

SOUTH JORDAN CITY
CITY COUNCIL STUDY MEETING

April 4, 2023

Present: Mayor Dawn Ramsey, Council Member Patrick Harris, Council Member Tamara Zander, Council Member Brad Marlor, Council Member Jason McGuire, City Manager Gary Whatcott, Deputy City Manager Dustin Lewis, City Attorney Ryan Loose, Director of Recreation Janell Payne, Communications Manager Rachael Van Cleave, CFO Sunil Naidu, Director of Strategy & Budget Don Tingey, Director of Commerce Brian Preece, Director of Public Works Jason Rasmussen, Director of Administrative Services Melinda Seager, Executive Assistant Melanie Edwards, GIS Coordinator Matt Jarman, Senior IS Tech Phill Brown, IT Director Jon Day, Director of Planning Steven Schaefermeyer, City Engineer Brad Klavano, Fire Chief Chris Dawson, Deputy Police Chief Jason Knight, Meeting Transcriptionist Diana Baun, HR Director Teresa Cook, Communications Specialist Joshua Timothy, Marketing Specialist Matthew Jorgensen

Absent: Council Member Don Shelton

Others: Josh Dallin, Dwayne's iPad, Skyler Pedroza, Bridger Pedroza

4:44 PM
STUDY MEETING

A. Welcome, Roll Call, and Introduction: *By Mayor Dawn Ramsey*

Mayor Ramsey welcomed everyone present and introduced the meeting. She excused Council Member Shelton who was absent tonight.

B. Invocation: *By Council Member Brad Marlor*

Council Member Marlor offered the invocation.

C. Mayor and Council Coordination

Mayor Ramsey and the council discussed the conference coming up and who will be attending in person.

**D. Discussion/Review of Regular Council Meeting
Presentation Item**

- Proclamation in recognition of Child Abuse Awareness Month
- Proclamation Arbor Day 2023
- South Jordan Youth Council

Action Items

- Resolution R2023-14, Approving the potential Bureau of Reclamation grant match commitment for funding opportunity. RCV
- Resolution R2023-16, Prohibiting the use of an ignition source, including fireworks, lighters, matches, sky lanterns, and smoking materials, in certain areas.
- Resolution R2023-20, Authorizing the City Manager to enter into encroachment agreements for certain limited structures on the City's Property maintained for flood channels along Midas Creek.
- Resolution R2023-21, Adopting revised Citywide Policies 200-1 through 200-14 regarding Fringe Benefits.
- Resolution R2023-15, Adopting a Tentative Budget; making appropriations for the support of the City of South Jordan for the fiscal year commencing July 1, 2023 and ending June 30, 2024. RCV
- Resolution RDA 2023-01, Adopting a tentative budget for the fiscal year 2023-24. RCV

E. Presentation Item

E.1. USU Bastian Agriculture Center *(By Executive Director, Josh Dallin)*

Josh Dallin reviewed his prepared presentation (Attachment A). He noted that the current polo field will not be turned into a parking lot, as is noted on the second concept map; that was a note leftover from a previous concept plan for a specific event.

Council Member McGuire asked where the water for the pond will be coming from.

Mr. Dallin responded that they have two different sources, the first from the original plan was to look at irrigation shares; they currently have a 20 year donated agreement from Rio Tinto of over 200 shares, which is more than they would need. They are also owners of roughly 35 shares themselves, but they are currently working on possibly transferring shares for acre/feet if possible. If that is possible, they are potentially looking at the idea of having a well and being metered in the aquifer. If they are able to do that, they can have trout and swimming without worrying about what goes into the canal. Salt Lake County spent a lot of money installing a drainage system that works very well, and they want to make sure that they are utilizing that. Also, that drainage system goes back down into the river and eventually makes it to the Great Salt Lake.

Council Member Harris asked about the planned lodges, if they will be for youth groups to stay overnight in.

Mr. Dallin said no, the intention will be more for events and open space for programming. They also anticipate them being used for public rentals. They also have plans in the future for three housing units adjacent to the STEM Center. They felt this would be important since Utah State is an all-encompassing University that reaches throughout the state, and one of problems with youth participation is the youth having places to stay that are secure and safe. They are planning to make these housing units similar to their housing units available in Logan for visitors. They are hoping to be able to comfortably accommodate 600-800 in those housing units for events.

The first two phases should happen fairly quickly with the support of the Bastian Family. The county was also very supportive with grants for the arenas and natural resources area, and they are hoping to go back and ask the county for more. The outdoor arenas could be done by December, the indoor arena will probably be done in 2024 due to supply issues and timing. Phase 2 is planned to include better lighting for safety, better sound systems available, etc., things that make sense and work, and that will probably come at a later date due to funding available. The donors for the natural resource area are very motivated and they want to see that happening, so that will be done very quickly. The STEM Center is an expensive idea, so the development people are working on those campaigns to see how quickly they can do that. He then shared some impacts from 2022, including:

- Turning the jockey house into the 4H Clubhouse. That staff has been able to use that location to reach out to over 15,000 youth in the area and serve them.
- Having a Junior Teen and Teen Council that has over 300 participants.
- Bringing 4000 seventh graders from the Jordan School District to the Bastian Ag Center and teaching them about agriculture.
- A program teaching Agriculture Principles to fifth graders, which has reached nearly 7000 kids from this location.
- Helping 14 youth last year raise sheep and goats at the Bastian Center that otherwise couldn't have due to distance. They have received grants and hope to double that number next year. He also noted that the Bastian's always buy the animals to make sure that the kids get the return they need and to support them.

To get more information on these programs, you can search "Bastian Agricultural Center" and the 4H Programs section of the website to learn more. This location has allowed more people to have access to these programs with its ease of access compared to other locations. This 4H program existed in the past at another location, but moving it here to this location in South Jordan has allowed it to grow. They have opened this up to a grant, advertised just through social media channels and a lister; within two days they had 11 youth sign up who had never participated in a program with livestock before. He shared that they hosted over 620 events this last year, reached boarding capacity with a current waiting list, seen an increase in open riding attendance, are the home to multiple equine clubs that come and ride together, are the home to the third largest dog show in the nation, and many other events. In 2023 they are looking forward to hosting the Gem Show, multiple breed horse shows, a Renaissance Fair, a jousting competition, etc.

