



**MINUTS OF A REGULAR  
CITY COUNCIL MEETING**

City Council Chambers  
125 South Main Street, Vineyard, Utah  
February 26, 2025, at 7:36 PM

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**Present**

Mayor Julie Fullmer  
Councilmember Sara Cameron  
Councilmember Jacob Holdaway  
Councilmember Mardi Sifuentes  
Councilmember Brett Clawson

**Absent**

**Staff Present:** City Attorney Jayme Blakesley, Lieutenant Holden Rockwell with the Utah County Sheriff's Office, Community Development Director Morgan Brim, Public Works Director Naseem Ghandour, Parks and Recreation Director Brian Vawdrey, Orem Fire Chief Marc Sanderson, and City Recorder Pamela Spencer

**Others Speaking:** Muriel Xochimitl and Kimberly Rivers with X-Factor and Kyrene Gibbs with y2analytics; Laura Smith with CRSA, Saxon Peterson with MGB&A, and Lee Johnson with Zions Bank; Kelly Smurthwaite with the Ruth Theater; and resident Daria Evans

**1. CALL TO ORDER/INVOCATION/INSPIRATIONAL THOUGHT/PLEDGE OF ALLEGIANCE**

Mayor Fullmer opened the meeting at 7:36 PM.

**2. PRESENTATIONS/RECOGNITIONS/AWARDS/PROCLAMATIONS**

**2.1. Strategic Communications Plan**

Muriel Xochimitl from X-Factor will present the Strategic Communications Plan.

Mayor Fullmer turned the time over to Communications Coordinator Jenna Ahern.

Ms. Ahern introduced Muriel Xochimitl with X-Factor and Kyrene Gibbs with y2analytics

Ms. Gibbs reviewed survey results conducted last summer.

Due to technical difficulties Mayor Fullmer moved to the consent items and the code of conduct presentation.

Ms. Gibbs continued her presentation on the survey results.

Ms. Xochimiltl presented the Strategic Communications Plan.

Ms. Gibb presented the communications portion of the survey.

Kimberly Rivers with X-Factor reviewed highlights of the Strategic Communications Plan.

Mayor Fullmer called questions from the City Council.

Councilmember Cameron said that she appreciated hearing the results of the survey and felt that it gave them useful information.

Councilmember Clawson said that he looked forward to hearing more details about the plan.

Councilmember Holdaway requested the raw data and asked about the sample size and population calculations. Ms. Gibbs replied that the adult population of the city was their total sampling stream. The total invite list was around 3,000 with a margin of error around 6.8 percent.

Councilmember Holdaway felt that it was a waste to not use the city's Qualtrics platform instead of using X-Factor's Qualtrics account. A discussion ensued.

Councilmember Holdaway mentioned the threat of misinformation. He said that his issue was that the Communications Department was under the direction of the mayor and wanted to know when the mayor was allowed to speak for the city and felt this should be included in the policy. Mayor Fullmer called for 'Point of Order' and explained that this plan was to direct staff to clarify when comments refer to factual versus nonfactual information. She added that Ms. Ahern reported to the City Manager. City Manager Eric Ellis clarified that the city's point was not to drive politics on the city's website and if there was something on the website that concerned Councilmember Holdaway he should contact staff. The point was to provide objective facts to residents regarding issues that were on social media.

Councilmember Holdaway commented on the Communications Master Plan. He brought up news articles from the city that he was in political disagreement with. Mayor Fullmer called for "Point of Order" and explained that this was not a social media policy and any duties under the mayor's office were outside of this discussion. She further explained that this Master Plan was to give staff a plan to follow implemented as a city and by the city council. She then brought the conversation back to the Strategic Communications Plan.

Ms. Xochimiltl explained that misinformation was what they identified regularly but was not the intent to single out any individuals and to make sure that over time, the city's official platforms become the point of truth residents could trust. A discussion ensued. Councilmember Clawson pointed out that this discussion was exactly why they needed to continue working on the code of conduct.

Mayor Fullmer thanked the presenters for their time.

### **3. WORK SESSION**

#### **3.1. Parks and Recreation Master Plan and Impact Fee Study**

##### **Presentation of Vineyard City Parks & Recreation Master Plan**

Mayor Fullmer turned the time over to Parks & Recreation Director Brian Vawdrey.

Mr. Vawdrey introduced himself. He said that the purpose of the work session was to get feedback from the council before presenting the final version to Planning Commission and City Council for approval. He explained the purpose of the master plan. He introduced the consultants on this project Laura Smith with CRSA, Saxon Peterson with MGB&A, and Lee Johnson with Zions Bank. He then turned the time over to Ms. Smith.

Ms. Smith gave a high-level overview of the master plan.

