



WORK SESSION AGENDA

NOTICE IS HEREBY GIVEN THAT THE CENTERVILLE CITY COUNCIL WILL HOLD ITS WORK SESSION MEETING AT 5:30 PM ON MARCH 19, 2024 AT CENTERVILLE CITY HALL, 250 NORTH MAIN STREET, CENTERVILLE, UTAH.

Centerville City Council meetings are open to the public, unless otherwise closed for reasons allowed by law. Centerville City Council meetings may be conducted via electronic means pursuant to Utah Code § 52-4-207. In compliance with the Americans with Disabilities Act, individuals needing special accommodations due to a disability may contact the City Recorder at (801) 295-3477, at least 24 hours in advance of the meeting. The Mayor and Council reserve the right to modify the sequence of agenda items in order to facilitate special needs or provide greater efficiency.

The full agenda packet and backup materials can be found on the Centerville City website at:

<https://centervilleutah.gov/129/Agendas-Minutes>

A. ROLL CALL

B. BUSINESS ITEMS

Business action or discussion items to be considered.

1. URMA Update and Presentation

Representatives from URMA will give a presentation and update

2. Branding Session

Jibe Media will lead another branding discussion and present some preliminary logo concepts

C. CLOSED SESSION

The City Council may vote to discuss matters in a closed session for reasons allowed by law, including, but not limited to, the provisions of Utah Code § 52-4-205 of the Open and Public Meetings Act, and for attorney-client matters that are privileged pursuant to Utah Code § 78B-1-137.

D. ADJOURNMENT

CERTIFICATE OF POSTING

I hereby certify that this notice and agenda was posted at Centerville City Hall, published on the Utah Public Notice Website, and provided to a newspaper or media correspondent in accordance with the requirements of the Utah Open and Public Meetings Act, including, but not limited to, provisions of Utah Code § 52-4-202.

Jennifer Robison

CENTERVILLE
city
CITY COUNCIL

Staff Report
3/19/2024

Item No. 1.

Title: URMA Update and Presentation

Initiated By:

Staff Representative:

SUBJECT:

Representatives from URMA will give a presentation and update

RECOMMENDATION:

BACKGROUND:

ATTACHMENTS:

1. URMA Overview Presentation Master



Information Presentation Centerville City Council

March 19, 2024

Who Is URMA?

A group of cities with a vision of reducing risks, claims, and litigation.



History

- The Utah Risk Management Agency (URMA) was created in 1985 pursuant to the Utah Interlocal Cooperations Act.
- Created by a group of cities to assist and support in reducing risk exposures, create a self insurance program, obtaining insurance during periods where there was a hard insurance market.
- Created to provide expertise in risk management, claims and litigation services.
- Created to reduce individual costs.

Organizational Information

- URMA accredited by AGRIP
- URMA is an exempt commercial purchaser (15USC, 8206(5))
- Each member has a seat on the URMA Board
- URMA is focused on risk reduction
- Members pay individual contributions
- Members have control of claims management decisions
- URMA works with city staff to reduce risk and liability
- URMA Self-Insures 99.9% of coverage

Why URMA?

- Full-service risk management program and support
- Reduced costs with insurance, claims, litigation
- Not a traditional insurance program or coverage
- Reduced costs with Self-Insured Retention (SIR) program
- Member controlled
- Members don't pay for other members claims

URMA Services

- Risk Management Support
 - Risk Assessment
 - Risk Analysis
 - Risk Consultation
 - Loss control – inspections program
 - Risk training and education
 - Claims and litigation services
 - Self-insured retention program
 - Excess and specialized insurance purchases
 - Risk Management Information System

Risk Assessment, Analysis & RMIS

Research-Data-Experience

- Review and Analysis (studies, claims and litigation cases, after action reports. 02/2023) – Trend analysis
- Data vs. Speculation
- Correlation vs. Causation
- Resource access – Experts, ISO, AGRIP, LexisNexis, NIST, IACP, NFPA, RIMS, PRIMA, Lexipol, LLRMI
- Common Sense

Example - BMI

BMI-Body Mass Index (Quetelet Index)

- Adolphe Quetelet (Died 1874) – Belgian astronomer, statistician
- “Social physics” research from 1830 to 1850
- Ignores variation in physical characteristics
- No difference between muscle mass and tissue mass
- Cannot be extrapolated to the first standard deviation
- US Govt. started using it in 1980

BMI Example

- Dwayne “the Rock” Johnson
 - 6-5”, 270 pounds, size 14 shoe, 50 in. chest,
 - 35 in. waist, 20 in. biceps
 - BMI 34.3 (Morbidly Obese)
- David “ the risk manager” Petersen
 - 6-5”, 270 pounds, size 14 shoe, 50 in. chest
 - 40 in. waist, 18 in. biceps
 - BMI 34.3 (Morbidly Obese)



Example – Vehicle Accidents

According to: NHTSA, Utah DPS-HSO, ISO, CDC, MIT, TXDPS, ETC.

(88%) of all citation written for ?

Top (5) Causes

1. ?
2. ?
3. ?
4. ?
5. ?

Example - Vehicle accidents (Cont.)

1. Distracted Driving (6% of citations)
2. Unsafe Lane Change – maneuver (8% of citations)
3. Following too close (6% of citations)
4. Impaired driving (DUI, Drowsy driving, etc.) (9% of citations)
5. Failure to yield right of way (7% of citations)

Zero Fatalities Campaign.