Council Member Harris asked Mr. Dallin to keep them updated and let them know if there are ever events that he feels would benefit from having some of the city officials attend.

Mr. Dallin noted that they do have a high school rodeo coming in October which is a big deal, and has never been able to attend here; that would be an event that could benefit from direct city support. He also added that big events like that actually need more stalls than the current 300 that are available, so they just purchased 200 temporary stalls that can be set up and taken down for big events like this. Lastly, he discussed their current branding and a new archway entrance that

the Bastian Family wants to add, along with a subtle marquee on the corner with a military monument honoring David and his service along with others.

Mayor Ramsey asked if Mr. Dallin felt there might be some value in putting together an event with some key legislators invited, where they can show them around and explain the vision and what's going on here.

Mr. Dallin said as they get the archway entrance done, they want to do a grand opening type of event and that would be the perfect time to invite those guests. Currently, they are focused on serving all of their constituents and they are right next door to two major military installations with families and kids who want to learn. They are hoping that the Bastian Center will become a hub for extension education to military members and their families, along with expanding the reach for these livestock programs and education opportunities.

F. Discussion Items

F.2. Communication discussion (*By Administrative Services Director Melinda Seager & Communications Manager Rachael Van Cleave*).

Communications Manager Rachael Van Cleave reviewed her prepared presentation (Attachment B).

Administrative Services Director Melinda Seager noted that our team has been able to influence trends around the state by their strong example, and as a result they have been given a seat at the table when it comes to some discussions of the more innovative and creative ideas that are beginning to emerge.

Manager Van Cleave continued reviewing Attachment B.

Council Member Marlbor suggested covering the topic of Airbnb's in the future, including the impacts, what is legal vs. illegal, and what residents can do about neighborhood disruptions from those rentals.

Director Seager said they can discuss how to approach that and save that topic for future campaigns, that way council members can point people to an area on the website with more information if they start to have a lot of questions. They also need to look at potential impacts with timing of releases and the political climate, as well as making sure to vet all information before any release.

Council Member Zander said based on the high engagement posts, the public likes to see themselves in the media more than our city officials.

Mayor Ramsey noted they do have to be aware of any liability issues, and of those who may not realize they are being filmed. She suggested possibly posting some signs at public events, making those in attendance aware that they could be filmed or photographed.

Director of Recreation Janell Payne responded that any event with a registration and waiver has a section releasing participant's images, allowing the city to film and share their images. Council Member Zander continued by saying that the residents want to be a part of the city, which includes the media. Also, any time they can get those watching on social media to share and interact with the videos, those posts will come up more in feeds.

Council Member McGuire thanked the whole communications team, noting that his constituents constantly comment what a great job he does communicating with them. He is not creating any unique content, he is usually just sharing what the city shares online, and that has been helpful to those not following the city specifically on social media.

Council Member Zander added the city's posts are always great quality and written very well.

Mayor Ramsey discussed the social media platform algorithm, and how it can make it hard to reach everyone intended. They have to learn how to live with those issues and get around them to continue growing on social media.

Communications Specialist Joshua Timothy added that's why they focus so much on the emails, because they always reach more people with email than they would ever reach with social media.

ADJOURNMENT

Council Member Zander motioned to adjourn the April 4, 2023 City Council Study Meeting. Council Member McGuire seconded the motion; vote was unanimous in favor. Council Member Shelton was absent from the vote.

The April 4, 2023 City Council Study meeting adjourned at 6:28 p.m.

This is a true and correct copy of the April 4, 2023 City Council Study Meeting Minutes, which were approved on April 18, 2023.

Anna Crockett

South Jordan City Recorder



Bastian Agricultural Center
Utah State University

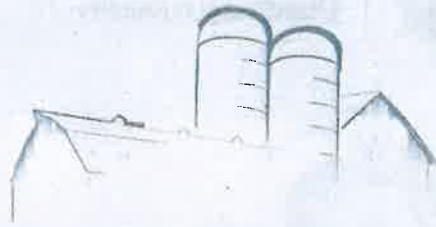
Attachment A



UTAH STATE UNIVERSITY BASTIAN AGRICULTURAL CENTER

The Bastian Family has been instrumental in the agricultural industry in Salt Lake County. As a lasting tribute to Elmer P. and Margaret Bastian, including their children Mary, Emily and David, the Bastian Family, in concert with Utah State University Extension, founded The Bastian Agricultural Center in January 2022. The center, Located at the former Salt Lake County Equestrian Park and Event Center in South Jordan, will be dedicated to educating the public about agriculture and inspiring future generations through education and programs in science, engineering, and technology.

UTAH STATE UNIVERSITY®



The Bastian Agricultural Center will be dedicated to agricultural education and hands-on learning, with a mission to provide education, research, and outreach that focuses on farming practices and life skills for urban populations, 4-H youth, local government, constituents and corporate leaders.

Although plans for the Bastian Agricultural Center are very early in the conceptual stage, the core concepts and components are outlined in this document. While programming and facility needs, fundraising feasibility, and project cost estimates will continue to evolve in the coming months and years, the core components are expected to remain consistent with what is outlined below.

PRIMARY GOALS AND OBJECTIVES:

As a place of research, education and outreach, the general objectives of the Bastian Agricultural Center are to:

- Provide education, research and outreach focusing on local heritage farming practices and life skills for adults, youth and urban populations
- Further research and development to provide research-based information to local government, community organizers, constituents and corporate leaders
- Elevate Utah State University's agricultural presence through deep and meaningful relationship building with the local community
- Share the most recent agricultural knowledge, technologies, and manufacturing methods pertaining to current and historic farming practices such as:
 - Dry farm management and practices
 - Livestock and small animal management
 - Water-wise practices
 - Food preservation
 - Fire-wise landscaping
 - Permaculture
- Provide demonstration gardens, farmscapes, and educational and experiential opportunities for all ages regarding urban homesteading, small acreage management, and sustainability
- Provide a dedicated space for 4-H and other youth participants to "learn by doing"



PRE-CONCEPT PLANNED COMPONENTS:

The Bastian Agricultural Center will include four (4) major components comprised of facilities and spaces for the following purposes:

STEM CENTER The STEM Center is considered the core of the facility and will include a large Makerspace, which will provide a collaborative environment for youth to learn to use tools and materials, and to create products and objects using hands-on construction and digital fabrication. The function of the STEM Center is to develop and foster skills in science, technology, engineering and mathematics.

