

**GOVERNING BODY WORKSHOP MINUTES**  
**Roeland Park City Hall**  
**4600 W 51st Street, Roeland Park, KS 66205**  
**Monday, March 6, 2017 6:00 P.M.**

- Joel Marquardt, Mayor
- Becky Fast, Council Member
- Tim Janssen, Council Member
- Ryan Kellerman, Council Member

- Teresa Kelly, Council Member
- Sheri McNeil, Council Member
- Michael Poppa, Council Member
- Michael Rhoades, Council Member
- Erin Thompson, Council Member

- Keith Moody, City Administrator
- Jennifer Jones-Lacy, Asst. Admin.
- Kelley Bohon, City Clerk
- John Morris, Police Chief
- Jose Leon, Public Works Director

**Admin**

Fast  
Kelly

**Finance**

Janssen  
Thompson

**Safety**

Rhoades  
Kellerman

**Public Works**

McNeil  
Poppa

CMBR Fast called the meeting to order. CMBR Thompson was absent and CMBR Kellerman would need to leave at 7:30

**MODIFICATION TO THE AGENDA**

CMBR Janssen requested to move Items 7 and 8 to positions 3 and 4.

CMBR McNeil requested to move Item 11 as far ahead in the agenda as possible.

There was consensus on these modifications.

**I. DISCUSSION ITEMS**

**1. Branding Presentation**

City Administrator Moody said the Branding Committee has reviewed the last component of the branding document and recommends that the City Council adopt the final branding report completed by Benedictine. They have narrowed the graphic options to three and believe this represents a solid starting point. If Council does not choose any of the three suggestions, the Branding Committee recommends the Council then use the final Branding report as the basis for developing a logo that would meet the Council's approval.

Clay Johnston from Benedictine College said the RFP was completed in three phases. First, the research phase consisted of 87 students in undergraduate and graduate courses. They created a full report based on focus groups, interviews and a review of the questions submitted by the citizen survey. From there the research report turned into a positioning statement. A creative brief was provided to the artists that were interested in getting involved in the project. Mr. Johnston said this aspect of the project developed a competition to get the students involved in the process as well as local residents.

Mr. Johnston said the City Council has seen the research report and the designs, but included now is the third phase which is the brand launch proposition included in the agenda packet.

Mr. Johnston provided a slide presentation and discussed the research report. The results of the research showed that the degree of satisfaction with the quality of life in Roeland Park is very, very high and that people feel a sense of community among their neighbors and perceived a high quality of City services. The most common statements represented a deep satisfaction among residents living in Roeland Park, its close proximity to other amenities, and a quiet community in the heart of the city. They felt very strongly about progressive social values. They liked the establishment of trees and nature. On the negative side they felt a lack of identity living in Roeland Park.

Over the over 250 response to the request to describe Roeland Park in one word, “friendly, safe, quiet, convenient, and proximity,” were the top responses.

When asked if they were to write a commercial about Roeland Park, it came down to, “a small town feel in the heart of a big city, charming, friendly, inviting, minutes from anywhere.”

The Benedictine students put together a positioning statement to represent Roeland Park residents and businesses, present and future. Roeland Park is an oasis in the city where neighbors and nature thrive together just moments from anywhere. Mr. Johnston said this really captured what was already great about the City.

The creative brief is a four-page document that summarizes the search. It identifies who they are trying to reach, current residents and businesses as well as prospective residents and businesses. It must also be relatable to the people, which is a challenge when dealing with such a diverse group of residents.

For the design phase nine Roeland Park residents submitted 18 designs and 16 Benedictine students submitted 25 designs. The Branding Committee narrowed them down to what they felt best encapsulated what the creative brief set out to accomplish.

Mr. Johnston presented the different designs and different versions as well as a badge version with slight variations and different color schemes.

Also in the report were suggestions from the Branding Committee on how to launch the new brand. The objectives are to make the brand launch known as well as determine who they are trying to attract. Mr. Johnston suggested ways to get the message out through different types of media, updating the City’s signs as well as window graphics, City vehicles, et cetera. From there they would move outside the city with content marketing. He recommended assigning someone to direct the media campaign. Mr. Johnston reviewed with the Governing Body several launch plans such as social media and community events as well as a 5K that would allow participants to see Roeland Park, hosting an arts and music festival, and also a community coordinated Christmas light display.

Mr. Johnston completed his presentation stating that he has enjoyed his time working with the City and the students have thoroughly enjoyed the project and have repeatedly asked for updates. He thanked the Governing Body for allowing his students this tremendous opportunity to be able to befriend the City of Roeland Park.

