MINUTES OF THE
VINEYARD TOWN COUNCIL MEETING
Vineyard Town hall, 240 East Gammon Road, Vineyard, Utah
January 22, 2014, 7:00 PM

PRESENT:	**ABSENT:**
Mayor Randy Farnworth	
Councilmember Sean Fernandez	
Councilmember Julie Fullmer	
Councilmember Dale Goodman	
Councilmember Nathan Riley	

Staff Present: Attorney David Church, Planner Nathan Crane, UCSO Deputy Collin Gordon, Deputy Treasurer Jacob McHargue, Water Operator Sullivan Love, Town Clerk/Recorder Pamela Spencer

Others Attending: Stephen Hales with Stephen Hales Creative, Bill Brady with Eli/Kirk, Steve Anderson with Elevate, Mike Norton and Charles Norton with Red, Roger Harper with North Pointe Solid Waste Special Service District, and Shaun Christian with T3 Triathlon

The Vineyard Town Council held a regular meeting on January 22, 2014 starting at 7:00 PM in the Vineyard Town hall. The invocation was offered by Councilmember Goodman.

Regular Session - The meeting was called to order at 7:00 PM.

MINUTES REVIEW AND APPROVAL – The Council reviewed the minutes from the July 10 2013, October 9, 2013 and October 23, 2014 meetings. Mayor Farnworth asked for discussion or comments. Hearing none, he called for a motion.

COUNCILMEMBER RILEY MOVED TO APPROVE THE MINUTES FROM THE JULY 10, 2013, OCTOBER 9, 2013 AND OCTOBER 23, 2013 MEETINGS AS WRITTEN. COUNCILMEMBER FERNANDEZ SECONDED THE MOTION. ALL WERE IN FAVOR. THE MOTION CARRIED UNANIMOUSLY.

PLANNING COMMISSION UPDATE AND RECOMMENDATIONS TO THE COUNCIL –

Mayor Farnworth discussed various ideas, including having a rotating liaison or having Mr. Crane report updates and recommendations from the Planning Commission. He asked for comment from the Council.

The Council discussed various options and unanimously agreed that the Planning Commission Chair would attend Council meetings as necessary, otherwise, reports and recommendations would be presented by the town planner.

STAFF REPORTS

Planner – Nathan Crane – Mr. Crane reported that he was meeting the architect with the Larry H. Miller Complex on Friday to discuss a time line of their expectations. He said he spoke with the

Days Market developer about their status. He said they were possibly looking at a different location, also within the town. He mentioned that FedEx was planning to expand.

Engineer, Don Overson - JUB Engineers – Mayor Farnworth mentioned that Mr. Overson was excused because he was attending an out of town convention.

Water Operator Technician – Sullivan Love – Mr. Love had no new items to report.

Attorney – David Church – Mr. Church had no new items to report.

Utah County Sheriff Department – Deputy Collin Gordon – Mr. Gordon had no new items to report. Mayor Farnworth mentioned that there was a stop sign installed from Lake View that drivers were not following.

Treasurer – Councilmember Riley – Councilmember Riley had no new items to report. He wanted to publicly acknowledge the loss of former Deputy Treasurer Kelly Boren and her family. He said he worked with her a lot over the past six years and wanted to recognize her for her contribution and hard work and helping the town during a time of growth. Mayor Farnworth mentioned that he, along with others from the town, attended the funeral.

Town Clerk/Recorder – Pamela Spencer – Ms. Spencer had no new items to report.

BUSINESS ITEMS:

5.1 PRESENTATION – Marketing/Branding Firms
4 Marketing/Branding firms will introduce their products and credentials -- Stephen Hales Creative -Stephen Hales-Creative Director; Eli/Kirk - Bill Brady-President; Elevate - Steve Anderson-President; Red -Mike Norton-Partner and Charles Norton-V.P. of Marketing presentations from the marketing/branding firms.

Mayor reviewed the background and said he thought a rebranding was necessary because the town was in a transition period. He invited the presentations to begin.

