



**CITY COUNCIL MEETING  
OF THE CITY OF CEDAR HILLS  
Tuesday, January 7, 2014 7:00 p.m.**

Notice is hereby given that the City Council of the City of Cedar Hills, Utah, will hold a **City Council Meeting on Tuesday, January 7, 2014, beginning at 7:00 p.m.** at the Community Recreation Center, 10640 N Clubhouse Drive, Cedar Hills, Utah. This is a public meeting and anyone is invited to attend.

**COUNCIL MEETING**

1. Call to Order, Invocation given by C. Zappala and Pledge led by C. Rees
2. Approval of Meeting's Agenda
3. Public Comment: Time has been set aside for the public to express their ideas, concerns and comments (comments limited to 3 minutes per person with a total of 30 minutes for this item)

**CONSENT AGENDA**

4. Minutes from the December 3, 2013 City Council meeting
5. Appointment of Members to the Planning Commission

**CITY REPORTS AND BUSINESS**

6. City Manager
7. Mayor and Council

**SCHEDULED ITEMS**

8. Review/Action on Appointment of Mayor Pro Tempore
9. Review/Action on an Ordinance setting the Time and Place of the regular City Council meetings for 2014
10. Review/Action on a Resolution Making Assignments to Members of the City Council, Staff, and Residents to Certain Boards, Committees and Entities.
11. Review/Action on an Ordinance amending Title 10, Chapter 5, Relating to Portable Utility Sheds
12. Review/Action on an Ordinance amending Title 1, Chapter 6, Officers and Employees, by updating Job Titles and changing the Text to provide for Appointment of Appointed Officers pursuant to State Code Provisions
13. Discussion on a Branding Proposal

**ADJOURNMENT**

14. Adjourn

Posted this 3rd day of January, 2014

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Gretchen F. Gordon, Deputy City Recorder

- Supporting documentation for this agenda is posted on the city's website at [www.cedarhills.org](http://www.cedarhills.org).
- In accordance with the Americans with Disabilities Act, the City of Cedar Hills will make reasonable accommodations to participate in the meeting. Requests for assistance can be made by contacting the City Recorder at 801-785-9668 at least 48 hours in advance of the meeting.
- An Executive Session may be called to order pursuant to Utah State Code 54-4-204 & 54-4-205.
- The order of agenda items may change to accommodate the needs of the City Council, the staff, and the public.
- This meeting may be held electronically via telephone to permit one or more of the council members to participate.



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker
<b>DATE:</b>	1/7/2014

## City Council Agenda Item

<b>SUBJECT:</b>	Appointment of Members to the Planning Commission
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	Chandler Goodwin, Assistant City Manager
<b>BACKGROUND AND FINDINGS:</b> In accordance with Title 9 of the City Code regarding the term of office and mode of appointment, the Mayor shall make recommendation to the City Council on appointments to the Planning Commission.	
<b>PREVIOUS LEGISLATIVE ACTION:</b> n/a	
<b>FISCAL IMPACT:</b> n/a	
<b>SUPPORTING DOCUMENTS:</b>	
<b>RECOMMENDATION:</b> Staff recommends that the City Council affirm Mayor Gygi's appointments.	
<b>MOTION:</b> To affirm Mayor Gygi's appointment of Glenn Dodge and Donald Steele to a three year term as a regular member of the Planning Commission beginning January 2014, with a term ending December 31, 2016.  To affirm Mayor Gygi's appointment of Bradley Weber to a one year term, in order to fill a vacancy, as a regular member of the Planning Commission beginning January 2014, with a term ending December 31, 2014  To affirm Mayor Gygi's appointment of Jeff Dodge and John Dredge and LoriAnne Spear as alternate members of the Planning Commission beginning January 2014, with a term ending December 31, 2014.	