Mayor Marquardt thanked him for all the hard work in the volunteer effort and said the students have been great and what was presented is an interesting concept. He then said he endorsed accepting the report and all the work that’s been done.

CMBR Fast asked for a recommendation on whether to accept the report at the Workshop or wait until the full Council meeting. City Administrator Moody felt with the size and scope of the report it should be accepted at full Council. He said there is a calendar included for the launch of the branding and a budget that still needs to be discussed. He added that by adopting the plan, it does not commit the City to it, but is a good place to start with budget discussions for 2018.

CMBR Poppa thanked Mr. Johnston, the Branding Committee and the students at Benedictine for their hard work on this.

Tom Madigan (5316 W. 49th Terr.) spoke as a member of the Branding Committee. He said that sometimes the citizens and the Council miss the fact of what they had to work with. They received the art submissions and had to find the best ones in those submissions. He added that the work done by Benedictine reinforces the citizen survey and the strategic plan. Mr. Madigan said if the Governing Body does not like any of the art work, then all they would need is a new graphic design. He concluded that if it wasn’t for the help of Mr. Johnston and Mr. Moody the committee may not have made it as far as they did.

CMBR Fast said the Mayor had suggested accepting and forwarding the report, but to separate the logos from the report.

CMBR Poppa said there has been a lot of work in the report and it should be forwarded to Council to adopt the guidelines that have been presented and Council can work through the individual pieces over time.

There was consensus to place this item onto New Business at the next Council meeting.

## **2. Party in Arrr Park Event**

CMBR Poppa said the Events Committee has gone through quite a few changes with new members and new officers. The committee would like to combine the City-wide block party and Treasure in R Park into one event. Previously these two events have been put on by the Fundraising Committee for R Park and they are unable to do it due to lack of manpower and time. The Events Committee is asking for agreement to combine the events. They do not have any specific creative details as these still need to be approved by the Events Committee. In essence, they would like to have the City-wide Block Party to include the kids' treasure quest component in the morning followed by the block party for families and adults.

There was consensus to place this on the Consent Agenda at next Council meeting.

## **3. Discuss Weed Control Along Curb Line**

Public Works Director Leon provided three options to address weeds that grow between the asphalt pavement on streets and into the curbs and gutters.

The first option, the one the City has used in the past, has been to put the responsibility on the property owner by enforcing code.

The second option would be a chemical option for Public Works to be involved in treating the curb lines with a hard chemical.

The third option would be for the Public Works Department to treat the weeds in the curb lines with an eco-friendly vinegar-based product.

CMBR Kelly said she met with Public Works Director Leon to discuss the products being used and any risks to the water system there would be with street spraying. She added that this will not address the weed problems in the sidewalks and the aprons of driveways. The Sustainability Committee has asked CMBR Kelly to voice their concern about using the more toxic product as there are concerns of it seeping into the watershed.

CMBR McNeil also spoke in favor of using the less toxic alternatives.

CMBR Poppa asked if there was a more permanent solution such as crack sealing the pavement. Public Works Director Leon said to crack seal all of the edges would not save the City money and would deal with weeds only against the concrete in the pavement, not behind the curb. He also said there is a possibility with the green option to kill grass if not used properly. CMBR Poppa said he would prefer chemicals that are more ecologically friendly, but that people may use the harder chemicals and the residue will run into the water system. Public Works Director Leon said he would like to limit the treatment to a once a year application.

CMBR McNeil asked where the funds would be coming from to do the treatment and does not want to see it added to property taxes. She said she observed in driving around other cities that most don't seem to care one way or the other about grass growing in the sidewalks.

Public Works Director Leon said the funding would be considered as grounds maintenance and would come out of that part of their budget.

Mayor Marquardt said he would like to see a one-year trial run with the green product and see what it takes and how it performs.

Public Works Director Leon said he has not received complaints from the residents about grass in the sidewalks or roadway. He also said Public Works has been more proactive in sweeping their streets to keep things from getting into the water system.

CMBR McNeil said she would be fine with keeping things as they are. If the City sprays some areas and not others such as sidewalks, it might cause an increase of complaints as to why other areas were not done.

CMBR Kelly recommended using the funds for an education program geared to help residents manage their weeds. She recognized that not everyone would participate, but instead of writing tickets or sending letters, they could educate them.

