

Special Town Council Meeting
January 14, 2019
and January 15, 2019
2019 TOWN COUNCIL RETREAT
Fireside Room in the Grand View Lodge at Snow King Resort

Meeting Purpose: For the Town Council to build clarity and alignment on:

- roles & responsibilities for mayor, council, and staff
- agreements for how to work together effectively
- priorities for the next two years and a strategy for implementation

NOTICE: THIS MEETING WILL NOT BE LIVE-STREAMED. ARCHIVED AUDIO FOR THIS RETREAT WILL BE POSTED WITHIN A WEEK. Please be aware that the time frames listed are guidelines only and should not be relied upon for specificity. The agenda may progress more quickly or slowly than shown in the time frames depending on Council discussion and direction.

MONDAY, JANUARY 14, 2019

8:00 - 8:05 AM ... CALL TO ORDER AND WELCOME

- A. Vice Mayor Appointment
- B. **Ordinance U:** An Ordinance Amending and Reenacting Section 12.16.030 of the Jackson Municipal Code Providing Law Enforcement Jurisdiction at the Jackson Hole Airport (*Presented for 2ND reading*)
- C. Agenda Overview

8:05 - 9:00 AM ... EFFECTIVE GOVERNANCE AND LEADERSHIP

- A. Roles & Responsibilities (Mayor, Council, Staff, Council Liaisons)
- B. Relationships & Working Agreements (Council, Staff, and Council-Staff Interaction)

9:15 AM - 4:45 PM ... COUNCIL PRIORITIES DISCUSSION, FOCUSING & IMPLEMENTATION

- A. 10:00 - 10:15 AM ... Break
- B. 12:00 - 12:45 PM ... Lunch Break

4:45 - 5:00 PM ... DAY ONE WRAP UP

- A. Recess meeting until 8:00 AM Tuesday, January 15, 2019

TUESDAY, JANUARY 15, 2019

8:00 - 8:30 AM ... COUNCIL BUSINESS

- A. Council Liaison Assignments
- B. Check-In on Additional Workshop Meeting Date

8:30 - 10:30 AM ... PRIORITY BASED BUDGETING REVIEW AND ALIGNMENT

Please note that at any point during the meeting, the Chairman or Mayor may change the order of items listed on this agenda. In order to ensure that you are present at the time your item of interest is discussed, please join the meeting at the beginning to hear any changes to the schedule or agenda.

10:30 - 11:00 AM ... HIGH LEVEL KEY PERFORMANCE INDICATORS

11:00 - 11:15 AM ... DISCUSS POTENTIAL JOINT RETREAT AGENDA ITEMS (March 4th, 8-1pm)

A. Potential Items

11:15 - 11:45 AM ... POTENTIAL PARKING LOT ITEMS (May not be discussed)

A. Council Issues:

1. SPET
2. Future Funding of Local Government
 - a - Property Tax
 - b - Energy Mitigation Fees
 - c - 1 Penny Local Option Tax
 - d - Business License Fees
3. Travel and Tourism Board Direction
4. Rodeo Grounds Lease Expiration

11:45 - 11:55 AM ... POTENTIAL UPCOMING WORKSHOP AGENDAS BASED ON PRIORITIES (May Change)

- A. 1/22 - East Hansen Sidewalk Design (Brian Lenz, 60 Minutes)
- B. 1/22 - Construction Management Plan / Staging for 112 Center St (Brian Lenz, 60 Mins)
- C. 2/19 - Stormwater Overview (Floren Poliseo, 30 Minutes)
- D. 2/19 - Boardwalk District Discussion (Johnny Ziem, 30 Minutes)
- E. 2/19 - START Funding Initiatives (Darren Brugmann, 30 Minutes)
- F. 3/18 - Public Restrooms on the Town Square (Larry Pardee, 30 Minutes)
- G. 3/18 - Liquor Code Updates (Sandy Birdyshaw, 30 Minutes)

11:55 - 12:00 PM ... WRAP UP & NEXT STEPS

12:00 PM ... ADJOURN

12:00 PM ... LUNCH

Please note that at any point during the meeting, the Chairman or Mayor may change the order of items listed on this agenda. In order to ensure that you are present at the time your item of interest is discussed, please join the meeting at the beginning to hear any changes to the schedule or agenda.

