

**UTAH LEAGUE OF CITIES & TOWNS
BOARD OF DIRECTORS MEETING
50 South 600 East, Suite 150
Salt Lake City, Utah 84102
Friday, August 28, 2015
12:12 a.m.**

CONDUCTING: Mayor John Curtis, Provo Utah

EXECUTIVE BOARD

Mayor John Curtis, Provo City
Council Member Lynn Pace, Holladay
Mayor Steve Hyatt, Kaysville
Mayor JoAnne Seghini, Midvale

President
1st Vice President
2nd Vice President
Treasurer

BOARD OF DIRECTORS

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

Board Member
Board Member

ULCT STAFF

Kenneth Bullock
Cameron Diehl
Jodi Hoffman
Michelle Reilly

Susan Wood

Brandon Smith
Meg Ryan
Ashley Morfin

Executive Director
Director of Legislative Affairs
Land Use Analyst
Director of Administrative
Services
Director of Communications
and Training
Legislative Research Analyst
Planning Consultant
Executive Assistant

OTHERS PRESENT

Glenn Price, Brand Iconic
Joslyn Crowther, Brand Iconic
Ben Mayhern, Brand Iconic
Thieda Wellman, UMCA Vice President

WELCOME AND INTRODUCTIONS

President John Curtis opened the meeting at 12:12 p.m. President Curtis asked attendees to introduce themselves.

REVIEW AND APPROVAL OF MINUTES – JUNE 26, 2015, AND OCTOBER 27, 2014

Board Member Young moved to approve the minutes as presented. Board Member Eyre seconded the motion. The motion passed unanimously.

TRAINING AND CONFERENCE REPORT

Susan Wood, Director of Communications and Training, indicated that she had distributed copies of the brochure for the annual convention. Ms. Wood reviewed workshops and presenters planned for the convention. She highlighted some of the special events planned.

There was discussion about the importance of meeting new people at the convention and establishing new relationships.

Board Member Ortler stressed the importance of attending classes and paying attention during those classes.

President Curtis expressed appreciation to Susan for all the work she did in planning the convention.

Vice President Pace asked for an update on Board nominations and that process.

Executive Director Ken Bullock said that was being taken care of.

Cameron Diehl, Director of Legislative Affairs, said the nominations committee had been organized and there were several people that had expressed an interest in being on the Board. He said information would go out next week.

2015 LEGISLATIVE UPDATE

Cameron Diehl said relative to HB362, 16 counties had acted to put the local option on the ballot in 2015. He said on the ULCT website there were several documents and presentations that could be reviewed to help with engaging the public and media in support of the local option. Mr. Diehl indicated that there were also documents that outlined what elected officials could and couldn't do, and what they could say relative to the ballot proposition.

President Curtis mentioned issues they were experiencing in working with Utah County on the ballot.

Mr. Diehl explained that if cities put statements on their websites in support of the transportation tax they would also have to provide for opposing views to put information on the website. He indicated that a template was included in the meeting packet with suggested support language. Mr. Diehl stated that neutral language could be put out encouraging people to vote, which wouldn't require allowing for opposing language.

Board Member Ortler asked if candidates could advocate for the tax.

Mr. Diehl said yes; candidates still had First Amendment rights, but they couldn't use any public funds, assets or equipment. He said they could not use their public email to express support of the proposition.

President Curtis suggested reviewing the documents that were on the ULCT website. He said the League was doing a fabulous job helping cities promoting this tax.

Treasurer Seghini mentioned at a Conference of Mayors meeting for Salt Lake County she attended, during their lunch period, they discussed why they were supporting the proposition. She stated that there was an article in the Salt Lake Tribune claiming that they were using time they were paid for as public officials, and public facilities, to promote the local option tax.

Mr. Diehl explained that the online article was much worse; it didn't have their legal explanation that allowed the elected officials to be out on the lawn discussing the local option. He said once the article was online, they called the Tribune and explain the law to them. Mr. Diehl said the printed article was better than the online version because it explained why the attendees were in compliance with the law. He said everyone was watching; you had to be careful, but it shouldn't stop you from advocating the local option so long as no public funds were used.

Board Member Bryan Cox indicated that Cache Valley was holding off on putting the proposition on the ballot this year as they were seeking an amendment allowing lesser class counties that had public transportation to adjust the formula relative to UTA. He said they didn't know how successful that would be.

Mr. Diehl said the problem would be with counties that would have already passed the current tax formula. He said they would have to wait and see what happened in those counties.

