

Pleasant Grove City Council Meeting Minutes
Work Session
January 28, 2014
6:00 p.m.

PRESENT:

Mayor:

Mike Daniels

Council Members:

Dianna Andersen
Cindy Boyd
Cyd LeMone
Jay Meacham
Ben Stanley

Excused:

Kathy Kresser, City Recorder

Staff Present:

Scott Darrington, City Administrator
Dean Lundell, Finance Director
Degen Lewis, City Engineer
Tina Petersen, City Attorney
David Larson, Assistant to the City Administrator
Deon Giles, Parks and Recreation Director
Mike Smith, Police Chief
Marc Sanderson, Fire Chief
Ken Young, Community Development Director
Lynn Walker, Public Works Director
Sheri Britsch, Arts and Culture Director
Libby Flegal, NAB Chairperson
Barbara Johnson, Planning/Building Tech.
Marcus Wager, Planning Intern

Other:

Ken Bretschneider, Evermore
Curtis Hickman, Chief Creative Officer, Evermore
David Layne, Head of Structural Design, Evermore

The City Council and staff met in the City Council Chambers at 86 East 100 South, Pleasant Grove, Utah.

1) **CALL TO ORDER**

Mayor Daniels called the meeting to order and noted that Council Members Andersen, Boyd, LeMone, Meacham and Stanley were present.

2) **PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Fire Chief, Marc Sanderson.

3) **OPENING REMARKS**

The Opening Remarks were given by Council Member, Dianna Andersen.

4) **Review of the conceptual site plan for Evermore Theme Park.**

City Administrator, Scott Darrington, reported that Evermore approached staff roughly three weeks ago to show the latest site plan for the Evermore Theme Park. Staff was excited about the plan and wanted the Council to see it as well. The applicant has already submitted a site plan that will help determine utilities and other details. They would like to begin development as quickly as possible, and the City will do what they can to meet the applicant's schedule.

Ken Bretschneider from Evermore stated that they are excited to bring this theme park to both Pleasant Grove as well as the State. This project will attract people from all over Utah and surrounding states. Mr. Bretschneider is originally from Toronto, Canada and his wife grew up in Utah. He considers Utah to be an amazing place to live, but it lacks entertainment. The two projects they have headed up this year represent more than a \$20 million personal investment. The first project is the Evermore Theme Park in Pleasant Grove and the second is an entertainment center in downtown Salt Lake City. The entertainment center will consist of a high end dance club, restaurant, lounge and café, and a business center.

Curtis Hickman identified himself as the Chief Creative Officer of Evermore and stated that Evermore is designed to be an immersive entertainment experience. It is made up of five attractions that surround a central square. Those attractions are the old town, the Victorian factory which will include a 3D attraction, the Cove which will be a boat ride through ancient ruins, a ghost ship and caves, a forest that will include an old church with catacombs and a graveyard, and the Victorian mansion.

Each of the attractions is tied together with a story. The story will change depending on when you visit the park. If people visit the park in the fall they will see five haunted attractions. The stories will be written by a world famous fantasy author. During Christmastime the attractions and story will be set up as a Victorian Christmas. Summertime will include carnival activities. Each story will include food, games, and other activities for children and adults.

Evermore will not have typical lines like at other theme parks. When an individual purchases a ticket, that ticket number is placed in a virtual queue and the person gets to go enjoy activities in the town square. The town square will feature live music, shopping, fire heaters, food and other activities. When it is their turn to go into the attraction they will be contacted by a text, a buzzer, or

a phone app. Mr. Hickman stated that Evermore is a haunt, but they are not interested in blood and gore, but rather a more Hitchcock style of mystery and intrigue.

David Layne with Evermore stated that he grew up in Cedar Hills and loves living here. He stated that Pleasant Grove is a great community and he loves it but finds himself leaving Pleasant Grove to find activities for his family. Mr. Layne distributed the site plan and reported that he is the Head of Structural Design at Evermore.

