

CITY OF POCA TELLO, IDAHO
CITY COUNCIL STUDY SESSION
JANUARY 11, 2018

AGENDA ITEM NO. 1: Mayor Brian Blad called the City Council Study Session to order
ROLL CALL at 9:02 a.m. Council members present were Heidi Adamson, Roger Bray, Rick Cheatum, Linda Leeuwrik, and Jim Johnston.

AGENDA ITEM NO. 2: John Regetz, Bannock Development Corporation (BDC),
BANNOCK DEVELOPMENT CORPORATION Executive Director, was present to give a quarterly report update
QUARTERLY UPDATE of their activities and achievements.

Mr. Regetz reviewed marketing contacts that have been completed since his last update. The contacts included: Shot Show with Idaho Department of Commerce, Site Selector's Guild, LiveXchange in Utah, and Outdoor Retailer in Utah. Also met with companies in conjunction with REDI Idaho tours to promote the Pocatello – Chubbuck area. Mr. Regetz reported 2017 had 30 direct leads, 10 leads through Idaho Department of Commerce 1 – Direct/REDI, and 1 REDI. The upcoming marketing was reviewed. These include Direct Marketing, retention and expansion, computer and electronics show, government conference and Northgate Marketing.

BUSINESS/EMPLOYMENT - Zip Kit Homes 40 jobs; Buchanan & Edwards, increasing to 80 jobs. ON Semiconductor 90 jobs added in 2017. YourFIT program was reviewed and the continued promotion of technology jobs.

General discussion regarding employment needs for the future followed. The development of individuals to fill employment positions that will be vacated by retirees and preparing for the large exodus of the baby boomer generation was discussed.

Mr. Bray shared his concerns with giving potential businesses tax exemptions and would like a data sheet with a breakdown of the tax exemption's effect on the City. He would like more information such as a scoring sheet to determine if the tax exemption is really necessary for a company to do business in Pocatello.

Mr. Regetz explained he can provide a matrix in any format the Council desires and the company information will be placed there. It was suggested that Council send the type of information they are looking for to Mr. Regetz for input into a matrix.

In response to questions from Council, Mr. Regetz feels the City Council can assist with economic development by: 1) keeping open communication. He noted there are times BDC must be quick to respond; 2) put the resources where they need to be the most effective; and 3) be more proactive to promote and celebrate successes. In closing, Mr. Regetz gave an overview of BDC's updated "promotional flash drive" which is distributed to individuals/businesses that contact their office.

AGENDA ITEM NO. 3: Melanie Gygli, Planning and Development Services Director;
CITY SIGN CODE UPDATE and Terri Neu, Assistant Planner, were present to update the
Council on activities that have occurred since the December 14, 2017 Study Session related to modifying the City's Sign Code.

Mr. Cheatum stated that he has been in contact with Sign Contractors regarding light measurement and how it is calculated.

Ms. Gygli gave a brief overview of the continued research of potential amendments to the City's Sign Code. She noted that sign brightness/measurement type and transition information has been collected from several communities and staff is still researching cities bordered by mountains and their code provisions regarding sign lighting.

Based on this preliminary research, there are two main ways of measuring brightness, NITS and foot candles. Allowable light levels differ from day to night and are dependent upon location. Most communities require automatic dimmer controls, do not allow flashing, chasing, streaming video, etc., and restrict transitions in a similar manner as Pocatello. The city of Missoula, Montana is surrounded by mountains. Digital and mobile billboards are not allowed in Missoula.

In response to questions from Council, Ms. Neu reported that an automatic dimmer control was the most prevailing criteria for the cities they researched.

Ms. Gygli feels the cities listed are a good representation of cities with similar topographic landscapes as the Pocatello area.

GOING FORWARD –

In response to questions from Council, Ms. Neu explained there is not a national standard for sign lighting. This makes it difficult for sign companies that must meet a different sign lighting criteria in each city.

General discussion followed regarding measuring sign lighting in other communities. The City of Pocatello measures lighting by nits and has special equipment to measure this. The process to measure light was reviewed. It was noted that research appears to support foot candles as a better measurement and the use of a dimmer to regulate the light intensity.

Council supported the concept to move toward using foot candles for the proposed sign code and to look at using a dimmer to regulate light intensity.

Ms. Gygli mentioned the City's Sign code does need a few more changes not related to brightness. Does Council want staff to look at a wider, more thorough review and not brightness only? Staff would prefer to look at a broader view.

General Council discussion regarding staff's request to look at other options followed. It was determined that Council would like staff to look at brightness only at this time.

