

City of Scottsbluff, Nebraska

Monday, August 19, 2019

Regular Meeting

Item Reports6

Council to discuss and consider action on Marketing/Rebranding Efforts for the City.

Staff Contact: Nathan Johnson, City Manager

From: [Nathan Johnson](#)
To: [Jeanne McKerrigan](#); [Nathan Green](#); [Raymond Gonzales](#); [Raymond Gonzales](#); [Scott Shaver](#); [Terry Schaub](#)
Cc: [Kimberley Wright](#); [Kent Hadenfeldt \(KHadenfeldt@simmonsolsen.com\)](#)
Subject: FW: Scottsbluff's Website Strategy
Date: Wednesday, August 14, 2019 2:32:19 PM
Attachments: [image001.png](#)

Good Afternoon,

Based on the response below I am now confused. At the last City Council Meeting on 8/5 the City Council decided to not take any action on a "marketing plan" for the City in the upcoming budget year. Is this not the case?

Any clarification would be great as we are trying to finalize the budget.

Thanks,

Nathan

From: Jenna Lundberg [mailto:lundberg@civicplus.com]
Sent: Wednesday, August 14, 2019 2:25 PM
To: Nathan Johnson
Subject: RE: Scottsbluff's Website Strategy

It appears that my product expert Kalib had been talking to Nathan Green.

Jenna Lundberg

Community Engagement Specialist • **CivicEngage**

P: 785.370.7780

[CivicPlus.com](#)



THE Integrated Technology Platform

From: Nathan Johnson <njohnson@scottsbluff.org>
Sent: Wednesday, August 14, 2019 3:24 PM
To: Jenna Lundberg <lundberg@civicplus.com>
Subject: RE: Scottsbluff's Website Strategy

Hi Jenna,

Who have you been working with?

Thanks,

Nathan

From: Jenna Lundberg [<mailto:lundberg@civicplus.com>]
Sent: Wednesday, August 14, 2019 1:59 PM
To: Nathan Johnson
Subject: Scottsbluff's Website Strategy

Good afternoon Nathan,

Happy Wednesday! I hope you are having a good week so far. At least we are halfway to the weekend!

I am reaching out to you because we had been in touch with other officials in the city, but have been having troubles reaching them. It sounded like Scottsbluff was contemplating a website project in the near future, is this still the case? We were working on getting a demo set up, but haven't been able to get a time narrowed down yet.

If you are not the right person to be reaching to, feel free to point me in the right direction.

Thank you Nathan! Have a great evening.

Jenna Lundberg

Community Engagement Specialist • **CivicEngage**

P: 785.370.7780

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The Scottsbluff City Council met in a regular meeting on August 5, 2019 at 6:00 p.m. in the Council Chambers of City Hall, 2525 Circle Drive, Scottsbluff. A notice of the meeting had been published on August 2, 2019, in the Star Herald, a newspaper published and of general circulation in the City. The notice stated the date, hour and place of the meeting, that the meeting would be open to the public, that anyone with a disability desiring reasonable accommodations to attend the Council meeting should contact the City Clerk's Office, and that an agenda of the meeting kept continuously current was available for public inspection at the office of the City Clerk in City Hall; provided, the City Council could modify the agenda at the meeting if it determined that an emergency so required. A similar notice, together with a copy of the agenda, also had been emailed to each council member, made available to radio stations KNEB, KMOR, KOAQ, and television stations KSTF and NBC Nebraska, and the Star Herald. The notice was also available on the city's website on August 2, 2019. Mayor Gonzales presided and City Clerk Wright recorded the proceedings. The meeting was called to order and the Pledge of Allegiance was recited. Mayor Gonzales welcomed everyone in attendance and encouraged all citizens to participate in the Council meeting asking those wishing to speak to come to the microphone and state their name and who they are representing for the record. Mayor Gonzales informed those in attendance that a copy of the Nebraska open meetings act is posted in the back of the room on the west wall for the public's review. The following Council Members were present: Raymond Gonzales, Jeanne McKerrigan, and Nathan Green. Also present were City Manager Johnson and City Attorney Kent Hadenfeldt. Absent: Terry Schaub and Scott Shaver.

Mayor Gonzales asked if there were any changes to the agenda. There were none. Mayor Gonzales asked if any citizens with business not scheduled on the agenda wished to include an item providing the City Council determines the item requires emergency action. There were none.

Council Member Green asked that consent item 7a, approving the minutes of the July 29, 2019 Regular Meeting, be removed for discussion.

Moved by Council Member McKerrigan, seconded by Mayor Gonzales that,

- b) Council acknowledge receipt of the draft report from M.C. Schaff & Associates on the Platte Alliance Water Supply Level II Study, "YEAS," McKerrigan, Green, and Gonzales. "NAYS," None. Absent: Schaub and Shaver.

Council Member Shaver entered the meeting at 6:04 p.m.

