

**VISION DIXIE
MEETING MINUTES JULY 12, 2006**

The Executive Committee of Vision Dixie held its second meeting on July 12, 2006, in the Commission Chambers of the Washington County Administration Building located at 197 E. Tabernacle Street, St. George, UT 84770. Chairman James J. Eardley, Washington County Commissioner, opened the meeting at 2:08 p.m.

Attendees

Those in attendance, and the organization they represent, are indicated below:

<u>NAME</u>	<u>ORGANIZATION</u>
Ted Knowlton	Envision Utah
Dave Patterson	Deputy County Attorney
Jerry Rasmussen	Washington County
Brad Barber	Oquirrh Institute
Scott Hirschi	Economic Development
James Eardley	Washington County Commission
Ken Sizemore	Five County Association of Governments
Rick Rosenberg	Santa Clara City Council
Barbara Hjelle	Water Conservancy District
Karl Wilson	Mayor, LaVerkin City
Tom Hirschi	Mayor, Hurricane
Marc Mortensen	Asst. to City Manager, St. George City
John Andrews	Assoc. Director, School/Institutional Trust Lands
Alan Gardner	Washington County Commission
Jay Ence	Washington County Commission
John Willie	Washington County Administrator
Ron Thompson	Washington County Water Conservancy Dist.
Dean Cox	Washington County Public Affairs Officer
John Reed	Kayenta Group Govt. Committee
Lisa Rutherford	Citizens for Dixie's Future
Nina Fitzgerald	Citizens for Dixie's Future
Dave and Nita Pojmann	Citadel Owners Assn.
Lin Alder	
Mike Empey	Congressman Matheson's Office
Bryan Thiriot	Senator Bennett's Office
Kezia Nielsen	Environmental Compliance

Agenda

The Agenda for this meeting was as follows:

Welcome	Commissioner Eardley, Chair
Approval of Minutes from June 8, 2006	
Further Develop Vision Statement/ potential action	Marc Mortensen
Budget Issues/Clarification	Commissioner Eardley
Select Steering Committee Members.....	Commissioner Eardley
Telephonic Report, Q&A.....	Dee Allsop
Present Workshop Strategy.....	Ted Knowlton, Envision Utah
Update of RFPs for Vision Dixie.....	Ted Knowlton
Vision Dixie Logo: Select or modify from Six conceptual logos	Ted Knowlton
Schedule Steering Committee Meetings and Next Two Executive Committee Meetings.....	Commissioner Eardley

Chairman Eardley asked for a motion to approve the Minutes from the previous meeting of June 8, 2006.

MOTION: Motion by Scott Hirschi to approve Minutes from June 8, 2006, meeting. Motion seconded by Rick Rosenberg and carried by unanimous vote.

Vision Statement

Marc Mortensen led a discussion about developing a Vision Statement for Vision Dixie. He distributed a handout (copy available for review in Washington County Commission Office) entitled “What Is Your Vision of Dixie?” He said that it is important to define the vision of this committee and, by inference, our community. His sample vision statement:

Vision Dixie: A place where communities are interdependent and collaborate with one another to find solutions to transportation, education, housing, environmental and economic development challenges that lie within Washington County.

A place where trail and transportation systems link together and provide safe and efficient travel from one community to another. A place with lots of open space that provides for a number of recreational opportunities. A place where retail, professional and industrial businesses thrive. A place that protects the natural beauty of the area and keeps hillsides and mesa tops free from overdevelopment. A place that is safe for children and families. A place that manages its natural resources wisely and is concerned with the natural environment. A place where all economic classes can afford to live. A place with many educational opportunities and career possibilities for generations to come.

Marc said that this statement is a merely a jumping-off point, and he expects additions and suggestions from other committee members before a final Vision Statement is formally adopted.

Scott Hirschi said that, in his opinion, the purpose of this committee is to create an imaginary master plan for all aspects of Washington County, now and into the future. Mayor Hirschi said that his “wish list” is: a safe environment, preserve the vistas, provide affordable housing, and develop transportation that can serve the needs of the community. Scott cautioned against being too specific in the Vision Statement. His suggestion:

A place where communities are interdependent and collaborate with one another. A place where trail and transportation systems link together to provide safe and efficient travel. A place with open space that provides for recreational opportunities. A place where businesses thrive. A place that protects the natural beauty of the area. A place that is safe for the citizens. A place that manages its natural resources wisely and is concerned with the environment. A place where all economic classes can afford to live. A place with many educational opportunities and career possibilities. A place where the quality of life is ever-enhanced.