ORDINANCE U

AN ORDINANCE AMENDING AND REENACTING SECTION 2(a) OF TOWN OF JACKSON ORDINANCE NO. 175 (PART) AND SECTION 2 OF TOWN OF JACKSON ORDINANCE NO. 923 (PART) AND SECTION 12.16.030 OF THE MUNICIPAL CODE OF THE TOWN OF JACKSON TO INCLUDE APPLICABILITY OF ALL ORDINANCES OF THE TOWN OF JACKSON FOR LAW ENFORCEMENT JURISDICTION AT THE AIRPORT, AND PROVIDING FOR AN EFFECTIVE DATE.

BE IT ORDAINED BY THE GOVERNING BODY OF THE TOWN OF JACKSON, WYOMING, IN REGULAR SESSION DULY ASSEMBLED THAT:

SECTION I.

Section 1 of Town of Jackson Ordinance Section 2(a) of Town of Jackson Ordinance No. 175 (part) and Section 2 of Town of Jackson Ordinance No. 923(part) and Section 12.16.030 of the Municipal Code of the Town of Jackson are hereby amended and reenacted to read as follows:

12.16.030 Law enforcement jurisdiction.

Pursuant to authority contained in Section 10-5-101(b) of the Wyoming State Statutes, the Teton County Sheriff's Office and the Jackson Police Department are empowered to enforce duly adopted rules of the Airport Board, applicable state statutes, and all ordinances of the Town of Jackson Municipal Code, as those Titles now exist or as they may hereafter be amended, all of which shall apply to activities at the Airport.

SECTION II.

All ordinances and parts of ordinances in conflict with the provisions of this ordinance are hereby repealed.

SECTION III.

If any section, subsection, sentence, clause, phrase or portion of this ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed as a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portions of the ordinance.

SECTION IV.

This Ordinance shall become effective after its passage, approval and publication.

PASSED 1ST READING THE 7TH DAY OF JANUARY, 2019.

PASSED 2ND READING THE _____ DAY OF _____, 2019.

PASSED AND APPROVED THE _____ DAY OF _____, 2019.

TOWN OF JACKSON

BY: _____

Pete Muldoon, Mayor

ATTEST:

BY: _____

Sandra P. Birdyshaw, Town Clerk

ATTESTATION OF TOWN CLERK

STATE OF WYOMING)
) ss.
COUNTY OF TETON)

I hereby certify that the foregoing Ordinance No. _____ was duly published in the Jackson Hole News and Guide, a newspaper of general circulation published in the Town of Jackson, Wyoming, on the _____ day of _____, 2019. I further certify that the foregoing Ordinance was duly recorded on page _____ of Book _____ of Ordinances of the Town of Jackson, Wyoming.

Sandra P. Birdyshaw, Town Clerk



Roles and Responsibilities of Elected Officials & Staff

OFFICIAL ROLES

1. Mayor

- a. Chief Elected Official
- b. Chief Executive of the Municipal Corporation
- c. Presides Over Council Meetings
- d. Symbolic Head of Town Government (ribbon cutting, baby kissing, etc.)
- e. Member of the Town Council (one vote, no veto)
- f. Provides Community Leadership

2. Individual Councilmembers

- a. Member of the Board of Directors for the Municipal Corporation
- b. One Vote

3. Town Council (As a Body)

- a. Fiduciary Responsibility (budget/finance)
- b. Legislative Responsibility (passes ordinances, resolutions, etc.)
- c. Appoints Town Manager, Town Attorney and Municipal Judge
- d. Sets Policy and provides strategic direction
- e. Provides Community Leadership

4. Town Manager

- a. Serves at the pleasure of the Town Council
- b. Chief Administrative Officer
- c. Manages the day to day affairs of the Town government
- d. Provides policy advice to Town Council
- e. Implements policy and enforces municipal ordinances
- f. Hires and fires all Town employees except for Town Attorney and Municipal Judge

