

**TREMONTON CITY CORPORATION  
CITY COUNCIL MEETING  
FEBRUARY 1, 2022**

Members Present:

Connie Archibald

Wes Estep

Bret Rohde

Rick Seamons

Lyle Vance—excused

Lyle Holmgren, Mayor

Shawn Warnke, City Manager

Marc Christensen, Assistant City Manager

Linsey Nessen, City Recorder

**CITY COUNCIL WORKSHOP**

Mayor Holmgren called the February 1, 2022 City Council Workshop to order at 6:01 p.m. The meeting was held in the City Council Meeting Room at 102 South Tremont Street, Tremonton, Utah. Those in attendance were Mayor Holmgren, Councilmembers Archibald, Estep, Rohde, and Seamons, City Manager Warnke, Assistant City Manager Christensen, and City Recorder Nessen. The following Department Heads were also present: Public Works Director Paul Fulgham and Police Chief Nick Nessen. Councilmember Vance was excused.

1. Presentation on branding, organizational mission statements, organizational pillars and values, and related information- Rushford Lee with Redkor Brand Campaigns

Mr. Lee said we have been in business for 25 years and have created over 500 brands for cities, corporations, and restaurants. We create style guides for graphics and a playbook that helps with messaging. It is meant to keep everyone going the same direction. This keeps the mission statement and voice through the website, your tag lines and headlines. We get those through research with the Council and then the public. With the final branding and messaging we research that again to see what they think before we put it out. The goal is to give you a messaging plan, marking plan, and brand plan for the next 20 years. This gets everyone in the City rowing in the same direction, which is a return on your investment when everyone knows what your messages are. Everyone will know the colors and fonts, and how to use the logo. All that goes together to keep it consistent. We start by working with you internally and you develop a stakeholder group. That could be the Council or another group who reports to you each month. That group helps us research and understand who Tremonton is and what it is you want to stand for, as well as what we are hoping to do in the next five to 10 years. This is a brand exercise to say what do we want our brand to be like and who do we want to be. Eventually we would come back with eight to 10 concept ideas to communicate on a visual basis. We find out what you like and then we work within that to create another six to 10 ideas. From there we extend it so you have all the materials. We then bring everything together into the playbook. On the left side of each page, we educate on the importance of the brand. This helps new employees understand who you are and what your message is. In the mapping

section we talk about the best attributes we have and what benefits Tremonton offers. We research that internally first to get a basis and then we go out to the entire City. We would define the key elements to pursue over the next five to 10 years and would review it every two to three years to make sure we are still on target.

Councilmember Rohde said we went through this process quite a few years ago, but it became a stalemate and I feel like we need to move this forward. Our mission, vision, and pillars are a top priority. Mr. Lee said you will market a message around the pillars. The vision and messaging would be a part of that. That is the foundation of what you want to accomplish. This becomes consistent and you can always refer back to it. We want to accomplish that before we do anything else. Councilmember Rohde said the public needs a big input on this and everything we have done so far has just been in-house. I would like to find out what the public wants as the vision of Tremonton City. Mr. Lee said that is the fun part of this—the research. We ask three to four open-ended questions that are meant to give us things that create stories and testimonials you can use as you move forward. A brand needs to be simple to read and easy to see from a distance. Councilmember Rohde said I think something like this is vital to recruiting businesses. We want to get big industries to come to Tremonton and this is a selling point so they can see that we have a direction and know where we are going.

Councilmember Archibald asked when Mr. Lee would start. Mr. Lee said whenever you want us to. We have a team of 18 people—some are full-time and others are contract workers. I can outline the process for you and start as soon as you want. Councilmember Rohde asked about different package options and turnaround time. Mr. Lee said you are the boss and we do as you would ask us to do. Typically, three to four months, but we can turn them around in as little as six to eight weeks. Councilmember Rohde asked what the deliverables are. Mr. Lee said that will vary on what you want in the end, but we determine that upfront. You would own everything in the end. Councilmember Archibald asked how you reach our citizens. Mr. Lee said through email and mailing lists. We create a survey and design everything that will go into it, including custom questions. The public would go to a link to complete the survey, which is about 10 minutes. If there is not enough participation the City could offer a stipend. The goal is to get 150 people to respond, but 350 is great. We then code all of that and show you what they thought was most important.

