

## NOTICE AND AGENDA

Notice is hereby given that the City Council of the City of Santaquin will hold a City Council Meeting on Wednesday, March 05, 2014, in the Council Chambers, 45 West 100 South, at **6:00 p.m.**

1. **ROLL CALL**
2. **PLEDGE OF ALLEGIANCE**
3. **INVOCATION/INSPIRATIONAL THOUGHT**
4. **CONSENT AGENDA**
  - a. Minutes
    1. February 19, 2014 Council Meeting
  - b. Bills
    1. \$108,107.90
5. **FORUM, BID OPENINGS, AWARDS, AND APPOINTMENTS**

**Public Forum is held to a 30-minute maximum with each speaker given no more than 5 minutes each. If more than 6 Speakers, time will be adjusted accordingly to meet the 30 minute requirement**

  - a. Recognition of Planning Commission Member Grill
6. **FORMAL PUBLIC HEARING**
  - a. FY2013-2014 Budget Amendment #2
7. **UNFINISHED BUSINESS**
  - a. Discussion & Possible Action with regard to the Design of the Recreation Department Review
  - b. Discussion & Possible Action with regard to improvements at the Ahlin Irrigation Pond to allow for Fishing
8. **BUSINESS LICENSES**
9. **NEW BUSINESS**
  - a. Discussion & Possible Action with regard to Legal Services
  - b. Discussion & Possible Action with regard to advertising for Website Improvements, Content Management and Enhanced Communications.
10. **INTRODUCTIONS AND ADOPTION OF ORDINANCES AND RESOLUTIONS**
  - a. Resolution 03-01-2014, "A Resolution Approving Amendment #2 to 2013-2014 Fiscal Year Budget."
  - b. Resolution 03-02-2014, "A Resolution Establishing the Fee Schedule for Santaquin City"
  - c. Resolution 03-03-2014, "A Resolution Amending the Ahlin Property Development Agreement"
  - d. Resolution 03-04-2014, "A Resolution Accepting the Completion of the Water Reclamation Facility"
  - e. Resolution 03-05-2014, "A Resolution Modifying the 2014 City Council Protocols"
11. **CONVENE OF THE COMMUNITY DEVELOPMENT BOARD**
  - a. **FORMAL PUBLIC HEARINGS**
    1. Establishing a FY2013-2014 Budget
  - b. **INTRODUCTIONS AND ADOPTION OF ORDINANCES AND RESOLUTIONS**
    1. Resolution CD03-01-2014, "A Resolution Establishing a FY2013-2014 Budget"
12. **CONVENE OF THE SPECIAL SERVICE DISTRICT FOR ROADS MAINTENANCE**
13. **PETITIONS AND COMMUNICATIONS**
14. **REPORTS OF OFFICERS, STAFF, BOARDS, AND COMMITTEES**
  - a. City Manager Reeves
  - b. Assistant City Manager Marker
15. **REPORTS BY MAYOR AND COUNCIL MEMBERS**
  - a. Mayor Hunsaker
  - b. Council Members
16. **EXECUTIVE SESSION** (May be called to discuss the character, professional competence, or physical or mental health of an individual)
17. **EXECUTIVE SESSION** (May be called to discuss the pending or reasonably imminent litigation, and/or purchase, exchange, or lease of real property)
18. **ADJOURNMENT**

If you are planning to attend this Public Meeting and, due to a disability, need assistance in understanding or participating in the meeting, please notify the City ten or more hours in advance and we will, within reason, provide what assistance may be required.

## CERTIFICATE OF MAILING/POSTING

The undersigned duly appointed City Recorder for the municipality of Santaquin City hereby certifies that a copy of the foregoing Notice and Agenda was e-mailed to the Payson Chronicle, Payson, UT, 84651, posted in 3 places; City Center, Post Office and Zions Bank as well as posted on the State of Utah's Public Website.

BY: 

Susan B. Farnsworth, City Recorder

**MINUTES OF A CITY COUNCIL MEETING  
HELD IN THE COUNCIL CHAMBERS  
MARCH 5, 2014**

The meeting was called to order at 6:02 p.m. by Mayor Kirk Hunsaker. Council Members attending: Keith Broadhead, David Hathaway, Mandy Jeffs, and Nick Miller. Matthew Carr was excused.

