

# AGENDA

## CITY OF LARAMIE, WYOMING

### CITY COUNCIL WORK SESSION

CITY HALL, COUNCIL CHAMBERS, 406 IVINSON AVE  
TUESDAY, APRIL 11, 2023, 6:00 PM

City Council Meetings are open to the public in accordance with W.S. 16-4-403.

Meetings are currently available in-person on a first come first serve basis, YouTube Live Feed ([www.youtube.com/cityoflaramie/live](http://www.youtube.com/cityoflaramie/live)), Cable Channel 191, or Zoom Webinar- Meeting ID: 847 8438 4158 Passcode: 055980 via internet, app, or telephone 1(669)900-9128. Public comments during the meeting may be provided in-person or via Zoom meeting. Public comments may also be submitted via email: [council@cityoflaramie.org](mailto:council@cityoflaramie.org). **Please email: [clerk@cityoflaramie.org](mailto:clerk@cityoflaramie.org) to request speaking time during the 30-minute public comment periods on non-agenda items by no later than 3:00 pm on the day of the meeting. Limited speaking slots may be assigned by lottery for non-agenda items when more than 10 requests are received; public comments may also be submitted in writing to [council@cityoflaramie.org](mailto:council@cityoflaramie.org) for the record. Requests for accommodations from persons with disabilities must be made to the City Manager's Office 24 hours in advance of a meeting.**

**Please be advised no additional agenda item will be introduced at a Regular City Council meeting after the hour of 9:30 pm, unless the majority of the City Council members present vote to extend the meeting.**

**Public comment is limited to three (3) minutes per speaker. Written public comment shall be submitted to the City Clerk for dissemination and retention for official City records, or submitted to the City Council through electronic correspondence at [council@cityoflaramie.org](mailto:council@cityoflaramie.org). Full text available in Council Rules of Procedure and Code of Conduct 4.02 and Appendix B and C.**

**Written materials and other items must be submitted six (6) days in advance of the meeting (sooner if there are holidays prior to the meeting) in order that copies may be included with the agenda and to give the council an opportunity to review the material in advance of the appearance.**

Zoom Link: <https://cityoflaramie.zoom.us/j/84784384158?pwd=Njg5dmZJVVFYTXdmZTBKdUc4eElmZz09>

#### **1. WORK SESSION**

2. **Public Comment on Non-Agenda Items (Aggregate time limit 30 minutes)**  
(Limited to three (3) minutes per speaker.)
3. **WORK SESSION: Resident Survey & Public Relations Report**  
[Jordan, CM]

Documents:

[Description.PublicRelations04112023.pdf](#)  
[PRReport4.11.2320WS.pdf](#)

- 3.A. **Public Comments**

(Please observe the time limit of three (3) minutes per speaker.)

4. **City Council Updates/Council Comments**
5. **Agenda Review**

Documents:

[April 18 2023 Draft 1.pdf](#)



Resident Survey & Public Relations Report

**BACKGROUND**

With direction from city council in 2022 to explore methods for improving public engagement and information, City Manager added two new tools to build upon and enhance the city’s traditional public engagement and notification strategy.

TRADITIONAL STRATEGY

- a. City Website; Subscription Services; Blog Q & A, etc.
- b. Broadcast and Print Media; Press Release
- c. Social Media – Digital Content
- d. Public Notices and Meetings

**GOAL #1: ACTIVE MONITORING & TARGETED ENGAGEMENT TAILORED TO AREAS OF NEED**

City partnered with Zencity, a local government tech company focused on community engagement and communications support, to more effectively and actively monitor resident sentiment. The Zencity interactive technology tool monitors internal and external online mediums, collates and reports on resident concerns, and works with the city to take action to address those concerns.

During the initial data collection phase, staff have received real time data on general civic concerns, as well as sentiment surrounding municipal activities and services. With this actionable data we’ve been able to release information to address those concerns as appropriate. A specific example would be with the implementation of the rental housing licensing program according to Council’s newly adopted ordinance.

