

**CITY OF ROELAND PARK, KANSAS**  
**GOVERNING BODY WORKSHOP MINUTES**  
**ROELAND PARK CITY HALL**  
**4600 WEST 51<sup>ST</sup> STREET, ROELAND PARK, KS 66205**  
**May 20, 2024, 6:00 P.M.**

- |                                    |                                  |  |
|------------------------------------|----------------------------------|--|
| • Michael Poppa, Mayor             | • Matthew Lero, Council Member   | • Keith Moody, City Administrator        |
| • Benjamin Dickens, Council Member | • Tom Madigan, Council Member    | • Jennifer Jones-Lacy, Asst. City Admin. |
| • Jan Faidley, Council Member      | • Kate Raglow, Council Member    | • Kelley Nielsen, City Clerk             |
| • Emily Hage, Council Member       | • Jeffrey Stocks, Council Member | • John Morris, Police Chief              |
| • Jennifer Hill, Council Member    |                                  | • Donnie Scharff, Public Works Director  |

(Roeland Park Governing Body Workshop Meeting Called to Order at 7:16 p.m.)

**I. APPROVAL OF MINUTES**

**A. Governing Body Workshop Meeting Minutes May 6, 2024**

CMBR Faidley asked that the minutes be tabled so they could be amended to better reflect the public comments made at the meeting. The minutes were tabled to the June 3, 2024, meeting.

**II. DISCUSSION ITEMS**

**1. Presentation by Placer AI**

Chris Harder, Senior Account Executive from Placer.ai presented to the Governing Body on the analytics software his company has. The software anonymously harnesses data from mobile devices. If a user comes into the geofenced area they can gather data to learn more about the activity of a place. Only location data is used as it is stripped of personally identifiable information. A large number of their clients are municipalities and Mr. Harder showed the capabilities of the system. He said that Roeland Park is trying to determine its daytime population so they can put a geofence around the City as a whole. The software tracks the location of the phone to an area and so it can determine who are residents, employees, or visitors by where they go and how long they stay within the City.

CMBR Hage asked if they feel like there are any risks for misuse of the data. Mr. Harder said the company had foresight to not gather personally identifiable information. He directed the Governing Body to the Trust Center on their website of how they collect data and anonymize it.

CMBR Madigan said he understands the need for data and wanted to know what they are hoping to get from it. He added that he did not think \$12,000 would give them enough data from this from the Aquatics Center and was at a loss as to how this is a good fit for Roeland Park.

City Manager Moody said for staff the initial benefit identified would be traffic volume data on any segment of street within the community. This would eliminate the need for traffic counts, and it would identify visitors to public facilities such as the pool, Community Center, sports, dome, and their parks, which could then be used for marketing purposes. He also said they have not been able to find daytime population demographics. It would also help local businesses to know where they can draw visitors.

CMBR Madigan asked about the accuracy rate. Mr. Harder said that businesses test their data and find it to be 90 percent accurate.

CMBR Stocks said he always looks at what problem they are trying to solve. He asked who would have access to this data and would it be the sharable, given to developers, or kept confidential within the City. City Manager Moody said the understanding is they can share the data to help a business decide on whether Roeland Park is a good fit for them.

Mr. Harder said that is correct, but they would have to cite that the data is from Placer.ai.

CMBR Faidley said quite honestly it feels a little creepy. She then asked if the information would be valuable for Project Rise. City Manager Moody said the information would be valuable to existing and prospective business. Placer will make the data available for them to share with their businesses. He added that this is an investment.

CMBR Dickens said it is a fascinating tool. He said that Mr. Moody keeps the taxpayers' money in mind and trusts that he has done his research. He asked if they see any cost savings for anything such as not having to put up traffic counters. City Manager Moody replied this has the potential to use dollars more effectively particularly in the marketing area and allows those marketing dollars to be targeted more effectively.