In response to questions from Council, Steve Brown, 400 Fairway Drive, agreed the Council should only modify the lighting issue at this time because sign contractors may be waiting to obtain permits to do business.

Council discussion regarding sign brightness concerns that have been expressed by citizens and how the City is striving to meet the needs of both sign contractors and citizens followed.

Mr. Neu shared that staff would like to educate the sign's end user regarding the brightness criteria once the sign is in place. She feels this would be a more proactive approach to the issue.

A majority of the Council supported having staff address sign brightness issues at this time. Other sign issues will be addressed in the next 4 to 6 months.

AGENDA ITEM NO. 4: Heather Buchannan, Human Resources Director, was present to review proposed changes to the City's Employee Personnel Handbook.
PROPOSED CHANGES TO
CITY EMPLOYEE
PERSONNEL HANDBOOK

Ms. Buchannan gave an overview of suggested changes to the Employee Personnel Handbook. These included: a) Conflict of Interest; b) Discriminatory Harassment; c) Political Office and Activity; d) Holiday Spending; e) Retirement Spending; f) Personal Appearance; g) Social Media; h) Tobacco Use; i) Leave – (Vacation Time and Sick Leave); j) Inclement Weather; k) Organ and Bone Marrow Donation; l) Benefits; m) Education; n) Reporting and Verifying Time Records; o) Salary Administration; p) DeMinimis Rule; q) Employment Categories; r) Demotions; s) Layoff and Recall; t) Resignation Policy; u) Rehires; v) Religious Accommodation; w) Family Medical Leave Act (FMLA); and x) Grievances.

POLITICAL OFFICES AND ACTIVITY

Council shared their concerns with the changes recommended to the City's current Political Office policy.

In response to questions from Council, Ms. Buchannan explained that Idaho Counties Risk Management Program (ICRMP) has made the recommendation. The election process is more controversial at the local City Council level. Enforcement of the policy would be very difficult.

General discussion regarding a City employee running for political office for a Pocatello City Council or Pocatello Mayor position continued.

Ms. Buchannan mentioned that she will provide more clarification for the Council before moving forward with amending the City's current Political Office policy.

TOBACCO USE

Council was supportive of proposed changes.

SICK LEAVE CHANGES

Council was supportive of proposed changes. It was noted the proposed changes will allow managers to have better ability to track sick leave and enforce the policy.

ORGAN AND BONE MARROW DONATION

Employees will not be required to take sick leave when donating an organ or bone marrow. A fulltime or halftime employee shall be granted a leave of absence for the time specified pursuant to the provisions of the section.

A majority of the Council supported the proposed changes to the Employee Handbook with the exception of the Political Office section. Staff was instructed to remove the Political Office Section and then move forward with the policy for future consideration by Council.

Mayor Blad called for a recess at 10:55 a.m.

Mayor Blad reconvened the meeting at 11:12 a.m.

AGENDA ITEM NO. 5: Hannah Sanger, Science and Environment Administrator; Jeff PORTNEUF RIVER Mansfield, Public Works Director; Melanie Gygli, Planning and VISION STUDY UPDATE Development Services Director; John Banks, Parks and Recreation Director; Maggie Clark, Project Manager; and Matthew Lewis, Senior Planner; were present to update the Council on various Portneuf River Vision Study accomplishments since December 2016 and to seek Council's guidance regarding City involvement toward additional planning and implementation of select projects related to the Study.

Ms. Sanger gave an overview of the Portneuf River Vision activities to be presented. The activities are:

Accomplishments in 2017 –

a) Presentations to United States Army Corps of Engineers (USACE) flood management conference and AIC Conference; b) USACE discussions/requests made; c) Preparatory work for advisory councils; and Utah State University products (additional concepts for the Portneuf). Each area was reviewed.

Proposal for moving forward –

Council Requests -

a) Centennial Park; b) City Hall feasibility study; c) Terry Street area; d) Mayor's Ad-hoc Advisory Committee; and e) Implement the project.

1. CENTENNIAL PARK

a) Including contract with Utah State University (USU) for schematic drawings; and b) Maggie Clark (Engineering Project Manager) to be project manager. This is public property and the City is able to make changes to convert it to a "great place" for use.

Goal – implement the River Vision Study #1 priority project and demonstrate the impact of such projects to community vibrancy.

Request – Contract with USU to develop a schematic design for approximately \$8,000.00. Once design is completed believes City staff has the ability to move forward with the design.

General discussion regarding the USU student steps for the vision as a whole and what is now being identified for Centennial Park. Water rights are not part of this study. However, water quality is.

