

**AUGUST 2, 2023
CITY COUNCIL MEETING
ADDITIONAL MATERIAL/REVISIONS**

REQUESTED ADDITIONS TO THE PACKET

<u>ACTION</u>	<u>ITEM</u>	<u>REQUESTED BY</u>	<u>PAGE</u>
Add to Item E.3	Resolution No. 2023-49 • Public Comment	Planning Director	2
Add to Item H.8	Discussion/Action - Radio Advertising • Informational Memo • Public Comment	Winger Douthit	3 4
Add to Item P	Informational Items • KPB Resolution 2023-053 - Establishing a Voter Turnout Working Group to Explore Actionable Options and Ideas Aimed at Increasing Awareness, Participation and Voting in Local Elections.	City Clerk	6

From: [Taylor Evenson](#)
To: [Linda Mitchell](#)
Subject: Re: August 2, 2023 City Council Meeting Packet
Date: Wednesday, August 2, 2023 1:59:26 PM

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Linda,
Several considerations here.

To recap our conversation on the phone with myself and my dad Thor Evenson.

-We are in favor of Char vacation

- We need more time to consider all the effects of vacating spruce st proposed easement.

- ***original agreement for donation of land for spruce road, and compensation in the form of access and utilities to our property.*---**

-set back and requirements for road width into our property depending on usage

-3 scenarios, table, 60 ft adequate, go with proposal. Offers

My dad Thor Evenson, would like to appoint me Taylor Evenson as his representative for the considerations of his property on S. Spruce Street, Kenai, AK 99611.

I will be calling in to the zoom meeting to talk about our considerations and concerns.

As a written statement:

We need more time to gather information about what the effect of the current proposal, to reduce the size of the right away on S spruce st, will have on us and our property. Thus we are opposed to any changes, currently, with the access to our property in regards to the south spruce easement.

We are absolutely supportive of the boys and girls club, and what they offer to the area and the community, and thus will work to make this as mutually beneficial as possible as we gather information. Having said this we are very much in favor of the changes to Char Circle, providing the boys and girls club with more usable land and a more unbroken plot.

Thank You,
Taylor Evenson
Thor Evenson

On Tue, Aug 1, 2023 at 4:51 PM Linda Mitchell <lmitchell@kenai.city> wrote:

| Taylor,

MEMORANDUM

TO: Mayor Gabriel and Council Members
FROM: Council Member Winger
DATE: August 1, 2023
SUBJECT: **FY2023 Peninsula Clarion Advertising Costs**

Below is a summary of costs for City Council, Planning & Zoning Commission, and election noticing publications in the Peninsula Clarion during the fiscal year 2023.

Notices	Cost	Pursuant to
City Council Meetings	\$5,096.63	KMC 1.10.060(c); 1.15.040(j); Resolution No. 2023-11
Planning & Zoning Commission Meetings	\$2,857.43	KMC 14.20.280
City Council Election	\$1,964.07	KMC 6.10.030; 6.15.050; 6.20.010(a); 6.55.030(b)
Planning & Zoning Vacancies	\$169.92	KMC 14.05.015(a)(2)

Total: \$10,088.05

Kenai Municipal Charter, Section 1-7 defines “publish or published” as meaning publish, published or publication in a newspaper of general circulation within the City at least one time or by posting a copy of the ordinance, notice, or other document on the official City bulletin board which shall be located in or on the principal municipal building; provided that the Council by ordinance may require that any or all such publications shall be in a newspaper of general circulation within the City.

Throughout **Kenai Municipal Code** there are processes that require Public Hearing’s and further require that those public hearings be published in a newspaper of general circulation.

City Council Policy 20.000 - Agenda & Packet - Preparation, Distribution and Publication paragraph C. 1. Notice of the date, time and place, and public hearing agenda items for each regular Council meeting shall be published in a newspaper of general circulation no later than three (3) days prior to each regular Council meeting.

