

**VISION DIXIE
STEERING COMMITTEE
MEETING MINUTES OCTOBER 5, 2006**

Chairman James J. Eardley, Washington County Commissioner, opened the meeting at 2:08 p.m., at the Hilton Garden in St. George. He thanked the Hilton for its generosity in providing a room free of charge for this important community planning effort.

Agenda

The proposed Agenda for this meeting was as follows:

- Welcome/Introductions..... Commissioner James Eardley, Chair
- Discuss specific relationship between Vision Dixie and draft Washington County Growth & Conservation Act of 2006 Steering Committee facilitated by Alan Matheson
- Detailed overview of the visioning workshops and scenario creation process Jeff Winston and Tim Watkins
- Preview visioning workshop materials and process Steering Committee
- Discuss agenda and publicity for Vision Dixie kickoff event..... Alan Matheson
- Other business Steering Committee
- Adjourn Commissioner James Eardley

Attendees

Steering Committee members in attendance:

Dr. Lee Caldwell, Dixie State College
Mike Empey, Office of Congressman Matheson
Lee Bracken, Mayor, Enterprise City
Scott Hirschi, Economic Development
Jim Crisp, Manager, St. George Field Office of BLM
James Eardley, County Commission
Karl Wilson, Mayor, LaVerkin
Jane Whalen, Realtor, Hurricane
Donald Stratton, President Interstate Rock, Hurricane
Kenneth Sizemore, Executive Director, Five County Association of Governments
Doug Paddock, Central
Lorri Kocinski-Puchlik, Citizen-At-Large
Kayla Koeber, Merrill Lynch
Edna Hunt, St. George
Ron Thompson, Washington County Water Conservancy District
Lin Alder, Springdale resident
Rick Rosenberg, Santa Clara City Council

Judy Gubler, Ivins City Manager

Steering Committee Members absent:

Kent Perkins, City of St. George
Dan McGuire, Rockville Mayor
Daniel McArthur, St. George Mayor
Gil Almquist
John Andrews, School & Institutional Trust Lands Administration
Terrell Clove, Washington City Mayor
Jeri Iverson
Tom Hirschi, Hurricane Mayor
Brad Barber, Oquirrh Institute
Donnie Welch, *The Spectrum*
Dave Livermore, The Nature Conservancy

Welcome and Introductions

Jim Eardley said that there have been discussions in the past about the relationship between Vision Dixie and the Washington County Growth & Conservation Act of 2006 (known as the Land Bill). The Vision Dixie planning effort has grown out of the Land Bill, which some in the community see as a conflict. As a result, the Executive Committee asked Alan Matheson of Envision Utah to prepare some Talking Points on this issue. He distributed a handout containing these discussion items, a complete copy of which is available for review in the Washington County Commission Office.

Alan said that there is considerable buzz in the County about Vision Dixie, most of a positive nature, but there are continuing concerns among some citizens. At the first Steering Committee meeting and in subsequent Executive Committee meetings, certain ideas were expressed which have been condensed into the present document in written form. Key points include:

- Vision Dixie covers issues that are broader than those addressed by the Land Bill: things that are generally included in a general community plan, such as transportation.
- At the workshops, people will sit around tables with maps and go through some exercises that will allow them to communicate their preferences.
- Information about sensitive lands, hazards, water flow, and current infrastructure will be provided to them. All land will be looked at.
- Scenarios will be developed based upon the information gleaned from the workshops.

The public will be able to see how their ideas move from conceptual to scenario alternatives.

- Scenarios will vary depending upon the amount of public land that becomes available for disposal.

Jane Whalen asked when the next step, the more refined vision, will be available. Alan said it would be after the workshop scenarios and general principles are achieved, and then that information becomes refined into a final vision.

Lin Alder asked what the scenarios will look like (will they be projected onto a screen, or in printed form) and if they would represent a certain goal, such as population or density. Alan said the scenarios will be in map form and will reflect population to a great degree. The variable will be the time factor. Lin wanted to know the population projection figure, and Alan said that it was based on the State growth projections for the year 2035 with an approximate population of 350,000. Lin wanted a second set of figures done with a high-growth scenario of 600,000. Jim Crisp asked whether the focus of the exercise will be strictly public lands or will the principles developed be applicable to private and state lands, as well. Alan said the latter.

Kayla Koeber said that she would like to see the Steering Committee in the role of giving choices rather than making assumptions about what the public wants. Vision Dixie can encourage growth, accommodate growth, or limit growth. One should not assume that if the Land bill passes, the County would decide to privatize all land; not assume there will be the creation of a water pipeline from Lake Powell, or anything else. We need to remind people that this is all about choice and what you, as a community, would like to see in thirty years.