Stephen Hales with Stephen Hales Creative presented information about his firm. He said he had been in Provo since 1997 and before then he was with Don Smith White. He said he did branding all that time and his company specializes in branding. He pointed out that he had been teaching a branding class at Brigham Young University for the last 10 years. He reviewed some of their clients. Mr. Hales explained the process that his firm would use in serving Vineyard. He said they liked to get a sense of the perspective both inside and outside of the organization before creating a brand symbol. He said for Vineyard, they would conduct research, then create a brand model. They would create a brand idea, tagline, and brand language. He said branding challenges and opportunities would be identified for the city and then guiding principles and a brand book would be created. He also talked about follow-up testing.

Councilmember Riley asked about a cost estimate for his services. Mr. Hales said it was difficult to know right now. He explained that he would need to talk with the council and find out specifically how many components the logo would involve. He said it would cost anywhere from $3,500 to $25,000 depending on how extensive the project was.

Councilmember Fullmer wondered what kind of services was available. Mr. Hales explained that his company was a strategic marketing firm. He said his senior employees were strategists who looked at marketing problems and developed a marketing campaign or brand identity to solve those problems. He mentioned that they developed websites, created ad campaigns, signage, and trade shows.

Mr. Bill Brady, representing Eli/Kirk, introduced himself and said the company had been in Utah County for 13 years. He reviewed past and recent clients. He said they had three different teams; strategy team, design team, and web development team. He said their company created memorable brands that created measurable results. Mr. Brady said they liked to build a brand in three different perspectives; visually, cognitively and emotionally. He talked about the approach they would take with Vineyard which included brand strategy which incorporated market research, perception studies, and an executive workshop. He said they would then come up with the brand architecture, targeting and positioning, messaging and tag line, personality of Vineyard, and identity concepts. Mr. Brady talked about testing with community feedback, identity creation, and full build out. He said they could create a brand development plan.

Councilmember Fernandez wondered what work they had done with other municipalities. Mr. Brady said they had not done an end to end service for other cities, but recently created Springville's website. He said they had done some consulting with other cities.

Steve Anderson with Elevate introduced himself and said the company was founded in Vineyard. He said they started out as a company wanting to build brands. Mr. Anderson said they liked first to define a brand, or a perception of what people perceived about you. He said they would handle everything from the creative to the concept, to the design and the strategy. He said they would first strategize and figure out what Vineyard's goal was. They would then define Vineyard's budget, determine the target audience and culture. He said once the brand was established, they could help with print promotion and exposure. He said they would also help with manufacturing of signage, displays, and web design.

Mr. Mike Norton with Red introduced himself and said they had been in the area for 16 years. Mr. Norton explained that brands were definitions of what the city was. He said it was also a promise to residents and others outside the city. He said the brand was really about values. Mr. Norton explained that the goal would be to help build the brand for Vineyard. He displayed some of the brands they had developed and companies and cities they worked with. He explained they had a seven step process, which included discovery, emotional mapping, creative concept, and create final design. Mr. Norton played client testimonials.

Mayor Farnworth explained that Vineyard always thought it would be an agricultural area, but now the Council was reevaluating what Vineyard wanted to be. He thanked everyone for their presentations, time and efforts.

5.2 DISCUSSION AND ACTION – <u>North Pointe Interlocal Agreement</u>

Roger Harper District Manager of North Pointe Solid Waste Special Service District will present the interlocal agreement with the Town of Vineyard. The Mayor and Town Council will take appropriate action.

Mayor Farnworth reviewed the background information and introduced Roger Harper from North Pointe Solid Waste Special Service District.

Mr. Harper explained that the service district was established in 1976 by Utah County and gave a brief history. He explained that the interlocal agreement was needed because the atmosphere had changed over the years. He explained that for years the garbage had been shipped to Sunnyside. In 2006, they started to ship the waste to a landfill in Tooele County. He said with the eventual construction of the Vineyard Connector it had become necessary for the transfer station to redesign to accommodate the future traffic. He said the retrofit would cost $1.5 - 2 Million and that they were dependent on the current garbage continuing to go to them in order to pay for the retrofit. He explained that there was nothing in place to secure the future of North Pointe. He explained that the interlocal agreement stated that Vineyard would continue to take its garbage to North Pointe for the next five years. It also permitted an automatic renewal every two years 12 times, or for 24 years. He explained that municipalities could terminate the agreement at any time after the initial five years.

