

**UTAH LEAGUE OF CITIES & TOWNS
BOARD OF DIRECTORS MEETING
50 South 600 East, Suite 150
Salt Lake City, Utah 84102
Friday, June 26, 2015
11:00 a.m.**

CONDUCTING: Mayor John Curtis, Provo Utah

EXECUTIVE BOARD

Mayor John Curtis, Provo City	President
Council Member Lynn Pace, Holladay	1st Vice President

BOARD OF DIRECTORS

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

EX-OFFICIO MEMBERS

Gary Hill, Bountiful	UCMA President
David Church	ULCT Legal Counsel

ULCT STAFF

Kenneth Bullock	Executive Director
Cameron Diehl	Director of Legislative Affairs
Jodi Hoffman	Land Use Analyst
Nick Jarvis	Research Analyst/News Media Coordinator
Michelle Reilly	Director of Administrative Services
Roger Tew	Tax Consultant
Susan Wood	Director of Communications and Training
Brandon Smith	Legislative Research Analyst
Doug MacDonald	Economic Policy Analyst
Meg Ryan	Planning Consultant

OTHERS PRESENT

Lt. Governor Spencer Cox, State of Utah
Stephen LeFever, Special Assistant, Office of the Lt. Governor
Teresa Foxley, Governor's Office of Economic Development
Elianna White, Select Health
Mikelle Morre, Intermountain Health
Glenn Price, Brand Iconic

Joslyn Crowther, Brand Iconic
Thieda Wellman, UMCA Vice President

INTRODUCTION OF BOARD MEMBERS AND STAFF

President John Curtis opened the meeting at 11:00 a.m. and recognized Lt. Governor Cox. He expressed appreciation to Lt. Governor Cox for his time and service. President Curtis asked attendees to do a brief introduction.

REVIEW AND APPROVAL OF MINUTES – APRIL 8, 2015

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

DISCUSSION OF THE ORANGE SPLOT PROJECT

Executive Director Ken Bullock turned the time over to Lt. Governor Cox.

Lt. Governor Cox gave a brief history of his political career. He said as political subdivisions of the State, municipalities and the State were one and the same. They had to work together to solve issues the State was facing; city issues were state issues. Lt. Governor Cox gave a brief history of growth in the State and indicated that by 2030 it was anticipated that the population of the State would double to 6,000,000. Some cities' population would more than double. He reviewed information about impacts this would cause to the State budget. Currently, 76% of the State budget was dedicated to support education and other essential services. Lt. Governor Cox indicated that the State of Utah had the lowest per pupil spending in the country.

Lt. Governor Cox said the State was very fortunate to have economic growth right now; for four months in a row Utah has led the country in economic growth. He turned the time over to Teresa Foxley with the Office of Economic Development.

Ms. Foxley said she saw herself as the VP of sales for the State of Utah. She said she worked with existing companies in the State and those that were looking to come to the State. The main question from companies was that with the 3.6% to 3.8% unemployment rate in the State, what was the labor pool like; would they be able to get the talent that they needed. She said they were able to answer that question very well; the State had a great labor pool. Ms. Foxley said one of the major attributes in selling the State was the quality of life. She mentioned the Goldman Sachs story; their Salt Lake City location was their second largest location next to New York City.

Lt. Governor Cox said with looking to the future and growth, what were the decisions that were made in the communities 50 years ago, 100 years ago or 150 years ago that gave them the opportunities that were there today. He said when they talked to businesses that were interested in coming to Utah, the questions they were asking had to do with a changing and evolving workforce; where were the trails; how close were they to the mountains; can I bike to work. Lt. Those things mattered to the new generation.

Lt. Governor Cox said often they were asked about healthcare costs in the State. He said everyone agreed that the Affordable Care Act had nothing to do with affordable care. The fastest growing sector in government expenses was healthcare costs. How were we going to meet those needs; healthy behavior was one way to make a dramatic impact on those costs. Data proved that the more active you were, the lower healthcare costs would be.

