

**VISION DIXIE  
MEETING MINUTES AUGUST 10, 2006**

Chairman James J. Eardley, Washington County Commissioner, opened the meeting at 2:00 p.m.

**Agenda**

The proposed Agenda for this meeting was as follows:

- Finalize Steering Committee Membership
- Review Agenda for Steering Committee Meeting on August 24, 2006
- Update on RFPs from Consultants
  - List of firms submitting proposals
  - Multi-tasks
  - Housing
  - List of Review Committee Members
  - Schedule for decision-making
  - Proposed approach relative to the values research
- Finalize Vision Statement
- Select Tagline for Logo
- Next Steps for Workshops
  - Cities
  - Organizations
  - General Public
  - Assistance in developing invitation lists
  - Facilitators
- Review and approve/modify media plan
- Schedule future meetings
- Adjourn

**Finalize Steering Committee Membership**

Chairman Eardley distributed a list of fifteen (15) nominees for the Steering Committee. These names had been culled from a list of nearly sixty (60) names of potential members submitted by the Executive Committee at the last meeting. There is a secondary list of approximately fifteen (15) names as alternates in case any of the first fifteen (15) are unable or unwilling to serve. The names with check marks have been contacted and Chairman Eardley has received word from them, confirming their willingness to serve on the Steering Committee. The first Steering Committee meeting will be on August 24, 2006, at 2:00 p.m. at the Dixie Center. Deputy Washington County Administrator Jerry Rasmussen will coordinate the details of the arrangements at the Dixie Center.

## **Final Budget Agreement**

Chairman Eardley handed out copies of the final budget agreement between Washington County and Envision Utah. This agreement has been amended considerably in recent weeks, the substantive changes occurring in Paragraph Two (2). This is an attempt to keep the process under local control (the Executive Committee and the Steering Committee) with the assistance of Envision Utah. Deputy County Attorney David Patterson added that this is the final contract that was approved by the County Commission at its meeting on August 1, 2006.

The County Commission, charged with collection of all funds, was reluctant to approve a vague budget. After recommendation by the Executive Committee, the contract specifies only items that are authorized and only for money that is in hand. Envision Utah will therefore not be able to perform services that have not been specifically mandated by the Commission through the Executive Committee, nor will it be able to exceed the budget that has been approved. A copy of the final budget is available for review in the County Commission Office.

Barbara Hjelle, representing the Washington County Water Conservancy District (WCWCD), said that since the WCWCD is not a signatory of the document, it is not strictly necessary for her Board to approve the contract. Chairman Eardley said that it was decided that since Washington County represents the larger community, the County should be the signatory of the contract with Envision Utah.

## **Review Agenda for Steering Committee Meeting on 8/24/06**

Ted Knowlton of Envision Utah presented the proposed agenda for the Steering Committee Meeting of August 24, 2006.

- Overview of the Vision Dixie Process
- Clarify key points:
  - publically-led process
  - exploration of long-range scenarios that represent different choices
  - voluntary-implementation organized on strategies
  - clarify relationship to Land Bill
  - introduction to technical team that includes Envision Utah, Oquirrh Institute, and any consultants selected that week
- Discuss role of Steering Committee relative to the roles of the Executive Committee and the Technical Advisory Committee
- Brainstorm impacts to project through scenarios (what are the types of impacts on quality of life they would like to see examined)
- Enlist help in getting attendance at workshops and/or facilitating workshops
- Solicit their concerns and input on key issues as Vision Dixie moves forward in the process
- Discuss important goals/considerations in developing the vision

Scott Hirschi asked for clarification of the term “voluntary implementation,” and Ted responded that it means that the Vision Dixie process does not have the force of law, that nobody will be required in any way to implement the findings that emerge from this process. Implementation will be encouraged but not mandated.

Scott Hirschi asked if the Land Bill contains identification of federal lands for which Vision Dixie has responsibility for disposal, and Chairman Eardley said yes, inasmuch as the planning process drives proposed BLM release. Scott suggested clarifying this point in the agenda, i.e., what legal authority will the Vision Dixie Steering Committee have?

### **Update on RFPs for Consultants**

Envision Utah has released two (2) RFPs, one (1) for housing demand analysis and one (1) for general consultant services, especially as relates to developing long-range scenarios. The RFPs had due dates of August 9 and 10, 2006, and a total of nine (9) excellent RFPs have been received from several firms, as follows:

Housing Analysis: RRC, Economic Planning Systems, Wikstrom Economic and Planning, Strategic Planning Group, Lewis Young Robertson and Burningham, Belt Collins

General RFP: Wikstrom Economic and Planning, Cooper Roberts, Winston Associates

A Selection Committee to choose the consultants has been formed. Ted Knowlton said that at this point those on the Selection Subcommittee are: Brad Barber (Oquirrh Institute), Ted Knowlton (Envision Utah), John Willie (Washington County), Ken Sizemore (Five County Association of Governments), and Lorri Kucinski-Puchlik (formerly of the St. George Chamber of Commerce). There is room for up to five (5) additional people on this subcommittee. Ted cautioned that this commitment would require careful reading of the housing demand RFPs over the weekend and participating in a conference call on Tuesday, August 15, 2006, at 9:00 a.m. Further, the housing finalists are scheduled to be interviewed on August 21, 2006, at 2:00 p.m.; the general consultant finalists will be interviewed the following day, August 22, 2006, at 9:30 a.m. Anyone wishing to participate in this selection process is welcome to speak to Ted Knowlton about it after today's meeting.

