

HEBER CITY CORPORATION
75 North Main Street
Heber City, UT 84032
Special Heber City Council Strategic Retreat Meeting
January 16, 2025

APPROVED MINUTES

5:00 p.m. Special Meeting

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

I. Welcome - 5:00 P.M.

Mayor Heidi Franco called the meeting to order at 5:05 pm. She welcomed everyone and invited the Council and guests to partake in the working dinner.

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: Bob McKinley, Dave Richards, Mia Yue, Phil Jordan, Tori Broughton, Ryan Bunnell, Josh Knight, Max Stirling, Spencer Coleman, and others who did not sign in or whose handwriting was illegible.

Also Attending Remotely: Grace Doerfler, Nick Vaccari, Z, and Sparrow.

1. Check-in (Matt Brower, City Manager)-

Mr. Brower introduced the Agenda.

2. Overview (Matt Brower, City Manager -

a. Ground rules & logistics details

Mr. Brower presented the guidelines he hoped participants would follow to make the meeting productive and enjoyable. He wanted council and board members to participate fully and speak out about topics important to them.

b. Parking Lot of Ideas & Action Register

Mr. Brower introduced two Idea Boards.

- The “Parking Lot” for ideas to be addressed later.
- The “Action Register” for listing tasks and desired outcomes.

3. Desired Outcomes -

a. Reaching Team Potential

Strategic, budget, and policy priorities were discussed.

b. Moving the Community Forward

Mr. Brower asked the Council to define their top priorities, which would guide the budgeting process and capital projects.

c. Finalizing Budget and Policy Priorities

Mr. Brower emphasized aligning the budget with Council priorities.

II. PUBLIC COMMENTS: (3 min per person/20 min max)

No Public Comments

III. Dinner - Working Dinner (Serving at 5:10 pm)

IV. Celebrating 2024 Victories

1. Presentations

Mr. Brower expressed appreciation for staff efforts. Department heads presented highlights of their work for the year. The PowerPoints and other materials are included in the agenda packet.

V. Guest Speaker -- Nick Vaccari with Meeder Investments.

1. Federal, state and local economic overview

Mr. Vaccari discussed economic trends, Heber City's portfolio, asset allocations, Federal funds, inflation, and employment rates.

VI. Break

VII. Annual Open Public Meeting Act (OPMA) Training & Conflict of Interest Disclosures

City Attorney Jeremy Cook presented mandatory OPMA training. He reviewed the annual Conflict of Interest disclosures, applicable to elected officials, board and commission members, and employees. Disclosures would be posted on the City's website, www.heberut.gov.

VIII. State of the Administration

1. Artificial Intelligence (AI) -

Mr. Brower showcased AI applications for the City, including a customer service chatbot.

2. Score Card Summary of Council's '24 Priorities –

The 2024 City Council priorities were reviewed. The progress of current projects was updated.

The Council selected 18 budget and policy priorities.

- 5 completed
- 9 ongoing
- 4 starting.

3. Initiatives Update -

Mr. Brower updated the current projects.

- The Cemetery Columbarium and Administration Building – On Schedule and budget. Mr. Brower complimented the contractor.
- The Main Stage and 200 South Festival Street – Delayed, expected completion in April/May.
- The Central Heber Water and Sewer Line Replacement Project – Entered year four, expected completion in Fall.
- Pressurized Irrigation Metering Project – Scheduled for completion in 2025.
- Coyote Springs Park – Bidding in January 2025, completion in May 2025.
- Murifield Park Expansion – Design 30% done and bidding planned for next year.
- Current Operations include:
 1. Operation Curb Appeal – Painting or wrapping utility boxes.

2. Arts in Public Places – Downtown murals and roundabout statues.
3. Operation Flowerpots – Encouraging downtown businesses to display flowerpots.

4. General Financial Overview -

Mr. Brower outlined 2025 financial projections, emphasizing fiscal responsibility and the importance of sales and property tax revenue.

5. Review of Key Trends -

Data on population growth, housing cost, median income, and development trends were presented.

6. Priority Recommendations -

Mr. Brower spoke of transforming the downtown area to capitalize on surrounding developments such as MIDA. He spoke of Highway 40 remaining busy even after the Heber Valley Corridor Project is complete.

Other priorities would be:

- Downtown land acquisition
- Feasibility and marketing studies
- City Square Master Plan
- Envision Central Heber Code Updates
- Downtown Parking Plan and shared parking agreements
- CAMS (Community Alliance for Main Street) agreement for event programming
- Completion of 2024 Council Priorities
- Fiscal Sustainability through annual property tax inflationary adjustments
- Airport Compliances

IX. Strategic Topic -- Presentation & Discussion

1. **Unveiling** -- Park, Entryway, and Way-Finding Monuments (30 min) -
Spencer Coleman (Signarama) presented new “Welcome to Heber City” and way-finding signs.
2. **SWOT: Council Questions & Insights** (30 min) -
Present in Agenda Packet.

X. Wrap Up / Overview of Day One

Motion: Council Member Phillips moved to adjourn.

Second: Council Member Barney seconded.

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

Voting No: Aaron Cheatwood.

Motion Passed 4-1.

The meeting adjourned at 9:27 P.M.



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