Others present: City Manager Ben Reeves, Assistant Manager Dennis Marker, Director Dennis Howard, Director Kevin Schmidt, Legal Counsel Brett Rich, Jane Grill, Jimmy DeGraffenried, Brain Smith, Mark Lamoreaux, Wendy Larsen, Elliott J. Fowkes, Lewis C. Larsen, Trevor Wood, Sarah Miller, and other unidentified individuals.

**PLEDGE OF ALLEGIANCE**

Council Member Broadhead Led the Pledge of Allegiance.

**INVOCATION/INSPIRATIONAL THOUGHT**

Legal Counsel Rich offered an Invocation.

**CONSENT AGENDA**

***Minutes***

February 19, 2014 Council Meeting

***Bills***

\$108,107.90

Council Member Hathaway moved to approve the Consent Agenda. Council Member Miller seconded the motion. The vote was unanimous in favor of the motion.

**FORUM, BID OPENINGS, AWARDS, AND APPOINTMENTS**

***Recognition of Planning Commission Member Grill***

Ms. Grill will be arriving later in the meeting.

Mayor Hunsaker reported he attended the Rural Water Convention in St. George this past week. Santaquin City received an award for the "Most Improved Wastewater System" for 2013.

Mayor Hunsaker also reported Wayne Overson resigned from the Library Board. Sarah Miller has agreed to complete his term. Also he met with Kyle Francom and Trevor Wood with regard to serving on the Planning Commission. Mr. Francom will complete the term vacated by Jane Grill with Trevor Wood serving as an alternate. Appointment of these board members will take place at the next Council Meeting.

**FORMAL PUBLIC HEARING**

***FY2013-2014 Budget Amendment #2***

Council Member Broadhead moved to open the Public Hearing with regard to the FY2013-2014 Budget Amendment #2. Council Member Jeffs seconded the motion. The vote was unanimous in favor of the motion.

City Manager Reeves reviewed the proposed changes to the FY2013-2014 Budget. See Resolution 03-01-2014 for a copy of the proposed adjustments.

Mr. Fowkes questioned if the City is addressing an additional entrance into Summit Ridge. He was told the adjustment addressed funding for developing a plan for a second entrance/exit. He was told there are 3 different funding options being reviewed at this time. A final decision

would not be made until the project plan has been approved by the Mayor and Council Members.

Council Member Hathaway moved to close the Public Hearing with regard to the FY2013-2014 Budget Amendment #2. Council Member Jeffs seconded the motion. The vote was unanimous in favor of the motion.

### ***Recognition of Planning Commission Member Grill***

Mayor Hunsaker reported Ms. Grill has resigned from the Planning Commission for health reasons. She has served the past 4 years with a reappointment of an additional 4 years occurring this past January. He thanked Ms. Grill for her service and wished her well with her future plans.

### **UNFINISHED BUSINESS**

#### ***Discussion & Possible Action with regard to the Design of the Recreation Department Review***

Assistant Manager Marker led the discussion with regard to "2014 Recreation Programs Evaluation Outline" (see attachment "A" for a copy of the presentation). Director Schmidt asked what level "quality of life" they would like offered the Residents. Council Member Hathaway recommended cutting the programs that do not pay for themselves. Director Schmidt voiced his concern that some of the programs being subsidized are youth programs which are needed. Council Member Broadhead would like to have a true "picture" so an intelligent decision can be made. He "has a hard time telling the Fire Department they can't have the Engine they need so addition money can be given to Recreation". Assistant Manager Marker will gather additional information and update the Mayor and Council Members in the near future.

#### ***Discussion & Possible Action with regard to improvements at the Ahlin Irrigation Pond to allow for Fishing***

Assistant Manager Marker reported if a fish cleaning station were to be installed an 8" sewer lateral would need to be installed. The electrical running along Pole Canyon Road is a private power supply going to the cabin. The City would be required to install underground power. The total costs for total utilities would be \$50,400. The approximate cost of the project would be \$190,000.00 with \$60,000 being paid through a grant.

Council Member moved to approve the proposed improvements to the Ahlin Irrigation Pond Project, not to exceed \$97,000. Council Member Jeffs seconded the motion. Council Member Broadhead amended the motion to include that the project funding will be from the Parks Impact Fee Fund. Council Member Jeffs seconded the amendment. Through a roll call vote the vote was unanimous.