Council Member Green started discussion regarding the July 29, 2019 Regular Meeting minutes. He questioned how the minutes read, stating the motion made by Council Member Schaub, regarding the hotel occupation tax, was to come back with direction to Council, feeling the motion was worded differently than what was voted on. Council Member Green was concerned the motion was written to reflect Council was voting to pass the increase to the hotel occupation tax because of the words "based upon" in the minutes. The motion read, to direct staff to come back, based upon the passage of the increase of the occupation tax from 4% to 8%, with specific guidelines as to how the increase will be used to fund recreational projects. Council Member Shaver added that Council Member McKerrigan, after the motion, clarified that it was only to get direction on how the money was spent and that was not in the minutes. Legal Counsel Hadenfeldt clarified, saying an Ordinance was not drafted because he understood Council was in favor of increasing the tax and needed staff to bring back some numbers and then decide what to do with the increased amount, adding the motion in the minutes reflected that. Council Member McKerrigan made the motion, seconded by Mayor Gonzales, to approve the minutes of the July 29, 2019 Regular Meeting, "YEAS," Green, Gonzales, and McKerrigan. "NAYS," Shaver. Absent: Schaub.

Moved by Council Member McKerrigan, seconded by Council Member Green, that the following claims be approved and paid as provided by law out of the respective funds designated in the list of claims dated August 5, 2019, as on file with the City Clerk and submitted to the City Council, "YEAS," Gonzales, McKerrigan, and Green. "NAYS," Shaver. Absent: Schaub.

CLAIMS

308 EMBROIDERY, UNIFORMS-PD, 20.7; 3M COMPANY, 10 ROLLS WHITE PAVEMENT MARKING TAPE, 2008.99; ADVANCE AUTO PARTS, ES STOCK - DEF, 107.52; ALLO COMMUNICATIONS, LLC, LOCAL TELEPHONE CHARGES, 4026.81; ANITA'S GREENSCAPING INC, CONT SRVCS., 504; ATLANTIC SIGNAL LLC, EQUIP MAINT-PD, 87.5; B & H INVESTMENTS, INC, DEPSUP.-LIBRARY, 288; BIGDADDY COMPUTER SOLUTIONS, DATABASE REPAIR, 270; BLACK HILLS GAS DISTRIBUTION LLC, MONTHLY ENERGY BILL, 1,3645.98; BLUFFS SANITARY SUPPLY INC., JAN. SUP., 1023.67; BRODART CO, DEP. SUP., 258.04; CAPITAL BUSINESS SYSTEMS INC., CONTRACTUAL-PD, 44; CARR- TRUMBULL LUMBER CO, INC., SUPP - HEM FIR, 61.98; CASH WA DISTRIBUTING, CONCESSION, 1123.54; CELLCO PARTNERSHIP, CELL PHONES-PD, 1449.52; CITIBANK N.A., DEPT SUP, 623.74; CITIBANK, N.A., DEPT SUPP PARK, 169.05; CITY OF SCB, PETTY CASH, 84.58; CLARK PRINTING LLC, DEPT SUPP PARK, 711.35; COLONIAL LIFE & ACCIDENT INSURANCE COMPANY, LIFE/& ACCIDENT INS, 48.7; CONTRACTORS MATERIALS INC., SUPP - CONCRETE SAW BLADE, 431.78; CORE & MAIN LP, DEPT SUP, 3161.98; CORNHUSKER MARRIOTT HOTEL, SCHOOL & CONF, 216; COW COUNTRY SALES & SERVICE LLC, EQUIP MAINT CEM, 6655; CROELL INC, DEPT SUP, 121.45; CYNTHIA GREEN, DEPT/JANIT SUPPL-PD, 201.76; D & H ELECTRONICS INC., FANS FOR TRAFFIC SIGNAL CONTROLLER BOXES, 50.08; DALE'S TIRE & RETREADING, INC., FLEET TIRE REPAIRS, 3049.87; DAS STATE ACCOUNTING-CENTRAL FINANCE, MONTHLY LONG DISTANCE, 126.09; DOOLEY OIL INC, ES STOCK - ANTIFREEZE, 73.31; DUANE E. WOHLERS, HAULING RECYCLING TO DENVER, CO, 1600; ENERGY LABORATORIES, INC DEPT 6250, SAMPLES, 135; ESQUIO RIOS JR, CONTRACTUAL, 144; FAT BOYS TIRE AND AUTO, EQUIP MAINT PARK, 292; FEDERAL EXPRESS CORPORATION, POSTAGE, 67.23; FINDAWAY WORLD LLC, A/V, 291.21; FLOYD'S TRUCK CENTER SCOTTSBLUFF, REPAIRS TO UNIT #816, 840.6; FRANCHETTI MATTHEW, CONTRACTUAL, 324; FRANCISCO'S BUMPER TO BUMPER INC, TOW SERVICE-PD, 100; FREMONT MOTOR SCOTTSBLUFF, LLC, VEH MAINT PARK, 636.08; FYR-TEK INC, 1 INCH FORESTRY NOZZLE FOR BRUSH 1, 85; GALLS INC, CIP-PO-BODY ARMOR, 8989.86; GENERAL ELECTRIC CAPITAL CORPORATION, CAR SEAT GRANT-PD, 764.3; GENERAL TRAFFIC CONTROLS, INC, TRAFFIC SIGNAL SUPP - CONTROLLER & MONITOR, 4894.5; GROVE DONNA, PARK SHELTER, 25; HAWKINS, INC., CHEMICALS, 5765.95; HULLINGER GLASS & LOCKS INC., DEPT SUPP PK, 105.5; HYDRONIC WATER MANAGEMENT, EQUIP MAINT., 425; HYDROTEX PARTNERS, LTD, ES STOCK - PINTAC, 365.44; IDEAL LAUNDRY AND CLEANERS, INC., JANITORIAL SUPP PK, 1133.9; INDEPENDENT PLUMBING AND HEATING, INC, BLDG MAINT PARK, 391.63; INFINITY CONSTRUCTION, INC., 42ND STREET - AVE I TO 5TH AVE, 119518.55; INGRAM LIBRARY SERVICES INC, BKS., 749.44; INTERNAL REVENUE SERVICE, WITHHOLDINGS, 58991.43; INTERNATIONAL CODE COUNCIL, INC., DEPT SUPP DS, 537.8; INTRALINKS, INC, CONTRACT SERVICES - LIBRARY - JUNE 2019, 6654.98; INVENTIVE WIRELESS OF NE,

