

COMMISSIONERS' MINUTES – DAVIS COUNTY

WORK SESSION MINUTES

August 18, 2020

The Board of Davis County Commissioners met for a Work Session at 2:45 p.m. on August 18, 2020, in room 306 of the Davis County Administration Building, 61 South Main Street, Farmington, Utah. Notice of this meeting was given under the requirements of UCA § 52-4-202.

ATTENDEES Davis County Commissioners in attendance: Lorene Miner Kamalu, Chair; Bob J Stevenson, Vice-Chair; and Randy B. Elliott.

Davis County Staff in attendance: Shairise Bills, Deputy Clerk/Auditor; Neal Geddes, Chief Civil Deputy Attorney; Kent Andersen, Community & Economic Development Director; and Curtis Koch, Clerk/Auditor.

Members of the public in attendance: Chad Booth, and Kevin Mortensen both from the County Seat TV.

AGENDA AS POSTED **2:45 p.m. Chad and Ria Booth, Derek Dowsett, presenting**
Update of the 2021 season for The County Seat television program

DISCLAIMER The meeting was an open dialogue. Critical points in the discussion have only been briefly summarized. The reader may refer to the audio recording and the publicly distributed materials for further clarification of content. Timestamps have been noted in the minutes to aid in locating points of discussion in the audio record. The audio recording for this meeting is available based upon the County's current retention schedule.

All documents from this meeting are on file in the Davis County (DC) Clerk/Auditor's office.

The meeting commenced at 2:54 p.m.

WORK SESSION DISCUSSION **Update of the 2021 season for The County Seat television program**—Presented by Chad Booth and Kevin Mortensen (*Minute 01:52*)

Chad and Kevin explained the value the County Seat television program provides to the counties in Utah. It covers issues in local governance that don't usually get media coverage and provides the opportunity for public discussion and dialogue.

Chad said he would like Davis County to be more engaged with the program if they are going to continue their contract with them. He said there is an added value for counties who take advantage of all the County Seat offers, but some are not engaging and collaborating as much as they could be to benefit one another as much as would be possible.

County Seat TV is growing but not profitable. It has an annual shortfall of \$200,000. They have expanded from a one rating to a three rating and generate an average weekly viewership of 84,000, not including the Nielsen Ratings.

They are seeking future legislative funding. It was considered to build the program costs into the Utah Association of Counties (UAC) dues. That would mean that larger counties would have more programming control due to the proportional funding model that is currently used, and may not represent the best interest for Davis County. Chad said that the County Seat is here to communicate on behalf of Davis County and encouraged the County to use the program to get ahead of issues.

Last year, Davis County paid the County Seat \$26,000 for communication/programming and marketing costs; this year, they cut that to \$6,500 because they no longer use the marketing piece that County Seat offers. Chad asked the County to reconsider going back to paying \$26,000.

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Kevin said if Davis County utilized all that the program offers to reap its full value, it might justify paying the higher costs. County Seat is faced with the decision whether or not to continue providing programming if counties are unwilling to increase their monetary contributions and levels of engagements. The value of participation was discussed.

(See Attachments A1-A24.)

NEXT STEPS The Commission needs time to consider the request to increase its financial contribution. They offered help in discussing the issues with other counties or legislators.

MEETING ADJOURNED The meeting adjourned at 3:39 p.m.

MATERIALS PRESENTED All publicly distributed materials associated with this meeting are noted as the following attachments:
A1-A24 County Seat TV PowerPoint Presentation

Minutes prepared by:
Shairise Bills
Deputy Clerk/Auditor

Minutes approved on: 09/15/2020

/s/ Curtis Koch
Curtis Koch
Davis County Clerk/Auditor

/s/ Lorene Miner Kamalu
Lorene Miner Kamalu
Commission Chair