Mr. Harder said there are cost savings in marketing. He said it also helps with more directed grant writing by having demographic data or being able to target that application because of the racial equity implications objective. Also, the data can help them recruit a tenant that might have overlooked Roeland Park.

CMBR Hage said this helps build the case of what their community is in trying to be more inclusive and reflective of the people accessing their services. She asked if this tool would have dedicated staff and resources and how do they envision current staff roles. City Manager Moody said the data is easy to extract. More mining will involve more time. He said they have a counterpart in Olathe to reach out to as well as Placer.ai services.

CMBR Lero said this appears to the business side of his brain and he would love to dig into the data. He said it is exciting and can see them working with developers and the potential benefits to the City. He said it does make a case for improvements, specifically to parks, and he would like to see where the users of Nall Park are coming from.

CMBR Faidley asked if this is in City Manager Moody's spending authority. He said that it is but because it is not a budgeted item, he has asked that it be put on an agenda for approval.

CMBR Raglow thanked Mr. Harder for his presentation and there was agreement to move the item to the next Council meeting for approval.

## **2. 2025 Budget - Review Revenue Trends, Mill Rate Reserves, Outstanding Debt, and Personnel Assumptions**

City Manager Moody began a high-level budget review noting that there are planned changes to the storm water assessment and the solid waste assessment that are providing for a 0.38 mill reduction. In

total, they have estimated a 0.5 reduction as a starting point, bringing it down to 25.5 mills. One mill is equal to \$135,000 for the City.

Also, inflation is driving sales tax revenues with summertime being their strongest time. Projections are conservative noting that while property taxes are going up, they are expecting sales taxes to go down.

CMBR Dickens asked if Menards is a done deal. City Manager Moody said that Menards owns the property and have what they need to do for construction.

City Manager Moody then reviewed home value increases and the corresponding reduction of the mill levy. He also addressed the revenue neutral rate fiscal impacts and its philosophy and does not believe it is a wise plan.

He also reviewed the historical numbers of the City's debt service noting it should be retired by 2030. Also included in the presentation was the cost of taxes and utilities in comparison to other cities within a 20-mile radius of Roeland Park.

CMBR Hill stated she appreciates the diversity of the cities within 20 miles because it includes more communities similar to them versus only Johnson County cities.

CMBR Madigan said he too appreciates seeing the comparable cities but does not believe the Unified Government or Kansas City, Missouri are comparable.

CMBR Faidley said that more business is good for revenue and wanted to know how multi-family or middle market housing affects property taxes. City Manager Moody said the greater the density the more value per square foot, which does raise more value of property taxes. If they had a similar assessed value as some other cities such as Mission or Merriam, they could have an even lower mill rate.

Franchise fees are collected from utilities that occupy right-of-way and "pay rent" for use of that space. Telephone and cable TV fees continue to go down while gas and electricity go up. Evergy did reduce their rates and the franchise fees are even lower.

Ms. Jones-Lacy reviewed the fund balances. She noted City policy is to keep a 25 percent reserve balance based on operating expenses, which is \$1.41 million. The intent is to have this sales tax reserve if a retailer leaves, it will act as a failsafe for the loss of significant amount of sales tax.

The Council planned to reduce the levy two mills over time and once that is complete, that will be maintained until the Council decides they want to make any other changes. Ms. Jones-Lacy also reviewed the Aquatic Center Funding noting that it runs in a deficit and the hope is with it being open full-time this year it will help reduce that deficit that is covered by the City.

Ms. Jones-Lacy also noted the storm water fund would be incrementally increased to pay for maintenance and projects. She provided an overview of the other major funds, the City's TIF funds as well as the status of ARPA.

City Manager Moody said they did compensation study and the regional CPI caused for an increase in the compensation schedule and accounts for inflation. There will be a \$177,000 cost increase by 2025 and they have a cost on this year's budget. Mr. Moody presented to options. One would be to give a 4.1 percent increase starting now with a 1.9 percent inflation adjustment, or the second would be a 6 percent merit increase in 2025. His recommendation would be the two-step approach.

