

MINUTES OF THE VINEYARD
CITY COUNCIL PLANNING RETREAT
New Vineyard City Offices, Conference Room
125 South Main, Vineyard Utah
January 26, 2017 6:00 PM

Present

Absent

Mayor Randy Farnworth
Councilmember Tyce Flake
Councilmember Julie Fullmer
Councilmember Dale Goodman
Councilmember Nate Riley

Staff Present: Community Development Director Morgan Brim, Building Official George Reid, Finance Director Jacob McHargue, City Recorder Pamela Spencer, Administrative Assistant Neeley Rimal

Others Present: Resident and Planning Commission Chair Chris Judd, Cody Deeter with Lewis Young Robertson & Burningham (Lewis Young), Whitney Booth with Provo City

EVENING SESSION - January 26 from 6:00 PM

The evening session began with dinner at 6:00 PM. Mayor Farnworth opened the review session at 6:31 PM. He turned the time over to Finance Director Jacob McHargue.

Mr. McHargue recapped the 2016 retreat.

List of projects:

Rail Spur

Robins Property

Remediation

Recording Intern

Rate analysis on utilities fees

General Plan and Zoning Areas

Center Street Overpass

Train Station

Water Tank 2019

Website

City Clean Up (Code Enforcement)

Economic Development

Street Light Updating

Level of Service

City Office Facilities
Purchase the Fire Station Site
Joint Council Meetings with Orem
PARC Tax (Parks/Arts/Recreation/ Culture)
City Administrator

Mr. McHargue explained that they took votes and the items that received the most votes were the ones that were discussed.

The five that made the discussion:

Rail Spur
Train Station
Center Street Overpass
City Offices
Level of Service

Mr. McHargue reviewed each item and their progress.

Rail Spur removal – Mr. Overson had the project timeline and they were going through the due diligence phase. The plan for 2017 was to complete the contracts and hopefully begin construction. Councilmember Goodman asked if they had reached an agreement with the remaining landowner. Mr. McHargue replied that they had not made any progress. He added that he did not know why the Anderson property purchase failed.

Train Station – Contracted with Civil Solutions for a 3-D design and pamphlet of the train station area that could be used for economic development and when talking with entities such as UTA and UVU. They looked at the Transportation Investment Generating Economic Recovery (TIGER) grant and UTA and MAG asked the city to hold off on submitting an application. One piece of the TIGER grant was to have letters of support from other agencies and these agencies were submitting their own applications and not willing to support the city's current application. There was further discussion about the TIGER grant. UTA was in full support of the train station. The plan for 2017 was to secure funding and begin remediation on the site. Mr. McHargue mentioned that they had approved funding for remediation last year.

Center Street Overpass – Contracted with JUB to complete the 30% design of the overpass, so that it could be a shovel-ready project when they secure funding. The plan for 2017 was to finish the design and apply for grants.

City Offices – The open house was a success, it was well attended. The move in date was tentatively scheduled for February 21st. The plan for 2017 is to finish the basement.

Level of Service – He asked the department heads and staff to present what they did last year to increase the level of service:

Jacob McHargue - Finance

- Branding – Increased communication on social media, website redesign
- Utility billing – improved utility billing application, and streamlined the meter set process

- Full-time Treasurer – increased availability for answering questions and accepting payments.
- Beacon – implemented a system that does real-time data for the meter reading. This is useful for when residents complain about their water bill. They can give them exact times when they are using the most water or to detect leaks. They will be able to use the system if they need do initiated water conservation.

George Reid – Building

- iWorQ – implemented a new web-based operating system for permitting, code enforcement and overall community development work flow; online application process; almost completely paperless system; email inspection reports to the contractor; web portal to look at the inspections; simultaneous review process.
- Electronic Plan Review – Using Bluebeam Revu, which is an electronic review system that allows them to measure, make notes, and do calculations, helps them communicate to the engineers what their concerns/corrections are.

Councilmember Riley asked if they were trying to do their review simultaneously. Mr. Reid explained how the plan reviews work in iWorQ. He stated that it was based off of a target date.

- Contractor Lunch – There were code changes last year, along with the change to the iWorQ system. They invited contractors, architects, and engineers to a lunch to review these changes.
- Inspection & Plan Review Turnaround – Plan review had not exceeded three weeks, and inspection requests were honored in within 24 hours.
- Monthly Building report – The Building Department now presents a Monthly Building Report to Council once every month. They are still looking to hire more inspectors.

