

HEBER CITY CORPORATION
75 North Main Street
Heber City, UT 84032
Special Heber City Council Strategic Retreat Meeting
January 18, 2025

APPROVED MINUTES

8:30 a.m. Special Meeting

TIME AND ORDER OF ITEMS ARE APPROXIMATE AND MAY BE CHANGED AS TIME PERMITS

I. Welcome & Recap of Day 1 - 8:30 A.M.

Mayor Heidi Franco called the meeting to order at 8:34 am. She welcomed everyone and invited the Council and guests to enjoy the working breakfast.

City Council Present: Mayor Heidi Franco

Council Member Yvonne Barney
Council Member Aaron Cheatwood
Council Member Mike Johnston
Council Member Sid Ostergaard
Council Member Scott Phillips

Staff Present:

City Manager Matt Brower
Assistant City Manager Mark Smedley
Airport Director Travis Biggs
Building Department Manager Curt Davis
Chief of Police Parker Sever
Community Development Director Tony Kohler
Deputy City Recorder Robin Raines-Bond
Engineer Russ Funk
Finance Manager Sara Nagel
Human Resources Manager Cherie Ashe
IT Specialist Anthon Beales
Planning Manager Jamie Baron City
Parks and Cemetery Director Mark Rounds
Public Works Director Matthew Kennard Public Works

Staff Participating Remotely: City Attorney Jeremy Cook

Also Present: Dave Richards, Mia Yue, Phil Jordan, Tori Broughton, Ryan Bunnell, Ron Carlile, Nancy O'Toole, Rachel Kahler (CAMS), Kent Shelton, Mike Glenn (Heber Valley Arts Center), Missy Maughan (Heber Valley Arts Center), Patricia Sweeney (Heber Valley Arts Center), Cortland Nelsen, and others who did not sign in or whose handwriting was illegible.

Also Attending Remotely: Grace Doerfler, Mike Bradshaw, Phil Jordan, Z, Dallin, and Shortcake5.

II. Public Comments

Mr. Cortland Nelsen from Midway, Utah presented his traffic alternatives for Main Street.

III. Breakfast -- Working Breakfast (Serving at 8:40 am)

IV. Strategic Topics -- Presentations and Discussion

1. Envision Central Heber

a) Downtown Infrastructure Improvement Priorities

i. 100 West Design (60 mins)

Discussion focused on traffic flow, pedestrian safety, and parking. Council members shared concerns and suggestions regarding parking direction (slanted or parallel), street width, and safety enhancements for crossings.

Steps that have been taken:

- Transportation master plan update is in progress
- Identified impacts of changes to 100 E and 100 West.
- An RFP (request for proposal) has been issued for 100 West design.

Mr. Brower shared photographs of the current roundabout art.

b) City Square (Main City Park)

i. Roger Brooks Square Concept Review (60 mins)

Keri Smith, who helped create Indian Creek Park in Caldwell Idaho, presented a Roger Brooks-inspired concept for Main Street Park, including a band shell, skating rink, pop-up shops, and year-round event programming. Event staffing contracted with CAMS (Community Alliance for Main Street) was expected. Offsite Storage would be needed.

ii. Programming (30 mins)

It would be anticipated that CAMS would be in charge of event programming at the Heber City Park. Programming would include concerts, markets, skating, and events.

c) C-Street

i. Initial Path from 200 S to Center Street (20 mins)

The path would lead from Tabernacle Square to Main Street Park.

d) Zoning (45 mins)

i. Parking -- Policies and Shared Parking Arrangements

The City would like to negotiate shared parking agreements with businesses that are closed at night. Parking at the City and County buildings and street parking were discussed. A parking garage could be planned for the future. It is not currently needed.

ii. Final Code Changes Needed to Support Initiative

Zoning or code changes that might be needed to support the Heber City Park were presented.

e) Downtown Funding Strategy (15 mins)

i. CRA

The area of the CRA could be limited to just the downtown destination area. This might facilitate interlocal agreements.

ii. Revenue Stack / Mix

Having commercial and jewel boxes for shopping. Skating revenue and Concert revenue were discussed.

V. Lunch

VI. Strategic Topics -- Presentations and Discussion

1. Heber Valley Arts Center Update (45 mins)

Phil Jordan and Patricia Sweeny presented the concept of the new Heber Valley Arts Center near UVU (Utah Valley University) Wasatch Campus. Visit their website at <https://hebervalleyartscenter.com/> They asked for Council support of the concept. The Amphitheater would be developed first.

2. TAP Tax Annual Distribution Plan (15 mins)

Mrs. Nagel presented how the TAP TAX was received and how it was distributed annually. The TAP TAX is to promote Trails, Arts, and Parks. Currently, the money is allocated in this manner:

- 10% Grants
- 25% Trail maintenance
- 65% Park projects and infrastructure

Last year's Grant Recipients were:

- Commemorative Air Force Museum
- Wasatch Community Foundation
- Wasatch Trails Foundation

Projects included:

- Wasatch Vista All Abilities Playground
- HVRR (Heber Valley Railroad) Trail
- Bart the Bear Mural

Mrs. Nagel asked the Council if they would like to continue the same distribution or change things. The council majority were pleased with the distribution percentages.

VII. Strategic Planning Process -- Council Roundtable Discussion -- Insights for FY 25-26 Priorities

1. Presentations from Council Members

a. Identifying particular areas of priority & common policy interest

Each Council member gave their top 8 priorities.

The Council agreed on these items as priorities for 2025:

- Gateway signs and Way signs
- Obtainable Housing
- Airport Compliance
- Envision Central Heber – Main Street Park, C-Street, Parking, Zoning Ordinances
- Inflation and Property Taxes
- Support Arts Council and Heber Valley Arts Center
- Acquire needed properties and open space – North Fields Proclamation
- Traffic Studies – Main Street, Signal intersections and connectors
- Leadership Role in 2034 Olympic Games Planning
- Historic Preservation

VIII. Strategic Planning Process: Moving Forward

1. Council agreement upon final policy and budget priorities for FY 25-26

Listed above in item VII.

Action Register items that were deliberated and agreed upon are:

- TAP Tax Promotion
- Traffic Enforcement
- Council Chamber A/V issues
- Land Dedication
- North Village Preservation Fee
- Identifying and Correcting Water Losses
- New Staffing needed
- Dark Sky Campaign
- Improve Business Processes

- Inflationary Tax Increase
- E-Bike Policy
- Recycling
- Small Business Support
- SMART (Save More After Renewed Thinking) Program initiative

IX. Wrap Up / Assess the Day's Work / Overview of Day Two

Discussion ensued about an awareness campaign for dark skies and recycling, Heber's part in the Olympics, and anticipated annexations such as Wasatch Highlands, which is under Wasatch County authority.

Motion: Council Member Phillips moved to adjourn.

Second: None

Motion failed.

Talk continued about annexations and building interlocal relationships.

Motion: Council Member Phillips moved to adjourn.

Second: Council Member Sid Ostergaard seconded.

Voting Yes: Council Members Phillips, Ostergaard, Barney, and Johnston.

Voting No: Aaron Cheatwood.

Motion Passed 4-1.

The meeting adjourned at 4:48 P.M.

Robin Raines-Bond
Robin Raines-Bond, Deputy City Recorder