There are three (3) proposals for the general consultant, so all three (3) of those firms will be invited to the interview process as finalists. He recommended reducing the six (6) housing demand finalists to two (2) or three (3) for the detailed interview process.

Scott Hirschi asked what specific function the general consultant would serve. Ted answered that the primary role of the general consultant would be in developing, testing, and projecting the consequences of the scenarios. Additionally, it would assist in coordinating the public workshops, develop high-quality graphics materials, flyovers, visualizations of what the scenarios might look like, and generate public interest in the workshops. Scott asked whether Envision Utah has used any of the firms in the past, and Ted said it has at one time had a working relationship with all three (3) of the teams: Cooper Roberts, Winston and Associates, and Wixstrom Economic. It is hoped that the Selection Subcommittee will have made its choices for both the general and the housing development consultants by the August 24<sup>th</sup> meeting.

Lorri Kocinski-Puchlik suggested utilizing existing resources in the County to obtain housing statistics, etc. She mentioned the Washington County Board of Realtors, Alan Carter, Meridian (including GIS, maps, and aerial flights), Eisenberg, the Transportation Advisory Committee, and others. This might prevent duplication of effort. Ted reiterated that one of the roles of the Technical Committee would be to advise what resources and data are available. Further, the Governor's Office of Planning and Budget has awarded forty thousand dollars (\$40,000) towards the development of a critical lands plan for Washington County. A portion of that money will be used to meet the needs of Vision Dixie. Envision Utah will be working with Ken Sizemore and Five County AOG and with John Willie to coordinate this effort.

### **Finalize Vision Statement**

The final Vision Statement for Vision Dixie reads as follows:

Washington County is made up of communities that are interdependent and collaborate with one another to provide for long-term sustainability and preserve quality of life. The long-term focus of Vision Dixie is to create:

- A place where trail and transportation systems link together and provide safe and efficient travel;
- A place with open space that provides for recreational opportunities;
- A place where businesses thrive;
- A place that protects its natural beauty;
- A place that is safe for its 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 quality of life is ever enhanced for generations to come.

**MOTION: Motion by Jay Ence to adopt the Vision Statement as presented above.  
Motion seconded by Scott Hirschi and carried by unanimous vote.**

### **Select Tagline for Logo**

Ted Knowlton said that of the original six (6) suggested logos, the Executive Committee preferred the font and sun image on the Vision Dixie logo but wanted also to have elements of a red rock backdrop behind it. Envision Utah's graphic arts department prepared three (3) choices, and the Executive Committee voted on Choice Number Three (3) (attached).

Ten possible taglines to appear on the bottom of the logo were distributed. Ted suggested that each member vote for two (2) and then the committee can refine the choices from there. The tagline that was chosen is:

***Making A Better Washington County***

### **Next Steps for Workshops**

Ted Knowlton handed out a Tentative Workshop Schedule to committee members. He said that Envision Utah has begun meeting with mayors and/or city managers from each city in an effort to help them understand what this process is about and to ask for their assistance in getting people out to the workshops. In his experience, if people receive a personalized invitation letter from their mayor to a certain function, they are more likely to attend. Envision Utah has been providing packets of material to city personnel containing the names of Steering Committee members, information, including forms, to develop an invitation list. Mayors are strongly encouraged to create a diverse invitation list of stakeholders (civic, religious, landowners, etc.), an invitation letter to use as is or modify as they wish. Ted asked for assistance from the Executive Committee in identifying areas or persons who may not be adequately represented by the list of tentative workshops so that a more representative invitation letter can be prepared for those areas. The goal is to get at least one hundred (100) people out from the smaller communities such as the Veyo/Central/Gunlock area; two hundred (200) from a city the size of Hurricane; and five hundred (500) from a community the size of St. George. Commissioner Gardner suggested that the County could originate the invitation letters for the smaller, unincorporated areas.

Scott Hirschi said that, if the goal is to divide the County into thirds, then those in the western, central and eastern thirds should receive letters inviting their participation in the particular

workshop in their areas. Included in the invitation letter will be an RSVP form; many people will not reply, but some will, giving an indication of what size group to expect. Chairman Eardley asked whether it would be possible to include in each region's workshop a summary of the discussions that would be held in other communities so that people would be aware of what is being done in different parts of the County. He expressed the opinion that it was important that everyone have a broad overview of issues.