5. Town Attorney

- a. Serves at the pleasure of the Town Council
- b. Provides legal and policy advice to Town Council and Planning Commission
- c. Provides legal advice to Town Staff

6. Town STAFF

- a. Serve at the pleasure of the Town Manager
- b. Provides support, research, and professional opinions

7. COUNCIL LIAISONS

- a. Attend meetings of assigned groups/departments and remains informed of issues affecting that group
- b. Shares pertinent information with Council
- c. Does not represent Council's opinion or position unless a vote of Council has been taken



GOVERNANCE ROLES

1. Mayor

- a. Pays attention to the proceedings
- b. Keeps discussion focused on the issue
- c. Allows participation by all interested parties
- d. Enforces meeting protocol and ground rules
- e. Keeps the meeting moving forward, without getting “bogged down” in minutia
- f. Uses gavel effectively
- g. Moves the discussion – provide guidance and “nudging”
- h. Checks with the Council for agreement and/or concerns
- i. Monitors for repetition –asks for a vote when discussion begins to repeat itself
- j. Gives everyone a chance to be heard
- k. Serves as sidetrack monitor “That’s a good idea, but the issue is....”
- l. Serves as the “Policy Reminder” and “Micromanagement Monitor” - asks the Council if discussion is becoming too detailed and task should be delegated to management
- m. Enforces Council ground rules including: no personal attacks, don’t be redundant, don’t twist the facts, don’t attack staff, maintain civility
- n. Trust the Council and staff – assume positive intent
- o. Be the summarizer – help define the question

2. Town Council

- a. Does their homework
- b. Stands for something
- c. Is willing to engage in meaningful debate, even if it feels like conflict
- d. Acts businesslike
- e. Shows respect to other Councilmembers
- f. Shows respect to the Staff and is fair in dealings with them
- g. Does not confuse their role as policymakers with that of staff’s job
- h. Works in the best interest of the community (vs. agenda for personal gain)
- i. Stays focused on the discussion
- j. Follows meeting protocol and ground rules
- k. Supports the Mayor and helps him/her with their job
- l. Considers all information
- m. Expresses political opinion
- n. Politically involved
- o. Makes ‘big picture’ decisions
- p. Does not engage in debate with the public at meetings

3. Staff

- a. Town Manager is Chief Administrative Officer
- b. Provides professional research, information, tools and options
- c. Stays objective and does not lobby or take sides
- d. Implements policy effectively
- e. Politically informed
- f. Figures out the details



TOWN COUNCIL WORKING AGREEMENTS

We establish these working agreements in order to have a shared understanding of how we will move forward with the work that we do for the community, how we will treat one another, what we expect from one another, and to emphasize that we have a shared commitment to civility, compassion, and service as a privilege, not a career.

▪ Discussion

We agree to:

- ✓ Avoid grandstanding.
- ✓ Minimize repetition.
- ✓ Refrain from back and forth debate.

▪ Consensus & Voting

We agree to:

- ✓ Express our opinion and vote.
- ✓ Work towards consensus when appropriate.
- ✓ Understand that a split vote is not personal.

▪ Respect

We agree to:

- ✓ Not surprise each other or staff at meetings.
- ✓ Ask our questions of staff in advance of the meeting and notify Town Manager of major concerns.
- ✓ Act professionally.
- ✓ Treat our constituents with respect at and away from the lectern.

▪ Intentionality

We agree to:

- ✓ Trust each other to have positive intentions.
- ✓ Thank each other.
- ✓ Celebrate successes.

▪ Fairness and Equity

We agree to:

- ✓ Give equal time and equal information.
- ✓ Be consistent.
- ✓ Transparency in our words and deeds.

