

**MINUTES OF THE CONTINUED STUDY SESSION OF THE PRINCETON CITY COUNCIL
HELD ON NOVEMBER 24, 2015 AT 6:30PM**

Mayor Paul Whitcomb called the meeting to order and led the Pledge of Allegiance to the Flag. Council members present were, Thom Walker, Dick Dobson, Victoria Hallin, and Jules Zimmer. Staff present, Administrator Mark Karnowski, Finance Director Steve Jackson, Community Development Director Jolene Foss, Police Chief Todd Frederick, Public Works Director Bob Gerold, Liquor Store Manager Nancy Campbell, Fire Chief Jim Roxbury and Clerk Shawna Jenkins.

2016 Budget continued

Jackson reported that he does not have a lot of new information, just some small adjustments since the Council last met. They have added some funds to the Liquor Store budget to cover a new website and consultant costs. Campbell advised that a company called Hibu approached her about putting some sites and pages together as a lot of customers were being lost on the city's website. They will get the store listed on Google, Yahoo, Yelp, Ask, Twitter and a few other options, as well as get the location and mapping corrected with Google maps which has been a continuous problem. She thinks it will help bring in more business. Jackson said they will also be providing a lot of statics so they can see if there is a change, and the service can be cancelled at any time. Campbell added that studies show that the age group that visits liquor stores the most is also the age that uses search and application functions on their Smart Phones the most.

Walker questioned how much this service will cost. Jackson responded that with hosting, unlimited phone support, the statics, etc, it will cost about \$250 - \$275 per month. If results are not favorable, the service can be cancelled. Whitcomb thought it may also be telling to offer a special discount on a particular site and have the customer mention the ad so staff can determine where it is best to advertise. Campbell added that they will have counters on the pages as well, so they can see how often things are being seen.

Jackson said they also promised that google maps will be fixed to the right location as well.

Jackson advised that the Princeton Chamber of Commerce is again looking for a yearly contribution from the City. Walker said he likes that they were provided a list this year that shows where the money is spent throughout the year.

Jackson added that he feels there is really a communication and working relationship improvement with the City over the last year. They did request money for Christmas decorations, but they donated some money themselves and did a lot of leg work with the company and got a great deal. Gerold stated that the City looks great with all the decorations and that Joe Schwartz from Big Sky Productions may try to get a video of the city with the new holiday decorations.

Jackson asked the council if they had any specific questions about the 2016 budget. Option 1 was approved in the preliminary levy, and Option 2 makes a slight adjustment down. However, in recent Union negotiations, the City may need to do a salary survey analysis, which will likely involve an outside consultant. The City has had several positions change in nature and the last time a salary survey was done was in 2002. The Study looks at the positions and compare those to other communities. Karnowski added that in some fast comparisons to other cities of the same size in the same distance from the Metro Area, Princeton may be a tad low. We have been fortunate in that we have not lost a lot of folks to other cities and does not want to get to the point of losing good people.

Whitcomb asked how the Council wished to proceed. Walker responded the difference isn't much and if an outside consultant needed to be hired it would take up about half of that pos-

sible decrease. Walker, Hallin and Dobson agreed it would be best then to keep with the preliminary levy that was set.

Karnowski reported that the meeting staff held with the FAA in regard to the Flight Services Building went well.

The Council moved right into the November 24th, Regular Council Meeting at 7:00pm

Respectfully Submitted,

ATTEST:

Shawna Jenkins
City Clerk

Paul Whitcomb, Mayor