



# Bryce Canyon City

## Town Council Meeting

February 18<sup>th</sup>, 2021

10:00 A.M.

70 West 100 North

**Attending:** Mayor Shiloh Syrett, Nick Pollock, Bryce Syrett, Gary Syrett, Cherrie Tebbs, Sydney Lamas, Deanna Moore, Taryn Syrett, Jade Roundy and Jean Seiler

**Others:** Kadi Franson- Garfield County Insider

### 1. Welcome

**A. Prayer:** Gary Syrett

**B. Pledge**

**2. Approve Minutes of 2/4/21 Council Meeting:** Motion to approve the minutes made by Gary, 2<sup>nd</sup> by Cherrie, Bryce yes, Nick yes

**3. Adopt the Agenda:** Motion to adopt the agenda with additions to Other Business Item C. –Bullseye Pest Control Business License and Item D. -Online Web Marketing annual renewal made by Bryce, 2<sup>nd</sup> by Cherrie, Nick yes, Gary yes

### 4. Other Business:

**A. Jade – Advertising Funding – Brycecanycity.ut.gov website updates:** Jade present to report on updates to website. She has been working on the brycecanycityut.gov website and was able to update the links to the visitbrycecanycity.com page. She also updated the local attractions on the site. Some photos were out dated so she updated those. If you have any recommendations for the websites let Jade know. Jade will look into the booking.com link on the website and make sure it is working. It does not link to Bryce Canyon area just to Booking.com.

Jade is requesting funding for social media ads. Jade will set up a Bryce Canyon City ad and target areas with the same approach Ruby's Inn is. They are currently tagging the west coast clients. The ad would include a link to visitbrycecanycity.com page. Jade would like the ad up by March 1<sup>st</sup>. She will push the ad out to target those that have searched national parks, family vacations, etc. Ads have been successful by pushing "wide open social distance vacations". To run an ad on Instagram or Facebook is around \$250.00. The ad would run through June 1<sup>st</sup>. Jean feels we need to put more funding into advertising.

Motion to approve Jade to spend not to exceed \$1000.00 for marketing ads made by Gary, 2<sup>nd</sup> by Nick, Cherrie Yes, Bryce Yes

**B. Main Street Enhancement Bid:** Need to make the final decision to move forward. Total projected cost is \$450,000. UDOT has committed \$145,000 to the main street project. Ruby's will donate equipment/gravel and Garfield County might be able to excavate. Total contributions for in kind service is approximately \$60,000. If either cannot contribute, then the City will have more out of pocket but right now Bryce Canyon City's out of pocket will be around \$250,000. The lighting costs are included in the bid. Might be some savings on bids depending on who bids on the project. The City will need to help Ruby's with some leg work with tearing down fence, moving sprinklers and signs. Motion to approve the main street project and put out for bid by the end of next week made by Nick, 2<sup>nd</sup> by Gary, Bryce yes, Cherrie yes.

**C. Bullseye Pest Control Business License:** Jeff Moore is requesting to apply for a business license. He performs a lot of work in the City. Mayor will follow up with him on a few questions and get the business license application to him. Will put on the agenda for next meeting for official vote.

**D. Online Web Marketing Annual Update:** Mayor received the annual visitbrycecanycity.com website report from Scott Young. The website is showing a 100% growth online in 2020. Showing an increase in online bookings. According to the graphs, 18,000 people used the website. These were all new users. There were actually 20,000 total visits to the site. The website continues to see growth. Our annual contract with Online Web Marketing is usually around \$6,000 a year. They have not sent a new contract yet. Mayor will follow up on the new contract and we will put on next agenda for vote.

## **5. Department Reports:**

Mayor: Cares Funding: Mayor talked to Bryce Photo lab and Brian with Red Canyon Transit on additional funding available. Mammoth Travel is good for now. Mayor will have them fill out an application to request the additional funds. Mayor will follow up with Ron as well on any additional supplies that we might need for the City.  
Zoning: nothing new

Mike: not present, nothing to report

Gary: Nothing to report

Bryce: Already discussed main street above. Bryce will reach out to Sheriff Perkins on the annual Sheriff's report and contract renewal

Jean: Working on message center for the shuttle and will follow up with Linda.

Taryn: Reach out to Marshall Evans on light poles

Nick: Next Friday will meet on the heat at the Wellness Center at 11:00 AM. Sometimes there is a propane smell in there. Thermostats on the wall have been knocked lose, and will not stay on. Might need to be replaced. Taryn/Nick will work on wall padding measurements today. Taryn working on pricing on equipment and basketballs. Brady Twitchell -did he give us a quote on bleachers? Still have not heard back from him. No update on the computer key card access. Shaine had some computers in mind that would work. Bobbie Morrill from Panguitch might have a High Fitness Class in the gym, they are working with Taryn on plans.

Cherrie: no updates

**6. Planning Commission-Mayor Syrett:** no updates

## **7. Financial**

**Profit Loss/Balance Sheet/Budget Report (First Meeting of the Month):** Review next Meeting

**a. Budget Report – Sydney Lamas (First Meeting of the Month):** Review next meeting

**b. Warrants-Mike Stevens:** - Mike absent, no warrants presented today.

**8. Review Next Meetings Agenda:** Next meeting is March 4th-First day of State Basketball. Might need to move the meeting. We will wait and see how the games fall. Let Syd of any items that need to put on the agenda

## **9. Local Building Authority:**

Motion by Gary to open LBA meeting, 2<sup>nd</sup> by Cherrie, Bryce Yes, Nick Yes

No discussion

Motion by Gary to close the LBA meeting, 2<sup>nd</sup> by Cherrie, Bryce Yes, Nick Yes

**10. Adjournment of Council Meeting:** Motion to adjourn the council meeting made by Gary, 2<sup>nd</sup> by Cherrie, Bryce yes, Nick yes