LLC, CONTRACTUAL, 57.95; J & A TRAFFIC PRODUCTS, LLC, TRAFFIC SUPP - CONES, 788.4; J G ELLIOTT CO. INC., NOTARY BOND - J. HESSLER, 70; JOHN DEERE FINANCIAL, INVEST SUPPL-PD, 183.81; JOHN DEERE FINANCIAL, DEPT SUPP CEM, 430.43; JOHN DEERE FINANCIAL, PARKS #395- OIL FILTER, 62.42; JOHNSON EARL, CONTRACTUAL, 1000; JUSTIN HOUSTOUN, PER DIEM FOR LEADERSHIP CLASS, 91; KEMBEL JARED, CONTRACTUAL, 198; KIRK BERNHARDT, CONTRACTUAL, 1152; KNOW HOW LLC, PARKS #318- ROTORS & PADS, 1186.24; LANDAUER, INC, EQUIP MAINT-PD, 161.4; LAWSON PRODUCTS, INC, DEPT SUPP PK, 92.7; LEAGUE ASSOCIATION OF RISK MANAGEMENT, VEHICLE INS. - ENDORSEMENT #15, 293.36; LEAGUE OF NEBRASKA MUNICIPALITIES, 2019 ANNUAL CONF. REGISTRATION - N. JOHNSON, 351; LINCOLN COUNTY SHERIFF, LEGAL FEES-PD, 21.05; M.C. SCHAFF & ASSOCIATES, INC, PROF SERVICES - 42ND ST, AVE I TO 5TH AVE, 22157; MAIL FINANCE INC, CONT SRVCS. , 366; MARKETING CONSULTANTS , PROGRAMMING, 544; M-B CO, INC, TRANS #449- REGULATORS, 257.87; MENARDS, NC, DEPT SUPP REC, 1021.69; MICHAEL B KEMBEL, BLDG MAINT-PD, 1059.5; MICHAEL BEEBE, CONTRACTUAL SVC, 391.68; MIDLANDS NEWSPAPERS, INC, LEGAL NOTICE, 33.98; MIKESELL L JO, CONTRACTUAL, 400; MONUMENT CAR WASH INC, VEH MAINT, 7.15; MPH INDUSTRIES INC, CIP-PO-PATROL CARS, 1755.96; NE CHILD SUPPORT PAYMENT CENTER, NECHILD SUPPORT PYBLE, 1163.1; NE COLORADO CELLULAR, INC, CONTRACTUAL SVC, 75.64; NE DEPT OF REVENUE, SALES TAX, 25483.25; NE LIBRARY COMMISSION, SBSCR., 1488.3; NEBRASKA SAFETY & FIRE EQUIPEMENT INC., EQUIP MAINT-PD, 30; NEBRASKA MACHINERY CO, ALTERNATOR FOR UNIT #830, 367.99; NEBRASKA PUBLIC POWER DISTRICT, ELECTRICITY, 24653.9; NEBRASKA RURAL RADIO ASSOCIATION, CONTRACTUAL SVC, 325; NEBRASKALAND TIRE, INC, POLICE #4- TIRES, 588; NEWMAN, TIMOTHY, TRAVEL FOR PLANNING MEETING, 120; NORTHWEST PIPE FITTINGS, INC. OF SCOTTSBLUFF, BLDG MAINT PARK, 493.81; O'KEEFE ELEVATOR COMPANY INC, EQUIP MAIN., 817.5; OREGON TRAIL PLUMBING, HEATING & COOLING INC, BLDG MAINT ADM, 8324; PANHANDLE COLLECTIONS INC, WAGE ATTACHMENT, 194.92; PANHANDLE COOPERATIVE ASSOCIATION, GASOLINE-PD, 4493.04; PANHANDLE ENVIRONMENTAL SERVICES INC, CONTRACTUAL SVC, 506; PANHANDLE HUMANE SOCIETY, CONTRACTUAL, 5174.59; PANHANDLE PARTNERSHIP FOR HEALTH & HUMAN SERVICES, 2019 MEMBERSHIP DUES, 100; PATTLEN ENTERPRISE, INC, GROUND MAINT PK, 43.8; PAUL MENDOZA, CONTRACTUAL, 162; PAUL REED CONSTRUCTION & SUPPLY, INC, GROUND MAINT PK, 480.64; PEPSI COLA OF WESTERN NEBRASKA, LLC, CONCESSION, 493.5; PLATTE VALLEY BANK, HEALTH SAVINGS ACCOUNT, 9874.26; POSTMASTER, POSTAGE, 929.48; POWERPLAN, TRANS #453- KNOB, 206.68; PRAISE WINDOWS INC, BLDG MAIN., 465; QUILL CORPORATION, DEPT SUPPL-PD, 404.89; REAMS SPRINKLER SUPPLY CO., DEPT SUPP CEM, 1396.71; REGANIS AUTO CENTER, INC, POLICE #6- COOLING FAN & MOTOR, 416.68; REGIONAL CARE INC, CLAIMS, 171084.7; REGIONAL WEST MEDICAL CENTER, EMS SUPPLIES- AMBU BAG, COBAN, 4X4S, LANCETS, 99.14; RICHARD CELLI, SERVICE UTV AFTER SEARCH AND RESCUE, 337.7; RICHARD P CASTILLO, CONTRACTUAL, 108; ROD CLAUSE, LB 840 GRANT FUNDS, 280.7; RODRIGUEZ JOSE R, TOW SERVICE-PD, 389; ROOSEVELT PUBLIC POWER DISTRICT, ELECTRICITY, 2776.75; RURAL HEALTH DEVELOPMENT, INC., ECONOMIC DEV, 6383.33; S M E C, EMPLOYEE DEDUCTION, 276.5; SANDBERG IMPLEMENT, INC, DEPT SUPP CEM, 508.47; SCB