Evermore's architectural style will be Victorian and will be located just north of Pleasant Grove Boulevard and North County Boulevard. The main structure will include a fine dining restaurant and a casual restaurant as well as a multi-purpose building that will include retail, EMT, security, and a bakery. There will be a tavern, factory, green house, pirate ship, cave structure, cathedral, ice cream shop, artisan building, curiosity shop, governor's mansion, and a medieval church with catacombs in the theme park.

The casual restaurant is called the Witch's Lair and will be 7,000 square feet. It will be "Harry Potterish" in design and feel. The fine dining restaurant will be called Back Stage and is designed after two opera houses in Paris. The interior will include the history of design and construction of the park. The tavern will look and feel old and the type of food will be fish and chips and burgers. The main building is a multipurpose space. The main level will have an 8,500 square foot ballroom, along with a gift shop, costume shop, and ticketing booth. The upper level will be a hair, makeup, and wardrobe area for the actors, administrative offices, and a mezzanine for the ballroom area. The confectionary will sell candy, ice cream and other sweets.

Old Town will include nearly ½ mile of façade walls with narrow streets and alleyways. There will be a 6,200 square foot building in the center that will be utilized for different events. Old Town will be an indoor/outdoor event and look like Old Town London. The artisan building will showcase local talent. There will be a blacksmith, sculptor, glass blower, and other interesting artists. There will also be interactive activities for guests in this area.

The ticket queue will be located in the main square but you will not wait in line. Visitors can enjoy the town square while they wait to enter the attraction. The factory overlooks the lake and is 16,000 square feet. It will be used extensively for Halloween and Christmas as well as for convention space or other private events. The curiosity shop will house a magic shop, antiques, rare books, and other boutique items. The cave is still being designed but will be roughly 30,000 square feet and sculpted to look like a cliff façade. The boat ride will come through the area and the visitors will be able to exit the boat and explore the caves, mines and other caverns.

They will grow organic fruits and vegetables in the green house that will be used in the restaurants and juice bars. The Italian garden will have sculptures and fountains. The governor's mansion is modeled off of the Carson Mansion in Eureka California. They have used a local artist who has done all of the sculpting so far. The sculptures will be located throughout the park and will all be designed and custom made in house. The medieval church design is based on several different churches in Europe. The catacombs will be modeled after the historic catacombs under the streets of Paris. The ghost ship is a full scale tall ship with three levels and is roughly 11,000 square feet.

Mr. Layne stated that their commitment is to hire local craftsmen from around the area. They expect to hire approximately 150 full-time employees for 18 months and an additional 150 employees for part-time work. It is important to them to use local sub contractors and employees.

Mr. Bretschneider commented that they plan on Evermore being an attraction for people of all ages. Their objective is to provide a theme park that is equal in quality to Disneyland. They believe they can draw considerable business from California. They will be building a Victorian style hotel in the future that will house world class theatrics. The highlight of going to Disneyland is not just the ride but also the theatrical element, which is what they will bring to Evermore.

Mr. Bretschneider said they are hoping to acquire another piece of property shortly which will give them a total of about 40 acres. The park will have amazing gardens that will rival anything in North America. They will use micro-technology that will allow for a lush garden in Utah's dry climate. They are also bringing antiques from Europe into the park to add historical details to the inside and outside of the buildings. They plan on doing extensive innovative advertising to bring people to Evermore. Mr. Bretschneider reported that his goal is to bring other high quality developments to the area.

Council Member LeMone asked what acreage they currently own. Mr. Bretschneider said they own about 33 acres and are currently working on acquiring an additional 7. They would like to expand even further in the future. Future plans include building a roller coaster that is also a theatrical experience. Once the park has generated a certain amount of income they will move forward with that project. They would also like to build a hotel and theater in the near future.