Scott Hirschi asked if the workshops would be publicized, and Ted said that they would, and also that they would be open to anyone who wanted to attend. He anticipates buying advertising space but also hopes for considerable free media exposure. Lorri said that she has spoken to several members of the media who expressed interest in the Vision Dixie process, and she does not anticipate any difficulty generating media interest. Scott said the specific time, place, and other details of each workshop should be publicized well in advance of the meetings to ensure a solid public response. The workshops can be mentioned on the County's website, in *St. George Today*, *Action Zone's* community calendar, the Southern Utah Homebuilders Association email newsletter, the Chamber of Commerce newsletter, and others. Additionally, radio stations can be asked to present Public Service Announcements on the air. Scott also suggested an aggressive outreach program to people who are not commonly reached in other ways, such as flyers on bulletin boards at pools, post offices, libraries, and the like.

Ted said that Envision Utah will be sending emails to the Executive Committee members containing a sample of the invitation letter that will be mailed out and the tentative list of workshop locations. The email will also request feedback from the members, directed to Ted Knowlton and/or John Willie, concerning any groups they feel are not adequately represented on either the Executive or Steering Committee. As to locations for workshops, Marc Mortensen suggested using Kayenta or the Tuacahn Theater as a venue for a possible workshop.

### **Review and Approve/Modify Media Plan**

Ted Knowlton presented Envision Utah's Draft Media Plan (copy available in County Commission Office), detailing assignments and activities in promoting the Vision Dixie effort. Lorri Kucinski-Puchlik has been and will continue to be a valuable resource for media contacts. The purpose of these events is to acquaint people with the Vision Dixie process and receive their input as to the specific involvement they wish to have. The item identified in the Draft Media Plan as a "Growth Summit" may be renamed to "Vision Summit" or "Planning Summit," but it is essentially a kick-off workshop. Key local leaders from throughout the entire County will be invited to attend. This workshop may include a discussion of recent housing or economic trends, an opportunity for these leaders to specify their own particular vision for the County, and other activities.

There was discussion concerning the difference between the regular workshops and the Growth Summit workshop. Ted said that the smaller community workshops tend to be long events, up to three and a half (3-1/2) hours. The Growth Summit Workshop would not be as long and would simply provide an overview of the larger growth issues, discuss the consequences of the future, have a panel discussion, and forego the tabletop exercises that will be used in the smaller workshops.

Ron Whitehead of Washington County said that in his opinion the people who work within the public infrastructure should be involved at some early point in the process to give technical input as to what would work and what would not work in any given scenario. When the inevitable growth occurs, there must be an accompanying logistical plan to accommodate the growth.

Scott suggested a large group of at least five hundred (500) people at the Growth Summit to kick off the workshop scenario. This in itself will create intense media buzz. Inviting a large group of citizens and opening the meeting to the public would tend to dispel the impression that Vision Dixie is a “good old boys” organization that has taken control of the process and is dictating terms to the rest of the County.

Barbara Hjelle asked whether these Media Plan bullet points are being approved by the Executive Committee today or if they are just suggestions. Chairman Eardley said that his understanding is that the Executive Committee is, in fact, being asked to give its approval for Envision Utah to proceed with these tasks, as long as the work does not exceed the scope of the agreement. Dave Patterson asked for clarification concerning the revenue that will be apportioned to those tasks by Envision Utah. John Willie and Ted Knowlton will be addressing these budget issues. Scott Hirschi said that the “media kit” referred to in Item 9 of the Draft Media Plan simply explains the process; it does not specify exact changes, reach conclusions, or state positions.

Chairman Eardley said that in the decision-making process, including fund allocation, the Executive Committee will only proceed under the direction of the Technical Committee and will not commit funds that are not there. He then asked for a decision by the Executive Committee concerning adoption of the Draft Media Plan.

**MOTION: Motion by Scott Hirschi to adopt the Vision Dixie Draft Media Plan, dated August 1, 2006, as presented. Motion seconded by Lorri Kucinski-Puchlik and carried by unanimous vote.**

### **Schedule Future Meetings**

All meetings of the Steering Committee will be held at the Dixie Center to better accommodate

its expected size. The first meeting is scheduled for August 24, 2006. That group includes the Executive Committee and all nominees for the Steering Committee, who will be contacted and informed of the meeting date. The second Steering Committee meeting is scheduled for October 12, 2006.

Another Executive Committee meeting has been scheduled for September 14, 2006. It has been suggested that the standard meeting day be changed from the second (2<sup>nd</sup>) Thursday of the month to the third (3<sup>rd</sup>) Thursday of the month. However, for the time being, the Executive Committee will continue to meet on the second (2<sup>nd</sup>) Thursday of the month at 2:00 p.m. in the Washington County Commission Chambers.

### **Other Business**

Lorri mentioned upcoming media events and asked whether any of the Executive Committee members would be available to attend. She and Alan Matheson of Envision Utah will meet next week with *The Spectrum* editorial board, *St. George Magazine*, *St. George Today*, Mike McGarrity, KCSG, and Ben Spencer. Commissioner Gardner suggested that representatives from KUSU in Logan and the Salt Lake Tribune be contacted, as well.

### **Adjourn**

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