CMBR Faidley asked if they would have more accurate inflation numbers if they were to wait. City Manager Moody said they might have another month, but they will need to make a definite budget.

CMBR Hage asked if there is an expectation of the staff between the two options. City Manager Moody said the two-step option is better for the employee. He noted that of the 4.1 percent, 3 percent is for merit and 1.1 is for inflation.

CMBR Madigan said he is not a fan of the two-step process and does not see it as transparent. He said they should get their raise all at one time.

CMBR Raglow received majority support for the two-step process.

City Manager Moody concluded his presentation with the new pay scale, and he also showed pay increase comparisons with surrounding cities as well as a history of Roeland Park salaries and the budget for health insurance for employees.

Mr. Moody concluded with next budget steps and reviewed the meeting timeline before the October 1 deadline to certify the mill rate to the county clerk.

### **3. Overview of KC Can Compost Partnership**

Ms. Jones-Lacy said that the Sustainability Committee has offered to pay \$55 a month for the 164-gallon bin that will be located at Price Chopper on the north end of the building. Signage will also be posted to explain the program. This will be a site where subscribers can empty their compost buckets. KC Can Compost will clean it out once a week. If more maintenance is needed, then another bin can be purchased. This will be a pilot program for one year and can be canceled if it is determined not to be beneficial. City Hall will have liners and buckets that can be picked up with a receipt showing membership purchase. More information will be put into the newsletter with further details on what can be composted, et cetera.

### **4. Review Chapter 6 Revisions**

Ms. Jones-Lacy said Chapter 6 refers to elections. This has been reviewed by the City Attorney and the DEI committee and could not find anything that needed to be changed. The redline changes are in the packet and there is a removal of subsection (c) regarding expiring terms in 2019, and subsection (d) that has references to 2017. Chapter 3 will be reviewed at their next meeting.

### **5. Executive Session**

**MOTION:** CMBR RAGLOW MOVED AND MAYOR POPPA SECONDED TO RECESS TO EXECUTIVE SESSION TO DISCUSS THE POTENTIAL ACQUISITION OF REAL ESTATE, PURSUANT TO THE REAL ESTATE

EXCEPTION OF THE KANSAS OPEN MEETINGS ACT, K.S.A.75-4319(B)(6) WITH THE OPEN MEETING TO RESUME AT 9:15 P.M. IN THE COUNCIL CHAMBERS. (THE MOTION CARRIED 8-0.)

**MOTION:** CMBR RAGLOW MOVED AND MAYOR POPPA SECONDED TO RECESS TO EXECUTIVE SESSION TO DISCUSS THE POTENTIAL ACQUISITION OF REAL ESTATE, PURSUANT TO THE REAL ESTATE EXCEPTION OF THE KANSAS OPEN MEETINGS ACT, K.S.A.75-4319(B)(6) WITH THE OPEN MEETING TO RESUME AT 9:40 P.M. IN THE COUNCIL CHAMBERS. (THE MOTION CARRIED 8-0.)

### **III. NON-ACTION ITEMS**

#### **A. Committee Minutes**

- 1. Ad-Hoc Historical Committee Meeting Minutes April 25, 2024**
- 2. Aquatics Center Advisory Committee Meeting Minutes April 9, 2024**
- 3. Arts Advisory Committee Meeting Minutes April 3, 2024**
- 4. Board of Zoning Appeals Meeting Minutes April 18, 2024**
- 5. Diversity, Equity, and Inclusion Committee Meeting Minutes April 10, 2024**
- 6. Parks and Trees Committee Meeting Minutes April 10, 2024**
- 7. Sustainability Committee Meeting Minutes April 4, 2024**

### **IV. ADJOURN**

CMBR Raglow adjourned the meeting.

(Roeland Park Workshop Adjourned at 9:40 p.m.)