Morgan Brim -Economic / Community Development

- Conditional Use Permits – streamlined approval process of applicants. Gave the authority to Planning Commission. Need to find qualified commissioners. There were still several code sections that needed to be updated.
- Accessory Dwelling Units – Established clear procedures and regulations for applications.

There was a discussion about the number of residents in Vineyard and that they needed to start having an established demographic report.

- Parks & Trails Map – The map will be part of the General Plan amendment. First draft has been completed. It is an opportunity to have a fully integrated system of trails.
- Development Review Committee – Streamlined the application process for developers and unified staff. Provides an opportunity for developers and staff to meet weekly and work together to vet projects.

Pamela Spencer – Recorder - Working with Kelly Kloepper to put these processes in place.

- Business Licensing – Created a more organized process for applicants. iWorQ module, waiting until the current license cycle is completed.
- Special Events – Created both a film permit packet and special event permit packet.
- Records Management – Organized documents to better facilitate GRAMA requests.
- Minutes – Decreased the amount of time for minutes to be approved.

Mr. McHargue presented for Don Overson Public Works and Engineering

- Streetlights & Street Signs – took over the installation of street lights and street signs.
- Electronic Complaints – created a way for residents to log complaints and for it to integrate with our iWorQ System. All complaints remain on a log until the owner of the complaint checks it off. Councilmember Riley asked if they could generate a report of the complaint log and share it with the Council. Mr. McHargue replied that they could. Mr. Reid mentioned that he generated his report from iWorQ. Ms. Spencer mentioned that the time take to reply to GRAMA requests had decreased because of the iWorQ System. Mr. Reid mentioned that the new data management system would help with GRAMA requests as well. Mr. Brim stated that any requests pre-iWorQ take significantly longer.

Mr. McHargue said that there were several items discussed at last year's retreat. He stated that items discussed at the retreat are not taken lightly at a staff level. He explained that it was not only the items discussed at length at the retreat last year, but also the items listed were either accomplished or at least worked on.

Councilmember Riley asked about the format for tomorrow's session. Mr. McHargue went over the agenda for tomorrow's session. The meeting would start with a tour of the treatment plant, review of retreat objectives, key strategic context [SWOT analysis (create buckets)]; primary directive and top strategic directives (goals) and put them in the buckets; review steps for finalizing the plan, discuss process for plan implementation, review action items and next steps (who would be assigned and what would be the implementation plan). Mr. McHargue explained that this plan would be beyond this year and up to five (5) years. He said that the last part of the day would be what they needed to prioritize in 2018 to make sure they were on track for the strategic directives they would be creating. He said that the most important aspect was to create goals and guidelines so they had a list of things, so that when requests were made they could see where they would fit or what they would be displacing to fund this request. He added that when they were examining and evaluating the budget they could determine how the budget furthers their goals.

Department Presentations

Mr. McHargue mentioned the Mr. Overson had a sent out a list of projects that he had completed in the last year. He turned the time over to Mr. Reid and Mr. Brim for their reports.

Public Works/Engineering – included is the report Mr. Overson sent to Council.



Date: 1/25/2017

Re: Vineyard City Public Works 2016 Accomplishments

Mayor and City Council,

I am sorry I cannot attend the Thursday pre-Retreat dinner. I had already committed to give a presentation to the Utah City Engineers Association on the Vineyard RDA and Projects. I would like to provide a list of the most important accomplishments the Public Works Department has achieved in 2016.

1. Constructed the New Public Safety Building
 - a. George Reid (Building Official) managed this project with me.
2. Constructed five miles of Roads
3. Managed the construction of our third lift station
4. Managed the construction of 11 subdivisions
5. Updated our standard drawings and specifications
6. Took over the installation of street lights and street signs
7. Worked with Neeley to create links to the website that allow citizens to connect with Public Works Staff regarding their concerns. Integrated this process with IWorQ so we can track each comment or concern.
8. Updated the bonding and platting process and integrated them into IWorQ
9. Laid out the timeline and began the UPRR Relocation of the Spur Line
10. Completed the Geneva Road Access Management Agreement between UDOT, Orem and Vineyard
11. Completed the 3D modeling and flyer for the Town Center Frontrunner Station
12. Completed the Water Storage Study that merged the water systems operations for Central Utah Water, Orem and Vineyard.
13. Managed the 2016 water contracts with Orem and Central Utah Water

This list does not include other goals and accomplishments that your Public Works Staff has worked hard to integrate into the day to day operations of our department. We want to thank the City Council for your support and help as we plan and grow of Vineyard.

