

GOVERNING BODY WORKSHOP MINUTES
Roeland Park City Hall
4600 W 51st Street, Roeland Park, KS 66205
Monday, April 4, 2016 6:00 P.M.

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| <ul style="list-style-type: none"> ○ Joel Marquardt, Mayor ○ Becky Fast, Council Member ○ Tim Janssen, Council Member ○ Ryan Kellerman, Council Member | <ul style="list-style-type: none"> ○ Teresa Kelly, Council Member ○ Sheri McNeil, Council Member ○ Michael Poppa, Council Member ○ Michael Rhoades, Council Member ○ Erin Thompson, Council Member | <ul style="list-style-type: none"> ○ Keith Moody, City Administrator ○ Jennifer Jones-Lacy, Asst. Admin. ○ Kelley Bohon, City Clerk ○ John Morris, Police Chief ○ Jose Leon, Public Works Director |
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Admin	Finance	Safety	Public Works
Janssen	Rhoades	McNeil	Fast
Poppa	Kelly	Thompson	Kellerman

CMBR Fast called the meeting to order and all Councilmembers were present.

I. MINUTES

1. February 15, 2016

There was a consensus to approve the February 15, 2016 Governing Body Workshop Minutes.

II. DISCUSSION ITEMS:

1. **Branding**

Public Comments:

Susan Sanders (4927 W. 57th St.) Ms. Sanders said she read the proposals submitted for the branding contract and it was her opinion that after seeing the Avant proposal they should have the opportunity to present to the Council. She added that she did not believe that the Council had adequate opportunity to review their proposal and felt the Council was rushing into a decision. Ms. Sanders did say that she was looking forward to hearing the proposal from Benedictine College.

CMBR Rhoades introduced Clay Johnston from Benedictine College. Mr. Johnston is the Program Chair for Marketing at the Benedictine College School of Business and is completing his 6th year at Benedictine. Mr. Johnston provided information on his background of 15 years in the marketing field in advertising production, public relations and marketing research. He spoke to the quality of students that will be working on the project and he will be overseeing the project with a hands-on approach.

CMBR Thompson asked for specific examples of outside projects the college has been involved with in the past. Mr. Johnston said his marketing research course last semester conducted a feasibility study for Habitat for Humanity of St. Joseph and Imagine Wholeness that’s located in Roeland Park. He also discussed the extent of the students’ involvement in this projects.

Mayor Marquardt then asked for examples Mr. Johnston has been involved in developing an identity, whether business or municipal. Mr. Johnston said that branding a municipality is a specialty, but the process is about solving a problem, which in this case is communication. In 2001, he personally worked with the Chamber of Commerce in St. Joseph, Missouri on a project to showcase their parkway. Some of the highlights of the project included the development of a “pop-up party.” It was a monthly traveling party up and down the parkway focusing on a different point of interest that people might normally have gathered. This program has continued to present day and is a huge success, developing civic pride. Mr. Johnston also provided commercial examples that he’s personally designed or in some instances directed the design process.

CMBR Poppa inquired how Mr. Johnston finds real world projects for his classroom, to which Mr. Johnston responded that they were from his own network of former clients and contacts, etc.

Mayor Marquardt inquired as to how the City's project would be treated and whether it would be a professional product that he would oversee along the way. Mr. Johnston reiterated his approach in the classroom would be to devote a third to half of the class time to actually working on the project. He added that they will also be working outside the classroom as well on the project. He added that he has a vested interest in this project and in the students performing well. He will not turn them loose, but ensure that they are getting the best consultation possible. He will be working beside the students rather than lording over them and as such will act as a facilitator and consultant.

CMBR Kelly inquired about the continuity of the project with the school year schedule. Mr. Johnston anticipates working on the project through one semester beginning with developing the study and gathering information within the first few weeks of school. The project is open to Mass Communication and Art students, or any student with experience with layout design and graphic design.

