

**MINUTES OF REGULAR SESSION
HIGHLAND CITY COUNCIL
MONDAY, SEPTEMBER 17, 2018**

Mayor Michaelis called the Regular Session to order at 7:00pm. Council members Schwarz, Frey, Bellm and Nicolaides were present. Others in attendance were City Manager Mark Latham, City Attorney Michael McGinley, Directors Cook, Imming, Korte, Rosen and Slover; Police Chief Remelius, EMS Chief Wilson, City Staff: Ann Stoecklin, Nancy Gramlich, Laura Wilken, Terry Hoffman and Mallord Hubbard, Library Director Kim, Telecommunication Board Members Jon Boulanger and Sharon Rusteberg, Deputy City Clerk Hediger, City Clerk Bellm, 11 citizens and one member of the news media.

MINUTES

Councilman Schwarz made a motion to approve the minutes of the September 4, 2018 Regular Session as attached; seconded by Councilwoman Bellm. Roll Call Vote: Schwarz, Frey, Bellm, and Nicolaides voted aye, none nay. Motion carried.

PROCLAMATION

Mayor Michaelis read a document proclaiming September 17 – 23, 2018 as Constitution Week.

PRESENTATION

Mayor Michaelis called a “Time Out”, once again, to recognize Highland High School senior Emilie Hoepker for earning the highest possible composite score (36) on the ACT (Acceptance College Test). Emilie took her first and only swing at in June, without any preparation or private studying, just to see what she could do. It is difficult to do, but for Emilie, it must have been a breeze. Emilie stated she took the pre-SAT once and SAT twice, so I knew colleges would accept my scores. It was just something to do on a Saturday morning. Emilie works at the KRC as a lifeguard year around, doing group lessons in the summer and private lessons in the other months of the year. She stated her plans are to go to SWIC in Fall 2019 for Computer Aided Design and Drafting, working to assist engineers to develop blueprints, layouts and part design.

PUBLIC FORUM

Citizens’ Requests and Comments:

Lynette Schuepbach presented a map of where the Highland Arts Council would like to place signage for the Art in The Park. She stated the signs would go up on Thursday and be taken back down on Monday, the week of the event. We usually bring in about 9,000 people for the event. Councilman Schwarz made a motion to approve the placement of advertising signs Thursday, October 11 and coming

down on Monday, October 15. Motion seconded by Councilman Nicolaides. Roll Call Vote: Schwarz, Frey, and Nicolaides voted aye, none nay. Councilwoman Bellm abstained. Motion carried.

Ms. Schuepbach give all council members a brochure of Art in Highland. She saw something similar when she was in Colorado with my family, this summer. The first part shows a map of the city and the location of art within Highland. If you open it up farther, it gives more information about the different pieces of art. It was very interesting to learn different things about the art pieces. For example, the duck sculptures, on the north side of Troxler, at the Highland Middle School appear to be taking off in the direction of the high school. They are that way to represent the kids taking off from middle school and moving on to the high school.

Requests of Council:

No comments or requests presented.

Staff Reports:

Director Angela Imming reported on the HCS survey that was presented this past spring. The goal was to understand the needs of our residents and businesses in Highland. Unlike our traditional services that the city offers, technology experiences changes every eighteen months. I was looking for a bell weather to help develop our strategy for our residential, commercial, educational, and non-for-profit market segments. Originally, we thought we could do this with the Broadband Symposium. The answers are below the ice surface in the waters. We engaged a professional survey firm that specializes in the collection of such data. They have been doing this for about eighteen years and have developed a digital economy database (DED). We brought our data questions against 19,000 users, to found out what we need to market, and where we need to head as far as technology and services. We wanted to know this from residential users and commercial users, knowing that some would fall into both customer categories. We made the survey available to all citizens, not just HCS customers, because we want to know what all people are looking for.

You can see from Slide 3 that we had a favorable sample size of respondents. We had 22% (474) of residential subscribers and 11% (31) respondents on commercial side. Full results of both surveys are available on the HCS website. We focused on the trifecta of speed, reliability, and value. The results show our customers are more satisfied with our speed and reliability than those in the DED. No commercial customers said we weren't fast enough. The true test of any service is the perceived value. In 2017, an unsolicited study conducted by Harvard University, HCS was ranked as the fifth best value in internet service in the country. Our customers agree. The consumption of video and the way we access our entertainment is very dynamic. It has changed the most. 87.3% of HCS customers stream Netflix. Less than half of HCS customers take video and of the 250 programs HCS offers, most watch fewer than 15 on a regular basis. Since January 2017, I have seen our television subscribership increase by about 10% and our data customers increase astronomically. We know have more than two times the data customers than those taking video. This is okay. Data service costs less than for us to provide video, in terms of content, delivery and support. It is in our best interest for this segment to shrink in comparison to the data service.