### **BUSINESS LICENSES**

Nothing

### **NEW BUSINESS**

#### ***Discussion & Possible Action with regard to Legal Services***

City Manager Reeves reported he was asked to review the costs associated with the Criminal Legal services. He presented the Mayor and Council with a letter drafted by Director Howard outlining his concerns with making changes to Legal Counsel (see attachment "B" for a copy of

the Director Howard's letter). Council Member Broadhead reminded City Manager Reeves that in a past Council Meeting the cost of running the Court was discussed. Mr. Rich indicated he thought the discussion was held at the time of recertify the Court. City Manager Reeves indicated since that discussion, there have been things implemented which has cut the cost within the Court. Legal Counsel Rich stated he knows it is costly to pay fees associated with prosecution. He indicated rates haven't been raised for 5 or 6 years. Council Member Miller was told Legal Counsel Rich enjoys working for Santaquin but sees he is most beneficial to the City in civil issues. He is prepared to continue representing Santaquin if that is the choice of the Mayor and Council Members.

Council Member Miller, Jeffs, and Hathaway were in agreement to keep "with a good thing". Council Member Broadhead indicated "it is never a bad thing to look and see what is out there". He appreciates Legal Counsel Rich and the work he is doing. The decision was made to continue using Legal Counsel Rich as the City's legal representation.

***Discussion & Possible Action with regard to advertising for Website Improvements  
Content Management and Enhanced Communications***

City Manager Reeves reviewed the "Invitation to Bid" associated with regard to website management. The "Invitation to Bid" will be published in a number of newspapers and on a number of internet sites (see attachment "C" for a copy of the "Invitation to Bid").

Council Member Broadhead moved to direct the staff to advertise for the proceed Council Member Miller seconded the motion. Council Members Broadhead, Hathaway, Jeffs, and Miller voted in favor of the motion.

Mayor Hunsaker recognized Sarah Miller and asked her to introduce herself. She indicated she has lived in Santaquin for a number of years after moving here from Elberta. She currently is involved with the Library and is looking forward to serving on the Library Board.

Mr. Wood introduced himself to the Mayor and Council Members. He lives in Summit Ridge and with his wife attends City Council Meeting regularly. He also is looking forward to serving the Residents as an alternate Planning Commission Member.

Assistant City Manager Marker requested the Council address 10a

***Resolution 03-03-2014, "A Resolution Amending the Ahlin Property Development Agreement"***

Assistant City Manager Marker reviewed the history of the property associated with the Ahlin Property. Mr. DeGraffenried indicated the property the bill boards are located on belongs to Irewood and isn't included in the currently proposed development. Council Member Broadhead voiced his concern with regard to the maintenance of that property.

After the discussion, Council Member Broadhead moved to approve Resolution 03-03-2014, "A Resolution Amending the Ahlin Property Development Agreement". Council Member Miller seconded the motion. Council Members Broadhead, Hathaway, Jeffs and Miller voted through a roll call voted in favor of the motion.

**INTRODUCTIONS AND ADOPTION OF ORDINANCES AND RESOLUTIONS**

***Resolution 03-01-2014, "A Resolution Approving Amendment #2 to 2013-2014 Fiscal Year Budget."***

Council Member Hathaway moved to approve Resolution 03-01-2014, "A Resolution Approving Amendment #2 to the 2013-2014 Fiscal Year Budget". Council Member Jeffs seconded the motion. Council Members Broadhead, Hathaway, Jeffs and Miller voted through a roll call voted in favor of the motion.

***Resolution 03-02-2014, "A Resolution Establishing the Fee Schedule for Santaquin City"***

The proposed changes to the fee schedule were discussed. After the discussion, Council Member moved to approve Resolution 03-02-2014, "A Resolution Establishing the Fee Schedule for Santaquin City" with the addition of the cost for a 1" water meter and the addition of \$0.23 to the base rate for Pressurized Irrigation. Council Member Broadhead seconded the motion. Council Members Broadhead, Hathaway, Jeffs and Miller voted through a roll call voted in favor of the motion.

***Resolution 03-03-2014, "A Resolution Amending the Ahlin Property Development Agreement"***

Council Member moved to approve Resolution 03-03-2014, "A Resolution Amending the Ahlin Property Development Agreement". Council Member seconded the motion. Council Members Broadhead, Hathaway, Jeffs and Miller voted through a roll call voted in favor of the motion.

***Resolution 03-04-2014, "A Resolution Accepting the Completion of the Water Reclamation Facility"***

Council Member Jeffs moved to approve Resolution 03-04-2014, "A Resolution Accepting the Completion of the Water Reclamation Facility". Council Member Miller seconded the motion. Council Members Broadhead, Hathaway, Jeffs and Miller voted through a roll call voted in favor of the motion.

