

**MINUTES OF LAYTON CITY
COUNCIL STRATEGIC PLANNING
WORK MEETING**

FEBRUARY 6, 2018; 5:03 P.M.

**MAYOR AND COUNCILMEMBERS
PRESENT:**

**MAYOR BOB STEVENSON, JOYCE BROWN,
BRUCE DAVIS, TOM DAY, SCOTT FREITAG
AND JOY PETRO**

STAFF PRESENT:

ALEX JENSEN AND KIM READ

The meeting was held in the Council Conference Room of the Layton City Center.

Mayor Stevenson opened the meeting and turned the time over to Staff.

DISCUSSION REGARDING COMMUNICATIONS STRATEGY

Mayor Stevenson introduced representatives from the Davis Clipper to the Council: Gail Stahle, Tom Haraldsen and Brad Roghaar. Mr. Stahle announced the Clipper's desire to provide a Northern Davis County publication and explained what the proposed publication would look like. He shared some of its previous successes with similar publications for other areas within the State. He indicated the proposed free publication would be distributed through the postal system to Layton City residents, approximately 20,000 copies. He mentioned the four middle pages of the publication would be designated for City business. He asked if there questions or concerns of the Council.

Mr. Haraldsen shared an example of the proposed publication which included the following: Layton Today, Life Section, Showcase and Calendar of Events. He also explained what could be identified on the four middle pages dedicated to Layton City and emphasized the publication would strictly be identified as a Layton newspaper. He mentioned the publication would also include an editorial component.

Councilmember Petro asked how many pages would be proposed for the publication. Mr. Stahle responded approximately 30 pages and a discussion took place specifically identifying what could be placed within the paper.

Mayor Stevenson asked the Council what type of content it would like to see included within the publication and a discussion followed. Mr. Haraldsen pointed out Layton seemed to be in the middle between the Clipper and Standard Examiner and expressed his opinion Layton City wasn't getting the appropriate coverage it needed to benefit its residents. Mayor Stevenson believed Layton City had grown significantly and suggested residents didn't know all the things taking place within the community.

Councilmember Davis asked if the proposed publication would replace the online monthly newsletter and a discussion followed. Mr. Haraldson responded the Clipper would provide an online access to the publication. Councilmember Petro believed the City could easily fill four pages within a publication.

Councilmember Petro asked about distribution to multi-family housing developments. Mr. Stahle responded the publication would be delivered to each resident which had a mail box addressed to "occupant" or "resident". He added discussions might need to take place with the post office.

Mayor Stevenson suggested trying the bi-monthly publication product for one year on a trial basis. He

suggested working with the high schools regarding sports coverage and believed a “school news” column or section could be a popular feature within the publication.

Mayor Stevenson asked if the City could be selective on delivery dates/or number of publication issues and Brad Roghaar explained how that could be accomplished. Mayor Stevenson believed the publication dates would need to be identified to assist with selling advertising. Mr. Stahle also distributed a coloring book and explained how it also contributed to advertising.

Mr. Stahle emphasized the success of the publication would be directly related to the Council’s support and requested a letter from the Mayor and Councilmembers to be used in soliciting advertisers. Councilmember Davis suggested implementing the communications/marketing component within the City prior to the City making this commitment. Councilmember Brown asked how the City would encourage the residents to read the publication and the method used to measure the success of the publication. She shared a personal example of receiving mail which she didn’t request or subscribe to and throwing it in the trash. Mayor Stevenson believed residents would be receptive to reading a free publication.

Councilmember Brown expressed concern with how the residents would receive the publication and suggested the City have a plan to announce the publication would soon be coming. Mr. Roghaar added there would always be some waste associated with these types of publications.

Mayor Stevenson asked representatives from the Clipper their opinion on whether Layton publication would be successful. Mr. Stahle stated he distributed 20,000 publications in Cedar City and believed its success was directly related to the advertising component and couldn’t predict how well it would be received in Layton.

Councilmember Brown pointed out residents might be more receptive to information provided by and written by the Clipper compared to what would be written on behalf of the City. Mr. Haraldsen responded the City would only have four pages to tell its own story, the newspaper would provide additional information. A discussion took place regarding specifics associated with the publication.

Mayor Stevenson stated if the City committed to the partnership with the Clipper he would be willing to send letters to businesses within the City encouraging its support relative to advertising within the publication.

Mr. Stahle, Mr. Haraldsen and Mr. Roghaar left the meeting at 6:16 p.m.

A discussion took place regarding the City’s investment with the Clipper in providing the publication. Mayor Stevenson stated only time would tell if the publication would be successful and believed it would be worth exploring.

Alex Jensen, City Manager, believed the publication had potential and mentioned this was one piece of a more comprehensive communications plan. He suggested the City determine what it wanted to accomplish with the designated four pages or the proposed publication. He also mentioned the City’s internal infrastructure would help drive the project and suggested a Communications/Public Relations position be in place which could contribute to writing the City’s portion of the publication.

Mayor Stevenson inquired if the City should consider hiring a writer for this purpose for one year and a discussion took place regarding the responsibilities of a writer and communications specialist. Councilmember Davis suggested the City identify its goals and objectives before moving forward and believed the City would need a full time individual with professional training.

Mr. Jensen reminded the Council the City didn't have one individual designated as a Public Information Officer (PIO) and that several employees were completing these duties and shared information with the Council regarding the City's Facebook followers. Councilmember Davis believed that illustrated the need for the City to complete a Marketing/Communications Plan; to identify goals and objectives and to determine how the City would measure success in attaining those goals. He suggested hiring a full time individual with professional experience and training.

Councilmember Brown shared an example about information on the citizens' group Facebook page and the need for the City to disseminate correct information. Councilmember Petro pointed out the City should determine the amount of funds it was willing to contribute toward these efforts. Mayor Stevenson requested direction from the Council with directing Mr. Jensen to move forward with hiring an individual, negotiating costs with the Clipper and developing a marketing/communications plan. Councilmember Davis suggested input from the Council specific to the goals and objectives associated with the Plan but suggested an experienced individual be tasked to complete the marketing plan. Councilmember Brown believed the Council would need to understand next year's budget prior to making a commitment for the communications position and a discussion followed. Mr. Jensen pointed out funds had already been appropriated for the salary of the communications position. He suggested the marketing plan could be completed by the individual selected to fill the position who would then present it to the Council for further direction.

Mayor Stevenson stated the City needed to move forward in hiring an individual as soon as possible. Mayor Stevenson believed the City should be willing to invest funds to promote itself to the public and was in favor of the publication and solicited opinions from the Council. Councilmembers Petro, Davis and Day were hesitant to move forward without a definitive plan and Councilmembers Freitag, Brown and Petro stated they would be in favor if the budget allowed and a discussion took place.

Mayor Stevenson pointed out the elected officials had previously discussed ways in which the City could disseminate information to its residents and expressed frustration discussions never lead to action. He believed the City should be willing to invest funds to promote itself and a discussion followed.

Councilmember Brown inquired if Mr. Jensen had a sample job description for the position and he responded Staff would pull similar job descriptions and draft one specific to Layton City's needs. He reported the position would be discussed in conjunction with other employee requests during the all-day budget meeting in March.

Mayor Stevenson clarified Mr. Jensen would work with Staff in assembling a job description and request more accurate figures from the Clipper for distribution to the Council prior to the budget meeting on Thursday, March 15, 2018.

Mayor Stevenson complimented the Council for the way in which they work with one another in representing the City.

The meeting adjourned at 7:23 p.m.

Kimberly S Read, City Recorder