

## Anna West

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**From:** Paul Cunningham  
**Sent:** Tuesday, June 16, 2015 12:44 PM  
**To:** Anna West  
**Subject:** Geilmann 6-5-15 GRAMA #1

The "City's Strategic Plan" referred to is not a separate publication. It has the following three components:

1. The South Jordan Strategic Priorities FY2015-16 pamphlet
2. Pages 1-9 of the Annual Budget Fiscal Year 2015-2016 book
3. The sections of the Annual Budget Fiscal Year 2015-2016 book listed as goals in each individual fund description

**Paul Cunningham | Chief of Staff | City of South Jordan**  
1600 W. Towne Center Drive | South Jordan, UT 84095  
O: 801.253.5203 | F: 801.253.5214 | M: 801.205.2085

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*John asked for  
a copy of this  
page. (1) 6/18*





This Grama (2)  
Record Pages  
Copied to John G.

**From:** Dave Alvord  
**Sent:** Wednesday, May 27, 2015 05:47  
**To:** Chris Rogers; Mark Seethaler  
**Cc:** Gary Whatcott; Chuck Newton; Don Shelton  
**Subject:** RE: Mulligans Postcard

I agree with Chris.

The original vision was a big party, with free admission live music, parachuters, fireworks, free food, and loads of publicity.

Dustin persuaded us to combine it with country fest, which we could understand, but the party got diminished significantly from there.

The banners were only legible from 10 ft viewing, and it seemed this party was going to go by unnoticed by the majority.

So what you witnessed was a salvage effort.

I'll admit that to ask Staff to pull off a big party so close to country fest was a big ask. But if they knew that it was going to be hard, I would have preferred post ponning it to July or Aug.

Instead, we were given assurances that they could pull it off. But what emerged was the equivalent of a newspaper sticking the story on page 15, when we wanted it front page.

All the best,

Mayor David L. Alvord  
South Jordan City

----- Original message -----

**From:** Chris Rogers <[CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)>  
**Date:** 05/26/2015 11:21 PM (GMT-07:00)  
**To:** Mark Seethaler <[MSeethaler@sjc.utah.gov](mailto:MSeethaler@sjc.utah.gov)>  
**Cc:** Chris Rogers <[CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)>, Gary Whatcott <[GWhatcott@sjc.utah.gov](mailto:GWhatcott@sjc.utah.gov)>, Chuck Newton <[CNewton@sjc.utah.gov](mailto:CNewton@sjc.utah.gov)>, Dave Alvord <[DAlvord@sjc.utah.gov](mailto:DAlvord@sjc.utah.gov)>, Don Shelton <[DShelton@sjc.utah.gov](mailto:DShelton@sjc.utah.gov)>  
**Subject:** Re: Mulligans Postcard

Mark -- I completely agree. I wish we didn't have to take a hands on approach on this and I wish we could have just relied on staff. In fact, when we brought this up about six weeks ago Dustin said "we'll take care of it". I was expecting to be blown out of the water by the guy who creatively made a menu for his department report and reported in a chef outfit. However, I was wrong.

The initial postcard, the outdoor signs, and the flyer in the country fest booklet were substantially subpar and lacked a professional look or any simple marketing sense. In my mind the whole reason we now need the postcard (and the additional expense) is because

of the subpar flyer and signs.

If those items were submitted as class work for a college marketing class, the city would have received an F.

I have grave concerns when an attorney with no marketing background, a dentist with no marketing background, and a financial planner with no marketing background can produce a better product than our marketing coordinator.

After country fest, I think we need to sit down with Gary and do a post Mortum on the mulligans party and city marketing issues in general. I also have concerns that staff does not clue into when we want something to be considered a priority or when we change priorities as a council. I thought we made it pretty clear this party and communication/publication about it was a high priority.

I want to be able to trust staff. I don't want to be spending my time approving a postcard and giving input /edits on what looks professional. We have a marketing person to do this-- if they aren't adequately trained or experienced and know proper marketing techniques, then we need someone that is.

I would like to get to a point where I (we) can just look at Gary and say "we want a professional nice looking [item]" and it will get done right and that we can trust staff to do a good well looking professional job without hand holding but I have lost some trust that our city staff can do that.

Chris Rogers  
Councilman  
South Jordan City Council, District 5  
Email [CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)

Sent via iPhone

On May 26, 2015, at 10:04 PM, Mark Seethaler <[MSeethaler@sjc.utah.gov](mailto:MSeethaler@sjc.utah.gov)> wrote:

Gentlemen –

I believe the edits and improvements to the proposed postcard have clearly improved the product. If it is to go out, thank you for significantly upgrading the visual and verbal content.

I must say that I hope this is the last time we as Council members will do something like this, hands-on management by committee at the expense of strategy and project planning and execution with limited resources by our capable city staff.