PLANT PRODUCTION CENTER This component will demonstrate and teach water-wise practices, permaculture, and fire-wise landscaping. Youth and adults will have opportunity to learn from the ultimate farm-to-fork experience, where they will harvest produce from the gardens and learn to cook or preserve their product. Other activities include research, Master Gardener volunteer education and other youth programs.

ANIMAL PRODUCTION CENTER The purpose of this component is to educate youth, adults and community members on livestock and small animal management. This component will also function as a venue for the current equestrian and animal events, 4-H Horse program in Salt Lake County, and will house equine-assisted activities and therapies.

NATURE CENTER This component will provide education through interpretive signage and demonstration areas while encouraging a "learn by doing" approach.



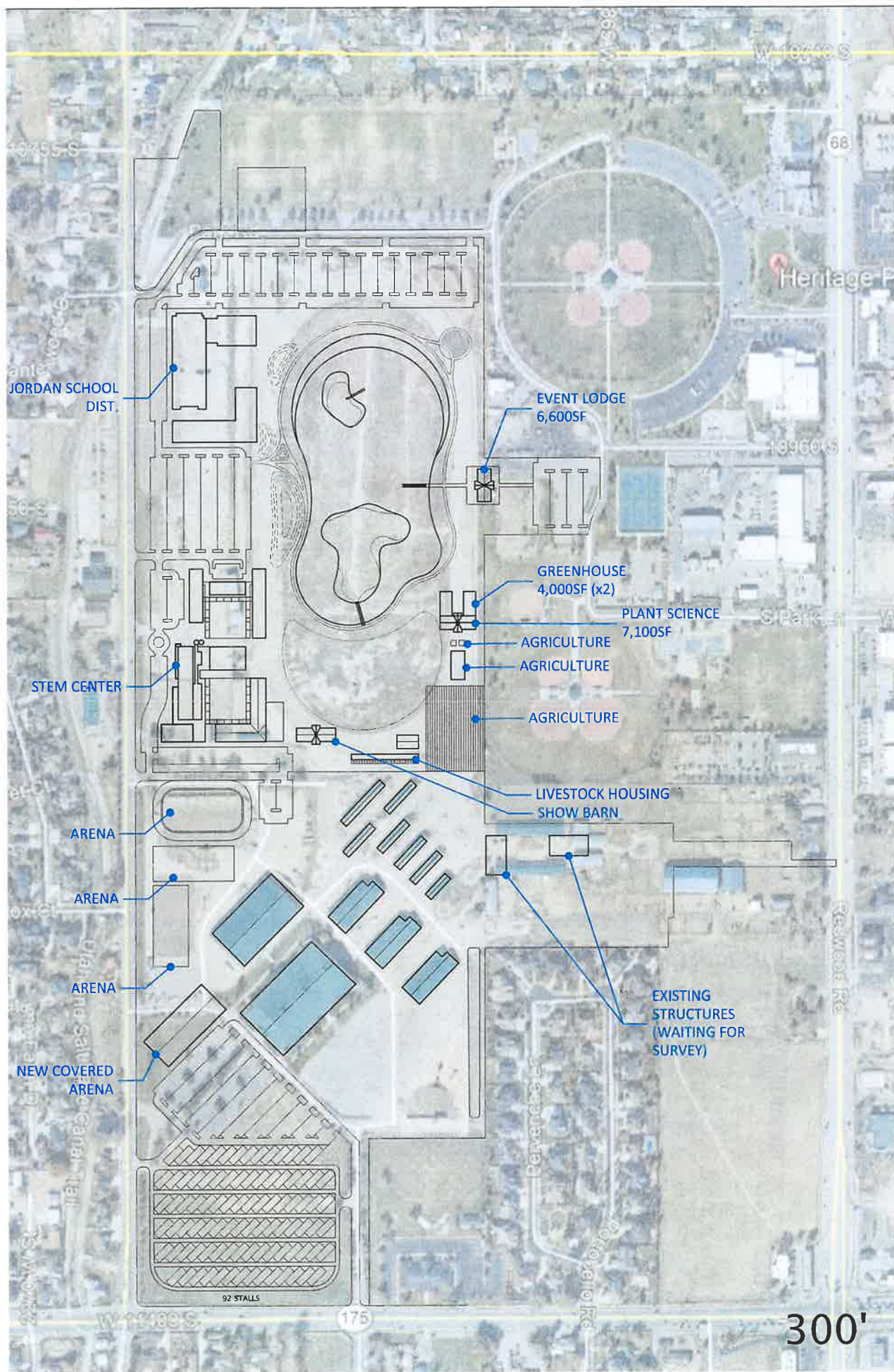
The Bastian Family Agricultural Legacy...