How to get more water in the Portneuf River is an ongoing issue. However, until the volume of water can be addressed, a park that is useful for the community can still be established. There will always be a low flow of water in the river during summer months.

Centennial Park conceptual time frame and potential cost for the project was reviewed by staff. Creation of an Ad-hoc Advisory Committee including guidelines and activity for the River Vision was discussed. The Committee could start by writing grants for the project. Council direction is necessary in order to apply for grants appropriately.

Mr. Mansfield explained the need for a conceptual design BEFORE applying for grants. He noted it would be ideal to have the design mostly defined and fundraising efforts done before starting the project.

Ms. Sanger mentioned if an individual or a business would like to partner and help with the \$8000.00 design cost, it would be helpful to move forward more quickly with the project.

Mr. Mansfield noted many of the USU students that helped with the initial River Vision concept will work on the proposed design. He would regret losing the students' knowledge regarding the project by not moving forward at this time.

Council interest would include: Serving on the Mayor's Ad-hoc Advisory Committee. (Hannah Sanger to facilitate) Responsible for developing a website, identify funding, prioritize projects (develop an implementation plan) facilitate project coordination between multiple entities.

2. SUGGESTED CITY HALL FEASIBILITY STUDY

Explore possibilities for integrating City Hall and other public spaces into community development and river restoration in Old Town. Other cities of similar size and their projects to incorporate public space with their city hall were presented. Police feasibility study to identify Police department needs is being done. Explore City Hall feasibility study (determine facility needs such as building space/parking), identify possible locations, determine costs and identify funding.

3. TERRY STREET AREA

Zoning overlay and streetscape concept development for Terry Street area. Develop a zoning overlay. Develop streetscape concepts from Idaho State University to the Portneuf River.

Mr. Lewis gave an overview of the success of the Martin Luther King project and feels continuation of the same type of project would benefit the City. He noted there may be funding available through applications that promote these types of projects.

Ms. Sanger gave an overview of the items being requested and is seeking direction from Council.

In response to questions from Council, Mr. Banks explained his department is very supportive of the proposed changes to Centennial Park. He noted that recreational opportunities as outlined are many and the City already owns the area. Once the changes are made, educational opportunities will be created for School District No. 25 and the neighboring Charter school. Mr. Banks clarified staff will not be working to modify the concrete channel. He noted that Centennial Park was number one community project identified in the River Vision survey and feels it would help create momentum for the other steps in the project.

Mr. Mansfield explained they can utilize City staff familiar with the proposed projects as a continuation of the project. By spreading the project out over long-term it will reduce the impact on staff.

Ms. Gygli agreed that staff is already involved in the project and feels their expertise will help compliment the project and enhance funding efforts.

A majority of the Council supported the Centennial Park proposal and asked staff to continue researching concepts regarding the proposal for future consideration by Council. Council also instructed staff to bring information regarding a feasibility study for City Hall to a future working lunch meeting for discussion.

AGENDA ITEM NO. 6: Cindy Robbins, Utility Billing Director, and Joyce Stroschein, UTILITY BILLING Chief Financial Officer/Treasurer, were present to update the ACCOUNT/COLLECTION Council regarding the City's collection process of past due utility PROCESS-UPDATE accounts and present a Collection Report Comparison for Fiscal Years 2016/2017.

Ms. Robbins gave an overview of Utility Billing collection accounts. Collection account change results are:

Fiscal Year 2016 – October 2015 thru September 2016 – Collections increased by \$66,113.00. (Usually 3 to 3 ½ months balance). Number of collection accounts – 327.

Fiscal Year 2017 – October 2016 thru September 2017 – Collections increased by \$32,358.00. (2 to 2 ½ months balance) Number of collection accounts - 217.

Ms. Robbins gave an overview of the utility billing process. She noted that past due accounts have decreased.

Ms. Stroschein gave an overview of shut-off day decisions made by staff and payment requirements for utility customers.

General discussion regarding the utility billing process and late notice mailings continued. It was noted that telephone calls are also made prior to the actual shut-off date. This has helped people to come in and make payment arrangements so there is not an interruption in their service.

AGENDA ITEM NO. : At 12:39 p.m. Mayor Blad and Council members Adamson, Bray WORKING LUNCH Cheatum, Leeuwrik and Johnston left the Council Chambers and participated in a working lunch in the Paradise Conference Room. Discussion centered on Study Session and general City topics. No formal action was taken.

Mayor Blad adjourned the meeting at 1:45 P.m.

APPROVED:

BRIAN C. BLAD, MAYOR

ATTEST AND PREPARED BY:

RUTH E. WHITWORTH, CMC, CITY CLERK