

The Regular Meeting of the
 Brian Head Town Council
 Town Hall - 56 North Highway 143
 Brian Head, UT 84719
THURSDAY, MARCH 08, 2018 @ 1:00 PM.

Roll Call

Members Present: Mayor Clayton Calloway, Council Member Larry Freeberg, Council Member Shad Hunter, Council Member Lynn Mulder

Staff Present: Bret Howser, Town Manager; Nancy Leigh, Town Clerk

A. CALL TO ORDER

Mayor Calloway called the special meeting of the Brian Head Town Council to order at 1:00 pm for March 8, 2018.

B. PLEDGE OF ALLEGIANCE

Mayor Calloway led the Council and others in the Pledge of Allegiance.

C. DISCLOSURES

- Mayor Calloway stated that all of the Council Members could have a potential conflict of interest with today's agenda in that the Council Members know each candidate to be interviewed.

There were no other conflicts of interest with today's agenda item. Mayor Calloway stated that the disclosure statements are on file at the Town Clerk's office and are available for public inspection during normal business hours.

D. AGENDA ITEM:

- 1. TOWN COUNCIL VACANCY INTERVIEWS.** Town Council interview for a Council seat vacancy.

Bret Howser, Town Manager, welcomed the candidates to the special meeting of the Town Council for the purpose of conducting interviews for a Council seat vacancy. Bret explained the decision and appointment of the new Council Member will take place during the regular meeting of the Town Council on March 12, 2018.

The candidates submitting a letter of interest and to be interviewed are Vicki Morgan, Cecile Wallis and Kelly Marshall. Bret explained the candidates were given a set of questions and asked to answer the questions and submit them back to staff so Council could review the answers prior to today's meeting (see attached). Mayor Calloway explained the Council has reviewed the submitted answers from each candidate and explained the Council will ask follow up questions related to the first set of questions sent to the candidates. Mayor Calloway asked the Council to stay with the follow up questions and not to get into other questions since it could give an unfair advantage to one candidate and not the others (see attached questions).

1 Mayor Calloway explained the Council is facing a tough decision in which it is a small town,
2 and everyone knows each other and asked the candidates not to take it personal if they are
3 not chosen for the seat and to treat it as a professional item. Mayor Calloway asked that
4 two of the candidates step out of the room while one candidate is being interviewed. Once
5 a candidate is interviewed, they are welcome to sit in the audience for the remaining
6 interviews.
7

8 The Council then interviewed the following candidates in no particular order: Vicki Morgan,
9 Kelly Marshall and Cecile Wallis. The candidates were asked the follow up questions
10 drafted by Mayor Calloway (see attached questions):
11

12 **Question #4:** How do you feel about the existing directions the town is moving in and
13 what kind of changes would you like to see? And how do you see the role of Council
14 form of government?
15

16 **Follow up questions:**

- 17 1) What are some of the things that you like in the current direction the Council
18 has been moving toward?
- 19 2) What are some of the things you dislike about the direction the Council has
20 been moving towards?
- 21 3) Do you see areas that the current Council has overlooked in the current
22 planning?

23 **Question # 7:** What are the challenges of legislating in a resort community?
24

25 **Follow up questions:**

- 26 1) What groups would you identify as the stakeholders that you represent?
- 27 2) How would you weight the interest of the individual stakeholders?
- 28 3) How would you find balance with multiple stakeholders?

29 **Question # 8:** What do you see as the role of the town in economic development?
30

31 **Follow up questions:**

- 32 1) How do you justify to the taxpayer the use of public funds to promote private
33 business?
- 34 2) What percentage of the town's general budget do you feel should be towards
35 economic development?
- 36 3) How do you feel the funds for economic development would be best spent?

37 **Vicki Morgan:**

38 **Summary:** Ms. Morgan would like to see a staff member be appointed as a liaison between
39 Brian Head Resort and the town whose job would be to communicate the town and resort's
40 desires and to keep consistent communications open between the two entities. The town should
41 maintain the existing infrastructure such as the balcony overlooking the park's restroom which is
42 in need of maintenance along with keeping a clean, well maintained look of all town property in an
43 effort to show a sense of pride in the community. She would like to see Brian Head grow in a
44 thoughtful and well managed way, but it would depend on the circumstances and would need to
45 learn more about the process. She would also like to see more use of electronic
46 communications since there is a small number of full-time residents vs. secondary homeowners
47 and electronic communications would be the most effective way, and she would listen to the
48 business owners to determine what the town could do for the businesses, because if the
49 businesses prosper, then the property values for residents and property owners would also
50 increase. Ms. Morgan believes that to find balance between the multiple stakeholders there
51 would need to be good communications in place and believes that electronic and social media
52 would be beneficial to this goal. As for the question justifying taxpayers money being spent on
53 private businesses, Ms. Morgan responded that marketing in various surrounding states such as
54 Nevada and California would be reasonable in that it would bring in more businesses and visitors
55 who would then in turn spend more money and the town would receive additional sales tax