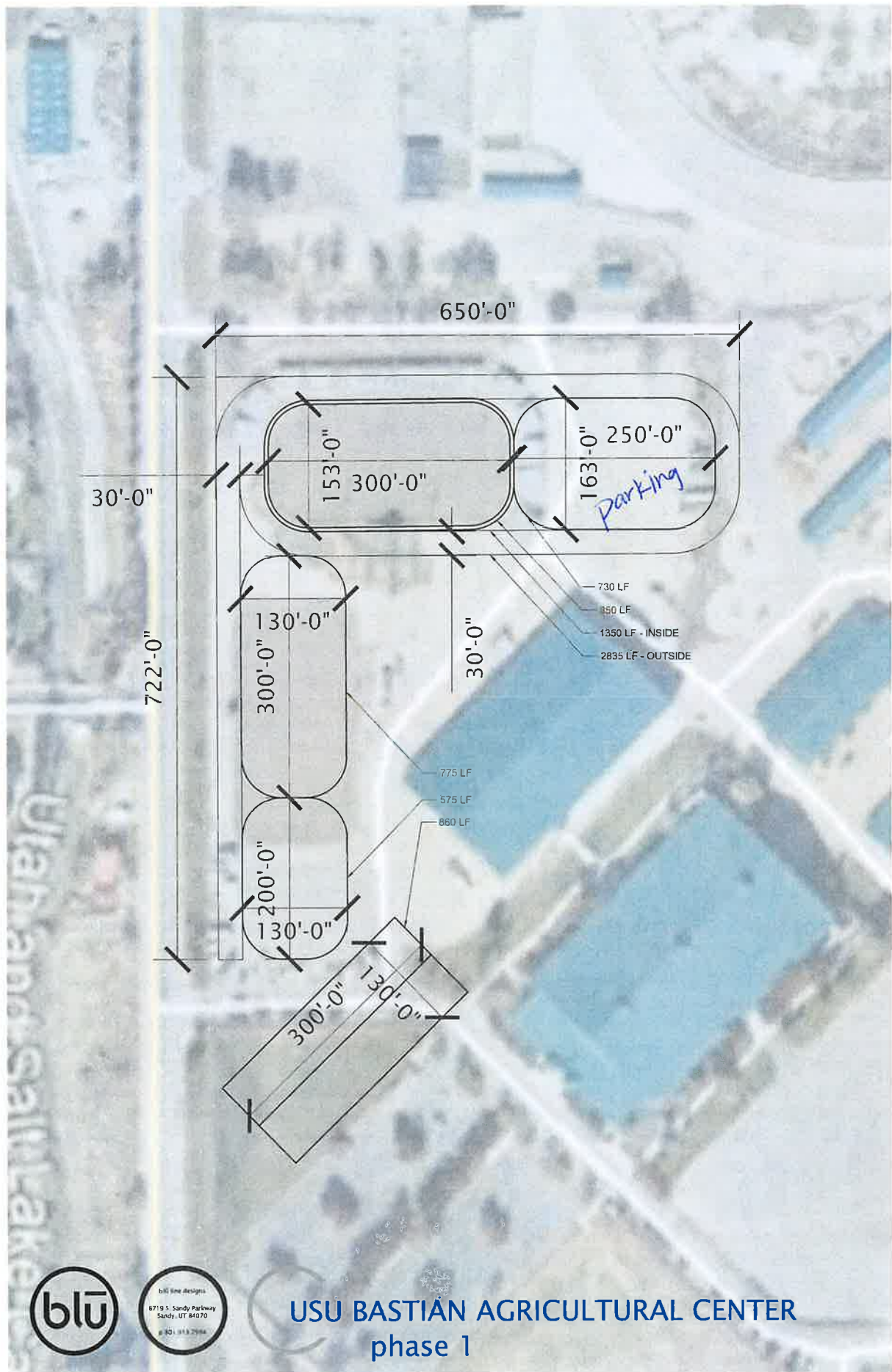
The Bastians own one of the last large agricultural operations in Salt Lake County, having farmed the land in the southwest corner of the valley for more than 75 years. Their lives have been filled with long hours of dedicated labor and shaped by the land they have worked. The donation and creation of the Bastian Agricultural Center preserves their agricultural heritage for future generations. The family has also committed nearly \$6 million in initial financial support for the creation of the Bastian Agricultural Center, which will care for the land and serve the surrounding community. Through their gift, the Bastians leave a priceless legacy of learning in the Salt Lake Valley and beyond.



Bastian Agricultural Center
Utah State University

UTAH STATE UNIVERSITY®





USU BASTIAN AGRICULTURAL CENTER phase 1

USU Bastian Agricultural Center

Natural Resource Bike Trail

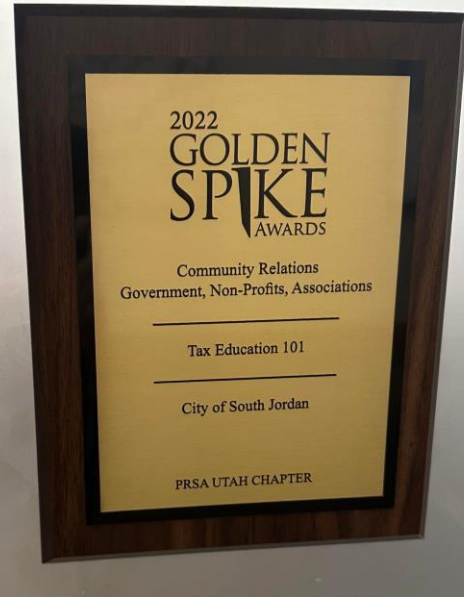




SOUTH JORDAN CITY COMMUNICATIONS

WHAT THE FUTURE LOOKS LIKE AND WHY YOU SHOULD BE EXCITED

THE DREAM TEAM



RACHAEL VAN CLEAVE
COMMUNICATIONS MANAGER/PIO
JOSHUA TIMOTHY
COMMUNICATIONS SPECIALIST
MATT JORGENSEN
MARKETING SPECIALIST

SoJo Communications Team was a finalist in the PRSA Golden Spike Awards for the Tax Education 101 Campaign.

Rachael is on the Board of the Utah Public Information Officer Association. Has served as the President of the Utah Association for Government Communications.

Josh is the Vice President of the Utah Association for Government Communications. He also runs our drone program and has trained other drone pilots.

Rachael and Josh are speaking at the PIO Conference in St. George about emerging AI technology's uses in communications and workflows.

Matt is attending the South Valley Chamber of Commerce's Leadership Course. He is also the Chair of South Jordan's new internal technology committee. He is also a federally licensed drone pilot.

PLANNED 2023 CONTENT

These campaigns and projects support transparency and engagement

Planned Videos: **21** (Police, Fire, Events, etc.)

Planned Publications: **85** (SoJo News, Neighboring News, Focus, etc.)