***Resolution 03-05-2014, "A Resolution Modifying the 2014 City Council Protocols"***

Council Member Miller moved to approve Resolution 03-05-2014, "A Resolution Modifying the 2014 City Council Protocols" with the suggested changes. Council Member Hathaway seconded the motion. Council Members Broadhead, Hathaway, Jeffs and Miller voted through a roll call voted in favor of the motion.

At 9:35 pm Council Member Broadhead moved to convene the Community Development Board. Council Member Jeffs seconded the motion. The vote was unanimous.

**CONVENE OF THE COMMUNITY DEVELOPMENT BOARD  
FORMAL PUBLIC HEARINGS**

**Establishing a FY2013-2014 Budget**

Board Member Broadhead moved to enter into a Public Hearing with regard to establishing a FY2013-2014 Budget. Council Member Miller seconded the motion. Board Members Broadhead, Hathaway, Jeffs and Miller voted in favor of the motion.

There wasn't any Public in attendance.

Board Member Broadhead moved to close the Public Hearing with regard to establishing a FY2013-2014 Budget. Council Member Miller seconded the motion. The vote was unanimous.

**INTRODUCTIONS AND ADOPTION OF ORDINANCES AND RESOLUTIONS*****Resolution CD03-01-2014, "A Resolution Establishing a FY2013-2014 Budget"***

Board Member Miller moved to approve Resolution CD03-01-2014, "A Resolution Establishing a FY2013-2014 Budget". Board Member Hathaway seconded the motion. Board Members Broadhead, Hathaway, Jeffs, and Miller voted in favor of the motion.

At 9:39 pm Board Member Miller moved to return to the regular Council Meeting. Board Member Jeffs seconded the motion. The vote was unanimous.

**CONVENE OF THE SPECIAL SERVICE DISTRICT FOR ROADS MAINTENANCE**

Nothing

**PETITIONS AND COMMUNICATIONS**

Nothing

**REPORTS OF OFFICERS, STAFF, BOARDS, AND COMMITTEES*****City Manager Reeves***

- Summit Creek Irrigation property located at the base of Highland Drive and Center Street is being used by 4 wheeler riders for recreation. The homeowners in the area are upset and want the City to reinstall No Trespassing Signs. The City has installed signs 3 time and they have been removed. It was the consensus of the Council Members that the residents will be given the phone number of a Summit Creek Representative so they can address the issue.
- Mike Daniels had sent a letter to the City with regard to the soccer balls being kicked into his property which is damaging his property. It was suggested that the goal posts be removed and portable posts be used or moved to the cemetery property.
- Engineer interviews will be held tomorrow

***Assistant City Manager Marker***

- Reported there were 10 new single family home building permits issued in February and a building permit for a 4-plex issued in March
- Planning Commission will forward to the Council for consideration code amendments pertaining to telecommunications, professional office zone, and partial zoning, as well as the Sumsion Pit rezone
- Next Planning Commission Meeting they will review a rezone request for the Ercanbrack Cold Storage, free standing sign regulations pertaining to the Terry Kester property and a rezone request for the Oberg property
- UDOT would like to address drainage issues along Main Street. They would like to install curb and gutter West of the West trailer court. They are questioning if the City would like to install sidewalk at the same time of their project. They also will be addressing a drainage issue just North of the school property.

**REPORTS BY MAYOR AND COUNCIL MEMBERS*****Mayor Hunsaker***

Mayor Hunsaker recommended the Staff be more diligent in putting Council Meeting information in the drop box with sufficient time for the Council to be prepared for the meeting.

**Council Members**

Council Member Hathaway indicated he was confused as to why Dixie's (Police Administration Assistant) job was given to Ann (Police Secretary) instead of opening the position to the current employees instead of just offering the position to Ann. City Manager Reeves indicated the Council voted to offer the job to Ann. The policy will be reviewed and amended during a future Council Meeting.

Council Member Broadhead reported he meet with the Celebration Committee. They discussed purchasing short back chairs and preselling tickets for Saturday Night. They also suggested promoting the arena for additional events.

Assistant Manager Marker will set a meeting with the representatives of Sunroc to discuss the Summit Ridge Pit.