Lt. Governor Cox asked elected officials to think about why they ran for office.

Board Member Cox indicated that he ran for office to make a difference.

Board Member Sakrison said he ran to give something back to the community.

1st Vice President Pace said on a local level, many ran to preserve what their communities had always been; preserve a way of life. He said that was a bit of a challenge with the anticipated growth.

Lt. Governor Cox stated that that wasn't always a head to head battle. He asked how many walked to church or the grocery store when they were growing up; it was usually 80%. He asked how many walked to church or the grocery store today; it was usually 20%. Lt. Governor Cox said growth was coming whether we liked it or not. The question was how did we do it in a way that protected that quality of life and keep what we have. He asked attendees why they cared about their cities and the State. Lt. Governor Cox said there was power in the "why." He said why we did things very often matter more than how we did things. Lt. Governor Cox introduced Glenn Price, founder of Brand Iconic, and stated that Mr. Price was an expert in the "why."

Mr. Glenn Price gave a brief personal and professional history, and explained how he had to figure out the why. He indicated that everyone knew the "what," some knew the "how," but only a few knew the "why." Mr. Price showed a video explaining the why and stated that every successful effort should start with why. He presented information about Apple and their success with knowing the why.

Executive Director Bullock expressed appreciation to Lt. Governor Cox for coming today and working with the cities on this concept. He asked Mikelle Moore with Intermountain Healthcare if she would like to comment.

Ms. Moore said Intermountain Healthcare's why was to help people live the healthiest lives possible. She said they were the first to recognize that they had failed at their work if you arrived at their doors very often. Ms. Moore said they needed to collaborate with every city or town if they were going to make a difference in health. Ms. Moore said it was a pleasure to be partnering with the League and the Lt. Governor.

Executive Director Bullock asked everyone in attendance if they had done their homework; had they read their packets and the book that was sent out; "The Big Orange Splot." Several indicated that they had read the book. Executive Director Bullock said they were all facing the same issue; population was coming. He said the State had to deal with the same thing. How did this relate to education and healthcare, and how did it relate to cities. Executive Director Bullock said almost every decision made at the State focused on education and healthcare. He said education would always be the number one issue, and healthcare would be number two. The State's decisions on these two issues affected cities.

Executive Director Bullock said cities were responsible for maintaining quality of life; that was why people wanted to live in their communities. He read through "The Big Orange Splot." Executive Director Bullock said elected officials ran for office to maintain the dreams of their residents.

Executive Director Bullock mentioned the great job Farmington City did with bike trails for their residents; every house was within two blocks of a trail. People chose to live in Farmington because they wanted this lifestyle. He discussed the recreation center in Midvale and how it had changed and brought the community together. There was discussion about the great job the State did with promoting National Parks in Utah and the ski industry.

Executive Director Bullock said migration was happening; people were coming to the State. How do we maintain quality of life with 6 million people? He indicated that Utah was a very young state because we had lots of children; the number of millennials had overtaken baby boomers. Executive Director Bullock

stated that there were a lot of 30-year olds in the State; Utah was considered a millennial state. He asked how this affected communities.

President Curtis explained his experiences in working with companies coming into Provo. He indicated that in six years he had never heard complaints about tax rates, but inevitably they indicated that they couldn't find enough qualified workers. To bring qualified workers into Provo they needed to elevate quality of life. President Curtis indicated that all workers were begging for trails and clean air; all the things that millennials loved. This was what was important to workers and companies, not tax rates. President Curtis said he felt that his responsibility was to make those things happen and put the infrastructure in place now for the next 20 years.

Executive Director Bullock asked for input from others; specifically Board Member Caldwell, who was instrumental in the transformation going on in Ogden.

Board Member Caldwell said he completely agreed. He said quality of life and the ability to get around was most important to companies coming to Ogden. Board Member Caldwell indicated a study out of Columbus Ohio showed that Austin Texas was able to keep their high tech younger generation because of the vibrant lifestyle in their downtown area.