In my view, it is or should be rare for any councilmember to direct the work of city staff in such detail. We have stepped well beyond our elected authority with this issue which will play directly into the hands of certain candidates who will be challenging the level of involvement this counsel has permitted individual members to exercise relative to our city employees.

Mark

Sent from my iPhone which can spell only slightly better than I can ...

> On May 26, 2015, at 2:09 PM, Chris Rogers <[CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)> wrote:

>

> Just spoke to the Mayor. Lets also do a different font for the Mayor and Council Quote. It looks like comic book script. Want a more dignified look.

>

> Chris Rogers

> Councilman

> South Jordan City Council, District 5

> Email [CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)

>

> From: Chris Rogers

> Sent: Tuesday, May 26, 2015 2:33 PM

> To: Dustin Lewis; CITY\_COUNCIL\_EMAIL

> Cc: Gary Whatcott; Paul Cunningham; Matt Jorgensen

> Subject: RE: Mulligans Postcard

>

> Here are my edits

## Anna West

---

**From:** Mark Seethaler  
**Sent:** Wednesday, June 10, 2015 8:14 AM  
**To:** Anna West  
**Subject:** FW: Mulligans Postcard

all (6) Pages of  
this email string  
were copied to  
John G. 6/18

Again, per the GRAMA request. This is all I see (2 of 2)  
Thank you.  
mark

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**From:** Steve Barnes  
**Sent:** Wednesday, May 27, 2015 8:16 PM  
**To:** Chris Rogers  
**Cc:** Gary Whatcott; Dave Alvord; Chuck Newton; Don Shelton; Mark Seethaler  
**Subject:** Re: Mulligans Postcard

No worries Chris, I prefer the direct approach. The email was intended for the group. It wasn't a passive/aggressive jab at you.

I realize that the party was originally proposed to be a completely separate event. When staff expressed their concerns about the difficulty of the timing, and encouraged us to fold it into Country Fest, it seemed to me that they still had concerns but that it would be preferable to a completely separate event. Maybe I'm wrong but I was never under the impression that they didn't have misgivings, even with tying it in with Country Fest.

Steve Barnes  
City Councilman – District 4  
[1600 Towne Center](#)  
[South Jordan, Utah 84095](#)

Sent from my iPhone, please excuse any abbreviations, misspellings, or other shortcuts.

On May 27, 2015, at 7:52 PM, Chris Rogers <[CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)> wrote:

Steve - I don't know if you were directing this email solely to me or unintentionally put the council in the cc column.

In any event, I'll respond. I don't want to beat a dead horse but it should be clear staff wanted and encouraged us to do it along with country fest -- our initial thought (or at least I can speak for myself and what I recall others saying) was to have the mulligans party separate without the time crunch but was encouraged otherwise. So I have less sympathy when someone knowingly invites the time crunch upon themselves.

Chris Rogers  
Councilman  
South Jordan City Council, District 5  
Email [CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)

Sent via iPhone

On May 27, 2015, at 7:38 PM, Steve Barnes <[SBarnes@sjc.utah.gov](mailto:SBarnes@sjc.utah.gov)> wrote:

What concerns me is that when I first read Gary's email I was confused as to why he sent it. I then looked through the thread history of his email and saw that there were some emails sent to everyone in the group except for me. I hope that was accidental and unless someone says otherwise will assume it was unintentional.

If however it was in fact intended to exclude me, please remember that as much as you are excluding "me" you are really excluding the elected representative of 1/5th of the residents in the city. For whatever it's worth, I'm looking forward to the party in spite of the fact that I think it unnecessary.

As for the topic at hand on this email, let's try not to be too critical of items that are subjective and focus criticism only on items that can be objectively judged. Additionally, I think some may not have a clear recollection of the reservations expressed by staff about being able to do this party the way that the Council wanted it done in such close proximity to Country Fest. Let's cut them some slack and take ownership for our part in pushing this forward at this time.

-Steve

Steve Barnes  
City Councilman – District 4  
[1600 Towne Center](#)  
[South Jordan, Utah 84095](#)

Sent from my iPhone, please excuse any abbreviations, misspellings, or other shortcuts.

On May 27, 2015, at 5:42 PM, Chris Rogers <[CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)> wrote:

Completely agree and appreciate the email. I was waiting the the Gary I know to interject and say "I'll make this right and take care of it" right at the beginning of problems. We'll take this as a learning experience and move forward. We can talk more on Tuesday. Of note, I personally didn't text or call staff on this -- only emailed-- and when I provided more detailed criticism I only sent to Gary and city council.