Councilmember Seamons asked about cost. Mr. Lee said it depends on the package. It can be \$50,000 to \$60,000 or if you want more it would be in that high range. To do just the first part of it would be about \$20,000. Manager Warnke asked about momentum. Sometimes it is hard to start and stop a project. What have you seen for organizations that have been successful in implementing their brand? How do they approach getting the information and getting it out there? What is your perspective on the best way to attack it and then implement it? Mr. Lee said I would say do all of it. Do not do pieces because you might get lost. It is better to just do the project. You could do it over a certain amount of time, but it is good to do all of it. I know that sounds like a sales pitch on my part so it might not carry weight, but that is what we have learned over time. We can do whatever works best for you. Once you are ready to implement, it is important to bring in your

department heads and have them become advocates. They should take part in the survey. You want them to be excited because you need good buy in.

Councilmember Rohde asked where we go from here. Do we just tell Assistant City Manager Christensen the things we want to get accomplished and you would put together a quote? Mr. Lee said yes, I would make a proposal and tell you step-by-step what we would do, along with the timing. Assistant City Manager Christensen would define what it is you want in that. I can send you some links to the style guides from other cities for review. Mayor Holmgren said we have an interest to pursue this and see where we can go. The Council thanked him for his time.

2. Review of items listed on the 7:00 p.m. agenda

**Motion by Councilmember Archibald to move into closed session.** Motion seconded by Councilmember Seamons. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

The Council moved into a closed session at 6:40 p.m.

3. **CLOSED SESSIONS:**

- a. *Strategy session to discuss the purchase of real property when public discussion of the transaction would disclose the appraisal or estimated value of the property under consideration or prevent the public body from completing the transaction on the best possible terms; and/or*
- b. *Strategy session to discuss the character, professional competence, or physical or mental health of an individual; and/or*
- c. *Strategy sessions to discuss pending or reasonably imminent litigation; and/or*
- d. *Discussions regarding security personnel, devices or systems*

**Motion by Councilmember Archibald to return to open session.** Motion seconded by Councilmembers Rohde and Estep. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

The Council returned to open session at 6:51 p.m.

The meeting adjourned at 6:51 p.m. by consensus of the Council.

## CITY COUNCIL MEETING

Mayor Holmgren called the February 1, 2022 City Council Meeting to order at 7:00 p.m. The meeting was held in the Tremonton City Council Meeting Room at 102 South Tremont Street, Tremonton, Utah. Those in attendance were Mayor Holmgren, Councilmembers Archibald, Estep, Rohde, and Seamons, City Manager Warnke, Assistant City Manager Christensen, and City Recorder Nessen. The following Department Heads were also present: Public Works Director Paul Fulgham and Police Chief Nick Nessen. Councilmember Vance was excused.

1. Opening Ceremony:

Mayor Holmgren informed the audience that he had received no written or oral request to participate in the Opening Ceremony. He asked anyone who may be offended by listening to a prayer to step out into the lobby for this portion of the meeting. The prayer was offered by Councilmember Seamons and the Pledge of Allegiance was led by Councilmember Estep.

2. Introduction of guests: Mayor Holmgren welcomed those in attendance.

3. Declaration of Conflict of Interest: None.

4. Approval of Agenda:

**Motion by Councilmember Rohde to approve the agenda of February 1, 2022.**

Motion seconded by Councilmember Archibald. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

5. Approval of minutes – January 18, 2022

**Motion by Councilmember Seamons to approve the minutes of January 18, 2022.**

Motion seconded by Councilmember Estep. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

6. Public comments: Comments limited to three minutes.

Mike Linford told the Council that his mother, Maryann, has recently published a book on the history of Tremonton. It is 400 pages and she asked that I give each of you a copy. It took her about 20 years to write, but there have been times when she had to sit it down for family issues. My family has been here for six generations. My great-great-grandpa was one of the original settlers in Tremonton. He was one of the founders and early mayors, along with Mayor Holmgren's grandpa. Please read this and if you have any questions contact me or my mom. We hope you all enjoy it. Mayor Holmgren said this is tons of research and time, it is a labor of love. Councilmember Archibald said this is gorgeous. Can we put one of these in our library? Mr. Linford said she will and they are also for sale at Feldman's. Mayor Holmgren asked about the tagline, "And then they came by train." Mr. Linford said the railroad came through here in 1869 so the railroad was given a bunch of land in exchange for the construction. All this land that was owned by the railroad was sold to different groups. One came from Iowa and some were from Illinois. They basically all came here by train to build this farming community. Councilmember Estep said there is a real good thing on the authors note, "In the end, sometimes we are so anxious to leave the valleys of our birth, but we don't realize what we are leaving." That could have something to do with why we all want to stay here.