Council Member Andersen asked if the public is able to come to the restaurants without going into the park. Mr. Bretschneider said the town square is always open and anyone can come and enjoy it year round. He explained that they put a lot of time and effort into planning and designing the space. There will be many open or free events in each season. Evermore is trying to keep costs low and targeting around \$40 per person in the park. Disneyland targets \$440 per day per person.

Council Member LeMone asked if the park will be open January through April. Mr. Bretschneider said they will be open year round. The concept is that there will be festivals throughout the year. He assumes February through March or April will be their slowest time, but they will have holiday events to help bring people out. The retail and restaurants will also help draw people year round. Mr. Bretschneider explained that the park will also be an opportunity for Utah County to have some positive and quality nightlife. They will have parties and events for teenagers as well as college age students. They also plan to have a concert series in the park.

Council Member LeMone asked if there are any other parks similar to the one proposed. He stated that there are elements of the park in other theme parks. Disneyland has similar elements, but is geared to the cartoon aspect. Disney has done an excellent job of creating a fantasy land that is clean, secure, safe, and family friendly. Disney also has incredible security. Mr. Bretschneider said they plan to do the same thing with friendly mature faces in the front but tight and excellent security including innovative technology to keep everyone as safe as possible. They will have the ability to lock down the park immediately if a child is reported missing.

Council Member Boyd asked about the project time frame. Mr. Bretschneider said they will move as quickly as possible. If they used all outside contractors they would not have the quality controls that are important to them and the cost would also be much higher. They have roughly a \$50 million budget that they will stretch and keep building and design in house. Mr. Bretschneider stated that he has invested \$10 million of his own money in addition to bank financing. They will also be obtaining funds from different funding organizations. The project will happen in two phases. He noted that Phase One is nearly fully funded.

Mr. Bretschneider said that Phase One will include most of the town square, the main parking lot, most of the retail, and two of the three restaurants. It will also build out the Old Town, lake, ship, and gardens. They have already begun moving large mature trees to the property. The objective is to begin construction in the spring.

Mr. Bretschneider said there is a lot to be approved for the engineering and development and they are working to get everything approved quickly. They hope to begin construction in April and have Phase One completed by November and open for the Christmas holiday. That is a lot to get done in a short amount of time, but they do not want to miss the Christmas revenue.

Administrator Darrington stated that they made a commitment as staff to do whatever they can to meet their timelines. This will be a unique experience for the City as well because they have never inspected or approved anything like this before. Staff may put some extra money into the approval process to hire contractors and they recognize that this theme park will bring a great deal of income to the City. Mr. Bretschneider said they are not asking for anything from the City but he strongly believes that this theme park will put Pleasant Grove on the map and benefit the City and the surrounding area. He thinks on some scale it will be similar to what happened to Anaheim in California. They have done a great deal of research and people are very excited about this project, particularly the theatrical experience for the guests.

Mr. Bretschneider said he and his team are perfectionists and their objective is to build something gorgeous and more than maintain it. They want to make the park better and better over time.

Council Member Boyd asked why they picked Pleasant Grove. Mr. Bretschneider said he thinks it is a beautiful location and has the major aspects they needed. They are right off a major interchange, the mountain views are spectacular, and the environment will be beautiful. He said this is a good central location. He asked the Council Members to do everything in their power to clear up the TSSD problem. Evermore will do all they can to fight to have it resolved as well, but the smell almost made them choose a different location for the park. He said they cannot bring thousands of people into the park each day and have them smell the TSSD stench.

Council Member Stanley was extremely excited about the project. Mr. Bretschneider said their membership will be called the Observatory and will be located in the top of the restaurant. They will obtain a traditional liquor license that will be used just like a regular restaurant. He said it is important to be inclusive of everyone and what they want. He assured the Council they want to create an environment that is safe and entertaining.

Council Member Meacham asked staff if Code modifications are needed to allow the development to occur. Community Development Director, Ken Young, said the City allows for amusement

parks. The spacing and structures in the park should not be a problem because they all fall under amusement park. The site plan approval is scheduled to go before the Planning Commission on February 27 and will come before the City Council in March.

