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3 **The Regular/Special Meeting of the**
4 **Brian Head Town Council acting as the**
5 **Governing Board of the Brian Head**
6 **Redevelopment Agency, Special Service District &**
7 **Municipal Building Authority**
8 **56 North Highway 143, Brian Head, UT 84719**
9 **TUESDAY, MAY 27, 2014 @ 1:00 PM**

10 **Roll Call.**

11 **Members Present:** Mayor H.C. Deutschlander, Council Member Jim Ortler, Council Member Larry Freeberg, Council
12 Member Clayton Calloway, Council Member Reece Wilson.

13 **Staff Present:** Bret Howser, Nancy Leigh, Tom Stratton, Wendy Dowland, Molly Cosby, Cecilia Johnson
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16 **A. CALL TO ORDER**

17 Mayor/Chair Deutschlander called the regular meeting of the Brian Head Town Council., special meeting of the Brian Head Special
18 Service District, Redevelopment Agency and Municipal Building Authority to order at 1:00 pm.
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20 **B. PLEDGE OF ALLEGIANCE**

21 Mayor/Chair Deutschlander led the Council and others in the Pledge of Allegiance.
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23 **C. DISCLOSURES**

- 24 • Mayor Deutschlander stated he may have a potential conflict of interest with agenda item F-4, Branding Recommendation in
25 which he is a member of the committee that will be making a branding recommendation today.
- 26 • Council Member Wilson stated he may have a potential conflict of interest with the same agenda item in which he is also a
27 member of the committee that will be making a branding recommendation to the Council today.
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29 There were no other conflicts of interest with today's agenda items. Mayor Deutschlander stated that the disclosure statements are on
30 file at the Town Clerk's office and are available for public inspection during normal business hours.
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32 **D. APPROVAL OF THE MINUTES:**

33 **May 13, 2014 Town Council Meeting**

34 **Motion:** Council Member Ortler moved to table the May 13, 2014 Town Council minutes. Council Member Calloway
35 seconded the motion.

36 **Action:** **Motion carried 5-0-0- (summary: Yes = 5 Vote: Yes: Council Member Calloway, Council Member Freeberg,**
37 **Council Member Ortler, Council Member Wilson, Mayor Deutschlander).**
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40 **E. PUBLIC INPUT/ REPORTS (Limited to three (3) minutes) Non-Agenda Items**
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42 **Council/Board Member Calloway** reported he attended the open house earlier today regarding the landscaping for Bristlecone
43 Pond. He received input from the public and will expand on that during the agenda item. Mayor Deutschlander stated he was also in
44 attendance for the open house earlier today.
45

46 **Mayor/Chair Deutschlander** reported he attended a seminar last week at the Cedar City/Brian Head Visitor Center in which Mike
47 and Julie Saemich were recognized for their volunteer efforts by Channel 5 and the Tourism Bureau for Julie's participation on the
48 radio show and Mike's submission of his photos. Mayor Deutschlander stated that the town owes a great deal of gratitude towards
49 the Saemich's for their efforts in putting Brian Head on the map. Council/Board Member Freeberg agreed and thanked the
50 Saemich's for their efforts.
51

52 **Bret Howser, Town Manager**

- 53 1. Attended the Governor's Outdoor Recreation Summit in Salt Lake City. The summit was a big push for the outdoor
54 recreation industry. The majority of the push is centered towards Northern Utah and St. George and Brian Head was rarely
55 mentioned in their publications. Bret had scheduled meetings with the Governor's Economic Development (GOED)



committee member, Jake Hardman, who is located in Cedar City. He brought Mr. Hardman up to Brian Head with the intent to get the state more involved in Brian Head. They have changed how they calculate their grant funding process and staff is working towards future grants.

- 2. Met with Sorenson Advertising for the co-op advertisement for the resort, tourism bureau, Cedar Breaks Lodge and the town. A report was given on last year's advertisement push in which electronic and social media were used for the target market. The numbers showed 12 million impressions of Brian Head, giving Brian Head a lot of media exposure. The resort and tourism bureau were pleased with the results. The same participating agencies will re-apply this year for the co-op advertisement funding from the state. Krista O'Connell reported it will be the same campaign as last year with emphasis on the 50th anniversary of the resort. Staff will keep the Council updated on the status.