38 ***Building Department***

39 Mr. Reid reported on the Building Department's accomplishments.

- 40 • \$1,690,176 - 2016 was the high revenue producing year in the history of the city
- 41 • \$ 766,933 - 2014 the second highest revenue year
- 42 • \$1,477,089 total revenue for residential in 2016
- 43 • \$ 213,187 total revenue for commercial in 2016
- 44 • 102% growth over the past 5 years
- 45 • 676 building permits issued in 2016
- 46 • 246 building permits issued in 2015 which was the next highest year
- 47 • 92% of the building permits issued were residential
- 48 • 115,219 square feet of commercial
- 49 • 315 single-family dwelling Units – permits issued
- 50 • 283 townhome units – permits issued
- 51 • 156 multi-family Dwelling units
- 52 • 754 total dwelling units permitted in 2016

53 They use the Census bureau number of 3.15 residents per dwelling units to estimate the
54 population

- 55 • 992 Population increase for single-family dwelling units
- 56 • 891 population increase for townhome units
- 57 • 491 population increase for multi-family dwelling units
- 58 • 2,375 estimated population growth in Vineyard in 2016
- 59 • 6,732 estimated Vineyard Population

60 It was suggested that we use the Utah County's average persons per household which is more.

61
62 ***Planning & Zoning and Economic Development***

63 Completed Projects to Enhance Level of Service

- 64 • Zoning Code amendment to streamline approval process for conditional use permits and
65 site plans.
- 66 • Established clear procedures and regulations for Accessory Dwelling Units.
- 67 • Developed a draft zoning map. Mr. Brim explained that they would also have a text
68 amendment to the Zoning Code to go with the map amendments.
- 69 • Working with the Commission sub-committee, they completed a first draft of the Trails
70 & Parks Map.
- 71 • Internal commitment to provide excellent customer service and respond to inquiries
72 within 24 hours.
- 73 • Established Development Review Committee to provide applicants a forum to engage
74 department heads.
- 75 • Thanks to the building department, they are utilizing iWorQ to coordinate plan reviews
76 with other departments.
- 77 • Staff reports and agendas are now given to the Planning Commission well in advance of
78 the meeting (typically the Thursday before).
- 79 • Established site visits with the Commission for all significant development applications.
- 80 • Provided exhibits and forum for citizens to ask questions and provide feedback on the
81 General Plan.

82 Projects In-Process

- Updating General Plan
- Continued Zoning Ordinance Updates
- Simplifying Zoning Ordinance use and dimensional standards matrix.
- Eliminating redundancies and errors throughout Zoning Ordinance.
- Consolidating definitions into one list. Currently there are two lists. YIKES! – Mr. Brim mentioned that he wanted to make the code standards and not guidelines. He said that he wanted to establish a Vineyard demographic report. Councilmember Fullmer suggested that he use the county’s demographics for the community. Councilmember Goodman asked if they use the outside sphere of residents that use or will use Vineyard’s retail and amenities. Mr. Brim replied that they needed to have their city numbers solid and provide a good radius of 3 to 5 miles. The discussion about growth continued.
- Updating Sign Code for compliance with US Supreme Court decision: Reed V. Gilbert
- Establishing one consolidated set of site plan standards to include:
 - Landscaping
 - Parking Lot Design
 - Site & Design Regulations
 - Creating demographic report
 - Continued meetings with developers regarding town sites.
 - Working with neighboring jurisdictions on common goals and projects.

Utah County Sheriff’s Department

Mr. McHargue explained that Utah County Sheriff’s Deputy Collin Gordon was unable to attend so he will present his annual report at a later date.

Guest Speaker – Successfully using Social Media for Cities

Whitney Booth Public Relations Officer for Provo City Mayor’s Office

Mr. McHargue gave a brief explanation of the training to be presented by resident Whitney Booth, the Public Relations Officer for the Provo City Mayor’s Office. He gave a background on Ms. Booth and then turned the time over to her.

Ms. Booth gave an overview of the process Provo used to rebrand their city. She felt that with the growth of Vineyard now was a perfect time to share their story through social media.