CMBR Poppa said that at a previous employment position he held, the employees were empowered to believe that they were owners of the property. If residents are empowered that they are owners of the community, they can all work together to keep the problem at bay.

Mayor Marquardt said he believed there would be a less than five percent buy-in of an education program. He also said he had pictures from last year where some of the sidewalks should have been mowed noting that the area between the curb and the sidewalk was the worst. He reiterated that he would like to see the program tried at least once.

CMBR Rhoades said they could have bottles filled with a bio-friendly chemical spray and make them available to people that wanted to come and help out the neighborhood. CMBR Kelly said that was a great idea, but they need to be careful about giving people chemicals and it might present some problems.

CMBR Fast supports the Mayor's position in going forward with a trial run.

Public Works Director Leon said if the City chooses to do this, he would like to see it wrapped into a resolution as it sets the expectation of what they are doing so it is out there for everyone to see.

CMBR McNeil said if they decide to do this, it needs to be blasted throughout the City of what area it will encompass and that they should not expect the sidewalks to be cared for. She also said she believed this would be like opening up a can of worms.

CMBR Fast sought out majority support for any of the options given. After discussion, the Governing Body could not reach a consensus and decided to do nothing at this point.

CMBR Kelly said she would speak with the Sustainability Committee about an education program.

Mayor Marquardt said if the City chooses to do nothing he would like to see the code enforced to prevent an issue.

Ms. Jones-Lacy said she can put a blurb in the March newsletter. Mayor Marquardt suggested adding how it would be enforced.

#### **4. Year End Financials**

Ms. Jones-Lacy reported everything is good and that all key revenues have done well when compared to projections and last year's performance and everything is operating in the green. The General Fund has increased

from \$1.47 million at year end of 2013 to \$2.95 million at the end of 2016. The increased mill levy captured has added to that part of the fund balance.

CMBR McNeil asked about the \$8,500 equipment & reserve fund expense. Ms. Jones-Lacy said that was for an emergency repair of the bulkhead.

Ms. Jones-Lacy went on to report that the City's debt service is continuing to drop.

Ms. Jones-Lacy said a permit is still needed to be issued on the hospital. Mayor Marquardt said he thought they were to break ground soon and asked why they don't have a permit. Ms. Jones-Lacy said they need to submit escrow information for the one percent for art.

CMBR Fast asked at what percent the reserves are. Ms. Jones-Lacy said the total reserves in operating funds are \$4.6 million with a total budget for funds at \$13 million, but she has not done the percentages. She added that the City does have healthy reserves. They will also be looking at rating bonds, which will help with getting good sales on bonds if they're rated and in a standard format.

#### **5. Trash and Recycle Bin Placement and Shielding**

Ms. Jones-Lacy said there have been discussions to change the code regarding trash receptacle screening so that it can be more easily enforced because as it is now it is very broad. Staff has suggested that containers could be any kind of recycling container, could be in the back yard behind the primary structure. They would be allowed to be placed on the side or front yard, but need to be screened so that they are not visible from the street. The recommendations also outline what would be considered proper material for the screening. Exceptions would be provided to the elderly and disabled. There would also be an amnesty period for inclement weather. The updates also provide that following a violation notice, the resident has 48 hours within which to correct the problem and there could be a \$10 civil penalty.

Ms. Jones-Lacy said they polled the people who attended the community forum and also through Constant Contact to get more input. She said the response rates were not great. What they did get was that 58 percent of those people thought an evergreen shrub screen on the front side would be acceptable; 64 percent thought an architectural element of the house screening the container should be acceptable; and 49 percent thought a single-sided screen on the front container should be allowed.

Staff is proposing is to accept an evergreen bush for the front, but to also have an additional screen so as not to be visible from the side.

Mayor Marquardt offered a compromise that if only screening from one-side that it is not visible from up to 45 degrees or larger than that.

Ms. Jones-Lacy said in going through the City that containers are visible everywhere. It is pervasive. If staff begins to enforce the code, then residents would probably begin contacting their Councilmembers. To help mitigate some of that, a write-up for the newsletter with images of what is acceptable could be sent out first.

CMBR Fast said she did not support four-sided screening and sees it as being unrealistic, but would support the two-sided option.

CMBR Poppa recommended adding that the house can be used as one side of the screening. Ms. Jones-Lacy said she will add that in the educational materials.

There was consensus to take (i) out and bring the item forward to New Business on the next City Council agenda.

#### **6. Discussion of Establishing and Hotel/Motel Tax**

City Administrator Moody said no changes have been made and he has received no further input from the Council.