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/7/2014

## City Council Agenda Item

<b>SUBJECT:</b>	Appointment of Mayor Pro-Tempore
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker
<b>BACKGROUND AND FINDINGS:</b> <p>Consistent with UCA 10-3b-302 and City Code 1-5-3, MAYOR AS MEMBER OF CITY COUNCIL; the terms and scope of the duties of Mayor Pro Tempore are defined. In summary, the mayor pro tempore shall have all of the powers and duties of the mayor during his absence, disability or refusal to act. The election of a mayor pro tempore shall be entered in the minutes of the meeting.</p> <p>Protocol for electing the mayor pro tempore typically has rotated to the councilmember with the most votes from the previous municipal election. Councilmember Martinez and Councilmember Rees have both served most diligently in previous years; the next council member to serve would be Councilmember Augustus. The term would begin January 7, 2014 and continue to January 6, 2015.</p>	
<b>PREVIOUS LEGISLATIVE ACTION:</b> The previous mayor pro tempore is Councilmember Rees.	
<b>FISCAL IMPACT:</b> N/A.	
<b>SUPPORTING DOCUMENTS:</b> N/A.	
<b>RECOMMENDATION:</b> Staff recommends the City Council elect a member of the City Council as mayor pro tempore for the 2014 term ending January 6, 2015.	
<b>MOTION:</b> To elect Council Member _____ as Mayor Pro Tempore, who shall have all the powers and duties of the mayor during his absence, disability, or refusal to act according to State and City Codes.	



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	Colleen Mulvey, City Recorder
<b>DATE:</b>	1/7/2013

## City Council Agenda Item

<b>SUBJECT:</b>	Setting the Time and Place of City Council Meetings for 2014
<b>APPLICANT PRESENTATION:</b>	n/a
<b>STAFF PRESENTATION:</b>	David Bunker, City Manager
<b>BACKGROUND AND FINDINGS:</b> In accordance with UCA 10-3-502, the city is required to set by ordinance the time and place for holding its regular City Council meetings. This item was continued to the first meeting in January to give the opportunity for newly elected councilmembers to discuss the possibility of moving the day of the regular City Council meetings to be held on either Wednesdays or Thursdays instead of being held on Tuesdays.	
<b>PREVIOUS LEGISLATIVE ACTION:</b>	
<b>FISCAL IMPACT:</b> n/a	
<b>SUPPORTING DOCUMENTS:</b> Proposed Ordinance and 2014 Public Notice/Schedule of regular City Council meetings. (This schedule shows traditional Tuesday meeting dates)	
<b>RECOMMENDATION:</b> To approve the proposed 2014 City Council meeting schedule.	
<b>MOTION:</b> To adopt Ordinance No. _____, an Ordinance setting the time and place of the regular meetings of the City Council of the City of Cedar Hills, Utah.	

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE SETTING THE TIME AND PLACE OF THE REGULAR MEETINGS OF THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH.**

**WHEREAS**, §10-3-502 UCA requires that the time and place of regular City Council meetings be set by ordinance, which meetings shall be held once each month, and

**WHEREAS**, §52-4-202 UCA requires the City to adopt and give notice of its annual meeting schedule.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH:**

**SECTION I  
ESTABLISHMENT OF TIME AND PLACE OF COUNCIL MEETINGS**

The regular meetings of the City Council of the City of Cedar Hills for the year 2014 shall be held according to the attached schedule, commencing at 7:00 p.m. The location of said council meetings shall be the Cedar Hills Community Recreation Center at 10640 N Clubhouse Drive, Cedar Hills, Utah.

**SECTION II  
CONFLICTING ORDINANCES REPEALED**

All other ordinances that are in conflict herewith are hereby repealed.

**SECTION III  
EFFECTIVE DATE**

This ordinance shall take effect upon its passage and posting.

**PASSED AND ORDERED POSTED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 7TH DAY OF JANUARY, 2014.**

APPROVED:

ATTEST:

\_\_\_\_\_  
Gary R. Gygi, Mayor

\_\_\_\_\_  
Colleen A. Mulvey, City Recorder

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE SETTING THE TIME AND PLACE OF THE REGULAR MEETINGS  
OF THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH  
PUBLIC NOTICE OF REGULAR MEETINGS  
FOR THE CITY COUNCIL  
2014**

The City of Cedar Hills, Utah, hereby gives notice that the City Council will hold its regular meetings beginning at 7:00 p.m. at the Community Recreation Center, 10640 N Clubhouse Drive, on Tuesdays according to the following schedule:

<b>MONTH</b>	<b>DATES</b>	<b>TIME</b>
January	7 and 21	7:00 p.m.
February	4 and 18	7:00 p.m.
March	4 and 18	7:00 p.m.
April	1 and 15	7:00 p.m.
May	6 and 20	7:00 p.m.
June	3 and 17	7:00 p.m.
July	1 and 15	7:00 p.m.
August	5 and 19	7:00 p.m.
September	2 and 16	7:00 p.m.
October	7 and 21	7:00 p.m.
November	4 and 18	7:00 p.m.
December	2 (holiday schedule)	7:00 p.m.