Highlights of her presentation were:

1. Strengthening or Rebranding a City’s Image

Opportunity to focus on Vineyard’s strengths:

- Fastest growing city in the nation
- Location and access
- Quality of Life
 - Amazing schools
 - Great neighborhoods
- Recreational Opportunities
 - Utah Lake
 - Open space
 - Trail system

Access to Provo Canyon, Sundance, etc.
Sharing content that people will want to like, comment on, and share.

Examples

- NuSkin - Chose to stay in Downtown Provo even though it would have been more affordable to expand and move somewhere else because they were committed to Provo and the positive vibe.

Mr. Brim asked how much Provo focused on highlighting their downtown area. Ms. Booth replied that this was a priority of Mayor Curtis when he was elected to office. Councilmember Fullmer commented that since Provo began advertising, more cool restaurants had filled the empty warehouse spaces. Councilmember Flake commented that the age had dropped dramatically. Ms. Booth explained some of the changes. There was further discussion about the changes to Provo's downtown area.

Ms. Booth continued her presentation.

Examples (continued)

- Sorenson Advertising - Recently relocated to Downtown Provo from Orem because of the notoriety Provo has received

2. Showcasing Story Ideas for the Media

- Use social media to generate media interest
- See your efforts turn into news stories and media opportunities
- Don't have to rely on press releases, media will start coming to you
- The message is coming directly from you instead of being misquoted or written with an angle

Councilmember Fullmer commented that the fire in Vineyard was posted on the city's social media and the news media used their photos. Ms. Booth suggested that they reach out to the media and inform them of the social media sites that the city was using. Councilmember Fullmer felt that the news media was not following the cities social media. They only use the stories that other people tag Vineyard in. She stated they did not have enough follows or relevant posts. Councilmember Goodman felt that they should be following them because they were one of the fastest growing cities in the state if not the country.

Examples

- Provo Downtown Facade upgrades



170 3. Promoting Local Businesses and Assets.

- 171 • New businesses coming to the area – Ms. Booth said that Provo posts when new
- 172 development, retail, restaurants, etc. comes into their city. She suggested that they be
- 173 creative in how they share their promotions.
- 174 • Community Events
- 175 • Vineyard’s beach access
- 176 • Create a thriving, loyal community

177 There was a discussion about promoting developments, and amenities through social media.

178

179 4. Emergency Alerts & Notifications – using social media

- 180 • How are you going to get time sensitive information out to residents?
- 181 • Snow removal
- 182 • Sanitation Schedule
- 183 • Road Closures
- 184 • Flooding
- 185 • Fire
- 186 • Evacuation

187

188 There was a discussion about the types of social media and the demographics of those using it.

189 Councilmember Fullmer mentioned that the standard demographic for Facebook was about 18 to

190 75 years of age and the largest range of social media. She felt that once the new website was

191 launched they might receive more traffic.

192

193 Mr. Brim asked for examples of promoting the use of social media. Ms. Booth responded that

194 Provo attempted to have the largest road opening ever with over 3,000 people in attendance. She

195 said that they did this all through social media.

196

197 5. Citizen Engagement

198 Let’s break down the walls of government

- 199 • Create transparency
- 200 • Be used as a 311 tool – to provide information on what is happening in the city
- 201 • Sense of community pride
- 202 • Community input
- 203 • Photo contests

204

205 Councilmember Goodman left the meeting at 8:00 PM.

206

207 Mayor Farnworth mentioned that small cities and towns have something called the “wave”

208 where people wave at each other. He said that crime seems to go down in the communities. He

209 suggested that they do something like that in Vineyard.

210

211 Organizing Roles and Implementing Strategy

- 212 • Designate a person in each city department to administer social media activity
- 213 • Appoint at least one individual to be the social media administrator
- 214 • Meet weekly or at least monthly to discuss strategy, posting schedule, & review the
- 215 analytics

- 216 • Have frequent trainings to review your accounts, point out the pros and cons, and get
217 recommendations for future posts
218

219 There was a discussion about what types of things could be posted on social media.
220 Councilmember Fullmer suggested that they could post items such as fiber going in the road, do
221 I need a permit to build a basement or install a fence. Mr. Reid suggested that they could add
222 success stories with building permits, etc.
223

224 McHargue explained that they had been working hard to increase the city's presence on social
225 media. Councilmember Fullmer felt that they could bring in someone like Ms. Booth to help
226 staff and build the social media structure.
227

228 Mr. McHargue mentioned that they would be doing a follow up training with Ms. Booth and
229 encouraged Councilmembers and Planning Commissioners to follow the city on social media.
230

231
232 Mayor Farnworth called for a motion to adjourn.
233

234 **Motion:** COUNCILMEMBER FULLMER MOVED TO ADJOURN THE MEETING AT 8:15
235 PM. COUNCILMEMBER FLAKE SECONDED THE MOTION. ALL PRESENT WERE IN
236 FAVOR. MOTION CARRIED WITH ONE ABSENT.

