



HOLLADAY@20 *Preparing for Tomorrow*

Citizen Advisory Group

Date: Wednesday, June 12, 2019
Time: 6:00 p.m.
Location: John Holladay Room (lower level), Holladay City Hall, 4580 S. 2300 E., Holladay, UT 84117

ATTENDEES:

Citizen Members

John Ashton
Alan Eastman
Larry Hoffmann
Julie (Yujie) McCracken
Jim Wilson
Ashlee Yoder

City Council Representatives

Mayor Rob Dahle

City Staff

Gina Chamness, City Manager
Craig Giles, Director of Public Services
Holly Smith, Assistant to the City Manager

Kyrene Gibb, Y2 Analytics (Consultant)

ABSENT:

Kim Blair
John Norton
Council Member Brett Graham, District 2
Paul Allred, Director of Community Development

AGENDA

- I. 6:00-6:10 Welcome – Craig Giles**
- II. 6:10-6:45 Results of May 2019 Priorities Survey** (Kyrene Gibb, Y2 Analytics)
- III. 6:45-7:00 Update on Community Engagement** (Holly Smith)
 - a. Messaging & Preparation for Community Presentations
 - b. Timeline Adjustment
 1. Aug-Nov: One-on-Ones
 2. Sept/Oct: Direct Mailer
 3. Oct & Feb: Open Houses
 4. Aug & Oct/Nov: Surveys
 - c. Upcoming Anniversary Events – Music Fest, 4th of July
 - d. Banners
- IV. 7:00-7:15 Selection of Positions of Chair and Vice Chair** (Holly Smith)
- V. 7:15-7:25 Other Business** (topics of discussion as brought forward by Group members)
- VI. 7:25-7:30 Next steps and action items** (Holly Smith)
 - a. Cancel July meeting?
 - b. Next meeting date – August 14, 2019, 6:00 p.m.-7:30 p.m.
 - c. Next meeting focus – Messaging & Community Presentations Prep
- VII. 7:30 Adjourn**

NOTES

- The meeting began at 6:00 p.m.
- The Group welcomed Craig Giles, Director of Public Services.
- Kyrene Gibb of Y2 Analytics provided a presentation on the findings of the May 2019 citizen priorities survey. The survey was issued to gain a broader understanding of the community's view on capital infrastructure, quality of life, and city services. Kyrene began by reviewing the scientific survey methodology and response rate. With 839 survey respondents, the results are within a margin of error of 3.4%. Details were reviewed with the Group. Below are the headline results:

- Holladay residents as a whole are largely satisfied with their quality of life in the city, city services, and city management. High-level measures gauging the health of the city are mostly consistent with the sentiments from our 2017 survey.
- A majority of Holladay residents are pleased with their neighborhoods' walkability, access to parks and public lands, connection to the rest of the city, look, and mix of businesses and housing.
- Roads are the hot topic among city residents today. There is significant discontent with neighborhood sidewalks and roads—more than half say they are in average or poor condition. A majority of residents also feel there's a need for improvement in the main roads around the city. There is a prevailing sentiment that these infrastructure elements are not well maintained.
- When it comes to priorities for capital improvements in the city, residents gravitate toward projects focused on road maintenance and trail system development. Potential projects that fell lower on residents' collective priorities list were a pump track, additional sidewalks in commercial centers, a skate park, and maintenance to City Hall.
- Residents' budgetary choices match their project prioritization well. Surface maintenance on city streets and roads receives the highest dollar amount allocation on average while City Hall maintenance and upgrades receives the lowest average allocation.

Group member discussion and questions ensued throughout the presentation, including inquiries about how Holladay compares to other cities and how to get a sense of resident values, vision, and willingness to invest in the community. Members also discussed the need for messaging to address the City's grant success; need to address the base layers of the City, which may require cutting back on other soft projects; and need for more robust visioning.

- Holly Smith provided an update on plans for community engagement. Staff took feedback from the Group's direction from past meetings and input on financial and infrastructure needs combined with the results of the survey and adjusted the project timeline. The next two months will focus on developing messaging and preparation for community presentations beginning in September. An Open House is currently slated for October 14 and additional community survey in the fall. Members suggested adding a focus group, Town Hall meetings hosted by the City Council members in their respective districts, and more social media. Facebook live Q&A would be one way to engage using the last platform.
- Holly Smith also reported on the outcome of the email based voting for the selection of the positions of Chair and Vice Chair. By near-consensus, the Group selected John Aston as Chair and John Norton as Vice Chair. John Ashton graciously accepted the nomination, and John Norton, although unable to make the meeting, also conveyed his willingness to serve in an earlier communication. The Chair and Vice Chair will assume their roles at the next meeting.
- Larry Hoffmann brought forward an additional point of business, inquiring if the City was considering a tax increase with the FY19-20 Budget process. Gina Chamness relayed that it would be difficult to pursue that option at this point in the budget preparation process, given the City Council agenda for their June 13 meeting included budget approval. The intent is to have the Holladay@20 process continue to identify a community-supported solution that may include a tax increase.
- Staff suggested cancelling the July meeting of the Group given the timeline adjustment and time needed to develop messaging.
- The next meeting date was set for August 14, 2019, 6:00 p.m.-7:30 p.m., and will focus on messaging & preparation for community engagement activities this fall.
- The meeting concluded at approximately 7:40 p.m.

CITY STAFF ACTION ITEMS

- Finalize the July messages of the month copy for newsletter and other City communication tools.
- Update City Council on Group's June meeting.
- Meet with the Group Chair and Vice Chair to discuss leadership roles.
- Work with marketing consultant on messaging, including the preparation of a presentation package, infographic brochure, and/or videos for use for planned public engagement this fall.
- Provide draft messaging to Group members for review and comment in July via email.
- Prepare final messaging and provide presentation training and guidance for August 14 meeting.
- Send agenda and materials by August 7 to the Group for the August 14 meeting.