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/7/2014

## City Council Agenda Item

<b>SUBJECT:</b>	Assignments to members of the City Council, Staff, and Residents to certain Boards, Committees and Entities.
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker
<b>BACKGROUND AND FINDINGS:</b> City Councilmembers, Staff and Residents act as resources, liaisons, and on some boards and committees may be voting members. The Mayor makes the assignments to the various boards, committees and entities. The attached list includes the proposed assignments for confirmation with the advice and consent of the City Council.	
<b>PREVIOUS LEGISLATIVE ACTION:</b>	
<b>FISCAL IMPACT:</b> N/A	
<b>SUPPORTING DOCUMENTS:</b> List of Mayor Gygi's assignments to various boards, committees and entities, along with the proposed Resolution.	
<b>RECOMMENDATION:</b> Staff recommends the City Council affirm Mayor Gygi's assignments and approve the proposed resolution.	
<b>MOTION:</b> To approve / not approve Resolution No. _____, a resolution making assignments to members of the City Council, Staff and Residents of the City of Cedar Hills, Utah, to certain Boards, Committees, and Entities.	

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION MAKING ASSIGNMENTS TO MEMBERS OF THE CITY COUNCIL, STAFF, AND RESIDENTS OF THE CITY OF CEDAR HILLS, UTAH, TO CERTAIN BOARDS, COMMITTEES, AND ENTITIES.**

**WHEREAS**, the Mayor of the City of Cedar Hills, Utah, desires to make assignments to members of the City Council, staff, and residents to certain boards, committees, and entities; and

**WHEREAS**, The City Council of the City of Cedar Hills has determined that it would be in the best interest of the community to have councilmember, staff, and resident participation on certain boards, committees, and entities;

**NOW THEREFORE**, the City Council of the City of Cedar Hills, Utah, resolves to approve the Mayor's assignments to members of the City Council, staff, and residents, per the attached document.

**PASSED AND APPROVED this 7th day of January, 2014.**

\_\_\_\_\_  
Gary R. Gygi, Mayor

ATTEST:

\_\_\_\_\_  
Colleen A. Mulvey, City Recorder



**CITY OF CEDAR HILLS**  
10246 N CANYON ROAD, CEDAR HILLS, UT 84062

**Officials**

<b>Mayor</b>	<b>ASSIGNMENTS TO BOARDS, COMMITTEES, AND ENTITIES</b>	<b>Term Ends</b>
Gary Gygi	<i>Budget, Employees, UTOPIA, Mountainland Association of Governments (MAG), County Council of Governments (CCOG), Utah League of Cities and Towns (ULCT), Finance Committee, Council, Golf Finance Advisory Committee, Water Conservation Citizens Advisory Committee, Cultural Arts Committee</i>	2017
 <b>Council</b>		
Trent Augustus	<i>Board of Adjustment, North Pointe Solid Waste Special Service District, Finance Committee</i>	2015
Rob Crawley	<i>Finance Committee, Beautification, Recreation, Parks &amp; Trails Citizen Advisory Committee</i>	2017
Mike Geddes	<i>Planning Commission, Economic Development, Celebrations/Events</i>	2015
Jenney Rees	<i>Celebrations/Events, Communications, Youth City Council</i>	2015
Daniel Zappala	<i>Utah Valley Dispatch Special Service District, Lone Peak Public Safety District, Emergency Preparedness</i>	2017

**CITY RECORDER**

Colleen Mulvey\*  
\*Pending Approval by City Council

**CITY TREASURER**

David Bunker\*  
\*Pending Approval by City Council

**PLANNING COMMISSION**

		<b>Term Ends</b>
Chair	Glenn Dodge	2016*
Vice Chair	Donald Steele	2016*
Member	Craig Clement	2015
Member	David Driggs	2014
Member	Bradley Weber	2014*
Alternate#1	Jeff Dodge	2014*
Alternate#2	John Dredge	2014*
Alternate#3	LoriAnn Spear	2014*

\*Pending Approval by City Council

**BOARD OF ADJUSTMENT**

		<b>Term Ends</b>
Chair	Priscilla Leek	2016
	Jeff Lindstrom	2017*
	Darin Lowder	2015
	Randy Gehring	2016
	Vacant	2014