MINUTES OF THE VINEYARD
CITY COUNCIL PLANNING RETREAT
Central Utah Water Conservancy District Treatment Plant
1120 Cascade Drive, Orem, Utah 84097
Friday, January 27, 2017 at 8:00 AM

Present

Absent

Mayor Randy Farnworth
Councilmember Tyce Flake
Councilmember Julie Fullmer
Councilmember Dale Goodman
Councilmember Nate Riley

Staff Present: Community Development Director Morgan Brim, Building Official George Reid, Finance Director Jacob McHargue, City Recorder Pamela Spencer, Public Works Director/Engineer Don Overson, Utah County Sheriff's Deputy Collin Gordon

Others Present: Dan Griffiths, Director of Strategy & Leadership, Tanner LLC, Resident and Planning Commission Chair Chris Judd, Cody Deeter with Lewis Young Robertson & Burningham (Lewis Young)

FRIDAY SESSION – January 27 starting at 8:00 AM Strategic Planning Session

This session started at 8:00 AM with a light breakfast and a tour of the facilities. There was a discussion about water uses.

The time was turned over to Dan Griffiths, Director of Strategy & Leadership with Tanner LLC.

Mr. Griffiths gave a brief background on how he got started in the planning process. He explained that everything that would be done at this meeting would be what they thought the priorities were. His goals for the day were to leave with a clear set of high-level priorities, a good sense of what the next 12 months would look like within the context of those priorities, and a good start towards what needed to be done next to flesh out and fully develop the strategic plan that will serve them well into the future.

Order of Discussion: Key context – what surrounds the priorities, what are the top priorities, what are the strategic directs they want to create, and what the next 12 months will look like.

He separated the attendees into groups for the duration of the meeting.

Highlights of each discussion section were as follows:

Key Strategic Context

1. Take a look back (history of the city)

- a) Take Withs – What were the things they wanted to preserve and take with them into the future and not lose with the growth?
- b) Leave Behinds – What are the things they wanted to leave behind or improve?

“Leave Behinds”

- Safety issues
- Bugs – mosquitos, may flies, etc.
- Blight – Contaminated land
- Untrue perceptions
- Leaving resistance behind
- East-west divide
- Outdated programs and codes
- Old development attitude – there was a discussion about development, densities, and access to the area.
- Small town politics
- Us & them

“Take Withs”

- Freedoms
- Grow & keep events that draw people
- Preserve heritage
- Preserve open space
- Preserve community feel – “stay connected”
- The “wave” – sense of community
- Open space – trails and parks to keep the community feel
- Diverse united community – a place for everyone
- Preserve history
- Fought to survive

2. Strengths, Challenges, Threats, and Opportunities

“Strengths”

- Leadership
- RDA
- Clean slate (tip of the iceberg)
- Fresh community – vibrant and new
- Fluid development – small but efficient
- Vision – preserving history, open space, diverse community, Town Center area, transportation, concept of high-rise buildings,
- Location – resources for the city
- Naïve - we don’t know we can’t do it
- Opportunity and space to grow RDA

- Diversity – drawn a lot of different people
- Recreational amenities & UVU
- Multi-modal transit, center of the valley

A break was taken at 10:44 AM. The meeting resumed at 10:51 AM.

“Challenges”

- Growing too fast – things that are not manageable, level of service, limited resources
- RDA
- Maintenance
- Geographic size of the city – balance between residential and commercial, sales tax base, UVU, started with nothing and building up, have to establish everything, purchase water/sewer services, General Plan and Zoning, economic development
- Access – issue to get people out of the west side of the community
- Lack of advanced strategic planning – see an issue and don’t plan for it soon enough, need to plan ahead but cannot always plan ahead of time
- Communication and education – communicating with the public and staff members, educate on what can and cannot be done
- Limited resources
- Unmanaged growth – several applications and making sure plans are implemented as the developments build out.

