



HOLLADAY@20 *Preparing for Tomorrow*

Citizen Advisory Group

Date: Wednesday, October 9, 2019
Time: 6:00 p.m.
Location: Little Cottonwood Room (lower level), Holladay City Hall, 4580 S. 2300 E., Holladay, UT 84117

ATTENDEES:

Citizen Members

John Ashton, Chair
John Norton, Vice Chair
Kim Blair
Alan Eastman
Larry Hoffman

City Council Representatives

Mayor Rob Dahle
Council Member Brett Graham, District 2
Council Member Paul Fotheringham, District 3

City Staff

Gina Chamness, City Manager
Paul Allred, Director of Community Development
Jared Bunch, City Engineer
Holly Smith, Assistant to the City Manager
Justin Hoyal, Chief of Unified Police Holladay Precinct
Fred Philpot, Lewis Young Robertson & Burningham

ABSENT:

Julie (Yujie) McCracken
Jim Wilson

AGENDA

Dinner Provided

- I. 6:00-6:05 Introductions – John Norton
 - a. Guests

- II. 6:05-6:25 Update on Community Engagement – Holly Smith
 - a. October 14 Open House – Format, Group Involvement, & Post-event Debriefing
 - b. Print Materials
 - c. 2nd Survey
 - d. Sm Group Presentations
 - e. Debriefing for outreach efforts

- III. 6:25-7:05 Walkthrough of Scenario Model – Fred Philpot

- IV. 7:05-7:20 Other Business – John Norton
 - a. Questions and comments
 - b. Inside View – Chief Justin Hoyal, Unified Police Holladay Precinct

- V. 7:20-7:25 Next steps and action items
 - a. Next meeting – November 13, 2019, 6:00 p.m.-7:30 p.m.
 - b. Agenda – Sm Group Presentations Prep, Trade-offs Discussion

- VI. 7:30 Adjourn

NOTES

- Vice Chairman Norton began the meeting shortly after 6:00 p.m. and welcomed Fred Philpot.

- Holly Smith provided an update on community engagement efforts and events, beginning with the October 14 Open House. The Group reviewed the format, materials, and assignments. Everyone agreed that a debriefing after the open house was a good idea; members were asked to email their impressions and the Group would have a discussion at their November meeting.

Holly also updated the group on the progress of the 2nd Citizen Survey. This survey is under development with input from Y2 Analytics, LYRB, and Wilkinson Ferrari and will focus on understanding residents' acceptable trade-offs, preferred funding mechanisms, and test messaging. The panel participation period is set to run 11/9-11/16, and the open public participation period will run 11/17-11/24 or through the end of

November, tbd. Results will be available to the Group in January, and the data will help inform potential scenario(s).

Holly also continues to work on scheduling presentations with small groups, which will begin mid-November. The Group will discuss this effort in more detail at their November meeting.

Lastly, Holly shared analytics for the project website: www.holladay20.com. The mailer generated more hits on the website, as well as a handful of comments. All resident comments received digitally or via handwritten cards are being cataloged in a database for consideration as the process moves forward.

- Fred Philpot provided a presentation on the scenario model. The model currently has all the existing City revenues, expenditures, possible new funding options, and unfunded capital and maintenance needs uploaded. The inputs and outputs can be adjusted to reflect the priorities and preferences of the community. The general goal is to create a pro forma that is sustainable long-term and addresses the needs and generates new revenue with the least impact to residents. Fred addressed Group questions to help them understand the model. The upcoming, planned community engagement efforts are intended to solicit feedback, which will help inform the input and outputs and thereby, create a potential scenario(s) to address Holladay's unfunded needs.
- A few members of the Group relayed that residents want to understand how we got in this position. Group discussion ensued on the multiple, complicated factors that resulted in the current situation. Some reasons included:
 - Inherited 'as is'. Holladay inherited roads and other basic infrastructure 'as-is' from Salt Lake County when the City incorporated in 1999.
 - Frugal budgeting. Since incorporation, City leaders have opted not to raise property taxes, so funds for repairs and rebuilding have been scarce.
 - Events beyond City's control. The closure of the Cottonwood Mall and the start of Great Recession, both in 2008, dealt the City a double financial whammy that significantly reduced revenues.
 - Fast-growing costs. Twenty years of inflation, combined with regularly increasing costs for things like contracted police and fire services, make it impossible for Holladay to pay for needed repairs and improvements."
- "Inside View" was provided by Chief Justin Hoyal of the UPD Holladay Precinct. Chief Hoyal introduced himself and shared the history of UPD contract services with Holladay. He also explained that the Board of Directors has representation from its contract cities – including Holladay – and the structure supports local control. As a member of UPD, Holladay benefits in cost savings for regional services with access to shared resources and specialized units, like SWAT, K-9, and special victims. The number of employees – 33 – in Holladay UPD is reasonable for the level of service provided to Holladay. Chief Hoyal works with the City Manager and Council to make changes as needed. He noted that Mayor Dahle has been instrumental in supporting leadership, accountability, and transparency within UPD.
- The next meeting date was set for November 13, 2019, 6:00 p.m.-7:30 p.m., and the primary agenda items will include preparing for small group presentations and update on the survey for funding options, trade-offs, and message testing.
- The meeting concluded at approximately 7:40 p.m.

CITY STAFF ACTION ITEMS

- Finalize the October 14 open house materials and assignments.
- Review the November meeting agenda with the Group Chair and Vice Chair.
- Develop survey promotional ads, banners, and materials to encourage participation.
- Finalize second survey and issue to the panel and public beginning in Mid-November.
- Send agenda and materials by November 6 to the Group for the November 13 meeting.