In addition, Zencity conducts ongoing community surveying to gather resident satisfaction scores on various issues and services. Zencity’s Head of Survey Research will present results from the most recent survey cycle (July-December 2022) and be available to answer any questions.

**GOA #2: MODERN, RELEVANT & TIMELY CONTENT**

Through issuance of a Request for Proposal (RFP) for professional public relations and communication services, the City entered into contract with LUM Studios for an ongoing, coordinated public information campaign.

The partnership with LUM Studios has been in place for roughly 6-months and is modernizing the City's approach to resident engagement (especially digital platforms) and building off of the real time data gathered by Zencity. LUM's team of specialists in digital and print content coordinate with the CMO to ensure timely communication and engagement with the public.

LUM Studios will review performance metrics to-date and review the City's social media policy.

**Responsible Staff**

**J. Jordan - City Manager**

T. Feezer – Asst. City Manager, Nancy Oakland-Potter – Executive Assistant; Owen Schildt – Intern

# PR STRATEGY AND OUTREACH REPORT

## 04/11/2023

### Resident-Initiated Q & A BLOG “ASK YOUR MUNICIPAL GOVERNMENT”

Questions with response posted to City’s Blog page. Residents can [subscribe](#) to be notified when new posts are made. Currently 60 Subscribers. <https://www.cityoflarame.org/940/Ask-the-City-a-Question>

STATUS REPORT: Residents have submitted 10 questions since June 6, 2022.

### Resident-Initiated One-Click Reporting “REQUEST TRACKER”

Residents use this tool to report non-emergent concerns with responses provided within 24 to 72 hours. Residents are advised to report urgent requests through appropriate venue.

<https://www.cityoflarame.org/requesttracker.aspx>

***“Any requests for the Police Department, including noise complaints, Animal Control, or Fire Department, should be directed to non-emergency Dispatch at 721-2526. Please call 911 for emergencies. Please call 911 for emergencies.”*** <https://www.cityoflarame.org/requesttracker.aspx>

STATUS REPORT: 34 Total Requests Submitted in past year; 113 were closed and remaining 15 are pending completion

Statistics							
Start Date:	[mm/dd/yyyy]						
End Date:	[mm/dd/yyyy]						
Summary							
Category Name	7/27/2022 - 3/28/2023					As of 3/28/2023	
	Total Requests		Average Requests Per Day		Avg. Time to Close a Request (hours)	Summary	
	Submitted	Closed	Submitted	Closed		Open	Closed
<a href="#">City Administration (307) 721-5200</a> <a href="#">Utility Billing (307) 721-5222</a>	3	3	0.012	0.012	11.333	0	132
<a href="#">Community Development (307) 721-5207</a>	15	12	0.061	0.049	1415	6	233
<a href="#">Internal Only</a>	0	0	0	0	0	2	7
<a href="#">iPhone</a>	0	0	0	0	0	0	2
<a href="#">Parks and Recreation (307) 721-5269</a>	4	4	0.016	0.016	59	0	64
<a href="#">Public Works (307) 721-5230</a>	12	94	0.049	0.384	18484.745	7	498
<b>Total:</b>	<b>34</b>	<b>113</b>	<b>0.139</b>	<b>0.461</b>	<b>15529.345</b>	<b>15</b>	<b>936</b>

## Resident-Initiated Subscription Service “NOTIFY ME”

Residents subscribe to receive notices directly to their inbox and/or via text message across 27 areas of city activities such as boards, commissions, governing body, press releases and city newsletter. City Councilors are automatically enrolled by City Manager’s Office upon election.

