

# Hildale City Council Meeting

320 East Newel Avenue, Hildale, Utah 84784

Tuesday February 5, 2019 at 6:00 p.m.

## Present:

**Mayor: Donia Jessop**

**Council Members: Jared Nicol, Stacy Seay, Lawrence Barlow, Maha Layton, JVar Dutson (6:12)**

**City Recorder: Vincen Barlow**

**City Manager: John Barlow**

**Staff: Mariah La Corti**

**Public: Candi Shapley**

## #1 Call to Order

Meeting called to order at 6:00 p.m. Roll taken, quorum present.

JVar arrived at 6:12 p.m.

## #2. Public Comment

None

## #3. Work Session

Councilmembers worked on SWOT Analysis and Planning sheets for branding campaign. Welcome center and welcome sign are contingent upon completion of branding.

John and JVar gave an update on Development of a water treatment facility. Brief discussion on TCWW settlement was had. There is a grant available for remediation of the water quality issue and the Utility Director intends to apply for it.

## #4. Adjournment

With no other business, meeting adjourned at 7:05 p.m.

I verify that a copy of the notice and agenda was delivered to the Mayor and City Council members and posted at the City Hall, 320 E. Newel Avenue, Hildale, Utah and sent to the Utah State Public Meeting Notice coordinator.

Minutes were approved at the City Council Meeting on March 6, 2019.



Vincen Barlow, City Recorder



# Hildale City Strategic Plan Planning Sheet

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<b>Welcome Sign– SWOT Analysis</b>	
<b>Strengths:</b>  Funding Location availability Public buy-in	<b>Weaknesses:</b>  No branding
<b>Opportunities:</b>	<b>Threats:</b>  Property acquisition Ordinances Safety (highway)
<b>Resources Needed:</b>	



# Hildale City Strategic Plan Planning Sheet

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Welcome Center– SWOT Analysis	
Strengths:	Weaknesses:
Opportunities:	Threats:
Resources Needed:	

Hildale City Strategic Plan Planning Sheet

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## Hildale City Strategic Plan Planning Sheet

<b>Branding campaign– SWOT Analysis</b>	
<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>Change</li> <li>Opportunity</li> <li>Rewrite story</li> <li>People want rebranding- public support</li> <li>Natural environment (rural, country)</li> <li>Cultural value (family, work ethic)</li> <li>Location – Golden Circle</li> <li>Support from neighboring communities</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>Finances</li> <li>Runaway potential (need to set boundaries)</li> <li>Knowledge of rebranding</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>Golden Circle</li> <li>Work with neighboring communities</li> <li>Public interest/input (investment changes opinion)</li> <li>Tourism</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>Feedback</li> <li>Not rebranding/inaction (personality politics)</li> <li>History</li> </ul>
<p><b>Resources Needed:</b></p> <ul style="list-style-type: none"> <li>Graphic Designer</li> <li>UDOT</li> <li>Money</li> <li>Project Manager</li> </ul>	