▪ The Body Politic

We agree to:

- ✓ Support the decision and Council even if we voted in opposition.
- ✓ Not undermine decisions already made.
- ✓ Refrain from belaboring or lobbying issues with each other or with staff after action has been taken.

worksheet for 2019
Town of Jackson Liaison Assignments

Mayor Muldoon		Vice-Mayor Stanford	Hailey Morton Levinson	Bob Lenz	Don Frank	Jonathan Schechter	Arne Jorgensen
1	Public Art Taskforce 3rd Thur at 8am	Airport Board 3rd Wed at 9am	Energy Conservation Works 3rd Wed at 3pm	Housing Authority 3rd Wed at 1pm	Design Review Committee 2nd Wed at 530p		
2	Pathways Taskforce 1st Wed at 530pm	Parks & Recreation 2nd Thur at 5pm (staying involved)	Travel & Tourism Board 2nd Thur at 3pm	Housing Supply Board reg mtgs have not been set	Parks & Recreation 2nd Thur at 5pm		
3				Museum-Administrative meets as needed	Planning Commission 1st & 3rd Wed at 530pm		
4				START 2nd Thur at 1130am			
1	InterAgency Breakfast 4th Tues at 7am (Sept-May)	InterAgency Breakfast 4th Tues at 7am (Sept-May)	Chamber of Commerce last Wed at Noon	Fair Board 2nd Mon at 530pm			
2	JH Air 1st Thur at 2pm	Housing Trust 4th Wed at 4pm	Emerg Management - LEPC 3rd Thur at 830am - ODD mths	Historical Society & Museum 3rd Tue at 330pm			
3	ONE 22 last Wed at 8am ?	JH Conservation Alliance 4th Thur at 5pm	Systems of Care 3rd Thur at 9am	Childrens Learning Center ?			
4	School Board 2nd Wed at 6pm	Transportation Adv Com-TAC meets as needed	TriPartite Bd - CSBG meets as needed				
5		Board of Health meets every other month (odds)					
Liaison has not been assigned to:		Board of Examiners 2nd Tues at 430pm	Natural Resources Technical Advisory Board (NRTAB) meets as needed	Integrated Solid Waste & Recycling	St. John's Hospital Board 4th Thur at 4pm		
LEGEND: Members appointed by Town Other Boards							

2019 Town Council Retreat Issue Summary

Issue: Additional Workshop Meeting Date

Brief Summary: Mayor Muldoon asked that this item be brought up to consider an additional regular workshop meeting for 3:00 PM the 2nd Monday of each month.

The Council could consider setting this as a regular workshop meeting (special meeting) each month or the date can be reserved on the Council and staff's calendars for months where additional workshop time is necessary and be scheduled on an as needed basis.

Alignment with Comprehensive Plan: Policy 8.1.a. Maintain current, coordinated plans for delivery of desired service levels.

Desired Outcome: Receive direction from the Council to either regularly schedule a workshop which would be a special meeting on the 2nd Monday of each month or continue to receive direction for special meetings as the need arises.

Next Steps and Timeline: If direction is provided, staff will update schedules but no changes will be made to the Municipal Code setting forth regular meetings.

Joint Town Council/County Commission Retreat

March 4, 2019, 8:00AM – 1:00 PM

Potential Joint Retreat Agenda Items

(List may change based on Day 1 Priorities)

- SPET Process
- BLM Land Transfer
- Stilson
- Funding/Taxing Discussion
- Support for Lodging Tax Amendment to Relax Definition of “Promotion”
- Travel and Tourism Board Direction
 - o Focus on Sustainable Tourism Targeting
- Septic Mapping, Water Quality, and Wastewater Treatment County Wide
- Property Tax Assessments for Trailer Parks
- Rodeo Grounds
- Regional Transportation Planning Organization
- Other / Parking Lot Items

2019 Town Council Retreat Issue Summary

Issue: Specific Purpose Excise Tax (SPET)

Brief Summary: The Town and County jointly may impose a Specific Purpose Excise Tax (SPET) not to exceed 2%. The revenue from the tax shall be used in a specified amount for specific purposes authorized by the qualified electors. Specific purposes may include one (1) time major maintenance, renovation or reconstruction of a specifically defined section of a public roadway. Specific purposes shall not include ordinary operations of local government except those operations related to a specific project. A 1% SPET is currently in imposed. At current collection rates, a 1% SPET brings in approximately \$15Million each year.

In September of 2018, the Town reached out to the County Clerk and County Treasurer and they anticipate the current SPET initiatives will be satisfied by Spring of 2020, prior to the 2020 election cycle. An election would need to occur sometime in 2019, either May, August or November to prevent a lapse.