**EXECUTIVE SESSION** (May be called to discuss the character, professional competence, or physical or mental health of an individual)

Nothing

**EXECUTIVE SESSION** (May be called to discuss the pending or reasonably imminent litigation, and/or purchase, exchange, or lease of real property)

Nothing

**ADJOURNMENT**

At 10:15 pm Council Member Miller moved to adjourn. Council Member Hathaway seconded the motion. The vote was unanimous.

Approved on March 19, 2014.

  
Kirk Hunsaker, Mayor

---

Susan B. Farnsworth, City Recorder





# RECREATION PROGRAMS EFFICIENCY STUDY

PREPARED BY:

DENNIS MARKER, ASST. CITY MANAGER  
KEVIN SCHMIDT, LEISURE SERVICES DIRECTOR

In Consultation with

BYU EMPA Students: Tyson Bell, Mark Lamoreaux, Brian Smith







## STUDY TEAM

<b>Tyson Bell</b>	<b>Mark Lamoreaux</b>	<b>Dennis Marker</b>	<b>Kevin Schmidt</b>	<b>Brian Smith</b>
BYU Independent Study - Student Service Administrator, Support and training of 170 professors and 120 high school instructors. Public Relations liason for dissatisfied parents and students	Cost Accountant – Beehive Clothing  CFO – Private development firm  Accountant II – Intermountain Health Care (IHC)  Auditor – Department. of Workforce Services	Santaquin City Assistant City Manager, Development Director, City Planner  Sandy City Planner/GIS Specialist  Forest Service Real Estate Specialist Trainee	Santaquin City Leisure Service Director  Masters Degree: Recreation & Tourism, ASU  Certified Parks and Rec. Professional  Small Business Owner	Provo Recreation Supervisor  Certified Parks and Rec. Professional  Fundraising Advisor to Provo Foundation  Chair of World Family Games  Small Business Owner
Over 12 yrs in Public Relations and Organization Management	17 yrs in Accounting	Over 12 yrs in Public Policy	16 yrs. in Program Management	14 yrs. in Recreation & Special Events





## TIME LINE

- FEB 8, 2014** City Council Authorizes Study
- FEB 11, 2014** Team Meets to Discuss Direction, Assumptions, Define Questions, Identify Data Sources and Determine Where More Information is Needed.
- FEB 12, 2014** Begin Gathering Data and Identifying Low Fruit
- FEB 25, 2014** First Maps of Program Service Areas Produced
- MAR 5, 2014** Meeting with City Council to Confirm Direction Before More Detailed Analysis Begins





# PROJECT ASSUMPTIONS

Provide Affordable & Sustainable Recreation Opportunities





Provide Affordable & Sustainable Recreation Opportunities

### Inputs

Religious Centers

City

Funds

Staff

Facilities

Other Cities

Schools

Private

### Activities

Market Driven

- Hire Staff
- Train Staff
- Create Forms
- Take Payments
- Advertising
- Solicit Donations
- Disbursement and Tracking of funds
- Organization and preparation of events, venues
- Coordination with other providers
- Stakeholder Reports
- Education Programs
- User Surveying
- Develop & Operate Programs, etc.

Market Driven

### Outputs

Programs provided at the affordable level of the end users

### Outcomes

#### Long Term

Greater Quality of Life

#### Mid Term

Stronger work force

Greater sense of Community

Less Crime

Good health & well-being

#### Short Term

Social Skills

Team Work

Good Sportsmanship

Confidence

Coordination

Communal Friendships

Work Ethic

Good Habits





## PROJECT QUESTIONS

### What Are the Basic Questions?

Do recreation programs generate enough money to cover all associated activity costs?

What activity changes can be made within 2 years to minimize public subsidy of programs?

### What Is the Secondary Question?

How will changes affect the “affordability” of programs?





## PROJECT QUESTIONS

### What Are the Basic Questions?

Do recreation programs generate enough money to cover all associated activity costs?

- What costs and revenues should be incorporated into this analysis?