CMBR Poppa inquired further about the timeline. There will be a development study and research criteria and data collected, all of which will be completed within the first six weeks of class. They will begin the interviews, conducting the focus groups and surveys to develop the mission statement. In the process they decide how to launch the new design into the world and also how to share other information that best communicates the position of the City, its best attributes about living and working in Roeland Park. By week nine or ten, Mr. Johnston expects to have an initial report to the Committee and the Council. He will be in constant contact with the City, attending every necessary meeting to provide updates to the Council. By the end of 17 weeks, the City can anticipate the finished product, December 2016. There will be planned media events and public relations to share across the metro.

Mayor Marquardt called it a three-part process, the writing of the position statement (design brief), the creative process, and then the roll-out. He felt there will be a distinct line once they have the position statement.

CMBR Kelly noted they were making a lot of hybrid changes and wants to be sure they don't over-burden what the scope of the school is and their time. She said when the data collection is opened up to the outside it will need to be done in an equitable way. She also asked how the data gathered and who will be the owner of that data. Mr. Johnston stated that as the client Roeland Park owns and will keep the data. He also said he was willing to sign a confidentiality agreement if requested.

CMBR Fast expressed concerns about students having time available to work on project of this scope. She said she would like to see Mr. Johnston having more of a role and of it being less of a student role. Mr. Johnston said he will personally direct the focus groups as he has the experience for that. He also stated that he was not comfortable having Councilmembers in on the discussions as that is not a marketing research best practice.

There was further Council discussion of the process, timelines and final product implementation.

CMBR Poppa asked what roles the students would play. Mr. Johnston said the design of the research tool, developing the data, the process and analyzing the data would be done by the undergraduate marketing research class. Research collection and part of the analysis will be done by masters' students.

CMBR Fast - thanked Mr. Johnston for his time in answering the questions and noted that he had been very helpful.

Mr. Johnston thanked the Governing Body for giving Benedictine College consideration and the students are very appreciative of the opportunity. He said it was an exciting thing to be able to compete and to provide a tremendous learning opportunity that will hopefully get some students a leg up in getting a job. He concluded by stating that it's in the school's interest to give the City the best outcome possible.

The Committee then agreed to postpone the discussion until later in the meeting.

(Proceed to remaining agenda items)

The Council reopened discussions with an agreement to adjourn the meeting at 9:00 p.m. with any unfinished discussions to be placed on the next Workshop agenda. They then took a brief recess.

(Recess)

Mayor Marquardt said most people agree that the branding process didn't go as they had hoped as far as its process. He said he was willing to take a shot with Benedictine. He also told the Council that if they feel like the process isn't being followed or the product isn't what we as a City would want to not be shy about speaking up.

CMBR McNeil said the students are young and energetic and will probably try to do a really, really good job and she would like to give them a chance.

Mayor Marquardt recommends using the data they currently have and have the ETC survey sooner rather than later and that may help to alleviate some concerns.

CMBR Poppa said they have received a lot more information, but they still do not have portfolios on the students and they don't have contact information for references. He will still vote no as it is too important of a project to put into a class project.

CMBR Kellerman said they are able to control the outcome of what Benedictine would produce, and they are able to ask for items that may be missing from the RFP.

CMBR Poppa reiterated that he was disappointed in the entire process. He felt they asked for a qualified firm that has pertinent or relevant experience. He noted Mr. Johnston has some relevant experience in marketing and branding, but the students do not. He found out it will be undergrad students that will initially start collecting data and he was under the impression it was masters' students the entire time. It has been stated there will be additional hand-holding, which would not have to be done with a firm, especially when they had several qualified firms that came in at or under budget that weren't given an opportunity.

CMBR Kelly said the RFP reflects something different than what was requested by Benedictine, but that is not what the Council set out to do with RFP. They set out to hire a qualified firm to do that work. In both proposals she sees things that are troubling. She said if the committee is not going to follow the process, then there needs to be a restructure of the committee and this will take more time and there will also be a need to restructure the RFP not being followed. She added that people are concerned with the professional outcome. She wants the ETC survey to start and would like to gather data for them because they don't have the knowledge or the tools to really develop benchmarking information that can be used.