Upcoming SPET Election Dates and Ballot Resolution Deadlines		
Election Date	Election Type	110 Day Deadline to Provide Ballot Resolution to County Clerk
Tuesday, May 07, 2019	Special	Wednesday, January 16, 2019
Tuesday, August 20, 2019	Special	Wednesday, May 01, 2019
Tuesday, November 05, 2019	Special	Wednesday, July 17, 2019
Tuesday, May 05, 2020	Special	Wednesday, January 15, 2020
Tuesday, August 18, 2020	Primary	Wednesday, April 29, 2020
Tuesday, November 03, 2020	General	Wednesday, July 15, 2020

Staff prepared a proposed process to be used for Council and Commission consideration of SPET initiatives and to date, no process has been adopted.

Alignment with Comprehensive Plan: SPET initiatives can be used to address many priorities of the Council and the Comprehensive Plan. Policy 5.4.e discusses the need to establish a reliable funding source for workforce housing. Policy 7.1.g discusses the need to establish a permanent funding source for alternative transportation. Policy 8.1.e discusses the need to budget for service delivery. The Town has received voter support to fund projects related to downtown sidewalks, pedestrian improvements, street and utility improvements, downtown parking and restrooms, pathway construction, Transit facility design, vehicle maintenance facility design and planning, energy conservation measures, utility and stormwater improvements, landslide mitigation, and employee housing.

Desired Outcome: Direct staff to present the SPET process report on an upcoming workshop agenda for discussion and direction from the Town Council.

Next Steps and Timeline:

- | | |
|---------|---|
| 2/19/19 | Discussion of the SPET process at February workshop for Council to discuss and reach consensus on how to move forward. |
| 3/4/19 | Discussion of SPET process at Joint Town/County Retreat. Receive direction at Joint Retreat for an election date in 2019 or 2020. |

2019 Town Council Retreat Issue Summary

Issue: Property Tax

Brief Summary: The Town of Jackson is able to impose up to 8 mills of property tax. The 2018 Town of Jackson Assessed Valuation equaled \$363,311,972.00. ½ mill would generate \$181,656, 1 mill would generate \$363,312 and all mills combined would generate \$2,906,496.

WAM verified that municipalities can impose a property tax by placing the taxable amount in our annual budget. The approved budget is then submitted to the Teton County Commissioners and the County Assessor for their required actions. This is set forth in W.S. 39-13-104.

Alignment with Comprehensive Plan: Property tax funds could be used to offset needed funds for the Town Council's highest priorities established in alignment with the Comprehensive Plan.

Section 1: Stewardship of Wildlife, Natural Resources and Scenery:

Policy 1.2.b: Require filtration of runoff

Policy 1.2.d: Improve air quality

***Strategy 1.4.S.4:** Explore establishment of a dedicated funding source for the acquisition of permanent open space for wildlife habitat protection, scenic vista protection and agriculture preservation.*

Policy 2.1.c: Increase local use and generation of renewable energy

Section 5: Local Workforce Housing:

Policy 5.4.e: Establish a reliable funding source for workforce housing provision

Section 7: Multimodal Transportation:

Policy 7.1.g: Establish a permanent funding source for an alternative transportation

***Strategy 7.1.S.2:** Consider a seventh cent sales tax, additional mil property tax, or other funding source for the provision of infrastructure for alternative transportation modes.*

Section 8: Quality Community Service Provision:

Principle 8.1— Maintain current, coordinated service delivery:

Policy 8.1.e: Budget for service delivery

***Strategy 8.1.S.1:** Use budgeting to affirm desired service levels from government service providers that address all policies of Principle 8.1.*

Principle 8.2—Coordinate the provision of infrastructure and facilities needed for service delivery:

Policy 8.2.a: Coordinate the creation of a Major Capital Project List

Policy 8.2.b: Design critical infrastructure and facilities for the peak effective population

***Strategy 8.2.S.1:** Coordinate the creation and maintenance of communitywide Major Capital Project List for all services listed in Principle 8.2.*

Desired Outcome: To inform Town Council of options available for funding local government.