Tom Stratton, Public Works Director

- 1. Last Friday, 2,900 fish were planted in Bristlecone Pond. Tom spoke with the Biologist from Division of Natural Resources (DNR) regarding the habitat for the fish. DNR reported the pond habitat is better than the habitat at the hatchery. Fishing is now open to the public.
- 2. Council Member Wilson expressed his concerns regarding the safety of the public with the issues that are happening at the pond area and if the area should be roped off to keep the public out of any dangerous areas. Tom reported staff has not yet posted any fishing signs. Bret reported staff can extend the cones across the trail to indicate to the public to stay out of any danger areas. Tom explained he would like to have the walking trail finished next week for the public to start using.
- 3. Council Member Freeberg inquired about closing the valve and filling the pond. Tom responded that the contractor is looking to install the pipe first before the pond can be filled, otherwise, he won't be able to access the pipes.
- 4. Updated the Council on the measurements from Friday, May 23, 2014 thru today in which there was about six inches (6") of movement. There is some sinking in front of the fire station where the pipes are draining.
- 5. Dan Guymon's wife gave birth to a baby boy last week.

F. AGENDA ITEMS:

- 1. **BRISTLECONE POND RE-VEGETATION PLAN.** A discussion on the proposed re-vegetation plan for Bristlecone Pond.

Tom Stratton, Public Works Director, updated the Council on the open house that was held earlier today at the town hall for the re-vegetation of Bristlecone Pond. Tom reported that representatives from Big Trees Nursery along with Forest Service participated in the open house.

The Council held discussion on the following:

- 1. The recommendation from the Forest Service was not to plant any trees near the pond area, but to plant wildflowers and plants along with hydro seeding the area. Tree can be planted near the picnic areas instead.
- 2. The town would stay with native vegetation such as blue spruces, aspens, choke cherries, and wildflowers varying in different sizes for a variation.
- 3. An adequate watering system will be constructed before the re-vegetation takes place.
- 4. Staff has requested the nursery do research on wildflower seeds to mix with the Brian Head wildflower mix and the two mixes will be included in the hydro seeding process.
- 5. Staff will continue to address the slopes and control the drainage before any re-vegetation takes place.
- 6. JP Excavating, contractor, submitted an email identifying the list of items that need to be addressed (see attached email).
- 7. Tom responded there were three state engineers from Utah Department of Transportation (UDOT) who were assessing the area.
- 8. Staff is waiting to receive the final report from GEM Engineering who will put the inclinometer readings together for the report. Staff will follow up on a timeframe and report back to the Council.
- 9. Council Member Freeberg suggested the town plant only a few trees at the picnic pad locations this year to determine if they are able to survive before all of the trees are planted.
- 10. Cecilia Johnson, Tree Commission, suggested the tree planting be in conjunction with Arbor Day since the town is reimbursed for trees planted on Arbor Day.
- 11. Council Member Calloway suggested the trees be removed from the contract with JP Excavating and the town holds off on the hydro seeding until the wildflowers are available. Council Member Calloway suggested 12 trees and shrubs on the north end of the pond project be planted.



1 **Motion:** Council Member Calloway moved to remove the trees from JP Excavating's contract for the Bristlecone Pond
2 project and the town will hold off on the hydro seeding until the wildflowers are available. Twelve (12) trees and
3 shrubs will be planted on the north of the pond project and will be in conjunction with Arbor Day. Council
4 Member Ortler seconded the motion.
5

6 Discussion took place on the following items:

- 7 1. Spruce, Aspen and choke cherries will be planted at this time.
- 8 2. The recommendation of the Tree Committee was to plant the trees near the picnic areas and locations on where the trees can
9 be watered to ensure survival.
- 10 3. The Forest Service reported the aspen tree will be choked out by the fir trees over the next twenty years.
- 11 4. One Bristlecone pine will be planted near the grass area in the park.
- 12 5. Staff will consider a three rail log fence along the walking trail along with some benches by the pavilion area so that parents
13 are able to watch their children. Council recommended the aspen tree log fence since there is that type of fence already
14 established in the pond area as part of the Brian Head tradition.
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16 **Action:** **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes:** Council Member Calloway, Council Member Freeberg,
17 Council Member Ortler, Council Member Wilson, Mayor Deutschlander).
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20 12. **BRISTLECONE POND PROJECT CHANGE ORDER.** A change order for the Bristlecone Pond project.
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22 Bret Howser, Town Manager, explained that staff has not yet received a change order from JP Excavating on the Bristlecone Pond
23 project and requested the Council table the item at this time and call a special meeting if the change order is ready before the next
24 Council meeting in June.
25

26 **Motion:** Council Member Calloway moved to table the Bristlecone Pond change order at this time. Council Member
27 Freeberg seconded the motion.