From: [Alex Douthit](#)
To: [City Clerk](#)
Subject: Fw: KSRM Radio Group - talking Points
Date: Tuesday, August 1, 2023 1:05:26 PM
Attachments: [City of Kenai talking points.docx](#)

Can I please get this letter from Nathan Johnson at KSRM as a lay down item for the radio ad discussion

Thanks

Alex douthit

From: Nathan Johnson <nathan@radiokenai.com>
Sent: Monday, July 31, 2023 8:30:40 PM
To: Alex Douthit
Subject: KSRM Radio Group - talking Points

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Here you go.

??

Nathan

??

Nathan Johnson- marketing consultant

Cell number- 398-2628-Best number

Office Number 283-8700 Fax 283-9177

email: nathan@radiokenai.com

??

KSRM Radio Group

KSRM-920am ??? New/Talk,??

KLSD-1140am ??? ESPN/Local sports

KWHQ-100.1 FM ??? Country,

KFSE-106.9 FM?? ??? Rock??

KKNI-105.3 FM- Greatest Hits,

KKIS-96.5 FM ???A/C

listen online @ radiokenai.com or download our app from Itunes & Google play

??

???The sooner you believe that you can achieve your dreams, the sooner you will achieve your dreams???

??

The way the City of Kenai is currently notifying and informing the community is just not working the way I believe the City wants it to and is simply not effective anymore.

If the City of Kenai is looking to notify, inform and promote items throughout the year, KSRM Radio Group can help achieve these goals.

As medias go, radio is still very strong among adults 18+. In a recent Nielsen report from Q4 2022, radio broadcast reaches 91% of listeners 18+, which is the highest among all listening devices for ages 18+

When compared to other audio sources (ad-free and ad supported formats), radio has the largest share of daily time spent listening for Adults 18+ at 38% according to a Nielsen Study.

Radio is a great way to notify the community about upcoming meetings, and how to be a part of the meeting. Even in a recent survey done by the Kenai Peninsula Borough 45% of KPB residents get information about the borough from radio.

Public Service Announcements (PSA's) are aired at the discretion of KSRM Radio Group. There is no guarantee that a PSA will air, how many times it will air or when it will air. Most of the time we use PSA's as fill (time during a scheduled commercial break that needs ads to fill the allocated time scheduled for that commercial break) usually this happens in the hours of 12am to 6am. PSA's are also very limited to what it says to keep it as a PSA. Promotion of Events, websites, any call to action is typically not considered a PSA. PSA's are not a great way to advise, or to inform listeners of important things.

I believe it's been a since 2016-2017 that any Department from the City of Kenai has advertised with KSRM Radio Group. This would be a great opportunity for the City to advertise so many things, from cleaning water lines, not parking on the roads during the winter, that there is a Slash site in Kenai, to many more projects and things happening within the City.

One great thing about radio is we can run multiple messages at a time if needed and it's easy to make changes to the messages and messages can be changed as needed.

It is my understanding that The Kenai Chamber of Commerce and Visitor center has recently taken over marketing for some City of Kenai events, The Kenai Silver Salmon Derby that is held in September and to help promote the City of Kenai's "I Love Kenai" website. It is a limited campaign that was set up to really promote these two things is my understanding and will not really allow for additional events, notifications, or promotions, because of the limited number of ads.

Introduced by: Cox, Hibbert
Date: 08/01/23
Action:
Vote:

**KENAI PENINSULA BOROUGH
RESOLUTION 2023-053**

**A RESOLUTION ESTABLISHING A VOTER TURNOUT WORKING GROUP TO
EXPLORE ACTIONABLE OPTIONS AND IDEAS AIMED AT INCREASING
AWARENESS, PARTICIPATION, AND VOTING IN LOCAL ELECTIONS**

WHEREAS, the Kenai Peninsula Borough Assembly (“Assembly”) recognizes the importance and value of a higher voter turnout for local election; and

WHEREAS, local elections directly impact day-to-day lives of Borough residents; and

WHEREAS, increased participation in local elections and an informed citizenry is of paramount importance in a democratic republic form of government; and

WHEREAS, this resolution establishes a Voter Turnout working group for the specific purpose of exploring actionable options and ideas to increase voter awareness, participation, and turnout; and

WHEREAS, the Borough prioritizes open access for qualified voters to choose elected officials by free and secret ballot; and

WHEREAS, the Borough also prioritizes nonpartisan, factual, election information, and secure and accurate election administration;

NOW, THEREFORE, BE IT RESOLVED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH:

SECTION 1. The Voter Turnout working group is directed to specifically focus its meetings to explore actionable options and ideas to present to the Assembly that are aimed at increasing awareness, participation, and voting in local elections, including but not limited to, changing the Borough election day to align with that of the State of Alaska.