Executive Director Bullock said as Teresa Foxley pointed out, these companies wanted to know what the chronic illnesses were, and they wanted to know what health care costs were. He said these contemporary companies wanted more than the tax structure, which in the past had been the typical concern. They were looking for a talented work force.

Glenn Price shared a story about his next door neighbor and his work in digital advertising. The neighbor indicated that there was so much talent in Utah.

Executive Director Bullock asked what else we had to offer; authenticity in our communities, affordability and beautiful surroundings. He asked what millennials wanted; transportation, trails, hiking, social experiences, and an opportunity to give back to the community. Executive Director Bullock mentioned the two ropes that were sent to Board Members. There was discussion about what different Board Members did with the ropes.

Executive Director Bullock indicated that there was not enough money to save what we loved about our communities without working together, and with the State. There was not one right way; every community was different and had different needs. He said cities had to find a way to work with the Lt. Governor and his administration. As we work together a network will be formed and everyone will benefit.

Executive Director Bullock said they had an idea they wanted to talk about without getting into too much detail. It wasn't something that could be done in 3 months. This would take time and an investment from the various cities. Executive Director Bullock mentioned his efforts to lose weight; it happened a pound at a time.

Executive Director Bullock said with millions of people coming to the State, we would begin to lose uniqueness of communities a little at a time; you might not even see the change until 20 years later. If we were not careful to have a program in place, we would lose this. He said they were working on a "certification" for quality of life; something that would give them criteria to look at for what the various communities were like. This should be done in collaboration with the Lt. Governor, the Legislature, the business community, community leaders, and the healthcare community. He said a lot of this was being done now, but they just didn't have anything in place that galvanized it together. It had to be unique to each community.

Executive Director Bullock mentioned a website created by edcUtah that showed amenities that were available in various communities. He mentioned cultural and recreational amenities in various communities. He asked if this was something that should be pursued; were the cities “in.” Executive Director Bullock said this would require a lot of time and investment; quarterly meetings wouldn’t work. There would be assignments and committees formed.

President Curtis said if the Board wasn’t behind this they couldn’t expect the membership to support it. He said this would entail learning how to define what this was, how to measure it, and how to reward it. President Curtis indicated that it would include lobbying efforts.

Executive Director Bullock said no one community could do it by themselves; it would be a collaborative effort.

Board Member Caldwell said having the State organized behind this was unique to Utah; the State could validate and amplify what was trying to be done.

Teresa Foxley said her office was behind this 100%. She said quality of life was key to them.

Board Member Ortler indicated that he was having a hard time getting his mind wrapped around this.

President Curtis said the League spent a lot of time last year with the Legislature trying to deal with pothole issues. He said they spent no time dealing with the Legislature in trying to build trails, and they rarely engage in air quality issues. President Curtis said this effort would indicate that in the future those types of issues were going to be an important focus of their lobbying efforts.

Board Member Ortler said that aspect of it he understood, but if the Board gave the green light, what would they be taking resources away from.

Executive Director Bullock said this wouldn’t be a huge financial drain on the League.

Board Member Holbrook asked how the League could engage the business community on this; she could see the value and the challenges. With all of the diversity in the various communities, how could they help communicate the vision? How could smaller communities engage their business community?

Executive Director Bullock said this was not something that could be accomplished in three months. Realistically this was a year or year and a half project.

Board Member Caldwell said instead of taking more resources, it was more of an aligning of resources that were already in play.

Lt. Governor Cox said getting back to the why, what they were talking about was changing human behavior. He said they weren’t talking about every community being the same; they wanted communities to be diverse. Lt. Governor Cox said there was a huge education component to this and aligning resources. How did we use those resources and think differently than before? He gave a couple of examples of changing the way we think; slow the flow and with wearing seatbelts. Lt. Governor Cox said this was not only investing in the future, it was investing in human beings with keeping health care cost down.