Next Steps and Timeline: None at this time required.

2019 Town Council Retreat Issue Summary

Issue: Energy Mitigation Fees

Brief Summary: Energy Mitigation Fees are fees imposed on new construction and additions to residential and commercial properties that address things such as a square footage fee for larger than average structures, non-essential building elements like solid fuel burning decorative devices, heated driveways, walkways and patios, pools and spas, and ponds with pump systems. Credits can be returned to builders/owners that mitigate these amenities through inclusion of items such as pv systems, solar hot water heaters, insulation, and ground source heat. Teton County currently imposes energy mitigation fees and uses funds collected for energy saving measures on public facilities.

If the Town were interested in pursuing this type of a fee system, we would want to conduct further research into pros and cons from other communities that have implemented such fees in terms of administrative workload, burden for homeowners, complications with utilizing funds, energy improvement possibilities for public facilities, solar farm expansion, offsetting staffing costs for energy conservation work, etc.

Alignment with Comprehensive Plan: Policy 2.1.a. Shift community energy consumption behavior. Policy 2.1.b. Encourage energy conservation through energy pricing. Policy 2.1.c. Increase local use and generation of renewable energy. Policy 2.1.d. Allow and encourage onsite renewable energy generation. Policy 2.4.a. Construct energy efficient buildings. Policy 2.4.e. Encourage smaller buildings. Strategy 2.4.S.2. Develop a comprehensive sustainable building program that includes requirements and incentives for government operations and new private construction to use energy efficiency best practices. Strategy 2.4.S.3. Develop a program of incentives and financing options for owners of existing buildings to participate in a community wide energy retrofit program. Strategy 2.4.S.5. Develop a program to encourage the use of the most energy efficient building systems and appliances. Strategy 2.4.S.6. Evaluate and update regulations on building size to encourage smaller, more energy efficient buildings and consume less energy.

Desired Outcome: Receive direction from the Council to place the issue of Energy Mitigation Fees on an upcoming workshop to allow staff time to conduct further research into pros and cons from other communities that have implemented such fees in terms of administrative workload, burden for homeowners, complications with utilizing funds, energy improvement possibilities for public facilities, solar farm expansion, offsetting staffing costs for energy conservation work, etc.

Next Steps and Timeline: Should the Council wish to move forward, this issue would be placed on the April 15 workshop agenda for council consideration. Should we move forward from there, we would need a series of public meetings to engage the public, ordinance/resolution drafting and passage a timeline for an effective date, development of applications/forms for processing fees, staff training in processing applications, fund creation to track the restricted funds, and priority based budget development to determine the most appropriate way to utilize funds generated.

2019 Town Council Retreat Issue Summary

Issue: List of possible sales tax options.

Brief Summary: Town of Jackson sales tax options, no combination of the following shall exceed 3%:

- 1- .5% increment not to exceed 2% local option general
- 2- .25% increment not to exceed 1% for economic development
- 3- Not to exceed 2% for SPET, no ordinary operations

Remaining options:

- 4- 1% increment not to exceed 4% lodging. Subject to change this session
- 5- .5% increment not to exceed 3% resort district

To make permanent: Favorable resolution vote by county commissioners and favorable ordinance vote by majority of municipalities in county. If not performed, a general election is required every 4 years.

If multiple rates approved, they are presented separately on subsequent election ballots and permanent options. This is set forth in **W.S. 39-15-204. Taxation rate.**

Alignment with Comprehensive Plan: A list of possible taxing items which could be used to offset needed Town Council's highest priorities established in alignment with the Comprehensive Plan.

Section 1: Stewardship of Wildlife, Natural Resources and Scenery:

Policy 1.2.b: Require filtration of runoff

Policy 1.2.d: Improve air quality

Strategy 1.4.S.4: Explore establishment of a dedicated funding source for the acquisition of permanent open space for wildlife habitat protection, scenic vista protection and agriculture preservation.