There was consensus to place this on the Consent Agenda for approval.

#### **7. Ordinance 941 – Amendment Related to City Code on Signs**

Ms. Jones-Lacy provided the background information on changes to the Special Event Code. Previous City Attorney Shortlidge had made some adjustments to the Sign Code which were approved by the Planning Commission and then moved to Council. Council asked for additional changes, specifically Section (hh), added the following language: “any sign not visible to persons located off the premises from where the sign is located; score boards and related signs on athletic complexes” would not be considered a sign. This would apply to a campus where signs are intended for internal use and not external advertisement. Also added in the language was how signs would be interpreted by building versus parcel of land.

Mayor Marquardt suggested language that provided additional clarification, which was shown to the Governing Body and shared with the representatives of St. Agnes. He elaborated that the three signs could be placed anywhere on the campus and would be attributed to each building.

Ms. Jones-Lacy said that special events that are Type 1, which include non-profits, churches and schools, do not have to apply for a permit as they are exempt and that they are allowed to do special events that are essentially non-commercial.

Mayor Marquardt said it was the intent to allow the signage as the special event language allows for the types of signs that are a bit larger than regular-sized signs.

There was Governing Body discussion of the different types of signs, sizes of signs, temporary versus permanent placement, and requests for permission.

Mayor Marquardt said he would like further discussion to allow for the signs to be placed around a campus and not limited to near the building. Each building would have signs attributed to its building, but would expand the capability rather than having it within 150 feet of the structure. He recommended forwarding the ordinance to Council, but would like to see that modification. Section 16-910(b).

There was consensus to forward Ordinance 941 with the proposed changes by the Mayor to New Business at the next City Council meeting.

#### **8. Changes to Type 1 Special Event Terms**

Ms. Jones-Lacy said at their last discussion there were concerns about the changes proposed. On the staff report the italicized changes were recommended by staff and the City Attorney to amend the special event code language so that certain outdoor events could be allowed, specifically at St. Agnes for their pro-life display. The following are the recommended changes, and they have also been approved by the Planning Commission:

*Special events meeting the Type 1 definition that include on-site signs and/or displays in conjunction with the event are allowed without a permit provided the following conditions are met:*

*(a) The special event does not involve outdoor activities (i.e. people congregating or participating in outdoor activities);*

*(b) The special event does not continue for more than thirty one (31) consecutive days and the property does not exceed a total of more than sixty (60) special event days. At least fifteen (15) days must pass between each special event;*

*(c) Any/all special event display(s) area does not exceed five hundred (500) square feet or five percent (5%) of the total square feet of the property, whichever is less.*

*(d) The special event shall not endanger or be materially detrimental to the public health, safety or welfare or injurious to property or improvements in the immediate vicinity of the neighborhood special event.*

*(e) The special event shall not cause undue traffic congestion or accident potential.*

CMBR Janssen asked how more than one event on a campus would be handled. Ms. Jones-Lacy said it would be handled as two separate events and a call that the City would have to make. St. Agnes has reviewed the proposed changes and has expressed their support.

The language as proposed is that it limits an entity on the campus, not the different entities running concurrent events on the one parcel (campus).

Jeanie Gorman, attorney for St. Agnes, has looked at the “structure” in the definition of a Type 1 facility and the Church has interpreted it differently than the City. They assumed multiple buildings could have events according to own building structure. If that is not the case, then St. Agnes would have to withdraw their agreement to the proposed language and ask for accommodation as it is such a huge campus and has been plotted as one lot and it cannot be undone at this stage.

CMBR Rhoades recommended allowing a sign every 25 feet.

CMBR Janssen recommended striking the 500 foot requirement and to make it just five percent of the total square feet of the property.

CMBR Poppa said he sees Mr. Rhoades’ point as not talking about the entire square footage of a lot and he could be supportive of lineal feet discussions.

Mayor Marquardt said if they take out the 500 square foot and went with percentage it would be a greater restriction.

Ms. Gorman asked to comment further, but CMBR Fast said she would need to fill out a yellow card and by policy cannot have people from the audience making unscheduled comments. Ms. Gorman apologized.

CMBR Rhoades said as an attorney and representative for St. Agnes, she is working to help with the process. CMBR Fast reiterated that the Council has adopted rules as to the process to be allowed to speak at meetings.

CMBR Kellerman said that since she has previously addressed the Council and asked for agreement from the Council to speak again.

