



## Bryce Canyon City Town Council Meeting

March 20th, 2019

10:30 A.M.

70 W 100 N

**Attending:** Mayor Shiloh Syrett, Gary Syrett, Mike Stevens, Cherrie Tebbs, Bryce Syrett, Lane Chivers, Jean Seiler and Sydney Lamas

**Others:** Scott Young- OLWM

### 1. Welcome

**A. Payer** – Deanna Moore

**B. Pledge**

**2. Approve Minutes of 3/5/2019 Council Meeting:** Motion made by Cherrie to approve the minutes, 2<sup>nd</sup> by Mike, Gary Yes

**A. Approve Minutes of 3/5/2019 Public Hearing:** Motion made by Mike to approve the minutes, 2<sup>nd</sup> by Cherrie, Gary Yes

Bryce Entered Meeting

**3. Adopt Agenda:** Add item C.- Scott Young – OLWM. D. – Balloon Rally donation. Motion made by Mike to approve with additions to agenda, 2<sup>nd</sup> by Cherrie, Gary Yes, Bryce Yes

### 4. Other Business

**A. Lawn Mower Bid Review/Purchase:** We received bids on lawn mowers: Toro \$60,000 Kubota \$41,000, John Deere \$42,000. John Deere has air conditioning, ease of use. Includes snow blower and mower extra arms. Pricing under the State contract. Do we also want to purchase a truck to run around the property with? Lane will price out some vehicle options. May need to run to Cedar once in a while. Price range around \$10-15,000.

Motion made by Bryce to purchase the John Deere unit for \$41,798.83, 2<sup>nd</sup> by Gary, Cherrie Yes, Mike Yes

**1. Hedge Trimmer \$199:** The hedge trimmer is a Dewalt battery powered through Home Depot

**2. Weed Trimmer \$379:** The weed trimmer is a Honda – they would give us a 10% off the price.

Motion made by Mike to purchase both the hedge and weed trimmers, 2<sup>nd</sup> by Bryce, Gary Yes, Cherrie Yes

**B. Canyon 2 Canyon:** First meeting will be held March 26<sup>th</sup> at the airport at 1:00 PM. Everyone welcome. August 24<sup>th</sup> will be the race this year. The race will start at 7 AM and hope to be done by 1:00PM with gifts and prizes. Fly-In will start at 11:00 AM and end at 3:00PM. Deanna met with the Travel Council and the Canyon2Canyon was awarded \$3000. We only spent around \$3000 last year for marketing and we had to return some funding. This year for marketing the travel council awarded us \$1950.00. Jean can push more marketing for the event this year. Deanna needs all receipts for any purchase for Canyon2Canyon. Have we approached the County Commissioners for money for Canyon 2 Canyon? Maybe approach them to come and sweep the bike path prior to the race. They will be discussing the bike repairs with the County as well.

**C. Scott Young-Online Web Marketing:** Scott is here to discuss changes to the Visit Bryce Canyon City website, including changes for Canyon2Canyon. Scott distributed a tasks completed plan progress report. James will work with Jade on implementing new changes. Events have been reformatted. Jade working on other event information they will add to web page. It takes around three to six months to index a website. We had 759 users in 2016 to the website and this has increased to 6600 users in 2018. Our largest source of visit is through direct source – typing the website. The number two source is through google organic, with number three Brycecanyon.com. Focusing on back links from other high traffic sites. In 2017-2018 traffic sources are increasing to around 200. There is a 75% growth from 2017/2018 to 2018/2019. Need to continue to optimize back links. Let Scott know of any content we want to add to the website. Top cities sending traffic – #1 Salt Lake #2 Paris France #3 Auburn, and Panguitch #4. Mobile site speed important to websites – need to balance website content to balance speed. Do we see the Bryce cell tower in the reports? - Not showing in top 25. Could be due to those logging on directly to Rubysinn.com. Next level is to boost posts to specific people using geo fencing hitting certain demographics depending on the boost. Can add news worthy items to the boosts – park closures etc. Ruby's Inn working on social media ads targeted by age. When you log on Facebook, Instagram, SnapChat you may see some of these ads. Our website audited every three months to clean up errors and redirects. OLWM will send

monthly report out to show our statistics, audit reports, tasks etc. – Shiloh does receive the reports. We currently have booking.com widget on the site. Do we need to make it stand out more? Shiloh will follow up with James, it doesn't work on the mobile sites. Can have call to action in the home page banner and have a seasonal banner on the main page for events coming up. Any issues like this send them over to OLWM.

**D. Panguitch Balloon Rally Donation:** Sponsorship package \$1500 is what we do each year – includes balloon ride, dinner, advertising. Lori can come out and talk about the Rally if we need her to. Will add to next agenda for official motion.

## 5. General Plan

### 1. Roads

- a. **Main Street:** Are we striping this year? Need to get it scheduled and get bids. Andy and Lane will work on getting Christmas décor down on main street. Rick Sawyer is welding banner poles.

### 2. Town Park

- a. **Restroom/Pavilion Facilities:** No discussion

**3. Cemetery:** Added to GIS system, it will show all the plots. This is all online. Quaden will work on the decorative gate this year for his eagle project.

**4. Shuttle Building:** Lane and Todd got the water on. Need to get lights installed. Gary will follow up with Andy to install since the lights are here. Lane and Jean will work on the ticket office window.

**5. Public Safety Building:** No discussion

**6. Weight Room:** No discussion

**7. Fire Department- Wildland Truck:** Mayor Brinkerhoff met with Mayors in BV area to make a fire district. Ron supports the district. Districts fall back on County so they haven't been fond of the idea. Tropic funds a lot of the fire services. With a district the taxes will raise on residents within the district. Fire services are currently funded by sales, TRT, and the resort taxes. Tourism related calls paid by tourism dollars. ISO rating hurt when we became a city, a district would help our insurance ratings. Shiloh is meeting with Mayors and commissioners today to discuss it. Can districts fall back on cities and not the County? Council in support of proceeding with the district if County is in agreement.

**8. Bike Path:**

**9. Wellness Center:** Waiting on Zions to release lien – should be done soon.

**6. Planning Commission-Gary Syrett:** General Planning meeting kick off held on Tuesday. Would like project done by August/September. Need to post planning commission meetings – Tim will let Syd know as they happen.

## 7. Financial

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

b. **Budget Report – Sydney Lamas (First Meeting of the Month):** Syd brought the current budget, and the council reviewed.

c. **Warrants-Mike Stevens:**

Bryce Canyon Sinclair \$ 321.10, Garkane Energy \$642.88, Snapshot Multimedia \$273.90, Canon \$116.86, Garkane Propane \$775.10, Utah State Division Of Finance \$11,575.00 (2014 bond), Utah Valley University Training \$120.00, Utah High School Sportscasts \$400.00, Zions Bank CC \$454.63.

Motion to approve warrants made by Gary, 2<sup>nd</sup> by Bryce, Mike Yes, Cherrie Yes

**8. Review Next Meetings Agenda:** Next meeting will be held April 4<sup>th</sup> – Sherriff Perkins will be here to report statistics. Add Balloon Rally Donation.

### 9. Local Building Authority:

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

Waiting on the land swap to take place.

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

Need to get some supplies for Lane – rugs from AlSCO etc. Shiloh will email out the items needed

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