Lt. Governor Cox left the meeting at 12:15 p.m.

1st Vice President Pace said he didn’t know exactly what the end game was. If the end game was trails, that was okay. If the end game was for everyone to go back to their communities and ask the why, that was okay. If they were looking for one size fits all in all the cities in the State that wouldn’t work. If this

was a pro growth agenda, many communities looked at what was happening in Lehi with envy, but many looked at it in horror. He asked what he was being asked to buy into.

Executive Director Bullock said the end game was to develop a set of criteria that the business community, the Legislature and the health care community could buy into. He said the chance of cities ever getting any real addition funding was nonexistent; everything would go to education and health care costs. How did the cities work with that? Executive Director Bullock said the thought wasn't what we wanted to accomplish, it was how did we get there. He said he hoped the Legislature would value the why; and that there would be some funding options.

Board Member Beerman said he loved this. He said Park City was a little bit of an unusual community in the State. Every discussion they had as a community was quality of life based. Board Member Beerman said this was something that would be set up for the next generation.

UCMA President Hill said his takeaway from this was to develop standards that could be communicated to residents and legislators.

President Curtis suggested that Executive Director Bullock provide more information at a future meeting to help the Board make a decision on moving forward with this.

Board Member Sakrison move to have Executive Director Bullock provide more information at a future meeting. Board Member Holbrook seconded the motion.

Board Member Norton expressed concerns with alienating some cities.

President Curtis indicated that there were many differences in all of the cities in the State.

Board Member Sakrison said there had to be buy-in by the State.

Executive Director Bullock said that was the reason for having Lt. Governor Cox at this meeting.

President Curtis said it was a very powerful statement to have the Lt. Governor attend the meeting.

Board Member Cox said quality of life meant something different to St. George than it did to cities in Cache Valley. He said he felt that there could be a system developed to determine that quality, based on criteria that was important to the various communities.

Board Member Ortler said he wasn't opposed to having Executive Director Bullock provide additional information, but he hadn't been convinced that the League should be leading this.

President Curtis said he didn't think the Board had enough information to make that determination; additional information was needed.

Board Member Ortler said he was comfortable with having Executive Director Bullock provide additional information.

The vote was unanimous to move forward with providing additional information to the Board.

Executive Director Bullock said Mr. Price would discuss the next step in the process.

Mr. Price mentioned an experience he had with purchasing a new mattress for his daughter. He indicated that beds never felt right without a solid foundation. Mr. Price said communications and efforts didn't feel right without a solid foundation as well. He said they wanted to spend some time in figuring out the foundation or the why in preserving the quality of life in Utah and the uniqueness of each of the

communities. Mr. Price said they knew that one thing wouldn't fit every community, but because of the depth of the leadership on the League Board, he knew they could get to the why. He asked Board Member Pike to mention St. George's efforts in investing in their foundation.

Board Member Pike indicated that St. George had been working with Mr. Price on this. He said they had been able to identify a couple of things that answered the question of why, and it was based on two things; activity and optimism. Board Member Pike mentions some of the activities that were available in St. George.

Mr. Price said the real pitch today was looking to the experienced leaders on the Board and finding a way to harvest their perspective to be able to establish what the why is. He explained that Brand Iconic had been able to establish a simple three-step process to get started; beginning with an online assessment. Mr. Price explained the process of completing the assessment. He indicated that the assessments would be due Thursday, July 2nd.

Mr. Price said they would like to come back to a future meeting and discuss the answers. He reviewed some of the questions in the assessment and explained what different answers would suggest about this effort.

Ms. Joslyn Crowther said the information gathered would help dictate the criteria.

1st Vice President Pace asked if the questions should be answered with the entire League as a whole in mind and not the individual cities.

Mr. Price said they should be answered relative to this effort; it wasn't about individual cities it was a collective effort.

President Curtis asked if the Board would prefer that this be handled by the Board as a whole, or by a subcommittee.

Discussion suggested that the entire Board would be involved.