Councilmember Fernandez wondered about the consequences if Vineyard did not sign the agreement. Mr. Harper explained that pricing structures changed on July 1, 2013 for the transfer station. He explained the structure and said that Vineyard residents would have to pay double to dump personal loads if Vineyard was not a participating member.

Mayor Farnworth explained what was included in the retrofit. Mr. Harper reviewed the amounts of garbage coming from different cities and explained that Vineyard might be large enough now that it could negotiate for a haul-only contract instead of being stacked in with another city. He said Vineyard was currently paying an additional $2 per ton than every other city in the district because of the full service contract with Allied.

Councilmember Goodman asked about the implications if Vineyard did not sign the Interlocal Agreement, remained a member, but kept delivering garbage to the transfer station. Mr. Harper explained that nothing would change with the current by-laws. He talked about Eagle Mountain and Alpine who were not part of the district. He explained that signing the agreement would help the district negotiate better prices. He talked about the prices now compared to 10 years ago and attributed the reduced prices to lower operation costs. He said the agreement ensured that the district could continue to have lower prices.

Councilmember Fernandez said he understood Mr. Harper's reasoning. He continued by saying that signing the agreement in order to obligate Vineyard did not make sense if looking at it from a business standpoint because they would still be able to show the service to Vineyard. Mr. Harper explained that if he used Vineyard's service numbers to negotiate a new contract he could not give any guarantee to the provider that Vineyard would continue to use the services. Mr. Harper said it would hurt all district members if the members did not stay together.

Councilmember Fullmer wondered if signing the Agreement kept Vineyard from being able to amend the service in the future, maybe to add recycling services. Mr. Harper explained that North Pointe was in the business of taking care of all the solid waste needs in the district, including garbage, recycling, and hazardous waste. He said it would not keep the town from adding recycling service even though it would reduce the amount of trash.

Councilmember Goodman said it seemed that the hauler for Alpine was trying to undercut what the district had been providing. It was his opinion that they were trying to get North Pointe out of business so private companies could then charge what they wanted. He said North Pointe had a quasi-governmental agency running it for the benefit of the public. He said there was no profit motive for the district. He said the area would stand to lose a great service if the district went out of business.

Councilmember Riley wondered which others cities had already signed the interlocal agreement. Mr. Harper said Orem, Pleasant Grove, Lehi, Highland, and Saratoga Springs had already agreed with it. Councilmember Riley explained that the lake would probably be the keystone of the branding for the town. He wondered how to control the operations of the transfer station so that it did not become a detriment to everything else Vineyard was trying to do. Mr. Harper thought the transfer station was in a perfect spot. He pointed out that it was in the middle of an industrial area with the power plant in front of it. Mayor Farnworth mentioned there was a 110 acre wetland bank behind the transfer station.

The Council agreed that the town attorney, David Church, needed to review the interlocal agreement before a decision was made.

5.3 DISCUSSION AND ACTION – *Budget Adjustment*

Jacob McHargue deputy treasurer will present the budget adjustments made to balance the budget for the current year. The Mayor and Town Council will take appropriate action.

Mayor Farnworth said he and Mr. McHargue reviewed the budget and wanted to present proposed changes.

Mr. McHargue explained that since the fiscal year was about 60% over, proposed adjustments were made to line items that were over 60%. He suggested that the Council review the proposed amendments in preparation for the next meeting. He pointed out that additional funds were allocated to the possible hire of a public works director and additional funds were allocated for equipment, supplies and maintenance due to the possibility of purchasing a server for the office.

5.4 DISCUSSION AND ACTION – *Duathlon*

Shaun Christian from T3 Triathlon will present event details for the duathlon in April. The Mayor and Town Council will take appropriate action.

Shaun Christian introduced himself and his company and talked about the races they organized each year. He said they trained in Vineyard frequently and wanted to move some races to the area. They were hoping to have a race in Vineyard on April 12th. He said cities loved to have them put on races because it was a way to promote fitness.