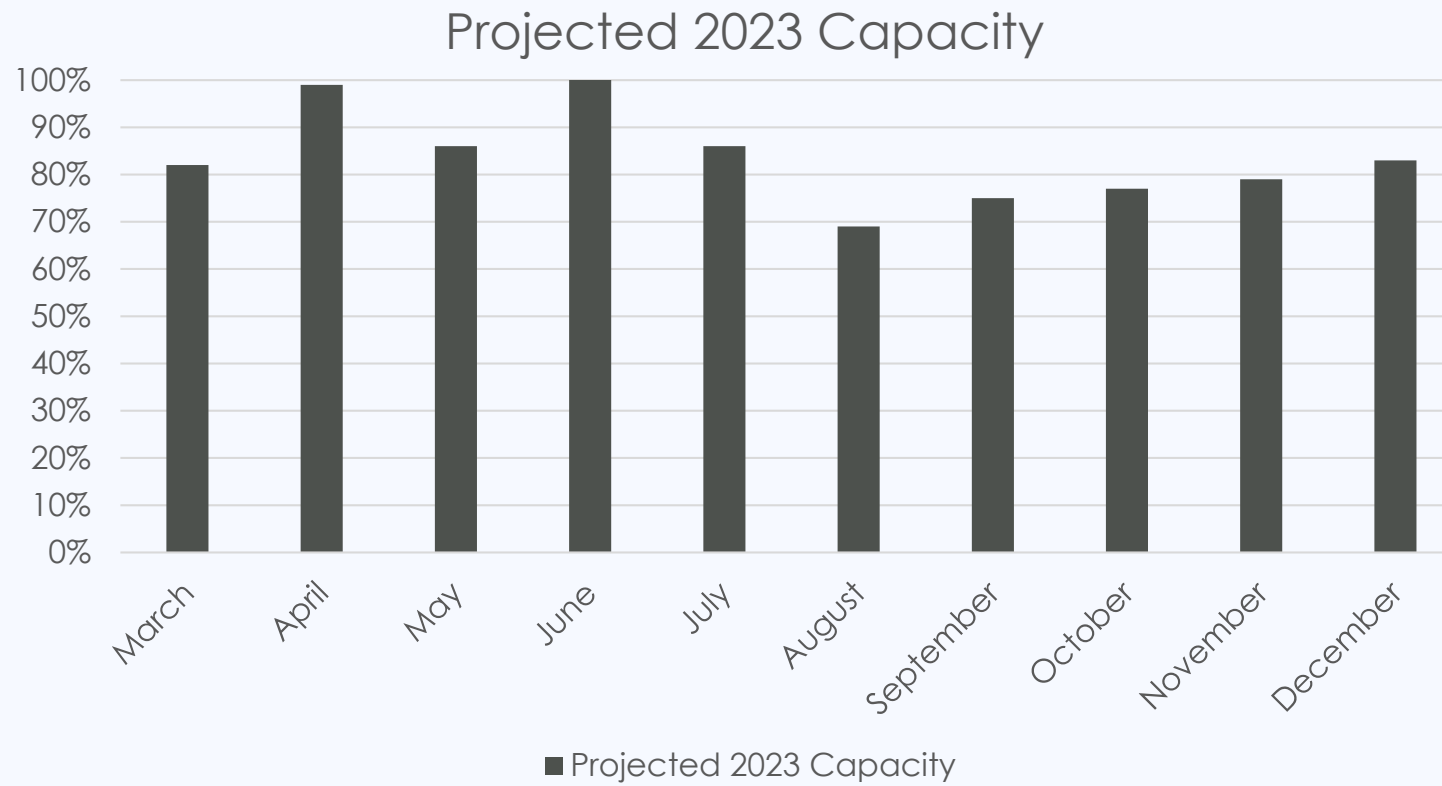
Planned Marketing Campaigns: **13** (SoJo Race Series, Summerfest, Dowdle, etc.)

Planned Outreach Campaigns: **21** (Secondary water, annexation, construction updates, spring clean up, splash pad opening, Bingham Creek Regional Park grand opening, fireworks safety, etc.)

Doesn't include: Media inquiries, emergency incident/situational response, new initiatives, etc.

CAPACITY PROJECTION

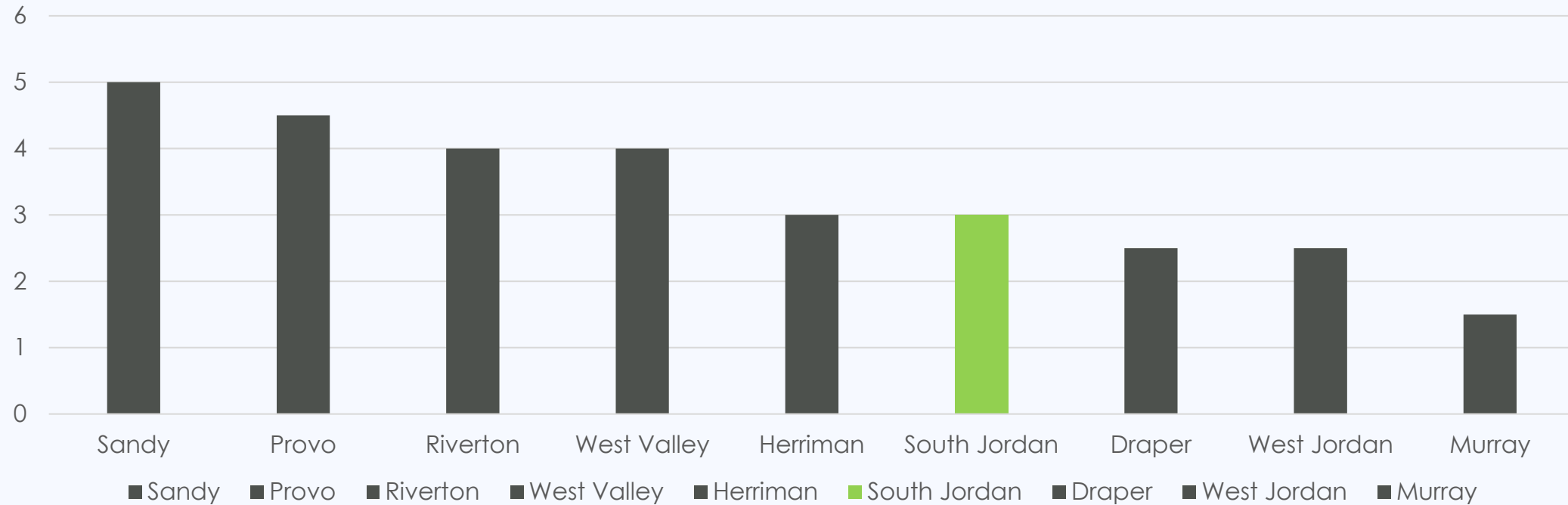
If every month were like March (211 hours added over planned)