Ron Thompson mentioned that in order to have a sustainable community, a sustainable watershed and an integrated infrastructure are critical, with adequate education and a solid economy following closely. The Vision Statement should be broad enough to incorporate all of these items. Scott Hirschi disagreed, saying that these specific items will be incorporated into the planning documents and need not be mentioned in the Vision Statement.

Ted Knowlton suggested encouraging input from the public in which people can mention those things that are important to them, rather than have the Executive Committee dictate the items that will be incorporated. Dean Cox said the Vision Statement should be succinct, not too detailed.

Marc Mortensen made notes of all suggested changes and will further refine the Vision Statement for presentation to the Executive Committee at the next meeting.

Budget

Chairman Eardley distributed a handout (available for review in Commission Office) entitled “Washington County Quality Growth Vision Preliminary Budget,” prepared by Envision Utah. A question that has arisen from the first meeting is, What happens if the various contributors who are pledged to contribute financial support do not fulfill their obligations? Ron Thompson questioned the absence of substantial pledges from the cities and municipalities in the budget, saying that if these entities are not committed financially to the success of Vision Dixie, then they may not be committed philosophically, either. Chairman Eardley said that there is, in fact, a small contribution from each community (listed in “Other Public”). The reason for the relatively small nature of these contributions is that the committee did not want to create a major burden to the taxpayer for this funding. Many cities already have ordinances in place to subsidize planning and growth efforts. The funding will come into the County, and the County will disburse the funds. He reiterated that the committee needs as much “front” money as possible to initiate the necessary processes. Appropriate language has been inserted into the Memorandum of Understanding to the effect that work will continue as long as the money lasts.

Chairman Eardley said that the agreement will be sent back to Envision Utah for finalization, and the finished document will be available at the next meeting. Scott Hirschi asked how the per capita contribution was determined, and Chairman Eardley said that the formula was two thousand dollars (\$2,000) per community (Ivins, Santa Clara, St. George, Washington, Hurricane, and LaVerkin). Ted Knowlton said that having promises of funding up front is helpful in raising money from other sources.

Steering Committee Selections

Chairman Eardley distributed a handout (available in Commission Office) with names of sixty (60) potential Steering Committee members who were nominated at the previous meeting by various Executive Committee members. He said that it would be desirable to have the first meeting of the Steering Committee on August 24, 2006. It will be necessary to extend invitations to those individuals who would best serve the interests of the community. He opened up the floor for comment and discussion concerning each name but said that an optimum method for selection would be for each Executive Committee member to write down his or her choice of fifteen (15) names and hand them in. The Steering Committee will comprise fifteen (15) individuals plus all members of the Executive Committee.

A discussion ensued in which comments and suggestions were made about various nominees to the Steering Committee (list available for review in the County Commission Office). The nominations should emphasize diversity, both geographical and philosophical in nature. Ted Knowlton clarified that no key constituency in the county should feel a lack of representation on this committee.

Report from Dee Allsop

Ted Knowlton made a teleconference call to Harris Interactive, the thirteenth (13th) largest market research company in the world. Harris conducts values research, in which the company determines what characteristics of living in a certain location appeal to people's fundamental values. Ted said that Harris could assist Vision Dixie in developing a strategy and a vision that ultimately reveals why people want to live in Washington County.

President Dee Allsop spoke via telephone to the committee and said that this values research tool has been in use for more than twenty years and was initially utilized in political campaigns to assist in voter evaluation. Human decision-making is essentially driven by one's values; the way people think can then be used to shape policy. This concept can be used in regional planning, as well. In regional planning, it is necessary to coordinate the various agendas of the groups involved, such as developers, businessmen, environmentalists, and homebuyers. Values research can provide a consensus-building foundation upon which regional planning can take place.