City Administrator Moody said it was not anticipated that a school would respond. The advantage is it's affordable and they get to support a local agency, and you're giving the students an opportunity to build a résumé, things not necessarily you'd be looking for if hiring a private firm.

Mayor Marquardt said he was disappointed in the process as well as there was another group that was going to be *pro bono*. Seeing that the RFP was heavily altered, he proposed a consensus to move forward with Benedictine, using ETC, and having more professional input.

The Council directed City Administrator Moody to draw up an agreement and to work with CMBR Poppa and CMBR Rhoades to put together items in the agreement for discussion at the next Workshop, April 18.

CMBR Fast encouraged Councilmembers to submit questions or suggestions to Mr. Moody.

2. Review of Future General Obligation Debt Analysis

City Administrator Moody provided detailed information on debt capacity calculations put together by the City's financial advisors to answer the question of how much debt could be issued in a reoccurring manner. The criteria they were asked to employ was to keep the portion of the mill levy level during this period of time and to keep the amount issued as an equal amount. Currently the City has issued \$2 million general obligation debt every three years. Bonds are paid back over the standard 20-year period with an assumed four percent interest, utilizing assumptions concerning assessed value. There is an assumed two percent increase in the annual assessed value, ½ of the 15-year average. Sales taxes are used to pay existing debt that sunsets in 2023 and Stormwater assessments are reflected through the bonds they support. Mr. Moody provided projections out to 2039. He said that issuing debt is a decision to be made by the Court, but the plan has a lot of flexibility but would also help with capital improvement project planning. The approach they have taken is to have the amortization level throughout the years, which is the fair way to do it and would not place an extra burden on future generations.

Mr. Moody said the alternative to this option is to save the money and when enough money is accumulated, then they can do the planned project.

CMBR McNeil expressed concerns of a continued habit of borrowing. City Administrator Moody said if there was enough resolve and the Council was frugal enough, they could fund projects on a pay-as-you-go basis.

Mr. Moody was looking for support from Council for his proposal stating that if the plan is to fund the CIP, then using the general operating portion of the mill levy and no general obligation bond puts limits on what can be done.

CMBR Kelly said she has seen where projects have been pushed off by previous councils. This proposal is a plan to maintain the infrastructure on a rolling basis and said it was a healthy and conservative plan. She noted that with each council change priorities shift. Most folks that she has spoken with are willing to maintain the mill levy to keep the City strong and the infrastructure great.

CMBR Kellerman asked for clarification on what the gross capacity, existing debt service plus proforma for existing debt service and existing revenues. Mr. Moody said that the plan does show that revenues will meet anticipated debt service requirements into the future. He added that currently in the CIP the funds are directed towards stormwater, street and sidewalk-related improvements, with \$250,000 allocated towards the purchase of a new Public Works facility.

CMBR Rhoades and Mayor Marquardt said they would prefer to cash-fund projects, but have not eliminated this idea.

Ms. Jones-Lacy said the fact that this implements a long-term plan will be very helpful in planning to replace infrastructure.

Public Works Director Leon said he supported the plan and that it allows for design and inspection in the CIP, figures that were not in the previous CIP as it was strictly for construction.

CMBR Fast recommended due to the time that Councilmembers contact City Administrator Moody and Ms. Jones-Lacy to ask questions so that this topic can be discussed at the next meeting.

CMBR Poppa said this is a roadmap for the future, so if we need it, we know it's there.

CMBR Thompson said it was a good responsible debt plan, adding that one of the few things city government should be doing is maintaining infrastructure for which this plan allows. She said while waiting to save, it oftentimes leads to spending more. She supports the plan as conservative and well-thought.

Mayor Marquardt said he certainly does not want to let things go bad so that the City is spending more later while they save.

CMBR Kelly reiterated she was in favor of the plan as fiscally responsible. She said it makes the City a good steward of not only the finances, but the infrastructure and quality of life in the City.

CMBR Rhoades said he is undecided and is hesitant about ongoing borrowing. He prefers cash funding projects, but would like to discuss this further and hopes to get more information.