7. Years of Service

a. Greg Horspool, Animal Control Officer/Code Enforcement – 15 years

Mayor Holmgren and the Council thanked him for his years of service.

Councilmember Estep suggested adding volunteer service fire department members to this years of service recognition. He asked how we get them added. We have pretty dedicated people and it has been a thankless job. I think our fire department has been overlooked since they are only part-time. Mayor Holmgren said your comments are well taken, we will have Manager Warnke and Recorder Nessen look into that. We appreciate them and they do things that make a big difference to our community.

8. New Council Business:

- a. Discussion and consideration of approving December 2021 Financial Statements

**Motion by Councilmember Rohde to approve the December 2021 Financial Statements.** Motion seconded by Councilmember Archibald. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

- b. Discussion and consideration of approving December 2021 Warrant Register

**Motion by Councilmember Estep to approve the December 2021 Warrant Register.** Motion seconded by Councilmember Seamons. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

- c. Discussion and consideration of adopting Resolution No. 22-07 appointing a Tremonton City representative to serve as a member of the Box Elder Mosquito Abatement District Board from 2022 through 2025

Assistant City Manager Christensen said James Walker is willing and able, and has expressed his interest. For the past eight years David Jones has represented Tremonton and has asked to be relieved of his duties. Since their meetings are the same night as City Council, we found a representative from Tremonton City based off the districts recommendations. He has worked for the district as a seasonal employee and they were thrilled to have him if the Council would appoint him.

**Motion by Councilmember Rohde to approve the motion.** Motion seconded by Councilmember Archibald. Roll Call Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

- d. Discussion and consideration of approving Resolution No. 22-08 creating the position of Finance Director, appointing Curtis Roberts to the position of Finance, Director, and approving a professional services agreement with Curtis Roberts as the Finance Director

Manager Warnke said we have always thought of Mr. Roberts as the finance director. He is a CPA and has been with the City for over 20 years. However, in order to have him fill that position the State Code requires that we create it

through a resolution. The proposed resolution would create that position and appoint him. The professional service agreement would govern the terms of his employment and he would be an independent contractor as he always has been. Councilmember Rohde said since it is a new position do we need to post it and let other people apply? Manager Warnke said no, the purchasing policy allows the City to appoint and enter into contracts with professional services and exempts action from going through a formal process. Mr. Roberts is well qualified and has been doing this for 20 years. I cannot think of anyone who knows the history of the City better than him. Councilmember Rohde said that is not in question, I just wanted to ensure we are following due process. Manager Warnke said I say that for the public's benefit to explain why this qualifies for an exemption you would want to exercise. Recorder Nessen has financial duties that could be segregated from her position through this creation of the finance director. We have called Mr. Roberts that, but it was never official. Mayor Holmgren asked if he would have the same rate and everything. Nothing changes on that side just the title? Manager Warnke said it does change in the sense that the City is getting to a point where we need more resources to grow. He felt he could provide us with two days onsite each month, which would make a dramatic difference as far as where we are at in our evolution and growth. He would be more available to the City. We also talked about having him respond to calls and questions in a timely manner. This also creates the job description to give us more structure and formality of his duties.

**Motion by Councilmember Archibald to approve the resolution.** Motion seconded by Councilmember Estep. Roll Call Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

- e. Discussion and consideration of adopting Resolution No. 22-09 reaffirming and appointing members to serve on the Tremonton City Historic Preservation Commission

Manager Warnke said as you know, Tremonton has a Historic Preservation Commission that is comprised of five members. The State History Preservation Office encourages that those participants have some professional qualifications. Currently we have our Building Official and City Engineer for their knowledge on buildings and structures. The position of City Manager or City Planner is appointed on the Commission as well, along with Councilmember Archibald, who is currently assigned as the Councilmember to that. Resident Mike Linford would be joining the Commission. The Commission has been active in terms of applying for and obtaining Certified Local Government Grants. We received one that allowed us to create the National Historic District. One will be used to rehabilitate City landmarks. We would like to welcome Mr. Linford to the Commission, he will be a great asset due to his relationships and history of his family in the valley. He has quite a bit of experience in construction projects, management of construction, and architecture. Mr. Linford said I would love to join if you would allow me. All agreed it was a good idea.