Slide 8 tells a lot. From the respondent information, it shows that had HCS not been built, some of the population would have either moved from Highland or not moved into Highland; and, with teleworking agreements by 30% of our community, our businesses would not have the traffic we currently experience without HCS. As one respondent said: 'It keeps me here in Highland, three days per week, and I spend my money here instead of St. Louis.' I believe these two graphs is what we need to focus for the next few years. Director Imming stated there are clear indicators, from the survey, that our community needs guidance through the digital transformation. In technology, we define utilization as the rate in which the subscriber uses the technology proficiently. Despite the quality and potential speed

offered, residents use the internet at a similar level to less well-served areas. More than 46% are below average. If you add that information to Slide 11, which is our commercial respondent's information, it shows a direct correlation between ecommerce and the relevance/longevity of a business; however, many are not utilizing a lot of these tools and/or have no plan to use. More than half of Highland businesses are potentially missing out on additional revenues and cost savings for their business. The question is can we assist in identifying the roadblocks to adopting on-line practices.

Both residential and commercial responses showed the need/willingness for immediate services for security camera installation and monitoring, and help with medical monitoring devices. While our subscriber base continues to grow, our saturation rate places us with a finite number of potential customers. We need to leverage HCS infrastructure to recruit businesses and provide additional services and products for growth. We have the technology; it is just not being fully utilized. We have to ask why. We need to build awareness of HCS and what we have to offer. We are engaged with a firm in St. Louis that watches for those browsing the internet for information about Highland and they look like they may be moving, it puts up advertisements about Highland, KRC, and HCS. We need to update our website, so that people can find us and make it a website that truly represents who we are. I have been working with Mallord and Mark to locate traditional advertising space outside of Highland, along I-70. We need to continue to attend and speak at tradeshow. We just really need to get out there to draw attention to Highland. My final suggest is to set up programs to help businesses to integrate technology more into their operations. We have some that have asked about security camera services. I am not sure what that looks like. Do we offer medical monitoring? Do we go into people's homes and show them how to use their smart technology so they can cut that cord? Things we need to think about.

Councilwoman Bellm stated we talked about businesses, in the past, not fully utilizing the internet because they do not know how to do it or they believe it is too expensive to set up. I do not know how many are out there that would actually have the kind of business that would lend itself to ecommerce. The library had a seminar, not too long ago. Only three people attended. I know because I was one of them. I am not sure how many would do it, if they could get over the hurdle of how to set it up and how to pay for the development of it. You talked about and I would like to see us pursue the offering of security cameras and medical alerts, if it is practical. If it ties into the EMS service, may be practical.

Mayor Michaelis stated, before you joined us, we had an entrepreneurial program. Through that process, we had very successful business people donate their time and mentor the small businesses to help them get off on the right foot. Is this something similar to what you would envision? Director Imming replied yes. Mayor Michaelis suggested using an article in the Highland Highlights to promote these types of project.

Councilman Schwarz asked if the DED (digital electronic database) is a national average. Director Imming replied yes. It is a compilation of 19,000 respondents. Councilman Schwarz asked do you think the data may be skewed because of east and west coast respondents. Director Imming acknowledged it may some, but not a lot. Councilman Schwarz expressed he would consider looking at security cameras and health monitoring, but we need to look at what liability goes with that. In particular the liability of health monitoring. Director Imming agreed. With the build out of the system nearing completion, we need to look at what services we offer and their profitability. Also, since we are limited in market area, we have a finite group of customers. We have to stay focused on researching these additional products and services. Councilman Schwarz agreed I do think we should do that. As far as the mentoring, I do understand creating demand, but I think training programs should be a long-term goal. Director Imming acknowledged HCS may not be able to justify it; however, if the profits of our businesses increase, there is value there for the city. Councilman Schwarz responded that is a lot of ifs.

Councilman Frey stated they both said a lot of it. When it comes to getting businesses to use the internet more, I am not sure how many businesses in town that are not utilizing it would begin to. We have a ton of those businesses with six or less employees. I am not sure we are going to persuade them to do more. Personally, I know of 2-3 businesses that use it. I now 3-4 businesses with 4-5 employees that do not use internet. I am not sure why. I will ask them. We know our big employers use it. Councilman Frey asked about providing data storage and backup storage. Director Imming explained that is something we have been trying to work on; however, we do not have a sales staff to target businesses that may have the needs. There is a lot of emotion in that for businesses. Awareness and trust are big issues. A lot of the time businesses set up a SAN (storage area network) and then shut off the lights and let it do its thing. The only time they think about it is when there is a security breach, costs increase, or they ask for stored data and it is not there. Those are really the only triggers that cause them to change.

City Manager Latham reported WRF Supervisor Bill Zimmer was nominated as plant supervisor of the year.