City Engineer, Degen Lewis, said this is a unique project to manage from a public safety standpoint. Pleasant Grove's Fire Department has spoken with the Farmington Fire Department to discuss challenges with Lagoon. They are working on how to not interfere with the park experience when a situation occurs while still providing adequate rapid medical and police response. Mr. Bretschneider said they will also invest in staffing and supply beyond code requirements.

Mr. Bretschneider said that according to code their town square can accommodate roughly 7,000 people. Different buildings have different capacities. On a major event night there is a possibility of having 13,000 to 15,000 people spread out in the park. Their staff will be trained for both entertainment as well as crowd and incident management. They hope to work with the City on holidays and City events to host some of those things. He said with the new piece of property they are acquiring they should have between 2,000 and 2,200 parking stalls.

NAB Chairperson, Libby Flegal, asked if they planned on pulling in existing restaurants or if they are keeping everything internal. Mr. Bretschneider said they are working internally because they do not want to create another mall. They want a unique experience and not a nationally recognized brand. He said this will be a classical and quality experience.

Mayor Daniels said this type of development often attracts other businesses. He asked what Mr. Bretschneider envisioned going in around the park. Mr. Bretschneider said they would love to work with the City on that. He knows this will attract a lot of new business. He would love the City to maintain high standards on what and who they allow to develop in their City. He said the housing projects in the area fit the theme of the park. Once Evermore is finished the City can be more picky about who they allow in the area. There will likely need to be additional hotels, restaurants, gas stations, and other basic services. Mr. Bretschneider felt that other retail, arts, and entertainment venues will complement the theme park. He recommended creating a walkable area that will be unique to Utah.

Mayor Daniels thanked Mr. Bretschneider for his presentation and agreed to do whatever they can to help the project move forward.

5) **Discussion on agenda items for the February 4, 2014 City Council Meeting.**

- A. **Public Hearing** to receive comments on the Fiscal Year 2013/2014 budget amendments. The Pleasant Grove Redevelopment Agency Budget is included in the Final Budget. **(CITY WIDE)** *Presenter: Director Lundell*
- B. To consider for adoption a Resolution **(2014-01)** approving and adopting the Pleasant Grove City's Fiscal Year 2013/2014 amended budget and providing for an effective date. *Presenter: Director Lundell*

Administrator Darrington said items "a" and "b" are tied together. Finance Director, Dean Lundell, said they are considering a budget amendment. The proposed amendment is currently on the City website. Director Lundell reported that he performs amendments roughly five to six times a year.

The first item is related to engineering fees. The City works to keep development fees as low as possible. The second item is related to the 2013 surplus. The City does not know the final surplus amount until October or November and they are using this money for capital projects like the swimming pool lining. The third item on the list is a car for the new investigations officer. The budget originally covered the cost of hiring the officer but did not include the cost of the vehicle. The funds are available and being paid from the capital equipment fund.

Director Lundell said the fourth item pertains to the General Fund wage and personnel costs. It is a complicated process that sometimes needs revisions. There is no new money being spent, the funds are being shifted. The next item pertained to the Water Fund. The power costs have been very high this year along with some repair issues and the funding source will come from reserves from the water fund. Items seven, eight, and nine were all related to grants. One time grants are not budgeted into the original budget until the funds actually come in. Items 10 through 12 are small items for public works and their new phone service.

Director Lundell said the only increase to the budget is the engineering fees, which are already covered by revenues and the items from the water fund. There will be a public hearing for item “a.”

- C. To consider for adoption a Resolution (**2014-02**) informing the Water Quality Board that the Municipal Wastewater Planning Program Report for 2013 has been reviewed and that all necessary actions have been taken to maintain effluent requirements. (**CITY WIDE IMPACT**) *Presenter: Director Walker*

Mayor Daniels said that item “c” pertains to the Water Quality Board Report. Public Works Director, Lynn Walker, said the report is complete and due by the first of March. The Council needs to pass a resolution once they have read it. It is required by law to complete the report annually. He said he will email the report to the Council for review. No public hearing is required.