Councilmember Fernandez wondered if a date later could be chosen in order to have a triathlon and utilize Utah Lake. Mr. Christian explained that they always held a race on April 12th, usually at the Orem Rec Center. He said this year the Rec Center would be closed at the time of the race. He suggested holding a triathlon in Vineyard in September.

Mr. Christian reviewed the hand out and explained what was needed from Vineyard, including three or four volunteers for aid stations, Sheriff's assistance, and marketing assistance.

Councilmember Riley asked about shutting down roads. Mr. Christian explained that they never shut down roads for races in other cities. He said they thought about doing a 30 minute hard closure while the bikes went to the Lindon Boat Harbor and back.

Mr. McHargue mentioned that he spoke with Engineer Don Overson regarding parking and that the lot for the proposed public safety building might be an option for additional parking.

Discussion ensued regarding the proposed race route and how residents, traffic, and the boat harbor might be affected.

Deputy Gordon explained that he supplied a contract from the Sheriff's office for covering the proposed event. Mr. McHargue said he would work with Mr. Christian regarding a proposed plan for sharing the cost of shirts, sheriff's services, and town marketing. He said he would bring the proposal back to the Council.

The Council unanimously agreed to allow the race to be held in Vineyard.

5.5 DISCUSSION AND ACTION – Remodel of House on Town Hall Site

The Mayor and Town Council will discuss the bids for the remodel of the house located on the Town Hall site. The Mayor and Town Council will take appropriate action.

AND

5.6 DISCUSSION AND ACTION – Public Safety Building

The Mayor and Town Council will discuss the bids for the building of the Public Safety Building. The Mayor and Town Council will take appropriate action.

Mayor Farnworth explained that bids were received for the remodel of the house. He said that he and professional staff thought it would be better to use the money from impact fees and the remodel and build a permanent public safety building.

Councilmember Riley wondered if the architecture for the proposed public safety building could tie into the proposed fire station plans. Mayor Farnworth thought it was a good idea to architecturally tie the two buildings together.

Mayor Farnworth wondered if there were any zoning issues on the property. Mr. Crane said there were no zoning issues, but suggested that the town be sensitive to the uses around the property. He suggested posting signage of the future use for the property.

Councilmember Riley thought it was better to build something more permanent. He asked to review the plans for the fire station to see if it was cost effective to use some of the same design elements.

Mr. McHargue suggested that the Council review the different contractors in order to make a decision at the next meeting.

The Council unanimously agreed to table a decision until a subsequent meeting.

OPEN SESSION – Citizen Comments

Mayor Farnworth asked for public comment. No comments were received.

MAYOR'S REPORT –

Mayor Farnworth reported that Mr. Jake McHargue would be made the treasurer with the mayor as an overseer. He said that Mr. McHargue would be attending the Redevelopment Agency Taxing Entity Committee meetings as well as reporting on the RDA budget. Mayor Farnworth mentioned that Public Safety, Planning and Zoning, Parks, Roads, and Trails would now be reported with Public Works. Mayor Farnworth reviewed the following Councilmember reporting assignments:

- Councilmember Fernandez - Public Utilities, Computer Systems, Timpanogos Service District, and Utah League of Cities and Towns Legislative Committee
- Councilmember Fullmer - Youth Council and City Celebrations

- Councilmember Goodman - Public Works
- Councilmember Riley - Economic Development

Mayor Farnworth asked for volunteers to go to the Utah Lake Commission meetings and the Animal Shelter Board Member meetings if the Council thought it was necessary to have representation on those boards.

Councilmember Riley wondered if the town was going to install a stop sign on Holdaway Road and 400 South. Councilmember Riley wondered if the town was liable due to no signage. He was concerned about the intersection and felt strongly that something needed to be done. Mr. Crane explained that construction needed to be finished first, although a temporary sign could be put up. Deputy Gordon suggested putting up a stop sign as opposed to a yield sign. Mayor Farnworth asked Ms. Spencer to have a temporary stop sign installed for the Holdaway Road southbound traffic.

ADJOURNMENT -

The meeting adjourned at 9:20 PM. The next regular meeting will be held February 12, 2014.

MINUTES APPROVED ON: May 14, 2014

CERTIFIED CORRECT BY: /s/ Pamela Spencer
P. SPENCER, TOWN CLERK/RECORDER