City Manager Latham informed the council that, with all that storms on the East Coast, the city has been called on by the IMEA to generate power. We began, last Friday, and will continue to generate through this Friday, during the daytime hours.

A groundbreaking is being planned for Thursday, September 27 for the All-Abilities Playground. We plan to have several kids participate in the ceremony.

NEW BUSINESS

Bill #18-121/ORDINANCE Adopting Personnel Handbook – Councilwoman Bellm made a motion to approve Bill #18-121/Ordinance #2877 adopting the personnel handbook for the City of Highland as attached; seconded by Councilman Schwarz. Councilwoman Bellm stated, for the record, we are approving the version that was provided to the council tonight, not in the packet to the council. Roll Call Vote: Schwarz, Frey, Bellm, and Nicolaides voted aye, none nay. Motion carried.

Bill #18-122/ORDINANCE Amending Chapter 90, of the Code of Ordinances Adding Definitions to Section 90-15, Adding “Solar Energy Farm” to Table 3.1.B “Principal Non-Residential Uses” in Section 90-201, Adding “Fire Service Training Center” to Table 3.1.C “Accessory Uses” in Section 90-201, Adding Section 90-214 to Provide Supplemental Regulations for “Solar Energy Farm,” and Adding Section 90-215 to Provide Supplemental Regulations for “Fire Service Training Center” - Councilman Schwarz made a motion to approve Bill #18-122/Ordinance #2878 amending Chapter 90 of the Code of Ordinances adding definitions to Section 90-15, adding “Solar Energy Farm” to Table 3.1.B “Principal Non-Residential Uses” in Section 90-201, adding “Fire Service Training Center” to Table 3.1.C “Accessory Uses” in Section 90-201, adding Section 90-214 to provide supplemental regulations for “Solar Energy Farm,” and adding Section 90-215 to provide supplemental regulations for “Fire Service Training Center” as attached; seconded by Councilwoman Bellm. Councilman Schwarz asked why we are making these changes. City Manager Latham explained this adds to the Code of Ordinance a definition and regulation for it. There is no definition in there and nothing to regulate that. Highland-Pierron Fire Department is getting ready to build a new building at Iberg and St. Rose Road, and with that a training facility. This provides regulations and definitions for that, as well. Roll Call Vote: Schwarz, Frey, Bellm, and Nicolaides voted aye, none nay. Motion carried.

Bill #18-123/RESOLUTION Permitting the City and the Korte Recreation Center to Enter a Contract with Healthy Contributions, LLC for Participation in “Renew Active” and “AARP Medicare Supplement” Programs – Councilwoman Bellm made a motion to approve Bill #18-123/Resolution #18-

09-2561 permitting the City and the Korte Recreation Center to enter a contract with Healthy Contributions, LLC for participation in “Renew Active” and “AARP Medicare Supplement” Programs as attached; seconded by Councilman Schwarz. Director Mark Rosen explained this, basically, is similar to the Silver Sneakers program. There are 35 people that would be able to sign up right away, with 168 people in the network that would be eligible. We receive \$32 per month per participant. The Silver Sneakers has been good. Aquatics Supervisor Laura Wilken reported one class had 40 people participate. UHC is going to go with this plan in 2019, so if we do not do this, we would lose those people. So, we want to adapt to this program. Roll Call Vote: Schwarz, Frey, Bellm, and Nicolaides voted aye, none nay. Motion carried.

Bill #18-124/RESOLUTION Authorizing Award of Construction Contract to Corrective Asphalt Materials, LLC as Sole Source Provider of CRF Maltebe Restorative Seal and Waiving Normal and Customary Bidding Procedures – Councilman Schwarz made a motion to approve Bill #18-124/Resolution #18-09-2562 authorizing award of construction contract to Corrective Asphalt Materials, LLC as sole source provider of CRF Maltebe Restorative Seal and waiving normal and customary bidding procedures as attached; seconded by Councilwoman Bellm. Councilman Schwarz stated I realize this is only sold by region sales; however, have we considered an alternative product. City Manager Latham stated I am not sure if this is regional. This is a very specific product, which allows the surface of the asphalt to seal and extend the life for an additional five years versus the expense of milling and re-surfacing with asphalt. I am not sure if there is an alternate product. Roll Call Vote: Schwarz, Frey, Bellm, and Nicolaides voted aye, none nay. Motion carried.

REPORTS

Approve Warrants #1105 & #1106 – Councilwoman Bellm made a motion to approve Warrants #1105 & #1106 as attached; seconded Councilman Schwarz. Roll Call Vote: Schwarz, Frey, and Bellm voted aye, none nay. Councilman Nicolaides abstained. Motion carried.

Councilwoman Bellm made a motion to adjourn; seconded by Councilman Schwarz. All council members voted aye, none nay. Motion carried and meeting adjourned at 7:58 pm.

Joseph Michaelis, Mayor

Barbara Bellm, City Clerk