Mr. Peterson explained why they were proposing the master plan and how they got to this point.

Councilmember Holdaway asked if there was a state law that capped how much a city could charge for impact fees. City Attorney Jayme Blakesley explained how impact fees worked.

Mr. Peterson continued his presentation.

Councilmember Holdaway asked if they could adjust the amenities. Mr. Blakesley replied that they could include some flexibility in the master plan. Councilmember Holdaway asked about adjusting the plan to include the Lakefront property. Mr. Blakesley replied that they could talk later about whether or not they could include it in the plan and use impact fees. A discussion ensued.

Mr. Vawdrey asked if the council was comfortable with including Homeowner's Associations' (HOA) amenities. Mayor Fullmer suggested the council review the plan then reach out to Mr. Vawdrey with comments.

Mr. Johnson reviewed the impact fee analysis.

Mayor Fullmer asked the council to go through the plan and send comments to Mr. Vawdrey.

#### **3.2. Discussion on Code of Conduct Ordinance**

The appointed subcommittee will lead the discussion.

Mayor Fullmer turned the time over Councilmember Clawson.

Councilmember Clawson felt that they had made a lot of progress on this item, but he was not comfortable moving forward without the full council present.

#### **4. PUBLIC COMMENTS**

Kelly Smirthwaite with the Ruth Theater (formerly the Hale Center Theater) explained the change and mentioned that they were giving out tickets to the community. She mentioned that she would like to work with the city's theater arts commission. She explained what the Ruth provided for the community. Mayor Fullmer mentioned the ARCH Commission with which she could work. Mr. Blakesley explained why the tickets could not be distributed to elected officials or city staff.

Daria Evans, living in The Villas, thanked Special Events Coordinator Anna Nelson and Councilmember Sifuentes for working with her on the 911 Day of Service. She referenced the 47G/UDOT (Utah Department of Transportation) presentation from the February 12, 2025 City Council meeting and asked if they were building an inland port in Vineyard.

Mayor Fullmer called for additional comments. She responded to Ms. Evans' comments that the presenters were just sharing their partnerships, and that Vineyard was not getting an inland port.

#### **5. MAYOR AND COUNCILMEMBERS' REPORTS/DISCLOSURES/RECUSALS**

Mayor Fullmer asked the council to email their reports.

#### **6. STAFF, COMMISSION, AND COMMITTEE REPORTS**

#### **7. CONSENT ITEMS**

**7.1. Approval of the February 12, 2025, City Council Meeting Minutes**

**7.2. Approval of the February 18, 2025 Planning Retreat Minutes**

**7.3. Approval of the February 24, 2025, City Council Special Session Minutes**

**7.4. Purchase of Public Works Vehicle – Streets & Stormwater (Resolution 2025-05)**

Mayor Fullmer called for a motion. Councilmember Holdaway asked to remove consent item 7.4 for discussion.

**Motion:** COUNCILMEMBER HOLDAWAY MOVED TO APPROVED CONSENT ITEMS 7.1, 7.2, AND 7.3. COUNCILMEMBER CAMERON SECONDED THE MOTION. MAYOR FULLMER, COUNCILMEMBERS CAMERON, CLAWSON, AND HOLDAWAY VOTED YES. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED WITH ONE ABSENT.

#### **7.4 Purchase of Public Works Vehicle – Streets & Stormwater (Resolution 2025-05)**

Mayor Fullmer called for questions.

Councilmember Holdaway asked about the current trucks and why they were not equipped with snow removal blades. Public Works Director Naseem Ghandour replied that there were currently three (3) trucks that were equipped for snowplow operations but were also allocated to other departments. When they equip trucks for snowplow operation they do not get back their return on the investment. A discussion ensued.

Public Works Director Naseem Ghandour gave a brief presentation on the department and the reason for the request to enter into a lease agreement to replace a snowplow vehicle. A brief

discussion ensued.

Mayor Fullmer called for a motion.

**Motion:** COUNCILMEMBER CAMERON MOVED TO ADOPT RESOLUTION 2025-05 AS PRESENTED. COUNCILMEMBER CLAWSON SECONDED THE MOTION. ROLL CALL WENT AS FOLLOWS: MAYOR FULLMER, COUNCILMEMBERS CAMERON, CLAWSON, AND HOLDAWAY VOTED YES. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED WITH ONE ABSENT.

## **8. APPOINTMENTS/REMOVALS**

There were no appointments submitted.

## **9. BUSINESS ITEMS**

### **9.1. PUBLIC HEARING - FY25 Budget Amendment #2 (Resolution 2025-04)**

**Finance Director Kristie Bayles will present proposed amendments to the FY25 Budget Vineyard City Fiscal Year 2024 – 2025 Budget Amendment #2**

Mayor Fullmer called for a motion to go into a public hearing.

