

**MINUTES OF LAYTON CITY
COUNCIL WORK MEETING**

MARCH 7, 2019; 5:40 P.M.

**MAYOR AND COUNCILMEMBERS
PRESENT:**

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

STAFF PRESENT:

**ALEX JENSEN, GARY CRANE, LON CROWELL,
TIM WATKINS, TRACY PROBERT, AND KIM
READ**

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

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

AGENDA:

DISCUSSION – UTOPIA BUILD OUT

Alex Jensen, City Manager, expressed his confidence with the UTOPIA Staff and complimented them for their efforts in changing public opinion of UTOPIA. He indicated it was seeing unprecedented success.

Mayor Freitag introduced the Council and City Staff to representatives from UTOPIA.

Roger Timmerman, Executive Director, introduced the UTOPIA Staff: Laurie Harvey, Chief Financial Officer, Kim McKinley, Marketing Director/Customer Service, and Josh Chandler, Attorney.

Mr. Timmerman informed the Council UTOPIA service was at its best and shared the results of a survey regarding customer satisfaction which reflected significant progress had been made in this area:

- Top service provider rated in the state
- Dramatic increase in sales growth
- Number one provider of air quality sensor data within the state
- Increased demand

Mr. Timmerman reported the UIA revenue outpaced the bond obligation. He reviewed revenues and explained the UTOPIA revenue combined with UIA. He reviewed the residential availability for Layton and the history associated with providing service to Layton. He projected the infrastructure would be completed throughout the City by the end of this calendar year and a discussion followed.

Mr. Timmerman shared information specific to subscriber growth and the residential take rate and explained how the trend was calculated. He reported on the Layton/UIA buildout project status and a discussion took place regarding the take rate. He expressed his opinion the growth rate was higher than what was anticipated and suggested there was plenty of time to accumulate funds for the first payment. He believed the City would soon surpass the amount of the first payment and a discussion regarding the take rates followed.

Kim McKinley, Marketing Director, informed the Council of the mailers being distributed once a new footprint was opened. She also announced the mobile “booths” which could be placed in City Hall or Surf’n Swim and would allow residents to sign up for service or learn more about UTOPIA. She explained how the UTOPIA marketing trailer was used and the Council requested its use in conjunction with Friday Fun FETS Constitution Circle and events in Commons Park. She mentioned advertising was also being done through Facebook and other social media. She also pointed out the billboards and other

promotions for UTOPIA. She explained the Welcome Box new service customers receive after signing up for service and how the referral cards worked.

Mr. Jensen inquired what marketing was taking place in existing footprint areas and Ms. McKinley responded those areas were being marketed the same as new footprint areas. She stated quarterly mailers were distributed everywhere UTOPIA was available. She also indicated she followed social media to identify what was being said about the product and reported most of the comments were very positive. She stated immediate contact would be initiated once she becomes aware of a bad experience or if a new customer was unhappy with their service and emphasized her team was happy to assist new customers. She emphasized UTOPIA was an extension of Layton City and desired customers have a positive experience. A discussion took place regarding video services and how UTOPIA could benefit those customers.

A discussion took place regarding the payment options or costs of services available to new subscribers. Ms. McKinley and Mr. Timmerman emphasized UTOPIA staff would be receptive to any remediation of private property now or in the future specific to landscaping associated with infrastructure implementation. A discussion specific to construction and infrastructure installation took place in addition to how the contractors were selected and paid. Mr. Jensen stated UTOPIA had a long standing relationship with B Jackson Construction, contractor, who has provided high quality work and responded positively to complaints.

Mr. Timmerman expressed appreciation to the City and Staff.

Councilmember Brown asked if there were other cities interested in participating with the UTOPIA product. Mr. Timmerman responded they were regularly being contacted by cities expressing interest in the UTOPIA product. He reported Woodland Hills would soon be onboard and reported on the take rate in other participating cities and explained how fiber was being made available to smaller entities throughout the state.

Mr. Timmerman shared some examples of costs for fiber services through UTOPIA.

Mayor Freitag expressed appreciation to the UTOPIA Staff.

LEGISLATIVE UPDATE

This item was removed from the agenda.

MAYOR'S REPORT

No Mayor's Report was shared.

The meeting adjourned at 6:55 p.m.

Kimberly S Read, City Recorder