

South Jordan City  
City Council Study Meeting  
September 19, 2017

**Present:** Mayor David Alvord, Council Member Brad Marlor, Council Member Chris Rogers, Council Member Don Shelton, Council Member Tamara Zander, CM Gary Whatcott, City Attorney Ryan Loose, Strategic Services Director Don Tingey, Development Services Director Brad Klavano, ACM Dustin Lewis, IT Director John Day, City Council Secretary MaryAnn Dean

**Others:** Attachment A

SPECIAL STUDY MEETING - 5:00 PM

Mayor Alvord welcomed everyone present. He noted that Council Member Harris was not present.

**A. Invocation:** *By Council Member Brad Marlor*

Council Member Marlor offered the invocation.

**B. Council Packet Review:** *(Calendaring, Topics, Future Agenda Items)*

This item was not discussed.

**C. Staff Item:** *Tour of Utah After Action Report. (By Admin. Director, Spencer Kyle)*

Administrative Services Associate Director Melinda Seager reviewed the preliminary event summary (Attachment B). She indicated that some expenses are still coming in, specifically overtime and staff hours.

They discussed the hotels that the athletes stayed in. They were in South Jordan and Sandy. Only 1 South Jordan hotel was available for the number of nights needed. Council Member Rogers said there are now 2 other new hotels to choose from.

Ms. Seager noted that their approved budget was \$180,000. With expenses still coming in, they don't anticipate the total to exceed \$150,000. They received \$35,232.50 in total donations. She reviewed the volunteer hours and noted that more hours would have been needed if they used city streets more in the race. She said they hired security for the hotel and used Draper and Sandy city police for that service.

Ms. Seager reviewed the marketing statistics.

Mayor Alvord noted that they offset some of the costs using some of the funds for Summer Fest. Staff indicated that they did not do the concert with Summer Fest this year. That typically comes at a cost of approximately \$60,000-\$80,000. They used that money for the Tour of Utah budget.

Council Member Marlor asked that a monetary value be assigned to the marketing efforts for the city so they can communicate that to the residents. He recommended an article be written in the focus outlining the value and benefit.

CM Whatcott said they had 2000-3000 people in town viewing the event. Tour of Utah was pleased with that turnout.

Ms. Seager said she feels there is value that South Jordan is able to put together an event of this caliber. She said with the approved budget, South Jordan would not have been able to pay for the amount of advertising they received.

Council Member Zander asked that staff evaluate the event, and determine how it could be done better and more cost effective in the future. She said staff did a quality job for this event. Ms. Seager indicated that staff has done that evaluation.

Council Member Marlor said they do not always get an immediate return on marketing impressions. He hopes there is a longer lasting benefit from this event.

CM Whatcott said there would have been more people at the event had their leg fallen on a weekend. If they had shadowed another city for a year before this process, they likely would have learned some things and may have found ways to save money. They would have also understood the true costs up front.

Council Member Rogers asked if the cities that have hosted the tour will receive preference the next tour? Ms. Seager said that is their impression.

Mayor Alvord indicated that he has received positive feedback from the event. He was initially disappointed that more residents didn't see the event. Those that did had a strong favorable impression of it. He suggested at future races, they set up bleachers, and possibly sell tickets with exclusivity to view it.

ACM Lewis said they were able to set up a full joint information center for this event, with an emergency operations center. They were able to practice using a real life event. He estimated that was worth \$50,000. Ms. Seager indicated that it was a multi-jurisdictional effort including the FBI and other agencies. Mr. Lewis said they had international media present, and it was helpful to know what was needed from that standpoint.

Council Member Marlor said the feedback given to him was polarized. People either loved it or they thought the city was crazy to spend so much.

The City Council candidates indicated that they had had mixed impressions as well. Mr. McGuire said he had more negative than positive comments, but people also thought it cost the city \$500,000. He recommended they get the true costs out to the residents. Mark Woolley said the comments he received were 70% in favor, and 30% opposed. When those in opposition

learned that it cost less than they thought, they were not as upset. Ms. Kirkendahl said a lot of the residents had no idea it cost the city anything. They thought it was paid for by the Tour of Utah. There was concern expressed to her that for the cost, the event only last a few hours. There was also concern expressed about the number of employees taken away from their jobs. There was not a concern expressed about city services, but there were people upset that they could not use the recreation center.

Mayor Alvord said he thought the aerial shots used for the city were favorable.

Council Member Rogers recommended they do an article in the South Jordan Journal outlining the benefits that they saw as well as actual costs for the event.

A resident in the audience indicated that he had seen signs and heard of the event, but was caught by surprise at the actual event, and felt he did not really know about it.

Council Member Shelton indicated that he posted a video on social media of the finish line and received positive feedback. He has only had 1 negative comment.

Administrative Services Director Kyle said after they have all costs, they will do an after action report and summary in the paper.

They discussed when the City would have to make a decision about participating in the next race. Council Member Rogers said he would prefer the new City Council make that decision. CM Whatcott said they do not know the location of the next race at this time. They should have more information on the route by December.

**D. Staff Item: Process for naming of City owned Buildings & Infrastructure. (By Admin. Director, Spencer Kyle)**

Mr. Kyle reviewed a presentation on the process for naming of city owned assets. (Attachment C). He said the policy also considers how the city would accept structures that are donated to the city?

In regards to having something named after someone after their death, Council Member Rogers said he is okay extending that to 10 years after their death rather than 5 years.

Council Member Marlor said if someone is contributing money toward an asset, he feels they should have a term of that project. Mr. Kyle said they would have an agreement with a term and outlining the details. He said that would not apply to the naming of a building after an individual. Council Member Marlor said he feels an appropriate term should be set.

Mr. Kyle indicated that they reviewed this policy and requested feedback from the Arts Council and Historical Committee. He asked the City Council to review the policy. Staff will bring it back for formal adoption. It was noted that it would likely be approved by Resolution.

Mayor Alvord asked if they should stipulate that the individual lived in the city? Mr. Kyle said that could be addressed by saying that there is a strong geographical tie or influence in the city.

Mr. Kyle noted that there is a separate process already in place for naming a street in the city. It is not included in this policy. The City Council discussed how streets are initially named. The developer comes up with the name and it is approved by the County.

Council Member Rogers said this is an excellent policy. He recommended that they outline how to establish next of kin. Mr. Kyle said some items will require City Council discretion. Council Member Rogers said they also need procedures set forth on how someone applies for this.

Council Member Marlor reiterated that they need a minimum term related to an item if someone donated a significant amount of money to something, or if they were named after something.

Council Member Zander said there is a group of residents that want to change the name of their road. It was noted that the full street has to give their consent, or the City Council can make the decision. The city or the residents can propose a new name. It has to be approved by the County. A lot of the costs, such as changes for the post office, etc. falls on the residents.

## **ADJOURNMENT**

**Council Member Rogers made a motion to adjourn. Council Member Marlor seconded the motion. The vote was unanimous in favor.**

The September 19, 2017 City Council study session adjourned at 6:30 p.m.

**This is a true and correct copy of the September 19, 2017 Council Study Meeting Minutes, which were approved on October 3, 2017.**

  
**South Jordan City Recorder**