

City of Greeley, Colorado
COUNCIL WORKSESSION REPORT
October 8, 2019

1. CALL TO ORDER

The meeting was called to order at 5:00 p.m. by Mayor Gates, in the Council's Chamber at City Center South, 1001 11th Avenue.

2. PLEDGE OF ALLEGIANCE

Mayor Gates led the Pledge of Allegiance to the American Flag.

3. ROLL CALL

Cheryl Aragon, Deputy City Clerk, called the roll. Those present were Mayor Gates and Councilmembers Robb Casseday, Michael Fitzsimmons, Dale Hall, and Jon Smail. Councilmembers Brett Payton and Stacey Suniga arrived late.

4. GREELEY IMAGE CAMPAIGN OVERVIEW AND PIVOT

Becky Safarik, Assistant City Manager, reported that in 2011, the City took stock of the way it was perceived and portrayed by its' residents and those outside of the community. Surveys and focus groups reflected an image that was incorrect, discouraging, or void of any focal point at all. Knowing the critical impact such a perception influences on virtually every aspect of the community's identity and well-being, Ms. Safarik stated that the City committed to its' responsibility to correct, inform, and improve the City's image, both to its' residents and those outside the area with an authentic message.

She went on to state that staff identified a funding source to support the initiative and tapping local focus group of community leaders, who formed a Partnership Team to help craft the message and medium for a community identity theme. Within two years, the Greeley Unexpected image campaign was launched. A professional survey instrument was incorporated into the effort to measure the impact of the campaign and to identify areas of particular community interest that might inform future areas to include in the community messaging. That survey has been conducted every two years, starting in the Fall of 2013; the survey will be issued later this year as well.

Ms. Safarik advised that the survey results have shown steady and favorable reactions to the campaign, improvement of the community's image both internally and to those outside the area, and greater awareness of local resources, events, and destinations that distinguish Greeley in a positive and genuine way.

With regard to the most recent survey, she stated that the rate of positive campaign impact shows signs of leveling off. To test the notion that it may be time to refresh the campaign with a pivot to its next generation, staff convened an updated Partnership Team of community professionals and leaders to evaluate the merits of such a shift. Based upon research and survey information, anecdotal experience, and professional input, the staff and Team concluded the time is ideal to take the image campaign to a new level.

She went on to state that the staff worked with the Team and its image consultant to formulate a new focus, with discreet themes over a three-year period. The themes are based upon areas that community surveys and the Team expressed as top priorities, and for which an image shift can offer the greatest improvement. She went on to speak of the brand pivot to myGreeley, the expansion of a photo library and then sustaining this strategy after it launches in 2020.

Councilmember Casseday expressed that there is no doubt this will be as successful as the Greeley Unexpected campaign was and likes everything about this plan.

Councilmember Smail asked about using myGreeley hashtags and/or maps, and Kelli Johnson, Communications and Engagement Director, stated that there will be consistent use of hashtags across all platforms and that they will be standard on all campaign materials.

In a response to a question from Councilmember Suniga, Ms. Safarik advised that guerilla marketing is all about time and place marketing that is spontaneous and allows for community engagement. There will be an ability to upload personal myGreeley experiences.

Councilmember Suniga has stated that she likes everything she sees, and Mayor Gates stated that he also likes the direction this is going and the return on investment with this campaign has been great.

5. TRIANNUAL SANITARY SURVEY DEBRIEF AND PUBLIC NOTICE

Sean Chambers, Water & Sewer Director, reported that Greeley's water system recorded and underwent a field audit in September of 2019, as required every three years for all public water systems. The purpose of the debriefing on the Sanitary Survey audit of a public water system as required by the Colorado Department of Public Health and Environment, CDPHE, is to share a summary overview of the sanitary survey process, findings and public notice requirement. The final report remains pending compilation by CDPHE field services staff, but there are findings that the Water & Sewer Department needs to share and highlight for Greeley City Council.

He went on to state that the majority of the findings in the survey were a positive reinforcement of the strong well-operated system that we all take pride in owning. The survey process however seeks to identify weaknesses and opportunities for improvement, and there are some places we need to focus and improve. The areas for improvement were documented in the field audit and one such area is a violation. Greeley staff will undertake actions to administer a strict compliance backflow device inspection and testing program for commercial backflow prevention. He shared that staff will be required to undertake work on re-routing a small number of potable water lines that currently run through the upper zone of deep sewer man holes; and staff will implement a work order system to meticulously track all required facility and tank inspections to ensure future compliance where we missed a 2017 tank inspection. This last item, the failure to document all required tank inspections, creates cause for sending a public notice to Greeley Water & Sewer Customers (CDPHE Regulation 11.28(4)).

The Mayor and Council expressed thanks for the update.

6. CITY OF GREELEY CYBERSECURITY UPDATE

Scott Magerfleisch, Information Technology Director, reported that with the addition of a new Cybersecurity Analyst, the IT Department has taken several steps forward to increase our cybersecurity

posture. Since October is Cybersecurity month, it is important to provide updates to our department work plan efforts. He highlighted the Work Program language from the Departments' Cybersecurity statement and spoke of the tasks to date and what's coming.

7. SCHEDULING OF MEETINGS, OTHER EVENTS

No additional meetings or events were scheduled.

8. ADJOURNMENT

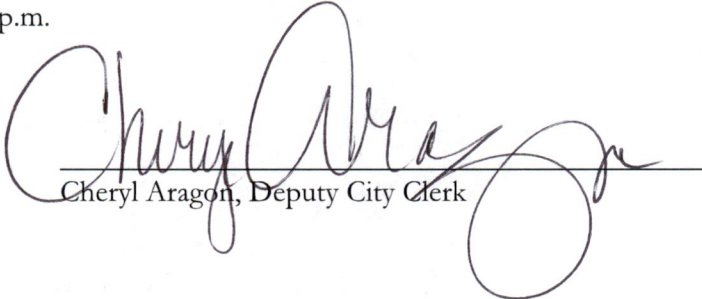
Mayor Gates adjourned the regular Worksession at 5:55 p.m. and entertained a motion to move into Executive Session.

9. EXECUTIVE SESSION CONCERNING STATUS OF LITIGATION IN GREELEY GYMNASTICS CENTER, INC., ET AL. V. CITY OF GREELEY

Councilmember Payton recused himself from participating in the Executive Session due to a conflict of interest in this matter.

Councilmember Casseday moved, seconded by Councilmember Suniga to move into Executive Session to receive legal advice from their attorney and to provide instructions to negotiators pursuant to C.R.S. 24-6-402(4)(b) and 24-6-402(4) Greeley Municipal Code 2.04.020(2) and 2.04.020(5) regarding the status and potential settlement of Greeley Gymnastics Center, Inc. et al. v. City of Greeley, Weld County District Court Case No. 2019CV30071. The motion carried: 6-0 (Payton recused)

The Executive Session adjourned at 6:22 p.m.



Cheryl Aragon, Deputy City Clerk