<https://www.cityoflaramie.org/list.aspx>

**STATUS REPORT: 1,183 subscribers**

Bid Openings	3 Events	0 Subscribers
City Council	998 Events	91 Subscribers
City of Laramie Bid Calendar	17 Events	110 Subscribers
City of Laramie Main Calendar	779 Events	90 Subscribers
Community Development	187 Events	60 Subscribers
Employee Calendar	4 Events	6 Subscribers
Laramie Government & Public Access TV Schedule	52 Events	0 Subscribers
Parks & Rec - Softball Calendar	7 Events	50 Subscribers
Parks & Recreation	166 Events	132 Subscribers
Solid Waste Closures	3 Events	73 Subscribers

Ad Hoc Community Alcohol Consumption & Best Practices Review Committee	Active	15
Ad Hoc Working Group for Police and Community	Active	22
Board of Health	Active	46
Building and Fire Code Board of Appeals	Active	26
City Council	Active	98
Civil Service Commission	Active	38
Downtown Development Authority	Active	20
Environmental Advisory Committee	Active	51
Laramie Advisory Commission on Disabilities	Active	24
Laramie Building Authority	Active	26
Monolith Ranch Advisory Committee	Active	19
Parks, Tree and Recreation Advisory Board	Active	32
Planning Commission	Active	72
Traffic Commission	Active	48
Urban System Advisory Committee	Active	34

## **Staff-Initiated City Newsletter – Published Quarterly** **“GEM CITY SPARK”**

March, June, September & December.

Published and archived at <https://www.cityoflaramie.org/552/Gem-City-Spark>.

**STATUS REPORT:** 298 persons are subscribed through “Notify Me” for electronic delivery of Gem City Spark which is an increase of 39 subscribers since July 2022. Hard copies mailed as requested; current mailing list has 24 recipients which is an increase of 12 recipients since July 2022.

## **Staff Postings – As Required by Law** **“LEGAL NOTICES”**

Published in Laramie Boomerang Legal Ads - [legals@laramieboomerang.com](mailto:legals@laramieboomerang.com)

**STATUS REPORT:** 331 ads placed in past year

## **Staff-Initiated Resident Engagement – Digital Marketing & Public Relations**

**“SOCIAL MEDIA”**

3 Authorized Facebook; 1 Authorized Instagram; 1 Authorized Twitter

**STATUS REPORT:**

Residents were engaged twice per day on average; 670 total posts in past year.

## **DRAFT AGENDA ITEMS**

**APRIL 18, 2023**

1. AGENDA
2. Pledge of Allegiance
3. Roll Call
4. Public Comment on Non-Agenda Items
5. Consideration of Changes in Agenda and Setting the Agenda
6. PROCLAMATIONS/PUBLIC HEARINGS/NOTIFICATIONS
  - 6.A. PROCLAMATIONS & PRESENTATIONS
  - 6.B. PUBLIC HEARING
    - 6.B.i. PUBLIC HEARING: Original Ordinance No. 2057, Amending Laramie Municipal Code Chapter 2.56 Related to Purchasing
    - 6.B.ii. PUBLIC HEARING: Original Ordinance No. 2058, Amending Laramie Municipal Code Section 9.16 Regulating Handbills Upon Private Property-When Nuisance Declared
    - 6.B.iii. PUBLIC HEARING: Original Ordinance No. 2059, Adding to Laramie Municipal Code Section 2.54 Creating the Ranch Advisory Commission
    - 6.B.iv. PUBLIC HEARING: proposed sale of public property described as the north ten (10) feet of Lot 3, Block 218, City of Laramie, formerly the Town of Laramie, Albany County, Wyoming to Strothram Properties, LLC, without calling for bids as City Council has determined that the sale will benefit the economic development of the municipality.
  - 6.C. ANNOUNCEMENTS
    - 6.C.i. Monthly Staff Recognition
      - O'Wayne Dempsey, Sr. Solid Waste Operator
7. Disclosures by City Council Members
8. Approval of Consent Agenda
9. CONSENT AGENDA
  - 9.A. MINUTES: City Council Meetings. [Bartholomew, CC]
  - 9.B. CEMETERY DEEDS: Cemetery Deeds for April 1-15, 2023. [Feezer, ACM]
  - 9.C. AGREEMENT: Approval of the 2023 Wildland Fire Management Annual Operating Plan [Johnson, Fire Chief]
  - 9.D. GRANT: Authorization to Submit a State Homeland Security Program Grant Application to the Wyoming Office of Homeland Security [Johnson, Fire Chief]
  - 9.E. BID AWARD: Award of Bid: Unit 887 Hybrid Pickup Truck without Trade-In [Webb, PW]
  - 9.F. CONTRACT: General Service Contract Between Rocky Mountain Power and the City of Laramie for the North Side Tank Pump Station [Webb, PW]