CONVENTION AND TRAINING

President Curtis asked Board Members to read the Midyear Conference survey that was included in the meeting packet.

Director of Communications Susan Wood asked the Board to submit ideas for the Fall Convention.

BOARD OF DIRECTORS NOMINATIONS AT ANNUAL MEETING

1st Vice President Pace indicated that there would be three vacancies on the Board. Any Board Member who would not be applying for a Board position would be asked to serve on the nominations committee. Nominations would be accepted for 2nd Vice President and three Board positions.

Research Analyst Nick Jarvis indicated that there were nomination forms included in the packet.

Board Member Ortler questioned how vacancies on the Board happened and how they were filled. With 12 Board Members, there should be more than 3 vacancies.

Legal Counsel David Church explained how vacancies on the Board happened with elected officials not being reelected, and how those replacements were made.

Mr. Jarvis indicated that Staff would research the history of Board vacancies.

LEGISLATIVE

Director of Legislative Affairs Cameron Diehl reviewed information from the June 22, 2015, LPC meeting. He reviewed what had been happening relative to the outreach efforts regarding HB362 and transportation. Grand County would be moving forward in 2015 with the local option. Salt Lake, Utah, Weber and Davis counties would be considering the municipal resolutions at their commission meetings next Tuesday. 82 communities in the State had passed resolutions in support of the local option. They were asking local leaders to attend those commission meetings and promote the local option. They anticipate counties acting later in July once the coalition poll numbers became available.

Mr. Diehl reviewed some of the issues that would be facing law enforcement this year. As soon as the League finished with transportation outreach, major resources would be dedicated to law enforcement issues ranging from body worn cameras to the communication network and use of force.

Mr. Diehl indicated that water would be an enormous point of emphasis. The land use task force was working on several issues. The League needed cities that had a wildland urban interface to engage with them on the wildland fire policy. The League was currently in discussions with the State about what the responsibilities should be from local government to prevent, prepare for, and mitigate wildland fire. In exchange the State would bear the cost of suppressing wildland fire beyond the initial attack.

Mr. Diehl indicated that there were dozens of issues the League was keeping an eye on from air quality to code enforcement.

Mr. Diehl stated that Utah State University had agreed to broadcast League LPC meetings similar to last year. Additional online training would be made available.

OTHER BUSINESS

President Curtis indicated that Board Member Gygi had been attending the meeting via telephone. At the last Board meeting he was tasked with the assignment of giving Ken Bullock a review. That review was not completed but it was underway.

President Curtis said the next Board meeting was usually held in September during the Conference. He suggested having a Board meeting before then to come to some resolution on the first agenda item.

ULCT YEAR END FINANCIAL REPORT

Director of Administrative Services Michelle Reilly reviewed yearend budget information for 2014-2015. Most overages in the budget were related to conferences. The overall budget was in the black by \$8,000.

Board Member Sakrison moved to approve the June 2015 Financial Report. 1st Vice President Pace seconded the motion. The motion passed unanimously.

FINAL BUDGET APPROVAL

Ms. Reilly indicated that this budget was similar to the one in April. Dues were coming in and there had been no questions about the increase. It was anticipated that registration fees would be up this year because of newly elected officials training.

1st Vice President Pace asked if there were any holdout cities that were not participating in the League.

Ms. Reilly said no; if dues weren't paid it was usually an oversight. Dues were due July 1st.

Ms. Reilly indicated that they didn't anticipate expenditures going up. The new computer system was in and working wonderfully.

Board Member Ortler questioned whether a market survey was done before increasing salaries.

Ms. Reilly stated that they were currently in the process of doing a market survey.

Board Member Ortler moved to approve the budget as presented. Boardmember Young seconded the motion. The motion passed unanimously.

Board Member Caldwell moved to adjourn the meeting at 12:51 p.m. Boardmember Anderson seconded the motion. The motion passed unanimously.

Chairman

Secretary

DRAFT