1 revenue. Ms. Morgan went on to explain that to spend the funds on resources and projects that
2 would give a greater return resulting more visitors coming to Brian Head. Ms. Morgan went on to
3 comment she is a good listener and would use this skill in working with the public and since she
4 has been a little on the reserved side, she would like to introduce herself in which she has been
5 married for 32 years to someone in law enforcement which requires being able to communicate
6 effectively. She has been a resident of Brian Head for many years and truly loves the community.
7 The Council thanked Ms. Morgan for her time.
8

9 **Kelly Marshall**

10 **Summary:** Ms. Marshall commented she would like to see the Council supporting new
11 businesses and keeping the community beautiful. Ms. Marshall commented that she is
12 impressed with the working relationship between the Council and staff which seems to be very
13 effective. She liked the idea brought up during the strategic retreat to rebuild the log fence
14 adjacent to the highway and she is starting to learn about projects in town and would like to bring
15 full time residents along with property owners in to assist with some of the town projects. Ms.
16 Marshall commented she would like to bring Southern Utah University students onboard to assist
17 in making the town more of a destination location for festivals and workshops which could be
18 coordinated with the university; some ideas for a workshop would be to host an artist workshop,
19 or since there is a an enormous amount of mushrooms that grow wild in the area, there could be
20 a mushroom festival where the public can go on a hike and have experts explain what types of
21 mushrooms there are; or possibly a farmers market where there would be fresh produce for the
22 public coming to Brian Head to choose from since she is repeatedly asked by her customers
23 where to go for groceries. She also liked the idea of the proposed amphitheater or a space
24 designated in which there could be a workshop for dance, also be coordinated through the
25 university, in an effort to bring art and culture to Brian Head. When asked about the question on
26 legislating in a resort community and the stakeholders, Ms. Marshall responded that listening to
27 all of the voices and taking in everyone's opinion to determine what the majority feels are the
28 priorities for the town. When asked about economic development and taxpayers funds to promote
29 private businesses, Ms. Marshall responded that in order for the town to thrive, it must be
30 successful in which services need to be in place. She would like to see more restaurants and day
31 care services in which more services are offered, then town in turn would receive more sales tax
32 revenue to improve the infrastructure and be able to provide more services to the public; which
33 becomes a snowball effect. She would like to make sure the town is beautiful and accessible in
34 which the roads and trails are well maintained. She appreciated the fact the town waived impact
35 fees for new development and being flexible with those people who are building their businesses
36 in town. Ms. Marshall commented that having the town identify all of the businesses on the town's
37 website in an effort to promote the businesses is also very beneficial to the businesses. The
38 Council thanked Ms. Marshall for her time.
39

40 **Cecile Wallis**

41 **Summary:** When asked about the current direction of the Council, Ms. Wallis responded she
42 believes the town is moving forward in a direction that it infuses new life which is good, but at the
43 same time is stagnate. She can see there are younger and older Council Members which interact
44 and work well with each other. The older Council Members are counseling the younger Council
45 Members in the direction of the town. As for things she may dislike about the current Council,
46 Ms. Wallis stated that she has no issues with the current Council, but she doesn't know the
47 history of the Council nor the background yet. Ms. Wallis commented that looking at the financial
48 strategies, she sees it as a guide in trying to hit the main topics where the town is going and
49 having a vision for the next five to ten years and addressing them accordingly. She would like to
50 see more of a concentrated effort on fixing what the town currently has in making it shiny in
51 which an opportunity could be identified to do those projects on a one to two-year project list
52 which can be completed within that timeline. This would give a sense of a successful completion.
53 Those projects would be maintaining what the town already has along with bringing in new ideas
54 to be within budget and a timeline that it can be completed. When asked about the stakeholders
55 she represents, Ms. Wallis responded she believes she represents the people and at the same