- D. To consider for approval a final plat called Manila Heights Plat “D” amended for the Lincoln Academy located at approx. 1582 West 3300 North in the RR (Rural Residential) zone. (**MANILA NEIGHBORHOOD**) *Presenter: Director Young*

Item “d” pertains to a final plat for Manila Heights Plat D. Director Young explained that this is for two lots that are being combined into one in order to expand the school. It is a very simple plat with no issues.

- E. To consider for adoption a Resolution (**2014-03**) amending the Personnel Policies and Procedures Manual previously approved by the City Council. Specifically, amending Section XI “Salary Planning” Subsection 14 “Incentive Awards/Bonuses” by removing Subsection 14B and providing for an effective date. *Presenter: Attorney Petersen*

Item “e” pertained a policy change. Administrator Darrington said in the past the City Council granted part-time employees a 24-hour bonus check at the end of January. This policy now creates a few issues. The 24-hour bonus check counts against part-time employees’ work hours with ObamaCare. If the City combines the 24-hour bonus check with the Christmas bonus they will get in trouble with the URS (Utah Retirement System) because part time employees cannot receive over \$500 per year in bonus checks. The policy no longer works for the City. The new policy will

distribute the 24-hour bonus check into the regular pay so all permanent part-time employees receive a raise. The policy is being removed so new employees will not receive the bonus.

- F. To consider for adoption a Resolution (2014-04) appointing an individual to the North Pointe Solid Waste Special Service District Board and establishing the term of said appointment; and providing for an effective date. *Presenter: Administrator Darrington*

6) STAFF, CITY COUNCIL, AND MAYOR BUSINESS.

Arts and Culture Director, Sheri Britsch, said the library is hosting a “bring your own device day” training. The training will run from 12:00 p.m. to 8:00 p.m. Staff will teach individuals how to use different devices and download library books on them.

City Attorney, Tina Petersen, reported that she had a successful meeting with the UMAA. They will be moving forward on the Ethics Commission Inter Local Agreement. There are six cities that will be involved in the agreement.

Administrator Darrington said the State Legislature is starting back up. Attorney Petersen will keep the Council apprised of issues being discussed. There is a Legislative Policy Committee and typically one Council Member is involved in that. The committee meets every Monday from 11:45 a.m. to 1:30 p.m. at the State Capital Building. The committee meets weekly while the legislature is in session. Council Member Andersen expressed interest in participating. Administrator Darrington said doTERRA is growing so rapidly that they are ready for Phase Two of their development and would like to do it along side Phase One. They would like to add an additional 20,000 square feet along with an additional 100,000 square foot warehouse with retail frontage. They hope to have everything complete by summer.

NAB Chairperson Flegal said they need a neighborhood chairperson from Little Denmark. Council Member LeMone said she would put the request on the Facebook page.

Director Young said they are still in need of another Planning Commission alternate and a member for the Board of Adjustment. Mayor Daniels requested that Council Members submit suggestions.

Fire Chief Sanderson talked about the fire at the Purple Turtle.

Council Member Andersen said they had a good meeting with the Strawberry Days Committee on Monday night.

Council Member LeMone said she had a good experience with Officer Edwards at her home and wanted to be sure Chief Smith was aware that he went out of his way to ensure that her home was safe when he saw that they had left the garage open one night.

7) ADJOURN.

ACTION: Council Member LeMone moved to adjourn. Council Member Meacham seconded the motion. The motion passed with the unanimous consent of the Council.

The City Council Meeting adjourned at 7:52 p.m.

This certifies that the City Council Work Session Minutes of January 28, 2014 are a true, -full and correct copy as approved by the City Council on February 18, 2014.

Barbara Johnson, Planning/Building Tech

(Exhibits are in the City Council Minutes binders in the Recorder's office.