Alan said that in the Technical Advisory Committee (TAC) meeting this morning, one question was are we going to take existing general plans that have been studied and assume that that is the future? The recommendation was No. Vision Dixie is not tied to those earlier plans but the plans may be used for a frame of reference.

Chairman Eardley said that the Talking Points that Alan passed out earlier should be critiqued, changed or supplemented, as necessary, but in particular the last paragraph of the document:

In summary, if the Land Bill passes and the Washington County Vision proposes the limited sale of public lands, the community supported strategies embodied in the Vision can help Washington County select public lands for disposal that will best support a high overall quality of life over the long term.

He suggested changing the sentence to read:

In summary, if the Land Bill passes and the Washington County Vision proposes the limited sale of public lands, the community supported strategies embodied in the Vision *will direct Washington County in selecting* public lands for disposal that will best support a high overall quality of life over the long term.

Jane Whalen wondered to whom to direct comments, and Chairman Eardley said they can be directed either to him or to Alan Matheson at Envision Utah. Alan will incorporate any comments and prepare an electronic transmission to all members of the Steering Committee for their information. It was decided to defer a motion for approval of the Talking Points until the final product is prepared and reviewed.

Detailed Overview of the Visioning Workshops and the Scenario Creation Process:

Jeff Winston of Winston Associates said that the Steering Committee members would be doing a dry run of the workshop table exercise called the “chip game” this afternoon. He presented a PowerPoint slide show demonstrating the exercise. He showed several different “base maps,” each representing a different portion of the County. City boundary lines were intentionally omitted from the maps. He distributed pieces of papers they call “chips,” which refer to various economic, industrial, or land-use aspects of the community, and which the players are supposed to place on the map as they see fit, depending on their vision.

As people arrive at the workshops, they will be randomly divided into tables, where there will be a base map and a set of chips that they will position around the map to represent projected growth and development. At the end of the session, all the base maps will be posted on the walls so that the participants can see others’ perspectives on how the world should look. The results are then digitized and ultimately reveal a broad picture of how different groups of people see their future. These are broken down into four or five scenarios which are, in turn, translated into some alternative land-use concepts.

Ron Thompson asked how Envision Utah knows that the people who attend the workshops are truly representative of the population. Jeff replied that the sign-in sheets give some clues to a person’s affiliations, if any; also, if there is a decent turnout at the workshops, there will be a broad cross-section of the population. Chairman Eardley said that at the inception of this process, he was concerned about a special-interest group stacking the workshops and promoting their agenda. Alan Matheson has assured the Committee that the process weeds out those groups and dilutes their impact.

Lorri Kocinski-Puchlik commented that part of the job of the Steering Committee members is to get people out to the workshops, and to solicit input from varied sources.

Lin Alder said that the scenarios should be based upon a projected population of 600,000 rather than 350,000. Jeff said that this has been discussed internally. Ron Thompson said that the figures come from the Governor's Office of Planning, which has a reputation for being wrong with population estimates. He said the system is flawed, but it is the best figure we have to work with. Lin would like to see two separate scenarios: one based upon a population estimate of 350,000, and one based upon 600,000. Jeff said that if the workshop exercise involved working through the entire process twice, based upon two sets of figures, it would be very time-consuming and twice as difficult. Lorri suggested using the projections from the Washington County Water Conservancy District (WCWCD) because they are the most accurate. Lee Caldwell suggested using figures from the health-care sector (specifically Intermountain Health Care) because they begin with the State's figures but project from there and have the reputation of having a remarkable record of being on target. Chairman Eardley said that Washington County has outgrown every projection, so maybe it would be beneficial to look at IHC and WCWCD statistics for some base data to use in the growth projection.

Preview visioning workshop materials and process

The Steering Committee adjourned to the adjacent room where three (3) round tables were set up. Eight (8) people sat at each table, on which a map was placed, and used the chips to express their preferences in terms of housing, industry, and other considerations.

After forty-five (45) minutes, the meeting resumed in the main room. Jeff asked several participants what they had learned from the exercise. Karl Wilson said that it took him and his table-mates a while to get the hang of the tabletop exercise. Judy Gubler said that she learned that there was a great deal about the County that she was unaware of. It was suggested earlier that it might be beneficial for citizens to take a bus or car ride around the County to get a feel for its diversity and size. Kayla said that it was difficult to know what to do and that it would require patience to do any meaningful planning with the limited knowledge that she and others had. Ron said it would be beneficial to have at least one person at the table familiar with the geography and topography of the area. The maps need some work; sensitive lands and existing roadways need to be clarified so that people don't spend time putting chips or tape in places that are already designated. SITLA lands that are available for development need to be specifically designated.