SECTION 2. The members of the working group will include 14 members comprised as follows, subject to individual availability and willingness to participate on the working group: the Borough (1) and City Clerks (6); two community members chosen by the Mayor; one community representative qualified to represent the interests of persons with physical, visual, reading or impairments that affect one’s ability to vote privately; two members of the Borough’s canvass board; one member representing the League of Women Voters; and one member representing the Kenai

Peninsula Votes group. Members will be appointed by the Assembly at its regular meeting on September 19, 2023. If a City Clerk is unable or not authorized by a respective city council to participate on the working group, a designee with requisite election experience or expertise may serve in the city clerk's place and if a city does not provide an alternate then the seat will not be filled.

SECTION 3. The Voter Turnout working group will meet at least 3 times reserving the option for more meeting times, as needed, to the discretion of the group.

SECTION 4. Subject to availability, the Voter Turnout working group will be staffed and noticed by the Borough Clerk's Office, and the Borough Legal Department.

SECTION 5. The Voter Turnout working group is subject to Alaska Open Meetings Act and will use Robert's Rules of Order to conduct business.

SECTION 6. The Voter Turnout working group is not authorized to act or communicate on behalf of the Borough other than to make recommendations to the Assembly.

SECTION 7. The Voter Turnout working group will present 3 to 5 actionable recommendations to the Assembly no later than the first meeting in March 2024. Upon providing its report to the Assembly, the working group will automatically terminate.

SECTION 8. That this resolution takes effect immediately.

ADOPTED BY THE ASSEMBLY OF THE KENAI PENINSULA BOROUGH THIS 1ST DAY OF AUGUST 2023.

Brent Johnson, Assembly President

ATTEST:

Michele Turner, CMC, Borough Clerk

Yes:

No:

Absent:

Kenai Peninsula Borough Assembly

MEMORANDUM

TO: Brent Johnson, Assembly President
Members, Kenai Peninsula Borough Assembly

FROM: Tyson Cox, Assembly Vice President *TRC*
Brent Hibbert, Assembly Member *BH*

DATE: July 20, 2023

SUBJECT: Resolution 2023-*53*, Establishing a Voter Turnout Working Group to Explore Actionable Options and Ideas Aimed at Increasing Awareness, Participation, and Voting in Local Elections (Cox) (Hibbert)

This resolution is brought forward for consideration in response to the comments made during our July 11th Assembly meeting regarding Resolution 2023-48, proposing to place an advisory question on the ballot regarding changing the Borough's regular election date. Many of the comments, in favor of and in opposition to, by the public and Assembly members, echoed the same sentiment: establishing a higher voter turnout in local elections is important.

Changing the Borough's regular election date should be considered, but not as a cure all for our dismal local election voter turnout. It should be considered as a part of the possible solution as there may be other actionable items that can assist or even outproduce an election date change when considering cost, functionality, and the increased voter participation from such changes for both even and odd years.

In recognition of our need for increased local election involvement this resolution is an alternative to Resolution 2023-48 that would establish a Voter Turnout working group comprised of members with experience in elections so we can ask them what actionable recommendations they think will help raise awareness of upcoming elections, participation, and voting in local elections. The group will only meet for a short time as to not create a long, drawn-out process. The group will end after it submits its recommendations on or before the Assembly's first meeting in March of 2024.

Local elections are important. They greatly impact the day-to-day lives of Borough residents. We should always strive to provide objective and factual election information with the goal of increasing civic engagement. Our entire Kenai Peninsula Borough community benefits from a collective commitment to holding secure, accessible, nonpartisan, local elections with a high voter turnout. An informed, high voter turnout in local elections leads to a better representative form of government for our Borough.

Your consideration is appreciated.