FIREFIGHTERS UNION LOCAL 1454,FIRE EE DUES,225; SCHANK HOLDINGS INC,BLDG. MAIN.,136;SCHOLASTICLIBRARYPUBLISHING,BKS.,664.55;SCOTTAARON,CONTRACTUAL,234; SCOTT SHAVER,BUSINESS TRAVEL,277.71;SCOTTS BLUFF COUNTY COURT,LEGAL FEES-PD,512.75; SCOTTS BLUFF COUNTY PUBLIC TRANSIT,CONTRACTUAL,3736; SCOTTSBLUFF POLICE OFFICERS ASSOCIATION,POLICE EE DUES,576; SHERIFF'S OFFICE,LEGALFEESPD,59.64;SIMMONSOLSENLAWFIRM,P.C.,CONTRACTUAL,14383.79;SIMON CONTRACTORS,CONCRETE FOR STREET REPAIR,7085.07; SNELL SERVICES INC.,ELEC MAINT CEM,447.5; SONNY'S TOWING,TOW SERVICE-PD,305; SOUNDSLEEPER SECURITY INC.,CONTRACTUAL-PD,14.95; SOUTHERN UNIFORM EQUIPMENT,UNIFORM SHIRTS, BELTS, AND T-SHIRTS,524.72; STARR LEHL,REIMBURSEMENT - NATL WESTERN STOCK SHOWWNTC,296.16;STATEHEALTHLAB,SAMPLES,355;STATEOFNE.,CONTRACTUALPD,315; STRICKERMARTIN,CONTRACTUAL,72; SUHOR INDUSTRIES, INC.,DEPT SUPP CEM,110; THE PEAVEY CORP,INVEST SUPPL-PD,128.4; THOMASON VICKY,DEPT SUP,106.99; TYLER TECHNOLOGIES, INC,UB ONLINE FEE (8/1/19 - 8/31/19),348; UNION BANK & TRUST,RETIREMENT,36127.83; UNITED STATES WELDING, INC,WELDING WIRE,115; US BANK,2019 ICMA ANNUAL CONF.REGISTRATION - N.JOHNSON,5248.79; VOGEL WEST, INC,HOSE FOR PRESSURE WASHER,49.78; WESTERNCOOPERATIVE COMPANY,GROUNT MAINT PK,340.03; WESTERN NE TOURISM COALITION,2019-2020 WNTC MEMBERSHIP DUES,100; WESTERN NEBRASKA ENVIRONMENTAL SERVICES,EQUIP MAINT,208.57; WILLIAM F SHAMMEL,TOW SERVICE-PD,326.8; WILSON ZACHARIAH,CONTRACTUAL,126; WYOMING CHILD SUPPORT ENFORCEMENT,CHILD SUPPORT,738.08; WYOMING FIRST AID & SAFETY SUPPLY, LLC,FIRST AID KIT SUPPLIES,163.52; WYOMING WATER DEVELOPMENT OFF,PAWS FEASIBILITY STUDY,2485;

Mr. Jeremiah Blake, Director of Government Affairs with Charter Communications in Nebraska approached Council regarding the Ordinance updating Cable Television Systems including Franchise Procedures and guidelines for Rights-of-Way. Mr. Blake explained he is in support of the revised Ordinance and gave a brief overview of the company, stating Charter Communications offers video, voice, and broadband services under the brand name Spectrum. They serve 183,000 customers in 88 communities in Nebraska ranging from Scottsbluff to Nebraska City. With regards to the revised Ordinance, the purpose is to update terms based on Federal law and clarify the rights and responsibilities of both the City and the cable operators. The Ordinance would allow Charter Communications to construct and operate a cable system under the current terms and conditions specified in the revised Ordinance; the agreement is non-exclusive and they will comply with any Ordinances of general applicability, maintain insurance and indemnify the City of any neglect on behalf of Charter. In exchange for access to the City's right of way they will pay a franchise fee of five percent on all cable revenue and will continue to provide means to the government access channel.