Jeff and Alan will incorporate the feedback and comments from today's session into some

substantive changes to improve the workshop process.

Discuss agenda and publicity for Vision Dixie kickoff event

Alan distributed the proposed agenda for the Vision Dixie Summit kickoff:

- 6:30 p.m. Welcome by Commissioner Jim Eardley
 - Local process overseen by local officials and diverse Steering Committee
 - Envision Utah to facilitate
- 6:40 p.m. Recent growth trends in Washington County
 - Housing price increases (recent)
 - Development on private land
 - Road congestion
- 6:50 p.m. What makes Dixie unique? Jacob Hamblin (quick historical overview)
- 6:55 p.m. Ingredients of regional visions that have staying power - Robert Grow
- 7:20 p.m. Overview of the Vision Dixie process - Jeff Winston
- 7:40 p.m. Testimonials from community leaders (I support the process because. . . .)
 - Local elected official
 - Business leader
 - Education leader
 - Conservationist
 - Developer
- 8:00 p.m. Commissioner Eardley Concludes

Packets available:

- Schedule of workshops
- Brief overview of the process
- Contact information of key individuals
- Brief summary of the baseline's highlights

Scott Hirschi's name was suggested as a possibility to deliver a testimonial. Kayla wanted to see someone from Citizens for Dixie's Future or another environmental group Chairman Eardley suggested Dr. Caldwell and Ron Thompson. Lorri nominated Jim Crisp from the BLM, while Jim suggested Denny Drake. Carol Sapp was considered, as was Terri Norton, Colin Wright, Ross Hurst, David Clark, former Washington County School District Superintendent Kolene Granger, and others. It was suggested that an attempt should be made to avoid the appearance of having exclusively a group of "good old boys" addressing the Summit. Several people said that

the proposed names actually represent quite a diverse group. Chairman Eardley said that the speakers need to be people who are well-acquainted with what Vision Dixie hopes to accomplish. It was decided to approach Brooks Pace to see if he would agree to speak because it would send a message of inclusivity to do so. Jim Crisp said that the people with titles behind their names who appear in magazine articles should not necessarily be the ones to deliver the testimonials, but rather someone like Kayla who is involved in the process but is not in the newspaper on a regular basis.

The list of potential testimonial speakers was reduced to Denny Drake, Kayla Koeber, Superintendent Kolene Granger, Brooks Pace, and Dr. Lee Caldwell. After some discussion, a final list of four (4) people emerged as follows:

Denny Drake
Kayla Koeber
Brooks Pace
Lee Caldwell

Other business / adjourn

Alan asked the Committee for discussion about presenting a question-and-answer session at the end of each workshop. Scott suggested that, if that format were to be adopted, 3 x 5 cards should be distributed to each attendee at the beginning of the workshop so that they may write down specific questions. This method will avoid the tendency of people to give speeches rather than ask limited questions.

Chairman Eardley collected the list of names and addresses for invitations to be sent out to the workshops. Dean Cox, Public Information Officer for Washington County, is forming a list of invitees, and those letters will go out within the week. Scott clarified that individual Steering Committee members can also send out those letters themselves. Alan added that it is critical to create public interest and momentum, get as many people to the workshops as possible, and the letters are an integral part of that process. Members of the Steering Committee are encouraged and welcome to attend any workshop they wish, to observe and/or aid in facilitating the procedure.

The next event is the Kick-off Summit on October 17, 2006, at 6:30 p.m. at the Dixie Center. The Executive Committee meets on the second Thursday of each month; during the month of October, the meeting date was changed to October 5th to avoid a scheduling conflict with the Dixie Center. The November meeting for the Executive Committee will be held on November 9,

2006. The next meeting for the Steering Committee has not yet been assigned. Originally, the Steering Committee was scheduled to meet quarterly, but there was some doubt that that was often enough. It was suggested that the next meeting should occur after the last workshop (scheduled for November 15th in Hurricane). A firm date will be set and notice sent at a future time.

The Vision Dixie website, for information and upcoming events, is: visiondixie.org

Scott Hirschi suggested that, for purposes of the chip game, the Steering Committee decide on a population range of 300,000-400,000. The further out a plan is, in either time or population, the less accurate the scenarios will be. If people are expected to place chips on the map and have it mean anything, there has to be some basis for consensus. Secondly, people should be given a finite number of chips for their third of the map. Jeff said the number of chips is prorated based on the five-county population projections per city. Ron said that the chips should be apportioned based on both variables of developable land and population. Jeff Winston said that his team will make a determination on this matter, using information gleaned from the first workshop, hopefully to everyone's satisfaction.

Chairman Eardley thanked everyone for coming and adjourned the meeting at 4:29 p.m.