht were planning to attend a dinner that was scheduled later that evening and would participate in the conference the following day.

LPC Webcast

- Mr. Diehl briefly discussed the newly implemented LPC webcast, which was a great success and had increased League member participation by 20%.

Transportation Funding Next Steps

- Mr. Diehl gave an overview of the next steps for HB 362, which authorizes a county to impose a quarter cent sales tax and requires voters to approve the tax during the November election. Mr. Jarvis referred to one of the handouts that had been prepared that gave a statewide funding estimate; the numbers were based on everyone participating in the transportation funding. New numbers had just been prepared by the Utah Department of Transportation (UDOT) and would be available the following day. Mr. Diehl expressed his appreciation for Mr. Jarvis and his expertise in providing data throughout the legislative process; this helped them negotiated the sales tax option. Second Vice President Steve Hiatt added that the hard data was a really big deal and had made a huge impact. It was very impressive to watch and in his opinion was a heroic effort.

The following 7 steps needed to be considered moving forward:

1. Timeline
2. Voter turnout (depends on the cycle)
3. Public entity: what your city/town can and cannot do
4. Campaign organization (Utah Transportation Coalition)
5. Election administration
6. Images of each entity (cities, towns, counties, transit, private sector, media)
7. Other issues on the ballot during the election cycle.

Mr. Diehl explained that the since HB 362 was a county imposed sales tax, the counties would have to administer an election and act by late August if they planned to move forward. April 1, 2016 was the earliest any funds would be available if the voters approved the tax opinion question. Voter turnout was also a concern as it was generally 3-5 times lower on a municipal cycle, which, in the end, could be good or bad. Additionally, it was important to note that a public entity may not make any

expenditure from public funds for political purpose or to influence a ballot proposition. However, factual information could be provided to the public regarding the impact of the local option once equal access was given to the opponents. Staffers were in the process of drafting a resolution supporting the ballot proposition and would make it available to League members when it was complete. It was important to note that, once the question was on the ballot, cities and towns couldn't endorse it. First Vice President Pace explained that he had heard from the Salt Lake City Mayor's Office and the Chair of the County Council and they were encouraging resolutions of support from the cities because they wanted to move in that direction. Mr. Diehl stated that similar things were happening in Utah County, Davis County, Weber County and Washington County. The counties had asked specially for some kind of template. The Transportation Coalition was also planning to reboot and invest in campaigning for the sales tax increase. Mr. Bullock distributed copies of a six-minute video that documented a comprehensive approach to transportation funding that municipalities could use to educate the public. The longer sixteen-minute video would also be made available to those that wanted it. Board Member Ted Eyre stated that the way to successfully market the sales tax is to first explain what the public doesn't have and then convince them of what they could have if the sales tax is passed; this would be a more powerful approach.

Legislative Session Wrap-up/Future Legislative Items

- Mr. Diehl stated that there were 256 league-focused bills that were monitored during the 2015 Legislative Session. Mr. Diehl thanked Jodi Hoffman and Gary Hill for their help following the bills. He also thanked Brandon Smith for keeping the logistics moving throughout the session. The booklet with all the bills would be online within the next week and would be discussed at the conference. Moving forward, there would be a large focus on law enforcement. Mr. Bullock commented on the township bill and stated that there were five versions of the bill presented which someone had to read. The challenge was that the final draft of the bill was printed just before it was passed. Ms. Hoffman was the one who read the bill, which took lots of twists and turns and, in the end, it didn't turn out like they wanted it to which was quite frustrating. Mr. Diehl also addressed the water bill, which passed out of the house and senate without a negative vote.

5. ULCT March Financial Report

Treasurer Seghini reviewed the March 2015 Financial Report and stated that the report documents the first nine months of the fiscal year, which is 75% of the budget year. Some accounts were higher than 75%. Dues Revenue was at 100% of budget with a total of \$869 outstanding for Alton, Feilding, Kanosh and Ophir. Donations and Advertising was at 83% of budget and staff expected to receive the balance of the donations in April. Registration Revenue was at 69% of budget, which was right where they expected it to be. Interest Revenue was at 42% because of a lower interest rate. Expenses as of

March were at 65% of budget. Charges for Services were right on target at 59% and operating and Maintenance was at 70%, overall. The benchmarking category for Grants was at 56% and the fees for services for the year were paid in August. Office Supplies was right on target at 71% of budget. The League was in the process of replacing all of the computers in the office, which they anticipated, costing \$18,000. The last time the computers were replaced was 7 years ago. The Capital Outlay budget was at 52%. Treasure Seghini stated that she would continue to work with staff to monitor the revenues and expenditures to ensure a positive yearend budget.

First Vice President Lynn Pace moved to approve the March 2015 Financial Report. Second Vice President Steve Hiatt seconded the motion. The motion passed unanimously.

2015-2016 Tentative Budget

Director of Administrative Services Michelle Reilly gave an overview of the tentative budget that would be presented in June. First Vice President Pace stated that the grants and special projects budget looks like it hasn't changed and questioned whether it needed to be reviewed. Ms. Reilly responded that she would look into it. Mr. Bullock stated that staff would be taking a closer look at data as they worked to present future budgets. President Curtis noted that they needed to approve the member dues and that the budget would be approved at the June meeting. The dues were being increased largely because of a policy discussion that the board had regarding salaries for the League staff. Another policy that had been put in place prohibited fulltime League staff from entering into lobbying agreements. The new proposed salaries would allow staff to work solely for the League.

Treasurer JoAnn Seghini moved to approve the dues as presented. Past President Caitlin Gochnour seconded the motion.

Second Vice President Hiatt stated that this was great news and that the increase in salaries would bring them more in line with where they needed to be. President Curtis explained that they intended to bring in some professional help to make recommendation and put some policies in place to prevent the salaries from falling behind in the future. Mr. Bullock stated that the revised dues would be sent out to the members the following Monday. First Vice President Pace recommended telling the members how long it had been since the League dues had been increased since that question will be raised. Mr. Bullock stated that, over time, the dues fluctuate; however, in relation to a straight increase, it had been a number of years since they had to increase them to cover a specific cost. Mr. Pace explained that, in relation to the two communities that he's involved with, that they went through a period of time that numbers were flat because of budget restraints. This was a similar case for the League and would be worth explaining to the members that the increase is necessary to adjust for the increase in salaries and was no unreasonable. Moving forward, any increases

would be reviewed on an annual basis to avoid a similar, one time, larger increase. Based on the discussion, staff would also look into making a recommendation regarding a revenue and tax base as a formula for member dues.

President Curtis called for a vote. The motion passed unanimously.

6. Other Business

President Curtis mentioned the dinner later on that evening and invited the Board to participate. The next meeting was scheduled in June; generally, it was scheduled at noon sometime during the last week on June. First Vice President Pace inquired about the status of a salary committee. Mr. Bullock replied that it was in the works and they were still considering representatives to sit on the committee. Once they had a decision made, they would bring it back to the Board for consideration. First Vice President Pace recommended having the decision made prior to the June meeting as the feedback would be helpful. He went on to thank staff and the Board for working through some challenges from the previous year. Staff had been promised a performance review, and while he didn't believe anyone would say that staff hadn't over performed and over delivered, it was his opinion that it would be beneficial to explain to the members that this process had taken place. Staff deserved to be recognized for their efforts from a broader perspective. Ms. Norton concurred and pointed out that people didn't know how much time and effort staff puts into doing their job.

Board Member Beth Holbrook moved to adjourn the meeting at 6:08 AM. Board Member Sonja Norton seconded the motion. The motion passed unanimously.

Chairman

Secretary