Vice President Pace said it was important to educate constituents about why this tax was important. He said it was important to abide by the rules relative to not using city money or city assets, but speak as an individual. Citizens would look to elected officials for direction on this. Vice President Pace said you had to explain why it was so important and why it wasn't just a UTA tax. He said if the local option didn't pass, it would be years before they had the chance again.

Mr. Diehl said relative to townships, even though it was a Salt Lake County issue, they wanted to make sure the Board was comfortable with what League Staff was preparing to do. By law the township vote required a 500-word statement in support of becoming a city, a 500-word statement in support of becoming a metro-township, and 500 words in support or opposition to joining the potentially newly formed metropolitan special service district. League Staff had taken the initiative to start a 500-word statement in support of incorporating and becoming a city that had to be submitted to the County by Monday. Mr. Diehl said they would be looking for up to five people to sign the letter; they had to be a registered voter within Salt Lake County. He said they wanted to make sure the Board was comfortable before they made the request for people to sign the 500-word statement. Unfortunately, they did not have a draft of the statement to present to the Board, but the object of the statement would be to explain the positives in incorporation into a city rather than incorporation into a metro-township.

Vice President Pace move to support the League in moving forward with the 500-word statement and obtaining the necessary signatures. Treasurer Seghini seconded the motion. The motion passed unanimously.

Mr. Diehl said the business meeting at conference would focus primarily on public safety issues, law enforcement, water, and other issues they expected to be big issues in 2016.

President Curtis said he was instructed to conduct a review with Ken Bullock, something he didn't take lightly. He said as part of the review, they enlisted an outside consultant that prepared a list of review

criteria, helped put together a survey that went to all Board Members, and they interviewed Ken's Staff. President Curtis said he met with Ken today for the official review. He said the review was very powerful in identifying a number of things that were going well, and pointed out a couple of things that could be done better. President Curtis read part of the summary prepared by the consultant based on the Board Members' comments. He thanked Ken for all he did for the cities and towns in Utah.

MAINTAINING THE AUTHENTICITY OF YOUR COMMUNITY

President Curtis indicated that at the last meeting everyone said they needed more information about this project.

Glenn Price with Brand Iconic said they would be reviewing the information submitted by the Board from the online survey. He said as stated in the last meeting, people had discovered Utah. Lt. Governor Cox stated that it would affect population; the herds were coming. Mr. Price said change could be leveraged into something positive; sometimes change presented opportunities. He said the communities in Utah didn't have to become Los Angeles. There was an opportunity to capture what we hold true to our hearts while accepting change. Mr. Price reviewed the what, how, why scenario and indicated that it had to start with why.

Joslyn Crowther, Brand Iconic, indicated that their mission was helping brands stand out and be remembered. She discussed the importance of establishing a foundation, or branding platform, before moving to the next step. Ms. Crowther likened tree roots with the branding platform. She said you had to link knowledge and emotion. Ms. Crowther said every aspect of communication with residents had to include the branding platform.

There was discussion about how communities communicated with their residents.

Ms. Crowther used Nike as an example, and discussed different aspects of Nike's message and how they communicated that. She reviewed various Nike ads.

Ben Mayhern, Brand Iconic, said they would help communities establish their messaging platform, which would connect on an emotional level. He said the process was to first mine, then refine, and then design. Mr. Mayhern said they needed help figuring out what the elements were that needed to be refined; find the gold nuggets.

Mr. Mayhern reviewed the questions, and answers given by the Board Members, included in the survey. He discussed what some of the answers revealed.

Mr. Mayhern said when they came back on the 15th they would share some of their findings with the Board.

Executive Director Bullock said the next Board meeting would be held before the conference on Tuesday, September 15th at 3:00 or 4:00 p.m., depending on resolutions. He said they were waiting to see if there was anything for the resolutions committee.

Treasurer Seghini said they had always tried to have the audit completed by the September meeting, but it was too much work to put on a convention and get the audit done as well. She said the audit would be presented at the next Board meeting after the convention.

Michelle Reilly, Director of Administrative Services, said they were looking at October 16th for the next Board meeting.

Executive Director Bullock said the plan was for Glenn and his team to use the information gathered through the comments that were taken as part of the survey and present the next stage in the process, and any additional input needed from the Board, on the 15th.

President Curtis thanked everyone for attending.

Treasurer Seghini moved to adjourn the meeting at 1:47 p.m. Vice President Pace seconded the motion. The motion passed unanimously.

Chairman

Secretary

DRAFT