Mayor Gonzales introduced the Ordinance updating Cable Television Systems including Franchise Procedures and guidelines for Rights-of-Way which was read by title on first reading: **AN ORDINANCE OF THE CITY OF SCOTTSBLUFF, NEBRASKA, AMENDING THE MUNICIPAL CODE BY AMENDING CHAPTER 11, ARTICLE 5, DEALING WITH CABLE TELEVISION SYSTEMS AND THE ISSUANCE OF FRANCHISES TO OPERATORS OF CABLE TELEVISION SYSTEMS, ALLOWING FOR THE USE OF RIGHTS-OF-WAY FOR CABLE TELEVISION SYSTEMS, AND REPEALING PRIOR PROVISIONS OF THE MUNICIPAL CODE WHICH ARE INCONSISTENT**

WITH THIS ORDINANCE, PROVIDING FOR PUBLICATION IN PAMPHLET FORM AND PROVIDING FOR AN EFFECTIVE DATE.

City Manager Johnson presented the Resolution to extend the termination notice to the League Association of Risk Management (LARM) to the year 2022. Mr. Johnson explained by extending our renewal commitment for three years we will receive a five percent discount; staff is recommending approval. Mayor Gonzales asked if the City was happy with the coverage. Mr. Johnson answered we are very happy, being a member of LARM has been beneficial to the City. Council Member Green made the motion, seconded by Council Member Shaver, to introduce the Resolution extending the notice of termination for three more years and authorizing the Mayor to put his stamp on it, "YEAS," McKerrigan, Gonzales, Green, and Shaver. "NAYS," None. Absent: Schaub.

**League Association of Risk Management
2019-20 Renewal Resolution**

RESOLUTION NO. 19-08-01

WHEREAS, The City of Scottsbluff is a member of the League Association of Risk Management (LARM);

WHEREAS, section 8.10 of the Interlocal Agreement for the Establishment and Operation of the League Association of Risk Management provides that a member may voluntarily terminate its participation in LARM by written notice of termination given to LARM and the Nebraska Director of Insurance at least 90 days prior to the desired termination given to and that members may agree to extend the required termination notice beyond 90 days in order to realize reduced excess coverage costs, stability of contribution rates and efficiency in operation of LARM; and

WHEREAS, the Board of Directors of LARM has adopted a plan to provide contribution credits in consideration of certain agreements by members of LARM as provided in the attached letter.

BE IT RESOLVED that the governing body of The City of Scottsbluff , Nebraska, in consideration of the contribution credits provided under the LARM Board's plan, agrees to:

- ☒ Provide written notice of termination at least 180 days prior to the desired termination date, which date shall be no sooner than September 30, 2022. **(180 day and 3 year commitment; 5% discount)**
- ☐ Provide written notice of termination at least 180 days prior to the desired termination date, which date shall be no sooner than September 30, 2021. **(180 day and 2 year commitment; 4% discount)**
- ☐ Provide written notice of termination at least 180 days prior to the desired termination date, which date shall be no sooner than September 30, 2020. **(180 day notice only; 2% discount)**

- ☐ Provide written notice of termination at least 90 days prior to the desired termination date, which date shall be no sooner than September 30, 2022. (**90 day notice and 3 year commitment only; 2% discount**)
- ☐ Provide written notice of termination at least 90 days prior to the desired termination date, which date shall be no sooner than September 30, 2021. (**2 year commitment only; 1%**)
- ☐ Provide written notice of termination at least 90 days prior to the desired termination date, which date shall be no sooner than September 30, 2020. (**90 day Notice only**)

Adopted this 5th day of August, 2019

Signature: _____
 Title: Mayor
 ATTEST: _____
 Title: City Clerk

Please email (customerservice@LARMpool.org) or fax (402.476.4089) the completed resolution to LARM.

Regarding the press release to be sent out to identify new candidate locations for the future construction of a regional landfill to serve Western Nebraska, Mr. Johnson explained this is a partnership with the City of Gering, going out to all media outlets; they are asking Council for their approval. Mr. Johnson stated this is for land owners to discuss the land they own, to be used as a potential landfill, by contacting Travis Evans from TriHydro Corporation. TriHydro will then filter the individual inquiries and then bring to the Cities. Council Member Shaver was concerned there would be additional fees associated with this process. Mr. Mark Bohl, Public Works Director, approached Council and stated this is all included in the contract and there will be no additional fees, adding this is all part of siting the landfill. Council Member Green asked about not having a date on the press release. Mr. Bohl stated TriHydro did not want a date included in the release. They will come to point on what they want to do, depending on the number of calls they receive and they have until December 31st to give us information. Council Member McKerrigan made a motion, seconded by Mayor Gonzales, to authorize the press release identifying new candidate locations for the future construction of a regional landfill to serve Western Nebraska, “YEAS, Gonzales, Green, McKerrigan, and Shaver. “NAYS,” None. Absent: Schaub.

Mr. Johnson informed Council included in their packet are the minutes from the April 29th meeting discussing major outlying projects and the May 9th budget workshop. He explained this is an opportunity for Council to discuss and go over before bringing the budget forward; opening discussion on anything they would like to be add, modify or delete.