1 time give equal measure to the tourist population and homeowners. Ms. Wallis went on to
2 explain that the stakeholders have a concern in the direction the town is going and in which there
3 are some that envision a future that is different than that of another group who wants the small-
4 town community. The Council needs to be open to changes of progressive growth while keeping
5 the culture of the town. She would like to see more people attend the Council meetings and the
6 town should take advantage to market the Council meetings in an effort to get the information to
7 those who don't live in Brian Head since their input could be helpful. When asked about the
8 promotion of private business by public funds, Ms. Wallis commented the taxpayers have a stake
9 in Brian Head and how their money is spent is important and since the vacation owners are the
10 majority, marketing to them along with communicating effectively with the residents to show them
11 the value of promoting private business would enhance the growth of Brian Head along with
12 increasing the revenue for Brian Head along with the growth and culture of Brian Head would
13 increase. To show them what the revenues are in the next two to five years would also be
14 beneficial. When asked about economic development Ms. Wallis responded it would depend on
15 the project and what that particular project is going to take and have all of the information
16 available and then consider re-arraigning the budget to accomplish that project if needed. Ms.
17 Wallis commented she would like to see the town spend funds on economic development to
18 clean up along with maintaining the current infrastructure and showing the tourists that are
19 coming to Brian Head, a presentable town. Ms. Wallis commented that in looking at the town's
20 street signs, she noticed the signs are hard to read, but believes it wouldn't be overly costly to
21 upgrade them and improve the look of them. The Council thanked Ms. Wallis for her time.
22

23 Mayor Calloway thanked all three candidates for their time and effort in applying for the vacancy
24 and invited any of the candidates to add any additional comments:

25 Cecile Wallis inquired as to the one of the questions on the homework time that it takes and
26 asked the Council to define that question? Mayor Calloway responded the level of commitment
27 and the range of time it takes not only time to go through the Council packets, but there are
28 additional meetings such as the budget workshop, strategic retreat, in which it took him three to
29 four evenings to review and make comments for the strategic retreat alone. There are also odd
30 meetings that come up along with trainings that need to be attended. It comes down to how
31 much time and research do you want to do with some of the agenda items presented.
32

33 Council Member Freeberg stated he had one more follow up question he would like to ask the
34 candidates: What would they think about spending money on hiring an individual or organization
35 to promote events to come to Brian Head?

36 **Kelly Marshall** responded that she does not feel it is necessary and believes the money would
37 be better spent on promoting events already here in an effort to draw businesses to Brian Head.
38 She believes that less seasonal activities would make people put more roots down.

39 **Vicki Morgan:** Don't think it would be necessary at this time, but to like to see the town maintain
40 what the town already has. To develop a better relationship and communication by establishing a
41 liaison between the town and the resort, this would make the town stronger with the current
42 businesses and maybe in the future consider spending money on an individual or organization to
43 promote events coming to Brian Head.

44 **Cecile Wallis:** Commented that when she lived in Santa Barbara she took a job for less pay but
45 was reminded that part of the benefit was living in Santa Barbara. She would like to see the town
46 maintain the current infrastructure and make it look shinny. Word of mouth is also a great way to
47 get the word out when there are festivals or skiing and the guests would bring their friends to
48 Brian Head who would think that Brian Head is doing a good job. And in the future to encourage
49 new business growth by offering incentives to establish a business in Brian Head.

50 **Vicki Morgan:** Commented that in speaking with some neighbors a year ago, she asked them
51 what they would like to see in Brian Head and they responded they would like to see a golf
52 course which could make Brian Head a year-round resort community and something like this
53 could bring in more business.
54

1 Bret Howser, Town Manager, thanked the candidates for being involved and attending the
 2 strategic retreat. Bret went on to comment that those who are not appointed, he would hope they
 3 will remain involved since they could still have an influence without being the decision makers. If
 4 the town has committee openings, he would like to contact them to assist with other projects.

5
 6 Nancy Leigh, Town Clerk, reported the Council will make the decision and appointment during the
 7 March 12, 2018 Council meeting.

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 10 **E. ADJOURNMENT**

11
 12 **Motion:** Council Member Freeberg moved to adjourn the special meeting of the Brian
 13 Head Town Council for March 8, 2018. Council Member Hunter seconded the
 14 motion.

15 **Action:** **Motion carried 4-0-0 (summary: Yes = 4 Vote: Yes:** Council Member Freeberg,
 16 Council Member Hunter, Council Member Mulder, Mayor Calloway).
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18
 19 The special meeting of the Brian Head Town Council was adjourned at 2:15 pm. for March 8, 2018.
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21
 22
 23 March 26, 2018
 24 Date Approved

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 28 _____
 29 Nancy Leigh, Town Clerk