TEAM SIZE COMPARISON

Population Range 44,773 - 139,361

Number of Communications Team Members





LEADING DRONE PROGRAM

- Have two federally licensed drone pilots
- Josh consulted with other divisions and helped launch additional drone programs in the city (engineering)
- For every drone photo taken in-house, we're saving ~\$250
- For every drone video done in house we're saving \$1,000-\$5,000
- Missions flown have created spectacular event videos, City Jobs videos, photos for the RDA zones, and photos for annual reports.

WHAT OUR RESIDENTS SAY

Positive Feedback

"I don't know who is in charge of your website, but it is the BEST city website I have ever used. It's intuitive and I can find what I need."

–Joe Bourrie, Resident

"They are EXCELLENT!! I read them all faithfully & really appreciate them."

–Susan Wayment, Resident, commenting on the Focus

"Love them! Great communication plan in action."

– Brad Hope, Resident, commenting on our publications

WHAT OUR RESIDENTS SAY

Constructive Feedback

"It would be nice to have a website of newsletters. Sometimes I want to check a date or event but can't find the printed copy or the last few issues email anymore."

–Adam Bondy, Resident

"Would like to be more informed about learning opportunities for elderly people."

-Anonymous Resident

"Love them! Don't do email or e-newsletters. A text with a link would work."

–Anonymous Resident

AUDIT METHOD & RESPONSE

QR codes or links in publications

910 people responded

231 left additional feedback

131 willing to give additional feedback

Are you reading this right now?
We want to know! Scan this QR code to fill out a quick survey to let us know how our publications are serving you!



STATS FROM THE AUDIT

910 Audit Respondents

1. Did you find the publication valuable?

Yes **99%**

No **1%**

2. What City publications do you read?

SoJo News (biweekly e-newsletter) **63.5%**

Focus (print) **50.7%**

Leisure Guide **40.5%**

Focus (email) **39.5%**

Recreation Newsletter **25.9%**

Annual Report **26%**

Senior Newsletter (print & online) **4.7%**

FUN FACT ABOUT SOJO COMMUNICATIONS

DAN RASCON – KSL TV

MIKE HEADRICK – KSL TV

DEBBIE DUJANOVIC – KSL NEWS RADIO

JOSH ROSE - ABC4

HEIDI HATCH – KUTV2

DEBBIE WORTHEN – KSL TV

BOYD MATHESON – KSL NEWS RADIO

PUBLIC RELATIONS, PUBLIC AFFAIRS, MEDIA RELATIONS

- **Public relations** develops the story/message
 - Intent is to market/sell something
- **Public affairs** develops the story/message
 - Intent is to inform public, impact policy
 - *Both aim to encourage public action*
- **Media relations** is one channel for that message
 - About 5% of our content goes through media

STATE OF MEDIA RELATIONS

- Continuing to build media relationships
- Increased media inquiries
 - As we grow - more in the public eye
- Press releases (for events, incidents)
 - Proactive VS reactive
- Lessons learned

CURRENT MEDIA TOPICS

- Looking at misinformation and clarification

- Annexation
- MOU
- Bees moving to South Jordan
- HTRZ

- Bingham Creek Regional Park
- Potential flooding

Social Media Updates

• Increased posting frequency

- Regular Posts for Holidays
- Additional post sharing

• Engagement

- Community Evangelists

• Most engaging post of 2022

- Photo Contest Voting

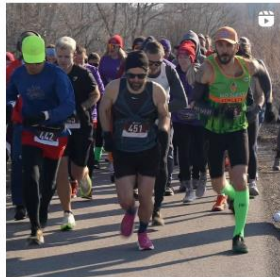
• Most engaging post of 2023

- Plowing

• Getting council more involved with social presence

- Tamara Zander Date Dash
- Arts Recruitment Video with Jason McGuire

• New Animal Services Facebook Page



EMAIL STATS – OPEN RATE FOR LAST 12 MONTHS

10,000 opens (People & Households)

OPEN RATE	INDUSTRY AVERAGE	CHANGE
63%	41%	8%

EMAIL STATS – CLICK RATE FOR LAST 12 MONTHS

CLICK RATE	INDUSTRY AVERAGE	CHANGE
4%	2%	-3%



Other Platforms & Channels

- Text messaging platform switch (Constant Contact)
 - Will be texting more for engagement
- Pre-Council Videos

Neighboring News: What is happening in and around South Jordan City?

**The Salt Lake Tribune articles often need a subscription to read the story. Please contact us if there is a particular article you want to read that you do not have access to. We can send a pdf copy of a particular article if needed.*

If you find any interesting or useful news you would like to share with your South Jordan Communications Team, please send it to **Rachael, Matt, or Josh**:
communications@sjc.utah.gov.