**Motion:** COUNCILMEMBER HOLDAWAY MOVED TO OPEN THE PUBLIC HEARING AT 9:19 PM. COUNCILMEMBER CLAWSON SECONDED THE MOTION. MAYOR FULLMER, COUNCILMEMBERS CAMERON, CLAWSON, AND HOLDAWAY VOTED YES. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED WITH ONE ABSENT.

Mayor Fullmer turned the time over to Finance Director Kristie Bayles.

Ms. Bayles reviewed the proposed amendments.

Mayor Fullmer called for public comments.

Ms. Evan asked about the Bluebeam license. Mr. Ghandour explained Bluebeam.

Mayor Fullmer called for additional public comments. Hearing none, she called for a motion to close the public hearing.

**Motion:** COUNCILMEMBER CLAWSON MOVED TO CLOSE THE PUBLIC HEARING AT 9:25 PM. COUNCILMEMBER CAMERON SECONDED THE MOTION. MAYOR FULLMER, COUNCILMEMBERS CAMERON, CLAWSON, AND HOLDAWAY VOTED YES. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED WITH ONE ABSENT.

Mayor Fullmer called for questions from the council.

Councilmember Clawson asked for more details about the basement security door. Mr. Ghandour gave a brief explanation for the reason to protect the basement during afterhours. Councilmember

Clawson asked about other options for the door. Ms. Bayles explained that AmeriCorps would provide an employee for to open the library in the evenings and on weekends and the door was to discourage people from doing downstairs. A discussion ensued.

Councilmember Cameron asked if door accounted for future use of the building. City Manager Eric Ellis replied that with the long-term use of the building it would allow them to break up the uses.

Councilmember Holdaway noted that he would not be supporting the amendment. He felt that it was not time to adjust the conference room. A discussion ensued.

Mayor Fullmer called for a motion.

**Motion:** COUNCILMEMBER CLAWSON MOVED TO ADOPT RESOLUTION 2025-04 AS PRESENTED. COUNCILMEMBER CAMERON SECONDED THE MOTION. ROLL CALL WENT AS FOLLOWS: MAYOR FULLMER, COUNCILMEMBERS CAMERON, AND CLAWSON, VOTED YES. COUNCILMEMBER HOLDAWAY VOTED NO. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED THREE (3) TO ONE (1), WITH ONE (1) ABSENT.

#### **9.2. Discussion and Action - Settlement Agreement**

City Attorney Jayme Blakesley will present a settlement agreement.

Mayor Fullmer explained that this item was approved during the RDA meeting and needed ratified by the council. She then called for a motion.

**Motion:** COUNCILMEMBER CLAWSON MOVED TO APPROVE THE SETTLEMENT AGREEMENT AS PRESENTED. COUNCILMEMBER CAMERON SECONDED THE MOTION. ROLL CALL WENT AS FOLLOWS: MAYOR FULLMER, COUNCILMEMBERS CAMERON, AND CLAWSON VOTED YES. COUNCILMEMBER HOLDAWAY VOTED NO. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED WITH ONE ABSENT.

#### **9.3. DISCUSSION AND ACTION - Code of Conduct (Ordinance 2025-01)**

**(This item was continued from the January 14th and January 29th, City Council Special Sessions and the February 12, 2025 City Council Meeting.)**

City Attorney Jayme Blakesley will present a recommendation for a city council code of conduct. The mayor and City Council will act to adopt (or deny) this request by Ordinance.

Mayor Fullmer called for a motion to continue item 9.3 to the next meeting.

Councilmember Holdaway felt that he and Councilmember Clawson had had healthy conversations and appreciated working with him.

**Motion:** COUNCILMEMBER HOLDWAY MOVED TO CONTINUE ITEM 9.3 TO THE NEXT REGULARLY SCHEDULED CITY COUNCIL MEETING. COUNCILMEMBER CLAWSON SECONDED THE MOTION. MAYOR FULLMER, COUNCILMEMBERS CAMERON, CLAWSON, AND HOLDAWAY VOTED YES. COUNCILMEMBER SIFUENTES WAS EXCUSED. THE MOTION CARRIED WITH ONE ABSENT.

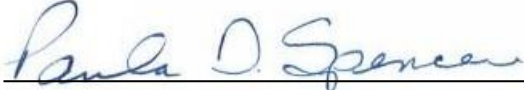
#### **10. CLOSED SESSION**

No closed session was held.

#### **11. ADJOURNMENT**

Mayor Fullmer adjourned the meeting at 9:35 PM.

**MINUTES APPROVED ON:** March 12, 2025

**CERTIFIED CORRECT BY:**   
**PAMELA SPENCER, CITY RECORDER**