Section 5: Local Workforce Housing:

Policy 5.4.e: Establish a reliable funding source for workforce housing provision

Section 7: Multimodal Transportation:

Policy 7.1.g: Establish a permanent funding source for an alternative transportation

Strategy 7.1.S.2: Consider a seventh cent sales tax, additional mil property tax, or other funding source for the provision of infrastructure for alternative transportation modes.

Section 8: Quality Community Service Provision:

Principle 8.1— Maintain current, coordinated service delivery:

Policy 8.1.e: Budget for service delivery

Strategy 8.1.S.1: Use budgeting to affirm desired service levels from government service providers that address all policies of Principle 8.1.

Policy 8.2.a: Coordinate the creation of a Major Capital Project List

Strategy 8.2.S.1: Coordinate the creation and maintenance of communitywide Major Capital Project List for all services listed in Principle 8.2.

Desired Outcome: To inform Town Council of options available for funding local government priorities.

Next Steps and Timeline: None at this time required.

2019 Town Council Retreat Issue Summary

Issue: Business License Fees

Brief Summary: Since 2008 the Town has been assessing business license fees based on whether a business was sales tax collecting or non-sales tax collecting. Businesses that collect sales tax pay between \$100 (10 employees or less) and \$500 (100 employees or more) (other categories include \$200 11-49 employees and \$300 for 50-99 employees). These fees have not been updated since 2008. Non-Sales tax collecting businesses pay between \$130 and \$650 based on the number of employees. Prior to 2008 the Town assessed different fees for different types of businesses. In 2010 the Town set a separate fee for commercial and residential rental businesses and in 2017 we set a separate fee for short term rental businesses.

With recent discussions around generating additional revenue for operations of core services provided by the Town of Jackson, the Council could consider reviewing the business license fees in general. They could also consider reviewing the fees and establish a different type of fee schedule that has a direct correlation to the amount of vehicle congestion generated by the business, or a direct correlation to the impact on various sections of the Comprehensive Plan such as whether the business impacts wildlife and natural resources, whether the business encourages fossil fuel consumption, etc.

Alignment with Comprehensive Plan: Business license fee increases can be used to address many priorities of the Council and the Comprehensive Plan. Policy 5.4.e discusses the need to establish a reliable funding source for workforce housing. Policy 7.1.g discusses the need to establish a permanent funding source for alternative transportation. Policy 8.1.e discusses the need to budget for service delivery.

Desired Outcome: Receive direction from the Council to place business license fees on an upcoming workshop to consider an increase in fees generally or to consider an increase in fees with direct correlation to impacts related to policies in the comprehensive plan such as vehicle/trip congestion.

Next Steps and Timeline: Should the Council wish to provide direction, staff can research the issue, have the item ready for discussion in the summer, but defer to the Council's priorities for when actual placement on agenda can occur.

2019 Town Council Retreat Issue Summary

Issue: Travel and Tourism Board Direction

Brief Summary: The Travel and Tourism Board exists to spend funds for the purpose of promoting travel and tourism with Teton County and the Town of Jackson. They are responsible and accountable for the 60% portion of the tax restricted to promotion. The Joint Powers Agreement states that expenditures for travel and tourism promotion shall be limited to promotional materials, television and radio advertising, printed advertising, promotion of tours and other specific tourism related objectives and that none of the funds shall be spent for capital construction or improvements and not more than \$40,000 of the funds may be spent for the purpose of matching funds under the matching fund programs administered by the Wyoming Business Council.

Additionally guidelines were developed by the Travel and Tourism Board with specific parameters related to eligibility for event funding that discusses the timing of events and funding maximums for specific types of events. A summary is below:

Fall Events for 2019: September 27 – December 20, 2019

Winter/Spring Events for 2019 and 2020 – January 1 through May 31.

Community Character Sponsorships up to \$3000

Sports Events Program Sponsorships up to \$20,000

Major Events no maximum

Legacy Events no maximum

The Council may want to discuss working with Teton County Commissioners to clarify funding direction or change direction provided in the Joint Powers Agreement and/or the guidelines for funding events for this board. The Council and Commissioners could consider further refining the promotional uses to sustainable tourism, the types of promotional materials they would like to see, specific target audiences, locally funded promotional activities, or filtering the promotional activities through the lens of the Comprehensive Plan.

