

Minutes of the Work Meeting of the Board of Commissioners, Carbon County, State of Utah, held September 16, 2015 at the Courthouse Building, Price, Utah, commencing at 3:00 p.m.

Those present: Jake Mellor, Commission Chair
Jae Potter, Commissioner
Casey Hopes, Commissioner

Also present: Seth Oveson, Clerk/Auditor
Barry Horsley, IT
Shalee Johansen, Office of Tourism

Clerk's Certificate of Compliance with Open Meeting Law was filed.

Commissioner Mellor welcomed everyone. The order of the meeting was changed and the translator upgrades discussion was first. Also in attendance were Tony Basso and his radio station crew. The meeting began at 2:35 p.m.

1) Translator Upgrades – Paul Anderson, KOAL Radio

Paul Anderson said that the local radio stations had come before the commission four years ago asking that the AM stations be moved to a county owned FM translators according to new rules from the FCC.

KOAL is the primary EAS (Emergency Alert System) station for Carbon and Emery counties. EAS alerts come to KOAL first and Tony's station monitors KOAL and picks up the EAS and then broadcasts them. At night KOAL is directional and doesn't cover the east part of the County because the signal is blocked. Tony's station is a daytime only. Between the two stations a portion of the County was not covered for EAS broadcasts. So that is why these stations are now on the County translators.

They have been on the County translators for the last four years. Paul explained the history of FM stations in the 1970's, how the County acquired translators and how the translators work. The current quality of the broadcast transmission is not very good. Paul would like to get the signal broadcast correctly with quality sound. In order to do this the equipment would have to be upgraded at an investment cost of \$30,000. He is not asking the County for the investment but would like to own the translator licensing. If they acquired the license for the translator they are on, they would take care of the maintenance of the equipment, the maintenance of the documentation for the FCC and paying the regulatory fees. The County would no longer have to fix it and he could put the translator in the correct location and improve the overall quality.

Commissioner Mellor asked Barry what the advantages or disadvantages would be for the County. Barry said the benefit of owning the license is the control. We maintain the output of power so that it does not affect public safety or anything else at the translator station. Barry is concerned over the amount of audio noise that would be produced by the stations if they broadcast at FM11 power. It could be more costly to the County in the long run if we allow more noise because we would then need to add filtering equipment later.

Paul said the translators are licensed to operate at a particular location as designated by the FCC. Any interference has to be mitigated through approval from the FCC. That control doesn't change they would still be regulated.

Barry said the translator that KOAL is using is on Ford Ridge but is not licensed to be on Ford Ridge it is supposed to be on Star Point. If we crank up the volume on Ford Ridge we could interfere with outlying areas and this would be illegal.

Paul would take on the responsibility of moving it to the proper location. They would still need to rent the rack space from the County for the \$200 a month.

Commissioner Hopes said there will always be responsibility on the County because the translators are on County towers and if the power goes out it's a County generator, and if that goes out it still falls to the County to produce the power to broadcast the stations. There is still some crossover no matter how it is looked at. It is just the technology to broadcast that Paul would be upgrading.

Paul said it would be no different than any other location, the power is the power. He just wants to upgrade to maintain a high quality of product and in order to do this they would need to switch over and broadcast the AM on the FM translator.

Barry said the FCC consultant did a study and in order for an AM station to be rebroadcast on an FM frequency there are two requirements. It has to be within 24 kilometers and have 60 db contour.

Paul asked the County to talk to Dave Dougherty an engineer who says that we are within the required contours. He said either location would be fine but from an engineer standpoint the other location is better but either would be within the FCC guidelines.

Commissioner Potter asked what the disadvantage would be to give up those towers. Paul said he doesn't see any disadvantages. The advantages would be you do not have to maintain the licenses, you wouldn't have to pay the regulatory fees, no liability and the County would still receive the rack space fee.

Commissioner Mellor asked how many translators there are. Barry said we have 104.9, 106.3, 103.9, 96.7 and 105.5.

Paul said he has not received any significant financial benefit from being on the translator; he has not sold one more ad. Public safety and serving the community is the benefit. He asked the Commission in regards to the other translators that are broadcasting Salt Lake radio stations. What benefit are they to the County when we are trying to keep our dollars here.

Commissioner Potter said the only value he sees in the Salt Lake stations is the entertainment provided. Paul said the disadvantage would be the County would be giving up some control. From their standpoint the sound quality and coverage is terrible and he catches a lot of heat for it. He is not willing to invest money to improve the quality and then have the next elected Commission board pull the product.

They are asking for just the two translators. Barry asked what the County could do to increase the productivity, what would the improvements be. They said the quality and clarity of the sound. Barry and Paul have talked about adding a box to get a better signal. Paul said this would just be a band aid. Improving the sound clarity would require a bigger investment.

Commissioner Hopes asked how many translators are left. Paul said they are only asking about the two translators they use of the five. This would leave three stations that the County would still control.

Barry asked about a plan B to improve their product. Paul said it boils down to putting in the proper equipment and he does not feel it appropriate to ask the County to make that investment on behalf of his business.

Commissioner Mellor is not against selling the translators but asked about entering into a new kind of lease where the improvements are allowed for a longer period of time. The County would still require a minimum standard allowing for sound quality improvements but the County would retain ownership.

It was asked what would prevent the contract from being broken or not renewed when the lease expires after the improvements are done. Commissioner Mellor said this would have to be detailed in the contract.

With the County retaining ownership, the County could put the Salt Lake stations back on. The local stations get complaints on a regular basis because of the bad signal. It is hoped that if they invest the 30 to 40 thousand dollars nothing would change in the future. A lot of it hinges on the length of the term if it goes in that direction.