Scott Hirschi asked for clarification as to the process that is undertaken to reveal local values. Allsop said that initially a survey is conducted to reveal the varying "constructs," or concepts that people have about life in a certain region. This uses a process known as "laddering," or peeling away the layers of ideas through a psychological questioning process to get to the core of the

value, and why it is important to the person or group. This is done in small groups of under five people per group. Scott asked how Harris would identify the interviewees. Allsop said that Harris strives first to select a diverse group of people from various backgrounds and interests. For the first, or “qualitative” group, Harris would choose about twenty people, eighteen years of age or older, and have a “screener” call them to ensure that they meet the criteria. The second group will consist of four hundred (400) people or more.

Scott asked for further details of communicating the final product, or the vision. Allsop said that Harris defines the values that people want to make sure are represented in the vision. The vision itself evolves over time, through scenario testing and participation and feedback by all groups. A determination is made as to what is most important to preserve, promote, and protect. There are many groups around the country doing the same thing that Vision Dixie is trying to do, and learning as they go.

Ted Knowlton requested that the Executive Committee make a decision whether to retain Harris Interactive to assist with the planning process. The cost is up to seventy-five thousand dollars (\$75,000), although it could be less. Harris has an office in Orem, Utah, but its headquarters is in Rochester. Ron Thompson asked if there are any other companies that perform this service. He is uneasy about choosing this company to the exclusion of interviewing any other. Ted replied that he is unaware of another firm that does this and stated that Harris is the firm that invented this process and has the most experience at it. Ron suspected that the committee will be hard-pressed to justify spending taxpayer dollars on a project for which there was no competitive bidding. Scott pointed out a potential flaw in Harris’s procedure: if they do not accurately select the initial twenty people, then subsequent interviews with the larger group will be ineffective. The first twenty must be representative of all viewpoints, but the Executive Committee appears to have little or no input into the selection of the qualitative group.

Scott made the comment that Dee Allsop seemed evasive when questioned closely about Harris’s procedures, and Scott is reluctant to commit seventy-five thousand dollars to this process. Chairman Eardley added that he would be more comfortable obtaining more information about the process before agreeing to retain Harris. Ron agreed that it would be prudent to solidify the funding commitments from the public and private sector before committing to hiring Harris for this purpose.

Chairman Eardley said that it is obvious the committee is not comfortable making this commitment at the present time, and the decision to hire Harris will be revisited at a later time.

Workshop Strategy

Ted Knowlton displayed a map with various workshop areas designated. There are a total of six (6) map areas with thirteen (13) total workshops (more in populated areas, fewer in less densely-populated areas). General areas have been designated, with specific sites to be determined later. The Steering Committee will be useful in helping to define the structure and operation of the workshops.

Update of RFPs

Shortly after a contract is signed, Envision Utah will distribute two different RFPs, one for a demand analysis and one for consulting services. Ted suggested that a subsection of this Executive Committee come together to serve as the selection group for the RFPs. Chairman Eardley asked for volunteers who wished to serve on that subcommittee. Rick Rosenberg offered to serve. Ted asked for a contact person on DAWHAC (Dixie Area Workforce Housing Affordability Committee) to coordinate this activity, and Scott Hirschi, Alan Gardner, and Rick Rosenberg were named.

Vision Dixie Logo

A sheet containing logo options was distributed, and suggestions were solicited. Ron Thompson said he would prefer to see the words "Growth & Transportation Choices" replaced with "Sustainable Community Choices," or some other verbiage. Ted said those words were simply put there to give an idea as to the look of the logos and were not intended to be permanent. After the basic image is selected, the colors and words and font can be tweaked. Each Executive Committee member was asked to select his or her two (2) favorites from the six (6) choices, then his or her one (1) favorite from the bottom four (4) options. The final choice will be made at the next meeting after the votes are counted.

Set Next Meeting Dates

In the future, the Executive Committee will meet on the second Thursday of every month at 2:00 p.m. in the Washington County Administration Building. The next meeting will be August 10, 2006, at 2:00 p.m.

The Steering Committee (comprised of the Executive Committee plus those fifteen people who are selected from today's ballots) will have its first meeting on August 24, 2006, and then meet again on October 12, 2006. Chairman Eardley asked whether 2:00 is agreeable to everyone, and after some discussion it was agreed to keep the time of the meetings at 2:00 p.m. until further notice.

Adjourn

Chairman Eardley adjourned the meeting at 4:00 p.m.