Alignment with Comprehensive Plan: Policy 1.1.h. Promote responsible use of public lands. Principle 2 Strategy – Coordinate education efforts – one way could be by educating tourists through our promotional activities, another way could be through promotional materials for tourism in our area that educate tourists about recycling and energy efficiency efforts. Policy 6.2.a. Enhance tourism as the basis of the economy. Policy 6.1.c. Establish an identity as a ‘green’ community. Policy 6.1.b. Promote eco-tourism.

Desired Outcome: Direct Staff to research the issue and place the item on an upcoming workshop our Joint Information Meeting (JIM) agenda for discussion and direction from the Town Council and/or County Commission.

Next Steps and Timeline: The item could be discussed at the Joint Retreat on March 4, 2019.

2019 Town Council Retreat Issue Summary

Issue: Rodeo Grounds Lease Expiration

Brief Summary: Teton County holds a lease with the Town of Jackson through December 31 of 2026 for portions of the Town owned rodeo grounds. This lease does not include the gravel parking/snow storage area on the west side of the grounds or the Mateosky ballpark or the tennis courts. Points to consider:

- It is less than 10 years before the lease expires (8 years). Due to space needs of Teton County Fair and western uses on site, multiple year advance notice is necessary to plan for success and continuity of Teton County's operations.
- Lease is for \$100/year.
- Current lease contains no termination provisions.
- Upon lease expiration Teton County would need to find a new location to conduct their weeklong fair each summer and the Town would determine continued and future uses on the site.
- Official notice could be provided to Teton County now indicating the current Town Council's desire to use the property for other purposes upon lease expiration thereby providing Teton County time to secure another long term lease elsewhere in the County or purchase property elsewhere for the Teton County Fair. (This would be with the understanding a future Council may provide different notice.)
- Town could support Teton County's initiatives to secure funding to purchase new site for Teton County Fair and potentially for rodeo operations or support for a long term lease elsewhere. Could be support for a SPET initiative, support for an increase in Teton County's property tax assessment for the Fair, etc.
- Town could take the lead in exploring community wide/valley wide options for securing alternative sites for Teton County's space needs for the fair/rodeo operations as well as for critical snow storage needs for Town snow removal operations.
- Fairgrounds/rodeo grounds are historically located on the outskirts of a community and this is no longer the case. Because of the location, site may be better suited for complete neighborhood uses.
- The Town could begin negotiations for a new lease with Teton County that contains a termination clause allowing for a 1-2 year notice of termination with or without renegotiated lease payment terms.
- Upon lease expiration, Town could consider options to: continue snow storage onsite, continue rodeo concession on the site, construct community center, construct community housing project, construct employee housing project, construct dog park, construct pocket park, construct basement structures under all new construction on site for public museum storage, construct leased space parking structure to allow reduction of onsite parking for projects, construct/establish park & ride, etc.
- Improvements continue to be made on site which may end up being relocated upon lease expiration.

Alignment with Comprehensive Plan: Policy 3.1.b Direct development toward suitable complete neighborhood subareas. Policy 3.1.c. Maintain rural character outside of complete neighborhoods. Policy 3.2.a Enhance the quality, desirability and integrity of complete neighborhoods. Policy 3.2.e Promote quality public spaces in complete neighborhoods. Policy 4.1.c. Promote compatible infill and redevelopment that fits Jackson's neighborhoods. Policy 4.4.c. Continue traditions and community events. Policy 5.1.a. House at least 65% of the workforce locally. Policy 5.1.c. Prioritize housing for critical service providers. 5.2.c. Provide workforce housing solutions locally. Policy 5.3.c. Create workforce housing to address remaining shortages. Strategy 5.2.S.1. Identify appropriate areas for the provision of all housing types. 8.1.a. Maintain current, coordinated plans for delivery of desired service levels.

Desired Outcome: Receive direction from the Council to place the Rodeo Grounds lease expiration on an upcoming workshop or evening meeting for discussion.

Next Steps and Timeline: Because the item is not a high priority at this time, discussion could occur in the summer or fall of 2019.