South Jordan City Communications:

- [South Jordan Animal Services now has a Facebook page](#)
- [Road Closure at South Jordan Parkway and Mountain View Corridor](#)
- [Mayor Ramsey Supporting Women in Business, South Valley Chamber](#)
- [Spring Photo Contest](#)

Community:

- [How the big Utah storm stacked up to snowfall records](#), The Salt Lake Tribune, Feb. 22
- [Deep snow covers Daybreak family's exhaust vents, causing heat to shut off](#), KSL, Feb. 23
- [New Utah state flag bill passes, heads to governor for final sign off](#), Fox13, March 2

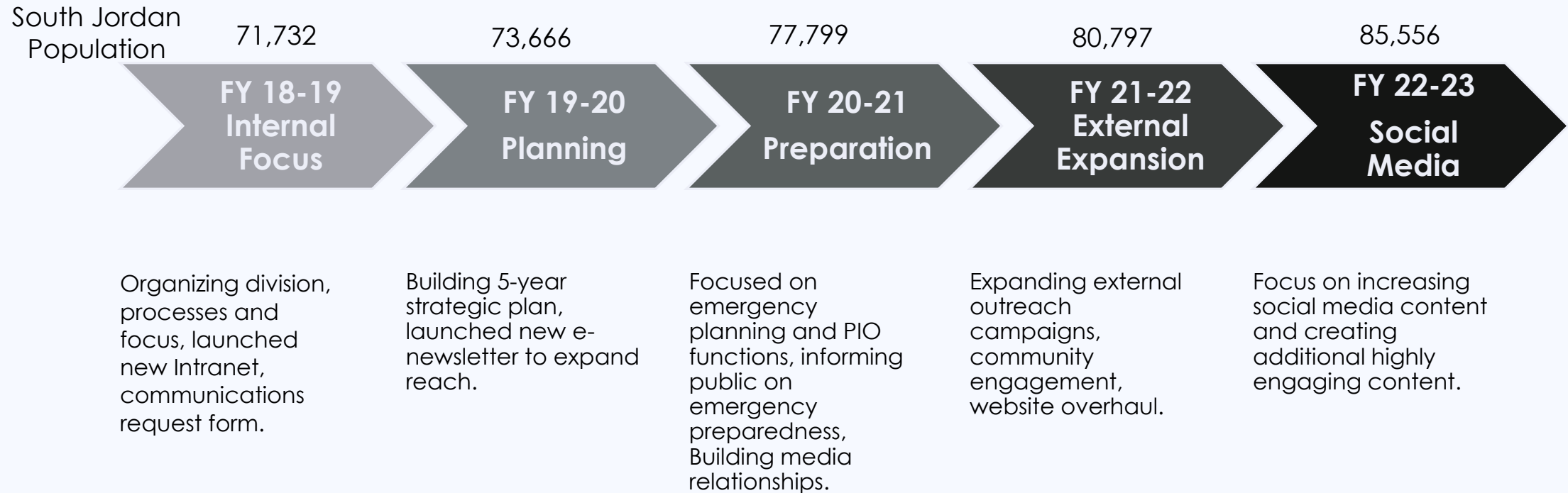
Housing:

- [Wasatch Front home prices fall again except in these places](#), KUTV, Feb. 27

Neighboring News

- Is this useful to you?
- How do you like some of the changes?
- Trending topics?

PAST ROADMAP

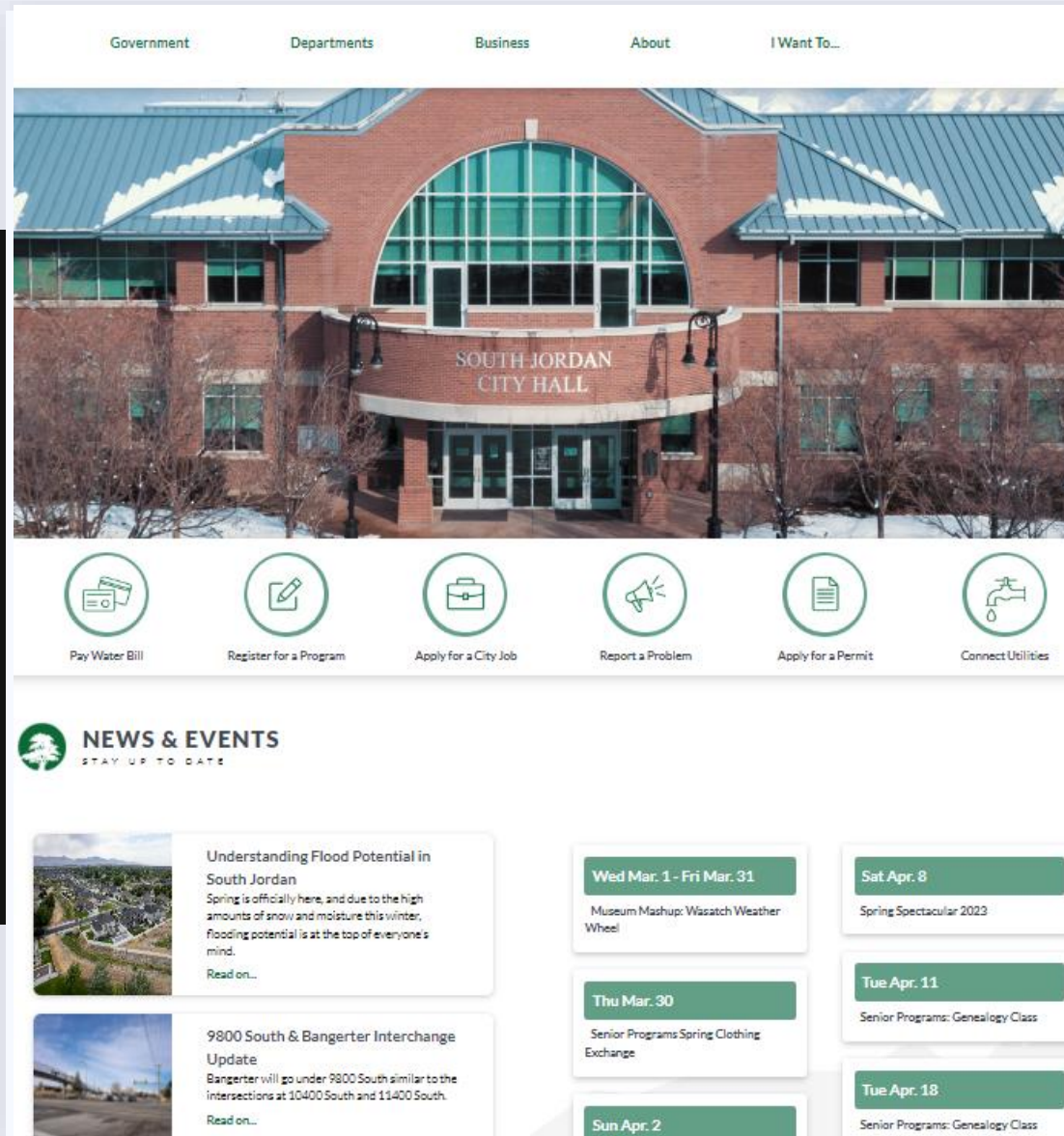


QUESTIONS FOR YOU

- What's working? What's not?
- What does the future look like to you?
- What do you think we could do better?
- What are you hearing from your constituents?