\*Pending Approval by City Council

**NORTH UTAH VALLEY ANIMAL SHELTER**

Chandler Goodwin

**TIMPANOGOS SPECIAL SERVICE DISTRICT**

David Bunker

**BEAUTIFICATION, RECREATION, PARKS AND TRAILS CITIZENS ADVISORY COMMITTEE**

Chair Boyd Wilkins  
Members Adrian Juchau  
Melissa Willie  
Nick Ivins  
Lynn Corbett

**FAMILY FESTIVAL COMMITTEE**

Chairperson Jerianne Conroy  
Chair Elect Keith Irwin  
Members Daryl Acumen  
Anji Branch  
Ben Cahoon  
Emily Cox  
Angela Johnson  
Rob Olsen  
Joe Phelon  
Madee Proffit  
Michael Stuy  
Melissa Willie  
Marisa Wright

**GOLF FINANCE ADVISORY COMMITTEE**

City Staff

**CULTURAL ARTS COMMITTEE**

Appointments Pending

**COMMUNITY COVENANT PROGRAM**

City Staff

**TOWN HALL CITIZENS COMMITTEE**

Member Angela Johnson  
Darin Lowder

**WATER CONSERVATION CITIZENS ADVISORY COMMITTEE**

Appointments Pending



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	Chandler Goodwin, Assistant City Manager
<b>DATE:</b>	1/7/2014

## City Council Agenda Item

<b>SUBJECT:</b>	Review/Action Regarding City Code 10-5-30 Portable Utility Sheds and utility sheds.
<b>APPLICANT PRESENTATION:</b>	n/a
<b>STAFF PRESENTATION:</b>	Chandler Goodwin, Assistant City Manager

**BACKGROUND AND FINDINGS:**

Planning Commission has reviewed the ordinance regarding sheds. Currently we have codes regarding sheds that are considered Portable, meaning they are under 120 square feet, they can be built in a setback and can be easily moved. Sheds over 200 square feet are considered accessory buildings as they need footings, inspections and permits. However, our code does not address sheds from 120'-200' SF. Please see the proposed code regarding this size of shed.

Additionally, clarification is needed concerning shed height. Current code allows for a shed to be a maximum of 10' high. Modifying the language to state that the height requirement is from grade to eaves may allow for more flexibility in designing sheds.

**PREVIOUS LEGISLATIVE ACTION:**

n/a

**FISCAL IMPACT:**

n/a

**SUPPORTING DOCUMENTS:**

See proposed code

**RECOMMENDATION:**

Recommend that the City Council approve the proposed City Code with language relating to sheds greater than 120 square feet in size, and modify the height requirement to allow more flexibility in designs.

**MOTION:**

To approve/not approve Ordinance \_\_\_\_\_, an ordinance amending Title 10, Chapter 5 of the city code of the City of Cedar Hills, Utah relating to portable utility sheds.

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE AMENDING TITLE 10, CHAPTER 5 OF THE CITY CODE OF THE CITY OF CEDAR HILLS, UTAH, RELATING TO PORTABLE UTILITY SHEDS.**

WHEREAS, the City Council of the City of Cedar Hills has determined that it is in the best interest of the City of Cedar Hills and the residents thereof to enact certain amendments to Title 10 of the City Code.

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY CEDAR HILLS, UTAH, UTAH COUNTY, STATE OF UTAH:**

**PART I  
AMENDMENTS**

**10-5-30: PORTABLE UTILITY SHEDS AND UTILITY SHEDS**

- A. PORTABLE UTILITY SHED:** Portable utility sheds are permitted in the rear and side setback areas subject to the following conditions:
- a. No portion of the shed's structure is permitted to cross the property line or to drain onto a neighboring property.
  - b. Where the property is located on a corner lot, the portable utility shed may be located within the optional enclosure area.
  - c. Portable sheds will be limited to one hundred twenty (120) square feet floor area, maximum eave height of 10' as measured from the finished floor surface to the bottom edge of the main roof eave, a roof pitch not to exceed 8/12 (8" of rise per 12" of run) and will not have a traditional type footing or foundation. They shall be built upon a hard surface. (Ord. 11-10-2009B, 11-10-2009)
- B. UTILITY SHED:**
- a. No portion of the shed's structure is permitted to cross the property line or to drain onto a neighboring property.
  - b. Utility sheds may be located on the rear or side lot area, no shed over one hundred twenty (120) square feet may be built in a setback area.
  - c. Utility sheds will be limited to two hundred (200) square feet floor area, maximum eave height of 10' as measured from the finished floor surface to the bottom edge of the main roof eave, a roof pitch not to exceed 8/12 (8" of rise per 12" of run) and will not have a traditional type footing or foundation. They shall be built upon a hard surface.