A woman from Tony's Staff said they understand the County not wanting to relinquish some control but this will potentially make the Commission and the County look better because of the improved clarity of any emergency broadcasts especially in areas where the station cannot be picked up. Helper can't pick up the signal. If we are faced with an emergency then the County may be held accountable for the signal not reaching everyone.

Paul said there are a few ways radio stations are valued like cash flow, fair market value, revenue, and operating multiples. Translators are a secondary aspect of the main part of the station. Translators do not sell more ads. Another way to look at value is price per population. He explained. It averages to a value of .51 cents per person for the translators in our area. A cash value for each translator would be \$8,500 to 11,000.

KOAL is on translator K280AG and Tony's is on K285AG. The value is based on terrain and population density.

KOAL's current translator is on Ford Ridge and should be on Star Point. Star Point has better coverage. Tony's is on Ford Ridge but he could apply to have it moved to Star Point.

Barry is a proponent of the stations and before a decision is made he asked what the County could do to make it better while maintaining County ownership.

Seth explained that the County's policy when disposing of assets is to surplus and auction them. As far as legality you may have to make a variance. We need to make sure that we can legally sell the translator.

Paul explained that the FCC has to approve everything before it can happen. The conversation continued on who could buy and use the translators.

Commissioner Mellor said before we move forward we need to have the attorney look at it, decide how the County wants to handle this situation, have Barry review the information presented and bring a recommendation back in another meeting.

The conversation continued on how the translators could be sold, the difference between AM and FM signals, contours and the history of the translators.

It was decided to add this item to the Tuesday October 20, 2015 Commission Meeting agenda.

The radio station's attorney information was given to the Commission but it was asked that a separate attorney be contacted of Attorney Christian Bryner's choice.

2) **County Website Discussion and Presentation –Shalee Johansen**

Shalee has been doing website research and has talked to 2 many of the department heads. She has an idea of what the needs and wants are for the website. She wants feedback from the Commission as well.

She asked what the goals are, she needs ideas for layout design, how to serve the public, what their expectations are and consistency in branding. The CMS (Content Management System) is important to the success of the website. She has found several companies whose CMS is easy to use and each department head would be able to manager their own website portal.

Some of the discussion items are the hosting, security and integration software that needs to be seamless and from where do we get the funding.

Shalee explained the County's current website. In her opinion we could do without the news and the statistic's button because they serve no purpose. A news page would need to be regularly updated with fresh content.

Shalee talked about how the public views a web page and what they are looking for including "How do I Get" information for a marriage license, birth certificate, death certificate or redirect them to the school district, health department and cities. We want to make the website easy to use.

Commissioner Mellor said it would be nice to have a link to the building code, a suggestion area or forum for making the community better and having someone assigned to respond to that.

Commissioner Hopes asked about giving departments more access to their page which may not be a good thing if items are posted that should not be. A certain amount of control would be needed. The County website is not a forum for personal ideals or agendas to be posted.

Shalee explained how each department could function including posting forms, voting information, rules, maps and other items that would be interactive. Some department portal may stay static and change very little. Shalee explained how modules could work.

Barry said the current website does need to be reorganized and categorized for easy access of logical information.

Shalee proposes putting "I Want to" or "How do I" on the webpage to make it more user friendly for the public. Modules could be for a calendar, a blog or to request forms. It would be up to the Commission on who has access to the modules.

Commissioner Mellor said GIS, the County Surveyor and Engineer are thinking about doing a crowd sourcing in order to find missing section markers. Shalee has talked to Jordan about the trails system and this could be integrated into their portal.

Commissioner Potter said one of the goals should be to standardize with the State so that we look like we are part of a bigger organization. This has worked well for the Office of Tourism because it made it very interactive. Being interactive is powerful on websites.

Shalee said another important part on the website is the search bar within the website. This big County wide website with all of the portals going off would need to be standardized and branded using the same colors, logos, photos even if it's a different department. This is a perfect time to revamp the Office of Tourism website and add a portal to the County website.

Other goals that Shalee talked about is to increase the information to the local residents, an easy website for staff to use so that their portal can be changed or added too, training could be done as a group with follow up training one on one, having the website be consistent and uniformed based on the branding and have modules available.

Travel and Tourism's current website costs \$3,000 per year to host and does not include the cost for changes and is managed in-house. We do have the capacity to host the new website but there are other options. It would be up to Barry to make this decision and it can be discussed at another time. To revamp the entire website would cost less than \$10,000. This quote is from a company who has over 2000 municipality websites right now. They know what a government website needs. The year after that would be \$2,000 to \$2,100 to maintain all of the updates, support and hosting and would include working with Barry on integrating our software and hosting the sensitive material that we have on our servers. We can pay this in payments and split it between departments depending on how big their portal is. This would have to put out on bid.

Shalee reviewed a variety of websites currently on line and what options are available and how linked sites could be integrated.

Barry says this cost may only be for the engine that provides the shell but each department would have to enter their own data.

Shalee talked about how this could be done using the winter down time and her staff, testing and a launch date, the option of hosting and building our own website.

Barry talked about various options and possibly needing an additional employee. Barry does not receive a lot of requests to update the website. Someone is needed to stay on top of each department and keep the website current. Seth discussed using Google calendar and keeping the calendar current.

Shalee asked what direction she needs to go in to get going on the website.

Meeting was adjourned and ended at 4:35 p.m.

ATTEST:


Seth Oveson, County Clerk/Auditor