- Downtown Plaza - Council Member Shaver asked if this was included in the budget and what was left to be done. Mr. Johnson stated the Downtown Plaza was discussed at the April 29th meeting and he will put it on the agenda for another meeting, adding there are several Downtown

Plaza plans. It is not allocated in the budget because it is a general fund project, but could be changed if Council is willing to look at the Occupation Tax. We are looking at quotes for adding fencing, due to cattle panels needed for events being labor intensive to put up and take down.

- 23 Club – Mr. Johnson explained we are still short of where we need to be to award a bid. Because of this, 23 Club is looking to get lines of credit from local banks to move forward with the project. The City has allocated \$600,000.00 and there is roughly \$200,000.00-\$250,000.00 needed to continue with awarding the bid.
- The Pathway project – Mr. Johnson stated this is moving ahead with an August 29th bid letting.
- Chip Seal project – Mr. Johnson stated we have approximately 2.4 budgeted for this project. Mr. Bohl added this will cover all residential streets, some of East Overland and Avenue B, where we cannot do tear outs. The unused rock can be picked up to go into alleys and we are doing chip seal instead of slurry because slurry does not have the aggregates.
- Westmoor pool- Mr. Johnson explained the pool will close on August 11th, due to the labor force and is anticipated to be open next season.
- Dog park – Mr. Johnson informed Council they are still working with the Park, Rec, & Tree Board and dog park group. An idea has been brought forward of moving the campground along with the dog park, due to flooding issues.
- East Overland Revitalization Efforts – Mr. Johnson explained this project has no money budgeted for this year, but they are looking at grants. Mayor Gonzales asked Economic Development Director, Starr Lehl to give a presentation on the East Overland Revitalization Efforts at the next meeting.
- Transfer station & Compost pad cover - Mr. Johnson stated both are included in this upcoming year's budget. Council Member Shaver asked if the entire cover was budgeted for this year. Mr. Johnson stated yes the cover is, but site improvements will be saved for future years. Council Member Shaver asked if we go out for bids for the cover, how long are they good for. Mr. Johnson stated usually 45 days unless negotiated with the bidders. Council Member Shaver commented we are within 45 days before the budget is approved and we could get bids. Mr. Johnson stated we could, but we would like to have an approved budget. Mr. Johnson will work on options to be brought forward.

Council Member Green started discussion by asking how we can boost our economy and get marketing put on the budget. Council Member Shaver commented we should consider rebranding, acknowledging we can have more power by doing a regional approach and have a consistent front at this end of the State. He stated Scottsbluff and Gering should work together instead of working around each other and not compete with everything. He also stated the entire City should work together and have a solid front including the people, businesses, and schools. Mr. Johnson answered, by stating, the City's latest form of rebranding was revamping the City website and if Council chose to do something different it would be a general fund expenditure. Council Member Green added it's an important topic, but doesn't

know if they have enough to go anywhere with it tonight, asking Council to bring back ideas for a future meeting. Council Member McKerrigan asked about Blue Print Nebraska and commented how it was good for the communities and brought business people together with ideas. Economic Development Director, Starr Lehl approached Council and Mayor Gonzales asked her if the type of leadership team a community has in place is important; do companies want to see a solid leadership team in place. Ms. Lehl answered leadership is definitely important, using the Solar project as an example, citing many businesses look for a community who uses green energy. After discussion, Mayor Gonzales added rebranding is important, but with the changes in the Pathway and expiring zoo contract upcoming, the City needs to work with those first and push this initiative back until next year.

There were no comments from the public. Under Council Reports, Council Member Shaver stated he went to a demonstration of priority dispatch and does not feel he can give an accurate representation of it. Police Chief Kevin Spencer added to Council Member Shaver's comments stating this will be a big improvement to the service provided to the community. Mayor Gonzales stated there is no PADD meeting this Thursday and balloon races kick off Saturday at Gering with a parade at 5:00 p.m., National Night Out is August 6th at 6:00 p.m.

Council Member McKerrigan made the motion, seconded by Council Member Green, to adjourn the meeting at 7:03 p.m., "YEAS," Green, Shaver, Gonzales, and McKerrigan. "NAYS," None. Absent: Schaub.

Attest:

City Clerk

"SEAL"

Mayor

City of Scottsbluff, Nebraska
Monday, May 20, 2019
Regular Meeting

Item Consent2

Approve the minutes of the May 9, 2019 Budget Workshop Special Meeting.

Staff Contact: City Council

The Scottsbluff City Council met in a Special Budget Workshop Meeting on Thursday, May 9, 2019 at 8:00 a.m. in the Council Chambers of City Hall, 2525 Circle Drive, Scottsbluff, NE. A notice of the meeting had been published on May 3, 2019, in the Star Herald, a newspaper published and of general circulation in the city. The notice stated the date, hour and place of the meeting, that the meeting would be open to the public. That anyone with a disability desiring reasonable accommodation to attend the council meeting should contact the city clerk's office, and that an agenda of the meeting kept continuously current was available for public inspection at the office of the city clerk in City Hall; provided, the city council could modify the agenda at the meeting if it determined that an emergency so required. A similar notice, together with a copy of the agenda, also had been delivered to each council member, made available to radio stations KNEB, KMOR, KOAQ, and television stations KSTF and KDUH, and the Star Herald. The notice was also available on the City's website on May 3, 2019.