**PART II**

**PENALTY AND ADOPTION**

**A. CONFLICTING PROVISIONS**

Whenever the provisions of this Ordinance conflict with the provisions of any other Ordinance, resolution or part thereof, the more stringent shall prevail.

**B. PROVISIONS SEVERABLE**

This Ordinance and the various sections, clauses and paragraphs are hereby declared to be severable. If any part, sentence, clause or phrase is adjudged to be unconstitutional or invalid it is hereby declared that the remainder of the ordinance shall not be affected thereby.

**C. AMENDMENT TO BE ADDED TO CITY CODE**

The City Council hereby authorizes and directs that insert pages reflecting the provisions enacted hereby shall be made and placed in the City Code, Title 10.

**D. PENALTY**

Hereafter these amendments shall be construed as part of the City Code of the City of Cedar Hills, Utah, to the same effect as if originally a part thereof, and all provisions of said regulations shall be applicable thereto, including, but not limited to, the enforcement, violation and penalty provisions.

**E. EFFECTIVE DATE**

This Ordinance shall take effect upon its passage and publication as required by law.

**PASSED AND ORDERED POSTED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 7TH DAY OF JANUARY, 2014.**

APPROVED:

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Gary R. Gygi, Mayor

ATTEST:

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Colleen A. Mulvey, City Recorder



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/7/2014

## City Council Agenda Item

<b>SUBJECT:</b>	Ordinance Amending Title 1, Chapter 6 – Officers and Employees
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker
<b>BACKGROUND AND FINDINGS:</b> In review of Title 1, Chapter 6 of Cedar Hills City code, several city offices have been modified in title. In addition, it is proposed that the City update this Title and Chapter to reflect the Utah State Code §10-3-916 indicating when certain positions will be appointed following an election. According to State Code, the offices of City Recorder and City Treasurer are the only offices which require bi-annual appointment following an election. The other city offices created by department include the supervisory head of the department and as such serve at will to the Mayor and City Council. They may be appointed and or re-appointed at any time the Mayor and Council deem necessary, regardless of election cycle.	
<b>PREVIOUS LEGISLATIVE ACTION:</b> Tabled from the 12/3/13 meeting.	
<b>FISCAL IMPACT:</b> No.	
<b>SUPPORTING DOCUMENTS:</b> Proposed Ordinance.	
<b>RECOMMENDATION:</b> Staff recommends the council approve the proposed ordinance amending Title 1, Chapter 6, changing the text to provide for appointment of appointed officers pursuant to state code provisions, and updating descriptions of office created.	
<b>MOTION:</b> To approve/not approve Ordinance _____ amending Title 1, Chapter 6, changing the text to provide for appointment of appointed officers pursuant to state code provisions, and updating descriptions of offices created.	

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE AMENDING TITLE 1, CHAPTER 6, OFFICERS AND EMPLOYEES, OF THE CITY CODE OF THE CITY OF CEDAR HILLS, UTAH, AMENDING THE TEXT TO UPDATE JOB TITLES AND TO PROVIDE FOR APPOINTMENT OF APPOINTED OFFICERS PURSANT TO STATE CODE PROVISIONS.**

WHEREAS, the City of Cedar Hills' ordinance dealing with Officers and Employees has been reviewed and found to be in need of revision; and

WHEREAS, the Utah Code Annotated § 10-3-916, states that in each city of the fifth class, on or before the first Monday in February following a municipal election, the mayor, with the advice and consent of the city council, shall appoint a qualified person to each of the offices of city recorder and treasurer ; and

WHEREAS, the City Council has determined it to be in the best interest of the citizens to be consistent with the state code;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH:**

**PART I**  
**AMENDMENTS**

Title 1, Chapter 6, Section 1, of the City Code entitled Offices Created is hereby amended to read as follows:

**1-6-1: OFFICES CREATED**

**A. CREATED:** The offices of city recorder, city attorney, ~~city accountant~~ **finance director**, community services director, **public works director**/chief building official/~~zoning administrator~~ **assistant city manager/city planner/zoning administrator** and **city manager/city engineer/public works director/city treasurer** are created, having the powers and functions conferred by the state code and city ordinances, and these officers shall serve until removed by the city council.