CMBR Janssen said this is a tough item for him as he's a cash guy. He, too, would like more information. He said it looks like a good plan, a responsible plan, but still would like more information.

CMBR Kellerman said he likes how the proposal has been presented, but he is still hesitant and would like more information.

CMBR McNeil said she would like to speak with City Administrator Moody.

CMBR Fast supports the proposal, but would like to analyze and think about it more before going forward.

3. Review Solid Waste Assessment for 2017

Public Comment:

Tom Madigan (5316 W. 49th Terr.) Mr. Madigan spoke to the funding of the City's leaf pickup plan.

City Administrator Moody recommended solid waste services provided to the City be increased to \$178 annually and will include the leaf pickup program. This amount is in line with solid waste services throughout the metro, but theirs do not include a leaf program.

CMBR McNeil inquired as to who was proposing this amount. City Administrator Moody said WCA's rate for 2017 is increasing 2.97 percent and the \$178 will cover the cost of the increase. City Administrator Moody also stated that he does not believe a utility should be subsidized with property taxes.

CMBR Fast felt they were double-dipping on the leaf program, paying for it both from property taxes and the General Fund. She also said this was to be only for two years and now it is permanently on the rolls. City Administrator Moody said that there will be an opportunity to decide on whether the Council wants to roll back the mill levy.

CMBR Poppa said a portion of services come out of property taxes as an additional fee. CMBR Fast said the added additional fee to cover the leaf program was a general budget expenditure and then they added a fee onto property taxes to pay for the leaf program. She said that salaries and benefits are paid from the General Fund and then there is an additional property tax fee for Public Works staff and equipment.

CMBR Fast and CMBR Kelly discussed whether or not the fee was to sunset after three years and the minutes from that meeting were requested.

There was consensus to move forward with the increase as proposed. If changes are desired, then Council can propose a change during the final budget discussions.

4. Policy on Appointment of Committee's

(This item was postponed to the April 18 Governing Body Workshop meeting)

5. Standardized Voting Procedures - Discussion of Sign for Voting Yes or No

Mayor Marquardt suggested using the voting procedure of ayes and nays as discussed in the LKM Handbook, to which all agreed for simplicity.

6. Boarding House Definition Within Chapter 16

Ms. Jones-Lacy said the proposal is to make the language defining Boarding House in Chapter 16 the same as approved in Chapter 5. The Planning Commission has held the required public hearing and their recommendation is for it to come before Council for final approval.

There was agreement to move this item to the Consent Agenda for final approval.

7. Arts Advisory Committee Event Signage

Marek Gliniecki presented an action item in an effort to streamline requests for each event individually by requesting approval for all recurring events for the year. Mr. Gliniecki noted that these events are planned annually, have gone through their piloting phase and trial period and are considered successful enough to continue. He is asking for permission to promote four such events by the Arts Advisory Committee.

There was consensus move this to the Consent Agenda at the April 18 City Council meeting.

8. Community Event Signage

CMBR Poppa also made the same signage request for the Events Committee asking for two banners to be placed up to 30 days prior to an event with ten directional signs placed up to eight days prior to each event.

Public Works Director Leon requested the committee chairs or liaisons to please notify him directly when there are banners to be put up.

There was consensus to place this on the Consent Agenda at the April 18 City Council meeting.

III. NON- ACTION ITEMS

Public Works Director Leon said work has begun for the installation of the drinking fountain at R Park. The contractor has begun entrenching the water line and there is some work needed for excavation around the water meters on both sides of Juniper Street. Mr. Leon is working with the contractor on the cost so Water One can come in and do their work. He also said the amenities in the park have been installed with the exception of the bike rack. He said this is one of the benefits of contracting out the mowing is that he can direct staff to do things that they typically would not have been able to do. He also said there is ongoing work at the Community Center and around the City that will be discussed next week.

Mr. Leon concluded that the spring leaf pickup was slow and that they collected only ten loads.

IV. ADJOURN