Program Staff Time (Preparation, Conducting, Close Out)

Equipment and Supplies

Proportion of Maintenance Costs (cleaning, H<sub>2</sub>O, fertilizer)

Advertising

Overhead

Donations (\$\$\$, Volunteers)

Administration



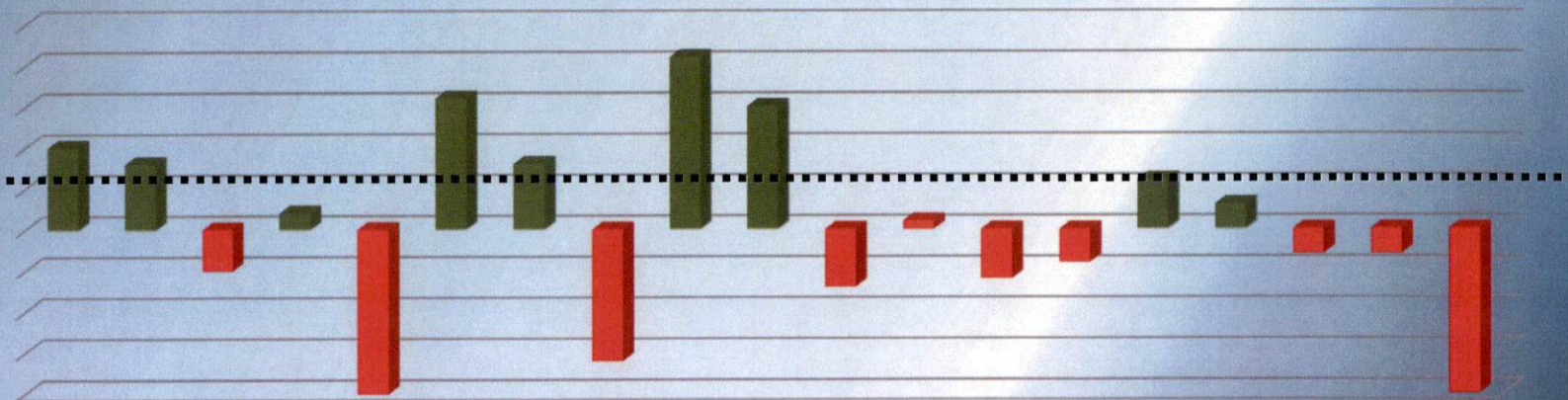


## PROJECT QUESTIONS

### What Are the Basic Questions?

Do recreation programs generate enough money to cover all associated activity costs?

- Should programs be evaluated individually and/or collectively?







## PROJECT QUESTIONS

### What Are the Basic Questions?

What activity changes can be made within 2 years to minimize public subsidy of programs?

- What are the low hanging fruit for revenue generation?
  - Park Reservation Fees
  - Non-Resident Program Fees
  - Cutting Net-loss programs?
- What potential revenue sources are available?





## PROJECT QUESTIONS

### What Are the Basic Questions?

What activity changes can be made within 2 years to minimize public subsidy of programs?

- If the programs are to remain affordable, how much subsidy is necessary?





## PROJECT QUESTIONS

### What Are the Basic Questions?

How will changes affect the “affordability” of programs?

- What options do residents have for similar programs?  
What are the cost to residents for those programs?
- What comparisons are appropriate with neighboring cities' programs?
- How much should Santaquin compete for participation?  
How much subsidy is needed to compete/be affordable?





## DATA SOURCES

Data	Type	Availability	Purpose
Program Specific Costs (equipment, supplies, etc.)	\$	Yes, Needs Compilation	Determination of Program Costs and Forecasting
Program Specific Revenue (Fees, Donations, etc.)	\$		
Staff Hours per Program	\$		
Program Participant Addresses	Data	Obtained	Determine Market Area / Affordability Analysis
Neighboring City Program data (fees, participation, etc.)	Data	Yes, Needs Compilation	
Private Sector Programs	Data	Yes, Limited	
Potential Revenue Sources	Data	Yes, Needs Research and to be Calculated	Forecasting
Demographics	Data	Yes	Affordability





# RECREATION PROGRAMS EFFICIENCY STUDY

QUESTIONS, COMMENTS,  
ADDITIONAL DIRECTION?







---

# SANTAQUIN/GENOLA POLICE DEPARTMENT

---

Chief Dennis Howard  
Sergeant Rodney Hurst  
Phone : 754-1070  
Fax : 754-1697

## MEMORANDUM

**TO:** Mayor, City Council  
**FROM:** Chief Dennis Howard  
**DATE:** March 5, 2014  
**RE:** Criminal prosecution

Recently I have heard discussion among City Council Members regarding minimizing the cost of criminal prosecution. I would like the council to consider the cost of any change regarding legal counsel.

In the 14 years I have been Chief of Police and 4 years on the City Council I have heard this same discussion 4 different times. In each discussion a change was made and within a short period of time we would change back to Mr. Brett Rich.