## **DRAFT AGENDA ITEMS**

**APRIL 18, 2023**

- 9.G. CONTRACT: Consideration of award of contract between the City of Laramie and The Lock Shop of Cheyenne, Cheyenne, Wyoming for the design and installation of a Wi-Fi door security and access system at the City of Laramie Municipal Operations Center. (\$75,000) [McIntyre, Facilities/Feezer, ACM]
- 9.H. LICENSE: New Dispensing Area for Restaurant Liquor License No. R68 Studio City Movie Palace [Bartholomew, CC]
- 9.I. PURCHASE OF PROPERTY: Agreement for Sale and Purchase of Real Property Between the City of Laramie and Maverik, Inc. [Webb, PW]
- 9.J. PURCHASE OF PROPERTY: Consideration of Purchase Agreement between the City of Laramie, WY and Strothram Properties, LLC [Jordan, CM]
- 9.K. QUITCLAIM DEED: Quitclaim Deed conveying 0.31 acres of land to the City of Laramie [Teini, Planning Manager]
- 9.L. QUITCLAIM DEED: Quitclaim Deed conveying 0.10 acres of land to the City of Laramie [Teini, Planning Manager]
- 9.M. QUITCLAIM DEED: Quitclaim Deed conveying 0.31 acres of land to the City of Laramie [Teini, Planning Manager]
- 9.N. QUITCLAIM DEED: Quitclaim Deed conveying 0.21 acres of land to the City of Laramie [Teini, Planning Manager]
- 9.O. SCHEDULE MEETINGS:
  - 9.O.i. April 25, 2023, 6:00 pm – WORK SESSION: Laramie Regional Airport Update
  - 9.O.ii. April 25, 2023, 6:00 pm – WORK SESSION: Changes to State Loan and Investment Board process for awarding grants and loans
  - 9.O.iii. May 9, 2023, 6:00 pm (cancel) – WORK SESSION: Supplemental Budget

## 10. REGULAR AGENDA

- 11. Award of Bid: Unit 679 Refuse Collection Truck with Trade-In [Webb, PW]
- 12. Award of Professional Engineering Services Agreement for the West Laramie Main Lift Station Project [Webb, PW]
- 13. Approval of a License Agreement with the University of Wyoming to Construct, Use & Maintain Utilities in the Public Right-of-Way [Webb, PW]
- 14. Original Ordinance No. 2057, Amending Laramie Municipal Code Chapter 2.56 Related to Purchasing. Second Reading. (Introduced by Newman) [Webb, PW]
- 15. Original Ordinance No. 2058, Amending Laramie Municipal Code Section 9.16 Regulating Handbills Upon Private Property-When Nuisance Declared. Second Reading. (Introduced by Summerville) [Jordan, CM]
- 16. Original Ordinance No. 2059, Adding to Laramie Municipal Code Section 2.54 Creating the Ranch Advisory Commission. Second Reading. (Introduced by Pearce) [Jordan, CM]
- 17. Resolution 2023-31, Appointing Nomination Committee to Assess Applications and Recommend a Slate of Candidates with Terms of Office to Establish the Inaugural Laramie Urban Renewal Agency [Jordan, CM]

**DRAFT AGENDA ITEMS**

**APRIL 18, 2023**

18. Original Ordinance No. 2060, amending Title 15 of Laramie Municipal Code for the purposes of amending the comprehensive plan amendment review procedure. First Reading and Introduction. [Teini, Planning Manager]
19. Public Comments on Non-Agenda Items.
20. Consideration of future Council Work Session topics.
21. Adjourn to Executive Session regarding Land Negotiations W.S. § 16-4-405(a)(vii).