**B. APPOINTMENT:** On or before the first Monday in February following a municipal election, the ~~city manager~~ **mayor**, with the advice and consent of the city council, shall appoint a qualified person to each of the ~~above stated~~ offices **of city recorder and treasurer**.

**C. ~~CITY ACCOUNTANT~~ FINANCE DIRECTOR:** The ~~city accountant~~ **finance director** is ex officio the city auditor and shall perform the duties of that office.

**PART II**  
**CONFLICTING ORDINANCES AND ADOPTION**

1. **CONFLICTING PROVISIONS**

All other ordinances that are in conflict herewith are hereby repealed.

2. **PROVISIONS SEVERABLE**

This ordinance and the various sections, clauses and paragraphs are hereby declared to be severable. If any part, sentence, clause or phrase is adjudged to be unconstitutional or invalid it is hereby declared that the remainder of the ordinance shall not be affected thereby.

3. **AMENDMENT TO BE ADDED TO CITY CODE**

The City Council hereby authorizes and directs that insert pages reflecting the provisions enacted hereby shall be made and placed in the City Code, Title 1.

4. **EFFECTIVE DATE**

This ordinance shall take effect upon signing and publication as required by law.

**PASSED AND ORDERED POSTED BY THE CITY COUNCIL OF THE CITY OF CEDAR HILLS, UTAH, THIS 7TH DAY OF DECEMBER, 2014.**

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Gary R. Gygi, Mayor

ATTEST:

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Colleen A. Mulvey, City Recorder



# CITY OF CEDAR HILLS

<b>TO:</b>	Mayor and City Council
<b>FROM:</b>	David Bunker, City Manager
<b>DATE:</b>	1/7/2014

## City Council Agenda Item

<b>SUBJECT:</b>	Discussion on City Logo, Branding and Resident Survey
<b>APPLICANT PRESENTATION:</b>	N/A
<b>STAFF PRESENTATION:</b>	David Bunker
<b>BACKGROUND AND FINDINGS:</b> The city's logo design and brand identity project contract- 2013 with Radi8 Creative is complete. Based on the feedback received during the branding process, the current City logo will be retained.  Council member Rees has outlined goals and has prepared a recommended task schedule to be implemented. Council member Rees will update the council and review the goals and task activities.	
<b>PREVIOUS LEGISLATIVE ACTION:</b> None.	
<b>FISCAL IMPACT:</b> Varies depending on implementation schedule as desired. Current budget available: \$3,000.	
<b>SUPPORTING DOCUMENTS:</b> Branding feedback. Goals and task schedule.	
<b>RECOMMENDATION:</b> Staff recommends the council consider the implementation of branding goals and task activities to promote the City Brand.	
<b>MOTION:</b> No motion is necessary. Discussion item only.	

## GOALS:

- attract and retain residents
- attract visitors for recreation/events (especially residents!)
- change perception
- commercial development

