

Hildale City Council Work Session

320 East Newel Avenue, Hildale, Utah 84784

Monday, March 4, 2019 6:30 p.m.

Present:

Mayor: Donia Jessop

Council Members: Lawrence Barlow, Maha Layton, Jared Nicol, JVar Dutton, Stacy Seay

City Recorder: Vincen Barlow

City Manager: Christian Kesselring

Staff: Weston Barlow (by phone), Harrison Johnson, Mariah La Corti

Court Monitor: Roger Carter

Public: Charles Hammon, Vance Barlow (this list may be incomplete)

#1 Call to Order and Pledge of Allegiance

Mayor Jessop called the meeting to order at 6:30 p.m. Roll was taken quorum present. Jared led the crowd in the pledge of allegiance.

#2. Public Comment

None

#3. Work Session on Pipeline Items:

A. Branding Campaign

Mayor Jessop presented updates on what she has done on this topic since last meeting. She read aloud what Wikipedia has to say about the city and feels this is the first thing that should be updated. She requested approval from the Council to work with Savannah Adams, who has volunteered her time, to bring this up to date. Councilmembers unanimously agreed, asking her to use the mission and values of the city and reference Hildale's proximity to all surrounding National Parks.

Maha presented an idea of breaking this into 4 steps: hire a graphic designer for a logo, update letterhead, hire website designer and update website, and update marketing materials.

Roger Carter was invited to discuss his experience with re-branding. He has had experience with re-branding by using citizen input (Santaquin), and by hiring a branding expert (Washington). He says it went well in both places. The key is to identify what is core and how to reflect that.

Councilmembers were each directed to decide on three words or phrases, that mean something to them, to give to a local graphic designer.

JVar Dutson moved to pause the work session and open the Special Council Meeting.

Stacy Seay seconded. Roll call vote:

	YES	NO	ABSTAIN
Lawrence Barlow	X		
Stacy Seay	X		
JVar Dutson	X		
Maha Layton	X		
Jared Nicol	X		

Motion carried.

B. Attracting 4 New Businesses

JVar has taken it upon himself to prioritize getting a bank or credit union in Hildale. He has been turned down because of Hildale's current reputation. He thinks it is important for our future. Lawrence approached State Bank who indicated that their requirements were stabilization of city government, private ownership of properties, planning and zoning ordinances. Stacy approached Mountain America Credit Union, and they were requesting signatures, like a petition asking them to come out here.

Christian explained that we are currently looking into CRA's as incentives to bring businesses to town. There was discussion on industrial park improvements and promises that may have been made by previous administration. Mayor Jessop determined that this meeting is not the appropriate place to discuss that topic, it will be addressed in the upcoming months as budget is discussed.

C. Downtown Hildale City Center

Maha expressed her opinion that this be put off for a few meetings, allowing re-branding to happen, and hiring of a Planning and Zoning Administrator. In addition, an updated general plan is needed.

D. Curfew

Stacy Seay presented. Statewide the curfew is midnight. She proposes that we follow that. She has had conversations with Chief Askerlund and he is in agreement. Jared pointed out that Colorado City's curfew does not align with this. He does not see a reason for children to be out that late. Maha feels that curfew will not change parenting. She thinks curfew should be on the parents, not law enforcement. Christian clarified that the state law midnight is for 16+ while 10:00 is under 16. The question is whether or not this should be in the pipeline. Chief Askerlund will be invited to talk about it.

Lawrence Barlow moved to put this item in the pipeline for discussion at the April 2, 2019 work session with Stacy as the sponsor.

Maha Layton seconded. Roll call vote:

	YES	NO	ABSTAIN
Lawrence Barlow	X		
Stacy Seay	X		
JVar Dutson	X		
Maha Layton	X		
Jared Nicol	X		

Motion carried.

E. Creation of Economic Committee

JVar Dutson presented. He requested that this be put off at this time. He needs to have discussion with the Chamber of Commerce to determine if there is a need for this.

Christian expressed his feelings that it is important to involve organizations such as the Chamber of Commerce, but it would not hurt to put this off at this time. Mariah is in the process of becoming a certified Economic Planner, which will lead the way into a lot of discussions.

F. Maxwell Water Sales

Christian presented, he looked into this a little bit with help of the city recorder. The expense to the City of individuals getting approximately 1.3 million gallons of water from Maxwell Park is not as large as initially thought. The cost is only around \$2,000 a year. Only 2/3 of which we are actually paying for.

JVar explained his issue that individuals in a commercial business need to pay for their water. He is not concerned about regular individuals.

The question that the council needs to answer is whether or not the commercial fill-ups are an appropriate, good, economical, safe use of a park space. One option is to remove the threads from the taps temporarily. There could be options for a fill station, or a pin pad.

Council would like to address this idea further, for discussion at the May meeting. They asked Harrison and Weston to research and present some ideas.

Jared asked if there are other options for filling up the large commercial tanks. Nobody was aware of any culinary options at this time.

There was discussion on possibly making an ordinance prohibiting the large tanks, or putting up a communication about the respectful use of the water.

#4. Discussion on Interim Use of Mulberry Street Office Building

Christian Kesselring presented. Lorin Zitting cleared out of the building. There is currently one sub-tenant, paying a nominal month to month fee to use a couple of rooms. This is a 3,000 sq ft. office building that is pretty much ready for use. There is a conference room, office spaces and a garage.

Christian is seeking strategic discussion from the council on possible uses for the building. One idea is to move some city operations. Another possibility is to advertise the spaces for lease or use it as an incentive to bring new businesses to town.

After discussion, Councilmembers were in support of any mixed use of the building that will benefit the city and local businesses, as long as the building is paying for itself.

#5. Adjournment

With no other business, meeting adjourned.

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 April 3, 2019.

Vincen Barlow

Vincen Barlow, City Recorder