CMBR Poppa said he would not mind Ms. Gorman being a part of the discussion noting they previously let Mr. Madigan speak in the meeting as part of the Branding Committee. He also said the Workshop setting is a little less formal.

Ms. Jones-Lacy said Ms. Gorman has asked that the language be per address since each of the facilities on the St. Agnes campus has their own individual addresses.

City Administrator Moody said if they use linear feet of frontage, then the display area shall not be more than 10 percent of the linear feet of frontage.

There was Governing Body discussion of applying lot size, frontage road size, building size when placing signs. Ms. Jones-Lacy said she could put together language for the different scenarios.

CMBR Janssen asked for a consensus on 500 square feet per address point, making it finite and ending the discussion.

There was consensus to forward the item to the next Council meeting under New Business with 500 square feet of the address point as suggested by CMBR Janssen.

#### **9. Governing Body Workshop Meeting Location**

CMBR Kellerman & CMBR McNeil asked for Workshop meetings to be held in the conference room unless there is a large crowd.

There was general discussion of upgrading to a voting system at the meeting and having more electronic microphones. City Clerk Bohon said that purchasing another task cam would be approximately \$300.

CMBR Fast said she liked having meetings in the conference room and said that it encourages more of a discussion versus a formal action. CMBR Poppa supported moving back to the conference room if they can get better recording equipment.

There was consensus to discuss the location of meetings at another Workshop after they receive more information about recording equipment for the conference room.

Mayor Marquardt suggested having a Workshop item on the City Council meeting agenda to make it clearer for people that unfinished items from the Workshop fall under that heading. If items need to be workshopped before a vote that evening, then they will be discussed.

CMBR Kelly likes the current process and felt they can add leftover Workshop items to a spot on the Council agenda. She did not favor combining the Workshop and Council meeting as one.

City Administrator Moody said a possibility is to have the Council meeting before the Workshop meeting as most Council meetings have not lasted longer than an hour.

CMBR Poppa said that when he and CMBR Janssen had worked on the meeting process they originally intended the Workshop before the Council to be for a limited amount of items that were time sensitive or that needed to be addressed at Council. He said those Workshop agendas have been as loaded as a regular Workshop with them moving what is not finished to the Council meeting. He said if an item does not need to be on the Workshop before the Council meeting, then he recommended not putting it on that agenda and wait until the next full Workshop.

CMBR Kelly left the meeting as she was not feeling well.

CMBR Janssen said there needs to be clarity and transparency that these are Workshop items that are being discussed within the Council.

There was consensus to continue the Workshop hour before the Council meeting and then have a Workshop section on the Council agenda.

#### **10. Review CDBG Applications**

City Administrator Moody said this is the first time the City is going through the Community Development Block Grant (CDBG) process and they are submitting three project applications with each project costing around

\$250,000. They are looking to optimize the process. He said if the City receives funds one year, then they are not eligible for next year. CDBG would pay for 80 percent of the project and the City would kick in the remaining 20 percent. He asked if Governing Body is okay with the submission of three, and if asked, which would be their priority.

CMBR Janssen said the mill and overlay or the sidewalks would be his first choice, but narrowed it to sidewalks.

CMBR Fast said the Community Center would be her first choice. She said she served on the CDBG application review for a few years. In her experience they wanted to see projects that wouldn't normally come out of the general fund such as street and sidewalk repairs.

City Administrator Moody said when he asked for examples of what projects they have done, they were largely for public infrastructure. Street overlays and sidewalk programs are common as they are flexible. The money cannot be spent on the project prior to the money being awarded and would not be reimbursed. Currently the funds for 2017 projects have not yet been released yet. The projects have to be flexible, but they must be completed by December of that year. Mill and overlay is the easiest to fix and the sidewalk is a bit more in depth.

City Administrator Moody said he believed the street project and sidewalk had the greatest opportunity to be funded.

#### **11. NICHE Police Reporting System Agreement**

Police Chief Morris asked for Council approval for the NICHE system of report management being implemented throughout Johnson County. It will handle the police reports concerning arrests, accidents, offense reports, et cetera. The paperwork for the new system has gone through the City's legal department and has received approval. Over the next 10 years the City will realize a savings of just under \$6,500 from the current system. Chief Morris said this is a must for his department as all the agencies in the county will be using it.

There was consensus to place this item on the Consent Agenda for approval.

## **II. NON-AGENDA ITEMS**

*There were no items presented.*

## **III. ADJOURNMENT**

CMBR Fast adjourned the meeting.

**(Roeland Park Governing Body Workshop Adjourned at 9:10.)**