Chris Rogers  
Councilman  
South Jordan City Council, District 5  
Email [CJRogers@sjc.utah.gov](mailto:CJRogers@sjc.utah.gov)

Sent via iPhone

On May 27, 2015, at 4:44 PM, Gary Whatcott <[GWhatcott@sjc.utah.gov](mailto:GWhatcott@sjc.utah.gov)> wrote:

Mayor Alvord & Councilmember Rogers,

It is unfortunate that there is so much disappointment with you all on this issue. I want to make one thing clear, there is no one to blame except me. I take full and total responsibility for the distrust and disappointment that has been explained in your emails. To blame any other staff member is out of order. To retain some order and in

concert with our form of government, which then falls to the duties and responsibilities you all have outlined in the ordinance of the City Manager, I am the person to direct your dissatisfaction or poor performance at. I as your appointed manager, I should be given the opportunity to correct the wrong, improve the performance, rectify the misunderstanding, and redirect the staff.

The disruption that occurs, when six voices are telling anyone staff person what to do is unfair and unproductive. Mistakes happen and will likely occur again, as long as we have imperfect people, imperfect results will occur. The goal is to minimize the failings learn from them and don't repeat them. Having said that I make no excuse regarding this failure. I own it! As I would any other. I would ask only that if I am expected to be an effective leader to the staff and if I am to be effective in instituting your policies and priorities, you need to allow me to own the mistakes and take the action necessary to fix it. If I can't do that, then I don't deserve your trust and should not be here.

To have the Mayor and City Council design a postcard or a sign and to be taken from your normal business for such activities is wrong and a true failure not only of my leadership but a failure of our structure of governance. It was obvious that I did not understand your intentions or your thinking regarding the matter. I have reviewed the minutes and my notes and I thought we were on track. I know now that was incorrect thinking. But, having City Councilmembers removing staff from their chairs and working at their desks, taking staff members out of the office on field trips for sign placement is not in concert with our working agreement. I was not given the opportunity to engage in the repair of this issue from the onset. Staff members are upset and confused. They feel underappreciated and have been disrupted at the number of text messages, emails and phone calls regarding their performance and instructions on this issue. It is my understanding, that it is my job to direct the daily operations of the City and the staff that is associated with such work. I should be the point person for the Council particularly when we have an issue such as this one. Where there are so many different opinions and ideas associated with the result. One person, that being me should direct the order from you.

I would hope that if this ever happens again, I would be the first person called. I and the staff understand who we work for! We only want to please you all, which I must admit, trying please each person is difficult but we try to at least work for the majority voice. We don't play politics nor do we plan games our job is to work hard and to do as we are asked.

Based on the feelings expressed in these emails, I suggest that we use the already scheduled closed session to discuss my performance evaluation to also be used to discuss my performance on this matter or any others that you may want to discuss. When we have the kind of dissatisfaction displayed in public emails by City Councilmembers and the Mayor, we need to have some discussion in a private setting.

**Gary Whatcott | City Manager | City of South Jordan**

1600 W. Towne Center Drive | South Jordan, UT 84095

Office: 801.254.3742 | Fax: 801.253.5235

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**From:** Dave Alvord

**Sent:** Wednesday, May 27, 2015 05:47

**To:** Chris Rogers; Mark Seethaler  
**Cc:** Gary Whatcott; Chuck Newton; Don Shelton  
**Subject:** RE: Mulligans Postcard

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All the best,

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South Jordan City

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> Councilman  
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> From: Dustin Lewis  
> Sent: Tuesday, May 26, 2015 2:16 PM  
> To: CITY\_COUNCIL\_EMAIL  
> Cc: Gary Whatcott; Paul Cunningham; Matt Jorgensen  
> Subject: FW: Mulligans Postcard

> Mayor, et.al.,

> Attached is a layout for the new postcard with the information that you provided us. Please review and send comments and revisions ASAP.

> Sincerely,

> Dustin Lewis | Director of Administrative Services | City of South Jordan  
> 1600 W. Towne Center Drive | South Jordan, UT 84095  
> O: 801.254.3742 | F: 801.254.3393

> [FB-f-Logo\_blue\_29]<<https://www.facebook.com/cityofsouthjordan>> [Twitter\_logo\_blue resized 2] <<https://twitter.com/SouthJordanUT>> [Pinterest\_Badge\_Red for signatures (2)] <<https://www.pinterest.com/SJC84095/>> [YouTube-logo-full For signature] <<https://www.youtube.com/channel/UCvt-dQqGhbNgvPFomcQBFQw>>

> From: Matt Jorgensen  
> Sent: Tuesday, May 26, 2015 2:04 PM  
> To: Dustin Lewis  
> Subject: Mulligans Postcard

> See attached.

> Matt Jorgensen |Marketing Coordinator – Administrative Services | City of South Jordan  
> 10300 South Beckstead Lane | South Jordan, UT 84095  
> O: 801.253.5203 ext. 1806 | F: 801.254.3481

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