• **Neighboring News**

- Is this useful to you?
- How do you like some of the changes?
- Trending topics?



WEBSITE METRICS

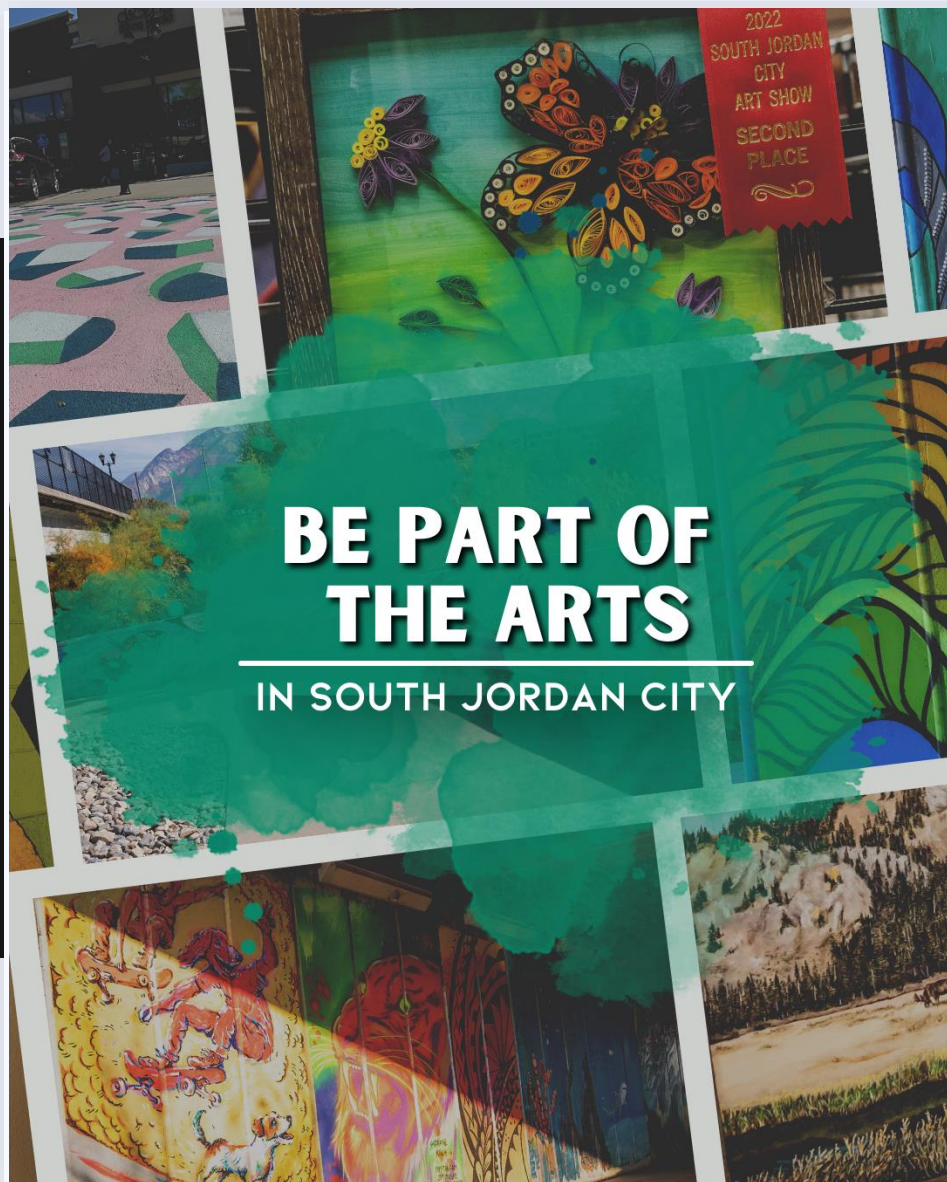
Our website visits winner is... RECREATION!

Most visited page in the last year – Mulligans (12% of visits)

In second place – SoJo Summerfest (3% of visits)

These are followed by...

Utility Billing (2.5%) and Jobs (2.2%)



Arts Council Recruitment

- Sharing to community pages
- Mini video
- Video with Councilmember McGuire
- Letters to Photo Contest finalists and winners
- Letters to others involved in art events



Pure SoJo Water Purification Project



- Informational Materials
- Kids Educational Video
- Live Action Video with Clip from Gov. Cox, Mayor Ramsey, Jordan Clayton (Utah Division of Water Resources, snowpack)
- Signage, stickers, and art for fun tour experience through the facility



WANT TO GET YOUR TEENAGER OUT OF THE HOUSE THIS SUMMER?



THE CITY OF SOUTH JORDAN IS HIRING!

SAFE PLACE TO WORK | FUN ENVIRONMENT
SERVE THE COMMUNITY | FLEXIBLE SCHEDULE

Ages 15 and older

Mulligans Labor \$10.79/hr

Mulligans Customer Service \$10.79/hr

Mulligans Shift Lead \$13.11/hr

Recreation Aide-Sports & Races \$15.86/hr

Recreation Aide-Movie Nights & Farmer's Market \$15.86/hr

Ages 18 and older

Recreation Site Supervisor-Sports & Races \$17.49/hr

Seasonal Site Supervisor-Softball Complex \$17.49/hr

Apply today at sjc.utah.gov/jobs



Successful Recruitment Campaigns

- Gale Center Docents (newsletters, social media, postcards)
- Recreation Recruitment – using Peach Jar
- Police Recruitment Videos