



# HOLLADAY@20 *Preparing for Tomorrow*

## Citizen Advisory Group

**Date:** Wednesday, August 14, 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  
Julie (Yujie) McCracken  
Jim Wilson

#### City Council Representatives

Mayor Rob Dahle  
Council Member Brett Graham, District 2

#### City Staff

Gina Chamness, City Manager  
Holly Smith, Assistant to the City Manager  
Paul Allred, Director of Community Development

Brian Wilkinson, Wilkinson Ferrari & Co.

### ABSENT:

Larry Hoffman

## AGENDA

### *Dinner Provided*

- I. 6:00-6:15 Introductions – John Ashton
  - a. CAG officers and procedures
  - b. Meeting agendas
  - c. Brian Wilkinson of Wilkinson Ferrari & Co.
  - d. Guests
  
- II. 6:15-6:25 Update on Community Engagement – Holly Smith
  - a. Community Presentations – Calendar Sign-up
  - b. Mailer
  - c. Town Halls (various days)
  - d. Open House (10/14)
  - e. Anniversary Events – Blue Moon (8/24), Birthday Party (9/20)
  - f. Other
  
- III. 6:25-7:15 Review Draft Messaging – Brian Wilkinson
  - a. Outreach and presentation training
  - b. Messaging for focus group (tentative 9/9)
  - c. Other use of messaging
  
- IV. 7:15-7:25 Other Business – John Ashton
  - a. Questions and comments
  - b. Inside View – Cottonwood Mall Site Update
  
- V. 7:25-7:30 Next steps and action items
  - a. Next meeting – September 11, 2019, 6:00 p.m.-7:30 p.m.
  - b. Agenda – Revenue Options
  
- VI. 7:30 Adjourn

## NOTES

- Chairman Ashton began the meeting at 6:00 p.m.
  
- Chairman Ashton reviewed current and upcoming changes to the Group membership. Ashlee Yoder has moved out of the City of Holladay, and no longer meets the requisite residency requirement to continue work with the Group. The Group concurred that she was a valuable member and expressed appreciation for her time and service; Holly will plan to follow-up with her and provide a thank you from the City.

Additionally, Councilman Brett Graham is not seeking re-election and his term with the City Council will conclude in January 2020. After that time, Brett will continue serving with the Group as a citizen member. Councilman Paul Fotheringham of District 3 will join the Group in January.

- Chairman Ashton also briefly touched on the primary elections results. One of the candidates, Drew Quinn, was in attendance and was welcomed by the Group. City staff plans to host a Council Candidate Orientation in early September, which will provide all candidates an opportunity to learn more about priority projects and issues facing Holladay. The H@20 process will be one of the agenda items.
- Chairman Ashton and Vice Chairman Norton met with the Group's elected official members and City staff to discuss their roles. The Chairman and Vice Chairman would like to rotate the duty of leading Group meetings, and the Group procedures were updated to reflect this change.
- Chairman Ashton and Vice Chairman Norton also attended the August 1, 2019 City Council meeting. They anticipate more regular attendance at Council meetings in the coming months.
- Holly Smith provided an update on community engagement. A list of potential groups has been compiled for community presentations. Holly will send out a calendar sign-up for members and staff to provide presentations, which will likely begin in October or November. Presentations will be provided by a citizen-City staff team. A direct mailer is planned for delivery in mid-/late-September to every household to notify of the H@20 process, upcoming events, and other ways to learn more and provide feedback. The City Council has expressed an interest in hosting consolidated town halls with the even and odd districts meeting together; dates TBD. The hard launch of the H@20 community engagement will occur at the October 14 Open House. More info to be provided to the Group in the September and October meetings. Lastly, a reminder of the Blue Moon Festival on August 24 and the 20<sup>th</sup> Birthday Party on September 20 was shared.
- Brian Wilkinson of Wilkinson Ferrari & Co. provided a presentation on messaging. The information provided to the Group is meant to be a guide, not a rule book. The four top-level messaging points include:
  - Holladay@20: Tremendous progress made since 1999; time to prepare and invest for next 20 years.
  - Loads of small-town charm, but also lot of big city needs; Holladay's "old bones" are failing and must be repaired or replaced.
  - We're engaging resident to prioritize needs and recommend ways to pay for improvements.
  - It's up to all of us to ensure Holladay's high quality of life continues for our kids and grandkids.

The Group provided some feedback, generally as follows:

- Some needs are less visible than others.
- Need to scale needs and what lack of action may be.
- Need to find a way to understand resident expectations and vision of the community.
- Need to help differentiate a City that works versus a City that you want to live in.
- Listening and hearing residents is important.
- Community has pride in accomplishments of past 20 years.
- Need a way to explain the complicated nature of property taxes and that Holladay only receives 10% of the total property tax bill residents pay. Property tax increases over the past 20 years are the result of other taxing agencies – not Holladay, no tax increase.
- Highlight what the City has done to address the challenges facing the City, how we've exhausted other options, and why new resources are needed.

Brian would like to schedule smaller sessions with Group members to provide presentation tips. Holly will send out a sign-up soon.

- Chairman Ashton introduced a new standing agenda item – "Inside View" – which will provide an opportunity for members to gain insight into a City project, program, department, etc. This month's focus is an update on the Cottonwood Mall site. Gina Chamness provided a brief update on the tax increment, which will build on the approved and standing 2018 Agreement to Development the Land. Paul Allred gave an overview of the current redevelopment proposal of the 2007 approved Master Plan.
- The next meeting date was set for September 11, 2019, 6:00 p.m.-7:30 p.m., and the primary agenda item will be revenue options.
- The meeting concluded at approximately 7:35 p.m.

## **CITY STAFF ACTION ITEMS**

- Finalize the August message of the month copy for newsletter and other City communication tools.
- Update City Council on Group's August meeting.
- Meet with the Group Chair and Vice Chair to set the September meeting agenda.
- Work with public relations consultant on messaging, including the preparation of a presentation boards, infographic brochure, mailer, property tax info sheet, and videos for use for planned public engagement this fall.
- Start work with consultants on second survey content.
- Send out sign-up for small group presentation training.
- Send agenda and materials by September 4 to the Group for the September 11 meeting.