Mayor Raymond Gonzales presided and City Clerk Wright recorded the proceedings. Mayor Gonzales welcomed everyone in attendance and encouraged all citizens to participate in the council meeting. Mayor Gonzales informed those in attendance that a copy of the Nebraska Open Meetings Act was available for the public's review. The following Council Members were present: Raymond Gonzales, Scott Shaver, Jeanne McKerrigan, and Nathan Green. Absent: Terry Schaub. Also present were City Manager Johnson, City Attorney Kent Hadenfeldt, Finance Director Liz Hilyard, and Deputy Finance Director Chris Burbach.

Mayor Gonzales asked if there were any changes to the agenda. There were none. Mayor Gonzales asked if any citizens with business not scheduled on the agenda wished to include an item providing the City Council determines the item requires emergency action. There were none.

Moved by Council Member McKerrigan, seconded by Mayor Gonzales that,

- a) "A public hearing be set for May 20, 2019 at 6:15 p.m. to consider a Class C Liquor License for B49 Operating LLC, dba The Tangled Tumbleweed, 1823 Avenue A, Scottsbluff, NE," "YEAS," McKerrigan, Shaver, Green, and Gonzales. "NAYS," None. Absent: Schaub.

Council Member Schaub entered the meeting at 8:01 a.m.

City Manager Johnson explained to Council that every year we conduct a budget work session in developing a budget for the upcoming fiscal year, informing them that this is their opportunity to weigh in on the articles presented to them on various items including projects, budgets, and cost of living increases. He also added the goal each year is to present a well-rounded budget that all five Council Members approve. Mr. Johnson then broke down funds starting with:

- General Fund – Mr. Johnson explained the revenue streams for this fund. They include sales tax, NPPD lease revenue, occupation tax (hotel tax), property tax (capped at \$175,000), enterprise fund transfers in, and other revenues/charges for service (campground, Westmoor pool, softball, etc.)
 - Revenue Projections for next fiscal year - The Revenue Committee looks at City Sales tax revenues for this current fiscal year and future fiscal years as Mr. Johnson explained to Council that sales tax revenue is down around 7-8 %, but we have maintained a healthy reserve stream due to policy set by City Council.

Different Revenue sources include:

- ❖ The Franchise Fee – These are payments we receive from Charter and Allo; Allo unfortunately has been remitting their payments to the County and we need to determine how we are going to recoup those payments which amount to around \$300,000. We are hoping to rectify before finalizing the budget and are projecting an increase of around \$70,000 per year.
- ❖ The Hotel Occupation Tax - This is budgeted at \$250,000 for the upcoming year. We are trying to resolve issues with remittance payments and hope to have this come in more frequently guaranteeing revenue for years to come.
- ❖ Other Charges for Services - This is a revenue stream which includes campground fees, recreation fees, building permits, Police services, and School SRO match.

Council Member McKerrigan asked when the City fiscal year is. Mr. Johnson stated the fiscal year is October 1st to the end of September. He also explained occupation taxes are collected by the City, whereas sales tax revenues are collected by the State; other cities have someone on staff to collect the occupation tax, but we do not have the capability to monitor and do that with our staffing. We strive for 100%, however we always have delinquencies.

- Ten Year General Fund Projections – Mr. Johnson stated we show our revenues at a 0% increase with expenditures going up 3% every year. He explained this is how we project and have conservative budgeting because you always budget expenditures against revenues, stating we need to either pull expenditures out of the general fund or find a way to increase revenues.

Council Member McKerrigan asked how Mr. Johnson recommends increasing the revenues. Mr. Johnson stated we need a well-rounded approach which includes Economic Development. Also, we need to support amenities to keep people here.

Mr. Johnson went on to explain more budget items included below:

- Health Insurance – Mr. Johnson explained we are a self-funded organization and Council last year directed to institute premiums and save roughly \$100,000. He acknowledged the health insurance premiums cover about 20% of the cost amounting to about \$315,000; explaining the premiums started being collected at the calendar year and we do not have the data to track since we have only been collecting the premiums for a couple months. He also stated these premiums are in line with other self-insured plans in Scotts Bluff County.
- Cost of Living Adjustment (COLA) – Mr. Johnson informed Council negotiations are still being held with the Police and Fire Unions comparing the hourly rate value. He is recommending a 2% COLA for general employees amounting to approximately \$38,300.

- Outside Contracts – Mr. Johnson explained we have approximately 2.16 million in outside contracts given yearly to organizations and asked Council if they would suggest eliminating any contracts. Mayor Gonzales asked about Monument Prevention Coalition and their services, commenting the City Police Department and State Patrol did the last compliance check. Council made the decision, based on that information, to terminate the contract with Monument Prevention Coalition.

During the Outside Contract discussion, Mayor Gonzales asked if you could give an outside contract specific deliverables and have that paid through the LB840 fund. Mr. Johnson stated no, we cannot do that. Legal Counsel Hadenfeldt explained we can take funds out of the LB840 fund for the Administration of our program, but we have our own Economic Development Director now, so that is not necessary. He also commented that we can reallocate the funds that are going to LB840 back to the General Fund to pay for things that enhance the City; it would take an election to do so, but you could change the percentage of what is going to LB840 through sales tax, with ballot language, and stipulate a small percentage to the General Fund to help fund different things such as recreation activities, tourism and a Zoo.