“Threats”

- Challenges to the adopted plans – threats from developers fencing property and not developing
- Housing boom stops – building stops and homes sit empty, make changes to allow what the economy dictates
- Market crash – economic conditions
- Tax Base
- Environmental – clean up the land, lake shore, etc.
- State and Federal Regulations – legislature
- Economy – 950 acre-feet of water and if development stopped today the city would still be liable
- Liquefaction – prepare for a natural disaster
- Geneva Corridor – only have property on one side and no control of what Orem does
- Geneva Nitrogen Plant – disaster, perception, and ability to develop the property

“Opportunities”

- Mixed-use development (build now, not rebuild)
- Clean slate – pick locations – centralized
- Partnership with UVU
- Economic development
- Live, work, and recreate in one location and even retire there

- UVU
- Economic development
- Interconnected community – open space, trail system, walkability, etc.
- Intermodal hub
- Town Center sky line
- Building and sharing our story – defining what Vineyard is

The Structure of a Strategic Plan

Taking the perspective of the community

- Primary directive – quality of life
 - A place for all people – diverse community
 - Work, live, and play within the boundaries of Vineyard
- Strategic Directives – “Buckets”
- Initiatives
- Metrics - How will we measure success?

Primary Directive

- Safe Community
- Clean Community
- Mobility – modes of transportation
- Support everyone’s lifestyle – welcoming, diverse
- Things that are Vineyard’s – live, work, and play here
- Communication and notifications
- “My Place” – identify with Vineyard, secure and comfortable
- Constitution – the government of Vineyard exists to serve its people
- Give residents a quality of life – ROI (return on investment) = increased property values

Suggested Primary Directive: Create a community that is connected by a sense of being, living, and staying in Vineyard. Pride in where they live, work, and play. Mr. Griffiths suggested that they could add or subtract from it, but that it was a great starting point for a primary directive, vision, or mission statement.

A lunch break was taken at 11:56 AM. The meeting resumed at 12:35 PM.

Modified statement: Create an inclusive, secure community that offers residents a place where they can be proud to live, work, and play and enjoy and exceptional quality of life.

“Buckets”

- Diversity – housing, business, and commercial retail
- Multi-modal transportation – walking, biking, bus rapid transit, light rail, FrontRunner, and roads

- Economic development – cleanup of sites, etc., attract business to help keep the city sustainable long-term
- Long-range infrastructure – under the ground, water, etc.
- Maintenance and management of growth services - infrastructure
- Enhancing amenities and open space – multi-modal, lake, partnership with UVU, and park trails
- Create our story – create diversity in attracting different types of businesses.
- Development – diversity throughout

Mr. Griffiths suggested changes:

- Diversity throughout - would be difficult to identify some of the specific initiatives. He felt it was guiding principle that would fit all of it.
- Economic Development / Development – bucket
- Creating Story – Initiative
- Sustainability – transportation master plan, long-range infrastructure, capital replacement plans, etc.
- Multi-modal Transportation
- Development / Economic Development - Create story
- Sense of Community - Amenities

There was a discussion about the types of buckets.

Final Buckets - directives:

Economic Development / Development
 Multi-modal Transportation
 Long range planning for infrastructure and core services
 Enhance Amenities and Open Space

Initiatives – more actionable:

- Multi-modal Transportation
 - train station
 - completion of trails
 - overpass
 - Vineyard Connector
 - Metric – more access in within Vineyard, in, out, and around Vineyard
 - Seat at the Table – meetings with the agencies; grants
 - Overpass
- Long-range Plan
 - Average Law Enforcement Officer per person
 - Response time
 -