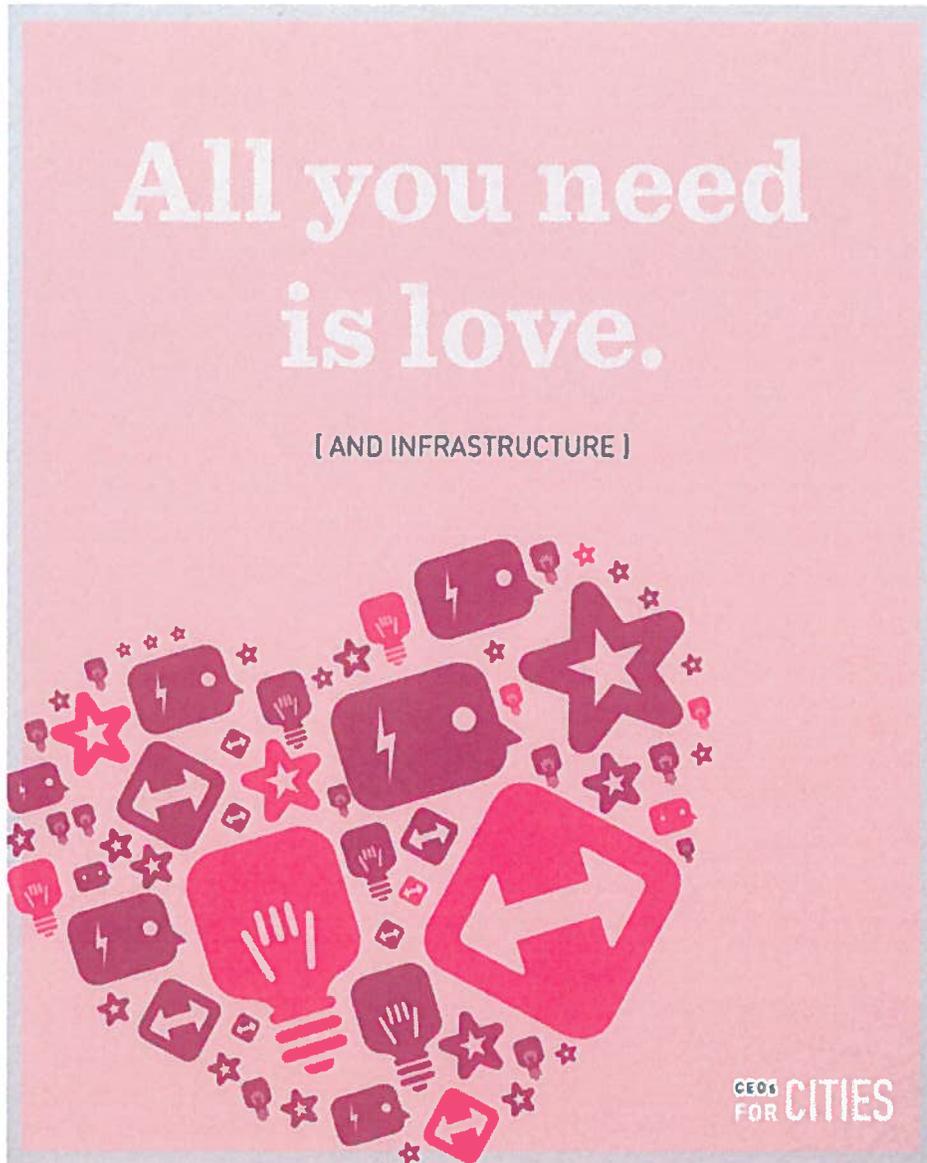
## To Do:

1. City Infographic (see Picture #1 for example)
  - a. One sheet that gives facts about City
    - i. Photos of City
    - ii. Map of city
    - iii. Proximity to AF Canyon
    - iv. Events/Happenings
    - v. Resources
    - vi. Why Cedar Hills is great
  - b. Send to (meet with?) new Utah County companies (Xactware, Adobe, DoTerra, Micron) to help with their recruiting efforts
  - c. Create one webpage with same information that can be used to direct residents and potential businesses to get a full understanding of Cedar Hills
  - d. Create separate infographic to mail to residents showing what is offered and contact information. Something they can put on their refrigerator. (something like the city recreation and events guide that Greg put together)
2. Videos of Cedar Hills
  - a. Post to website, Facebook, YouTube
    - i. Interviews with residents as to why they live in Cedar Hills
    - ii. Interviews with businesses as to why they opened in Cedar Hills
    - iii. Events and things to do
3. Slideshow Videos of Events (Pictures to music, no video)
  - a. Post to website, Facebook, Youtube
    - i. Family Festival
    - ii. Easter Egg Hunt
    - iii. Community Events
    - iv. Recreation
4. Resident Spotlights and Stories
  - a. Similar to Cedar Hills Champion
  - b. Include video interview
5. Monthly Email Message (see Picture #2) for example
  - a. Short and sweet – focus on one thing (infrastructure, recreation, city events)
  - b. Post to Facebook, website, but also email (see survey, most residents stated they preferred email communications)
6. Identify and meet with potential commercial developers
  - a. Infographic/ CH stats (demographics, income, proximity to canyon and other cities, etc.)

- b. Quarterly email (sales tax stats, survey data, events, construction updates, new business in nearby cities updates, etc.)
- 7. Tagline – are we going to implement the one that received the highest number of votes? If so:
  - a. Immediate:
    - i. Add to webpage and social media sites
    - ii. Add to stationary as re-ordered
    - iii. Press releases
    - iv. Newsletter
    - v. Incorporate into all things listed above in #1-6
  - b. Long term:
    - i. Add to vehicles
    - ii. Add to signage at city office
    - iii. Incorporate into all things listed above in #1-6
  - c. Not recommended for street signs or other areas where it would be too small to be visible



Picture #2



*Email would explain CH infrastructure or projects being worked on.*