The two other attorneys who were contracted by Santaquin City to provide this service did indeed contract at a lower dollar amount. However, the cost of failed prosecution, I feel, is greater than the amount of money saved through the lowered contract costs.

When the two other attorneys were involved, suspects made a joke of our court because of the deals that were being offered in lieu of prosecution. After each experiment with cost saving attorneys we have returned to Mr. Brett Rich.

In the 39 years I have been in law enforcement I have found Brett Rich to be the only attorney who is consistently prepared to prosecute a case to the fullest extent. There have been many incidents where my officers have complained over Mr. Rich's insistence that they do additional follow up on cases. I accept these complaints with gratitude because we have an attorney who is actually reading the case files.

I have never had an officer complain that Mr. Rich was unprepared or unwilling to move forward with a criminal case. He is the consummate example of professionalism.



## INVITATION TO BID

**Overview** – Santaquin City is seeking sealed bids to provide website content management, website design & maintenance, social media representation and public relations services. Services shall be provided based on an hourly service rate that will allow the city the ability to scale the number of service hours provided per month based on preapproved activities and budgetary constraints; with a minimum of forty service hours provided per month. Services can be performed on or off site with an expectation that a limited number of onsite meetings with key staff shall take place weekly. Santaquin City shall be responsible for all hosting services. All other equipment, including but not limited to, computer equipment, software, etc. shall be provided by the service provider.

### **Principal Responsibilities –**

1. Work proactively and collaboratively with city directors, city manager, city council and city mayor, to ensure that municipal programs, departments, and events are appropriately and effectively reflected on the city website. Engage in regular monitoring to ensure that the city's website remains current and relevant.
2. Monitor and troubleshoots web information architecture, navigation and disability access issues on the city web domain.
3. Advise city staff on issues related to content. Reorganize, add, and edit content across the website as needed.
4. Build new web pages in the content management system for the city website as needed.
5. Work with the city staff to support and enhance communications, and public relations activities through online efforts.
6. Collect, present, analyze and utilize web metrics to enhance the city's online efforts. As needed, train and/or manage city employees, and other online

contributors as they create and disseminate content to support the city's digital goals.

7. Other web, online, social media and communications duties as assigned.
8. Contribute to Santaquin City's social media presence, including posting to and monitoring social media outlets used by the city's departments, assisting individual departments as needed and ensuring adherence to city's social media policy.
9. Translating complex city information into intuitive and effective explanations.
10. Understanding city positioning, structure, and messaging platforms.

**Desired Skill Set of Principal Company Representative.**

- 2 years' experience managing content for a city website
- Detail oriented and methodically organized
- Solid analytical and problem solving skills
- Organized planner and can execute with minimal oversight
- SEO expertise
- Strong communicator, both verbally and in writing
- Sound business judgment and decision making skills
- Ability to multi-task, manage multiple deadlines
- Technical experience with website content platforms (Joomla, Wordpress)
- Technical experience with social media content platforms (Facebook, Instagram, Twitter)
- Expertise with MS Office, Microsoft Excel and PowerPoint skills
- Clear understanding of governmental accounting
- Conceptual thinker
- Inclined to simplify the complicated
- Translate governmental jargon into clear and actionable messages
- A gifted storyteller who can bring city and community concepts and events to life

**Submittals.** Sealed bids must be received at the Santaquin City Offices, located at 275 West Main Street, Santaquin, UT, 84655, before 11:00 am, March 21, 2014. All bids should be addressed to the City Offices, Attn: Shannon Hoffman – Re: Website Management Service Provider.

**Bid Opening.** Bids will be publicly opened and read aloud at 11:00 AM on March 21, 2014 at the Santaquin City Offices located at 275 West Main Street, Santaquin, Utah. Formal City Council approval will take place at 6:00 PM on April 2, 2014 at the Santaquin City Council Chamber located at 45 West 100 South, Santaquin, Utah

**Invitation to Bid** – Santaquin City is seeking sealed bids to provide website content management, website design & maintenance, social media representation and public relations services. Sealed bids must be received at the Santaquin City Offices, located at 275 West Main Street, Santaquin, UT, 84655, before 11:00 am, March 21, 2014. All bids should be addressed to the City Offices, Attn: Shannon Hoffman – Re: Website Management Service Provider. To review the full bid document, which includes anticipated responsibilities and desired skill set, please visit <http://www.santaquin.org> or call (801)754-3211.