Council Member McKerrigan exited the meeting at 9:36 a.m.

Council Member's Green and Shaver, during discussion regarding additional revenue sources for the City, brought forth an idea of rebranding which would include updating or possibly changing hosting for the City of Scottsbluff website. Their idea would be to enhance the website by having more useable information and downloadable forms to make the City have presence. Mr. Johnson explained our current website allows all of the information they are requesting, however we do not have an employee who has the time to be the website coordinator. Mayor Gonzales suggested this be made an agenda item at a future meeting showing the cost of an upgrade to include staffing.

Mayor Gonzales asked about Occupational and Sales Taxes regarding helping to fund the Zoo. He wondered if it would be more beneficial to amend the current plan and lower the percentage to LB840 rather than implementing another tax, stating then Council would be able to decide where the money would go. Mr. Johnson said with an Occupation Tax you could administratively approve through City Council Ordinance which would allow getting the \$350,000.00 out of the General Fund sooner than later. Mr. Johnson stated whatever Council chose to do would be a policy decision and if you choose to amend the current plan would need to go to the vote of the people. It was decided to bring back to Council to discuss at a future meeting.

- General Fund Department CIPs - Mr. Johnson went over and answered questions regarding the budgeted CIP items for each department. There has been around 11.7 million in Capital Expenditures spread throughout the departments.

Council Member McKerrigan reentered the meeting at 10:39 a.m.

- Streets Fund - Finance Director Hilyard explained revenue streams for this Fund. They include Hwy Allocation/Gas Tax, Property Tax, Sales Tax, STP Funds, MV Fees, and State Reimbursement (Hwy 26). She stated the City can only issue debt up to the amount of the highway allocation and Property tax generates around \$550,000.00 per year, which is put into the

Street fund to service the debt, adding the Sales Tax amounts to about \$300,000.00 which covers equipment purchases. She concluded STP funds are Federal Funds pushed down to the State to use for new infrastructure products, but we also have authorization to use these funds for debt service. Motor Vehicle fees are the taxes paid to the County for the annual licensing fee and include the Sales Tax when a vehicle is purchased. State reimbursement is a reimbursement for Hwy 26 for snow removal and highway maintenance. Mr. Johnson explained we are planning on issuing debt for the chip seal project this year because the previous chip seal project has been paid off.

- Enterprise Funds – Mr. Johnson went over revenues vs. expenditures with these funds which include water, wastewater, and sanitation. He explained they are requesting a 3% rate increase for the upcoming fiscal year for environmental services, water, and wastewater, with a 20% increase for stormwater. This is based on the emphasis from Council to pay cash for projects while maintaining the current system.

▪ Environmental services	proposed increase \$.66	– monthly bill \$45.11
▪ Stormwater surcharge	proposed increase \$.25	– monthly bill \$ 3.50
▪ Wastewater	proposed increase \$.67	– monthly bill \$48.98
▪ Water	proposed increase <u>\$.36</u>	– monthly bill <u>\$26.71</u>
Total estimated bimonthly bill	\$1.94	\$124.31

- Keno – Ms. Hilyard stated what we collect in the prior year is what we can expend in the subsequent year. She went over what was allocated and where the funds were spent, explaining next year we will budget expenditures off of revenues that are coming in now. Mr. Johnson stated Keno funds have stipulations and need to be used for community betterment purposes, primarily parks, and we have recently replaced playground equipment making it safer for the community.

Council Member Green asked if we have any way to sell advertising, such as signage, to stimulate sales tax revenue on City assets, including the soccer fields, pool, and cemetery. Mr. Johnson stated if this is something Council wanted to consider we would have to implement an Ordinance to be able to charge for this and also have a policy to identify who is eligible. After discussion, Council Member McKerrigan commented she does not think it is a good idea asking the public to help the City raise revenues.

Mayor Gonzales asked Mr. Johnson how much the City is down, with Mr. Johnson stating around \$300,000.00, however, that doesn't include Fire and Police Union negotiations. Mayor Gonzales then asked about the cell phone occupation tax and how much it would generate. Mr. Johnson showed a spread sheet he received from the League of Municipalities on a survey they conducted regarding this tax in different communities and it was determined an occupation tax would generate around \$200,000.00 per year if implemented at 5%. Also, Ms. Hilyard commented a cell phone tax would be collected by the cell phone company and not by City staff, which would be beneficial.

Regarding the upcoming Zoo negotiations, Council Member Shaver stated an occupation tax would not cover what the Zoo needs; this tax would not be the solution and he would not endorse it without a vote of the people. Mayor Gonzales asked Council if they would want to fund the Zoo out of the General Fund without adding an existing tax. Council Members Shaver, Green & McKerrigan stated we cannot afford to do that.

There were no comments from the public or Council Reports. Council Member McKerrigan made the motion, seconded by Council Member Schaub, “to adjourn the meeting at 12:04 p.m.,” “YEAS,” Green Schaub, Shaver, Gonzales, and McKerrigan. “NAYS,” None. Absent: None.

Mayor

Attest:

City Clerk

“SEAL”