Insurance

Self-Insured Retention (SIR)

Excess Insurance Policies

- General Liability
 - personal injury, bodily injury, property damage, auto liability, law enforcement liability
 - Employment practices, public official errors and omissions, directors and officers, theft and crime, employee benefit liability
- Cyber Risk
- Property
- Auto Physical Damage Program (Internal)
- Off-Duty Vehicle
- High Value Vehicle

Insurance Cont.

- Additional Coverage Offered By URMA
 - Auto Physical Damage Program (APD)
 - Land Use
 - Drone
 - Small transit
 - Special events

Insurance Cont.

- Group purchase at discounted rates
- Coverage that can't be obtained in the market
- Premiums not affected by losses – like traditional insurance
- More coverage than can be obtained individually for less money

Claims & Litigation



Professional Claims Adjusters & Managers

Discounted Legal Fees

Shared Loss Provision

URMA fronts settlements through reserve

Advantages to URMA

- Member controlled – you own URMA.
- Full – service risk management
- Insurance Coverage levels not available individually or cost prohibitive
- General Liability Unlimited Aggregate
- Reduced Insurance Rates (Pooling, Law of Large Numbers”)
- Discounted Legal Rates – In house claims & litigation service
- Individual Cities not affected by other city losses
- Reduced group purchases of services (Lexipol, Experts, training, etc.)
- Funds retained in URMA – unlike traditional insurance companies

Questions?

David Petersen

Executive Director

502 East 770 North

Orem, Utah 84097

David@utahrisk.org

CENTERVILLE
city
CITY COUNCIL

Staff Report
3/19/2024

Item No. 2.

Title: Branding Session

Initiated By:

Staff Representative:

SUBJECT:

Jibe Media will lead another branding discussion and present some preliminary logo concepts

RECOMMENDATION:

BACKGROUND:

ATTACHMENTS:

1. Rebrand_Logo-Concept-Presentation

Centerville

Logo Concepts

March 19, 2024



Our Place in the Process

- Brand Assessment ✓
- Brand Discovery Document ✓
- Creative Brief ✓
- Mood Boards ✓
- **Logo Concepts** ←
- Color Exploration
- Brand Messaging
- Style Guide
- Implementation Plan



Brand Discovery Recap

Broad recurring themes of centrality.

Brand Promises:

- A balanced lifestyle
- A comfortable community feel
- Right-sized recreation

Key Differentiators:

- Convenience and access
- Balance between “big city” and “small town”



Evaluating Logos

Alignment with brand > personal preference.

You can't say everything in one logo.

Key Hurdles:

- Distinctive
- Memorable
- Well-designed
- Brand-aligned

Remember, no logo has associations in the beginning.

Logo Concepts



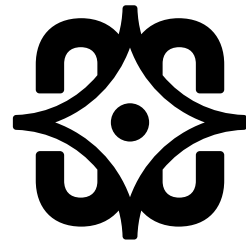
“C” + Crossroads + Compass + Star



CENTERVILLE

EST. 1847

“C” + Community + Mountains + Path



Centerville

Interlocked “C”s + Star + Crossroads

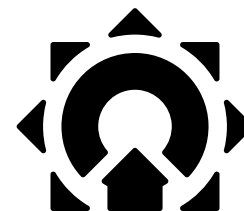


“C” + Centerville Rock + Archway + Keystone + Hidden Keyhole



CENTERVILLE
UTAH

A



CENTERVILLE
UTAH

B

Hidden “C” + Sun + Community



A



B

“C” + Mountains + Winding Path



CENTERVILLE

EST. UTAH 1847

“C” + Community + Mountains



“C” + Houses + Citizens + Crossroads + “X” Marks the Spot



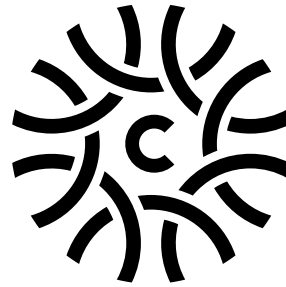
CENTERVILLE

UTAH

Osmyn and Emily Deuel House (1848) + Community + Sunrise



“C” + Sunrise + Mountain



CENTERVILLE
UTAH

“C” + Circle of Community + Linking of Arms

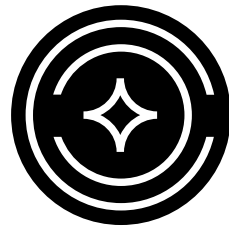


CENTERVILLE
UTAH

“C” + Gathering Point + Citizens + Snowflake + Flower

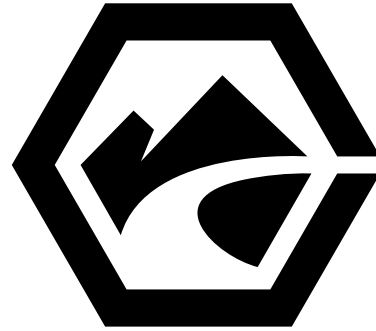


“C” + Star + Compass + Crossroads



CENTERVILLE

Interlocked “C”s + Star + Crossroads



CENTERVILLE

UTAH

Hidden “C” + Hexagon + Mountain + Winding Path



Community + History + Recreation + Development



Thank You