- Mapping Time-line
 - Funds are self-sustaining
- Comprehensive growth plan
- Facilities plan – build in the future; demolish; re-use; acquisitions
 - Metric- what gets completed
- Expansion plan services – research; demographics; coverage
- Development of demographics – surveys, number of residents, age groups to tailor services to
- Bugs (control abatement) – timing, execution, education
- Economic Development
 - Target the Triangle – Geneva Property 1200 North going south east of Mill Road / around the Megaplex
 - Metric – restaurant in 2017
 - Economic Development - Include goals regarding types of businesses to attract; Plan for a diverse tax base
 - Remediation – Anderson Budget & RDA budget and interface
 - Metric – the remediation is completed and sold and they have sold off excess land
 - Infrastructure – layout of growth and utilities, funding, and priority list
 - Branding – social media posting for all events; highlight all new businesses; develop our story and tell it; create the “wave”
 - Rail Spur – it happens; sell excess land; due diligence finished
 - Diverse Development – map metric, financial revenue and expense metric
- Enhance Amenities and Open Space
 - Enhance amenities
 - Have we enhanced amenities?
 - Expand Open Space, trails, and parks
 - Metric- land acquisition
 - Tails Park Map
 - Map is complete
 - Connectivity – social media reports, online engagement
 - Electronic Government – live stream meetings; research cost estimate; self-explanation
 - Branding the “Wave” – social media reports
 - Heritage Commission / events
 - Metric -Events and reports
- Library – placement, cost cuts, nonprofit group
- See – Snap – Send
 - take pictures and email them for repairs, complaints, etc.
 - Metric – Faster service
 - Metric – Implantation reports

A break was taken at 2:19 PM. The meeting resumed at 2:36 PM

What are the top priorities in the near term / budget process?

Mr. Griffiths said that he wanted them to leave with an initial sense of what their top priorities were in the near term to inform the budget process. He added that none of the work done does any good unless it drives the resources allocation decisions. There was a discussion about what some of the items meant. He asked the group to prioritize the lists.

The top items that received votes were:

6 – Train Station

6 – Long Range Infrastructure / Mapping

6 – Overpass

6 – Target the triangle

6 – Library

There was a discussion about reasoning for the votes and none votes. There were decisions that needed to be made for allocating city resources.

Mr. Griffiths summarized the discussion. At next year's retreat how are they going to evaluate if they have succeeded?

- Train Station – acquisition of property completed, remediation of site, developing a plan for the Town Center (preliminary design)
- Long Range / mapping – master plan updated by what the new zoning added, costs, and long range funding source for new and replacement of infrastructure
- Overpass – shovel-ready project, impact fees and other funding, applications for grants
- Economic development / target the triangle (restaurant, infrastructure, etc. – already approved funding on a road way to would create access; had a developer that was submitting building permits and a site plan; expansion and development of the area above the Vineyard Connector including infrastructure
- Library – Success means that any resident who want an Orem Public Library pass, the city would help them and any resident who wants access to the state online library system would have. Provide an amenity.

There was a discussion about the code review from the leave behind items. Councilmember Riley expressed concern about the changes being made to the Zoning Code, why the code was in disarray and how it happened. He wanted make sure that as they go through the changes they make sure the ship is tight. Mr. Brim replied that in the past as code amendments were done they were not incorporated properly into the full code. There was further discussion about the code changes and records management.

537 **Why this is important**

538
539 Create a document that specifies what they are going to look at when they get back together and
540 determine where they are.

541
542 **Next Steps**

- 543
544
 - Create the one-page Strategic Planning Summary
 - Create a ten-page document with pictures, etc., to help with economic development
 - Put the discussion into an operating or business plan - work out the specifics of the long-range plans
 - Budget process – what will require additional resources

549
550 He asked for comments. Councilmember Riley expressed concern that they would wrestle to
551 complete it. He asked what it would look like to have Mr. Griffiths continue working with them.
552 Mr. Griffiths responded that he would be willing to work with them to create the first draft and
553 offer support in the operational planning, a cadence of execution relative to the strategic plan
554 gets established. Create an operating plan with a 90-day outlook and a process that closes the
555 loop with Council and staff.

556
557 Councilmember Riley stated that the council and staff needed to dedicate more time and hold a
558 work session. Mr. Overson suggested that they create teams and break up different pieces.
559 Mr. Griffiths suggested that staff create a draft plan (one-page summary) and bring to council in
560 a work session. Then create the subcommittees work on it.

561
562 **Adjourn**

563
564 Mayor Farnworth called for a motion to adjourn.

565
566 **Motion:** COUNCILMEMBER FULLMER MOVED TO ADJOURN THE MEETING AT 3:44
567 PM. COUNCILMEMBER RILEY SECONDED THE MOTION. ALL WERE IN FAVOR.
568 MOTION CARRIED UNANIMOUSLY.

569
570 The next regularly scheduled meeting is February 8, 2017.

571
572
573 MINUTES APPROVED ON: April 12, 2017

574
575 CERTIFIED CORRECT BY: /s/ Pamela Spencer

576 PAMELA SPENCER, CITY RECORDER