**Motion by Councilmember Seamons to approve the resolution.** Motion seconded by Councilmember Rohde. Roll Call Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember

Seamons - aye. Motion approved.

9. Calendar Items and Previous Assignment

a. Review of calendar

The League of Cities and Towns Mid-Year Conference is coming up on April 20-22 and the Daddy Daughter Dance will be on February 5.

Manager Warnke said the Council attended the Planning Commission meeting where they did their training. We will have another training session on February 8, talking about the General Plan. The land use consultant who put the plan together will come to provide an overview of the General Plan and start the process of reviewing it so the Planning Commission can make recommendations to the Council. We suggest holding the draft constant through the review process with the consultant writing down the recommendations and proposed changes but withhold making those changes until the Council gives the final direction so there is no confusion. Councilmember Rohde asked how we can get public input on the plan. Manager Warnke said a public hearing is part of the review process for the Planning Commission, but the City Council could also hold one. The plan started about 18 months ago. We have had more participation online rather than in public meetings. This is a long, thought-out plan so there will be a lot to review. It will take several meetings to work through.

b. Review of past assignment: None.

10. Reports & Comments:

a. City Manager Reports and Comments: None.

b. Development Review Committee Report and Comments: None.

c. City Department Head Reports and Comments

Councilmember Rohde read about drought and water management that is being proposed in the State legislature and one of the things he noticed was incentives for people to remove landscaping from their park strips. Director Fulgham said yes there is a bill out that talks a lot about State properties. They have thrown in city properties, but they have not said how they will fund that. The cities do not have the money to incentivize that. Next year they are talking about budgeting \$250 million for that. We will know more when the bill is passed. There are several water bills listed this year because of the drought and we are trying to follow along and keep up with what they are looking at.

d. Council Reports and Comments

**Councilmember Estep** said I just have a couple things people have asked me about. Do we allow credit cards for building permits? Manager Warnke said they have to write a check because there is a 3% cost associated with processing a credit card, which is very expensive for the City. The permit is about \$10,000. A

permit for a shed is only about \$50 to \$100. It would make sense for smaller purchases unless it is too small then the fees are equal to the charge. In some cases, it is a matter of convenience and makes sense to allow and process those. Councilmember Estep said checks are becoming a thing of the past. Could we setup a limit or something? What about the water bills, we do not pay with credit cards? Recorder Nessen said residents can pay water bills with a credit card and pay the fee or they can setup automatic withdrawals from their bank accounts with no fee.

Councilmember Estep also asked about roadwork at 10th North and 10th West. What is our plan on that? Councilmember Rohde said that is high on our priority list. Manager Warnke said our engineer is putting estimates together for several road projects that we will discuss through the budget process. We transferred a significant amount of money to do some of that work so now it is a matter of prioritizing.

- 11. **CLOSED SESSIONS: No closed session held at this time.**
  - a. *Strategy session to discuss the purchase of real property when public discussion of the transaction would disclose the appraisal or estimated value of the property under consideration or prevent the public body from completing the transaction on the best possible terms; and/or*
  - b. *Strategy session to discuss the character, professional competence or physical or mental health of an individual; and/or*
  - c. *Strategy sessions to discuss pending or reasonably imminent litigation; and/or*
  - d. *Discussions regarding security personnel, devices or systems*

12. Adjournment.

**Motion by Councilmember Rohde to adjourn the meeting.** Motion seconded by Councilmember Seamons. Vote: Councilmember Archibald - aye, Councilmember Estep - aye, Councilmember Rohde - aye, Councilmember Seamons - aye. Motion approved.

The meeting adjourned at 7:39 p.m.

The undersigned duly acting and appointed Recorder for Tremonton City Corporation hereby certifies that the foregoing is a true and correct copy of the minutes for the City Council Meeting held on the above referenced date. Minutes were prepared by Jessica Tanner.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Linsey Nessen, City Recorder