28 **Action:** **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes:** Council Member Calloway, Council Member Freeberg,
29 Council Member Ortler, Council Member Wilson, Mayor Deutschlander).
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32 13. **PUBLIC HEARING – 2014-2015 BRIAN HEAD TOWN/RDA/SSD/MBA BUDGETS ENDING JUNE**
33 **30, 2015.** On the proposed 2014-2015 Brian Head Town, RDA/SSD/MBA budgets
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36 **Motion:** Council/Board Member Ortler moved to open the public hearing for the 2014-2015 Brian Head Town, Brian Head
37 Special Service District, Brian Head Redevelopment Agency and Brian Head Municipal Building Authority budgets
38 ending June 30, 2015. Council/Board Member Calloway seconded the motion.

39 **Action:** **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes:** Council/Board Member Calloway, Council/Board Member
40 Freeberg, Council/Board Member Ortler, Council/Board Member Wilson, Mayor/Chair Deutschlander).
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42 The public hearing was opened at 2:50 pm. No comments were given and no written comments were received.
43

44 **Motion:** Council/Board Member Ortler moved to close the public hearing for the 2014-2015 Brian Head Town, RDA, SSD,
45 and MBA budgets ending June 30, 2015. Council/Board Member Calloway seconded the motion

46 **Action:** **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes:** Council/Board Member Calloway, Council/Board Member
47 Freeberg, Council/Board Member Ortler, Council/Board Member Wilson, Mayor/Chair Deutschlander).
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49 The public hearing was closed at 2:51 pm.
50

51 14. **BRANDING RECOMMENDATION.** A presentation on the progress and goal of the Branding Committee.
52

53 Molly Cosby, Intern, explained the purpose of rebranding Brian Head and the important role it has on a community. Molly explained
54 the vision committee was brought back together to review the branding for Brian Head. Part of the committee's goal is to create a
55 branding campaign which creates longevity and a feel for Brian Head while staying within the community vision that was developed
56 and adopted by Council.
57



1 The purpose of the committee is to review the current branding and the many aspects that are currently taking place in Brian Head.
2 The committee has been working on the following items:

- 3 1. Inviting the people to the town and what should that invitation look like and would it express the feeling of Brian Head.
- 4 2. Using the town's Facebook page as a means to solicit the public's comments on what they love about Brian Head.
- 5 3. A graphic designer developed some new logos for consideration (see attached).
- 6 4. The committee is also working on a Facebook post to solicit ideas on a town slogan in which the winner will receive a two
7 night stay in Brian Head, sponsored by Alpine Lodging.

8
9 Bret Howser, Town Manager, reported staff is looking for policy direction on the branding campaign and whether the logo
10 should be changed or kept. One item to take into consideration is the ability to use the logo for large print publications since the
11 current logo has many different colors.

12
13 The Council held discussion on the following:

- 14 1. Council Member Ortler stated he like the current logo, but if there is a change to the logo, he suggested that staff not
15 deviate from the recognizable items of Brian Head.
- 16 2. Council Member Calloway commented that the proposed logos don't bring in nature and recreation which is what Brian
17 Head is.
- 18 3. The town needs to have its own individuality, keeping separate from other businesses in town.
- 19 4. Whether taking the current logo and reducing the number of silhouettes (ATV/Skiing/Snowmobiling) from the logo.
- 20 5. Reduce the number of colors for large publications.
- 21 6. Some on the committee felt the town should change the current logo since it pigeon holes the town into three categories
22 and that a logo should open the door to other recreational opportunities.
- 23 7. If Brian Head Peak showing the shack on top of the peak should be incorporated into a new logo using the oval and
24 banner across the bottom.
- 25 8. The transition of the logo should take place over a two to three year period for implementation.
- 26 9. Bret explained that the brand is the experience here and that we don't need to tell them, they can experience it by
27 keeping it simple. Not too many colors and not too busy.
- 28 10. Mayor Deutschlander stated that the current logo depicts the sports that Brian Head represents.
- 29 11. Council Member Calloway commented that he would be open to a mountain instead of a skier since the current logo is
30 difficult to tell what the symbols are.
- 31 12. Council Member Freeberg commented he would be open to keep the oval, the ribbon and the concept from the current
32 logo and if the mountain is used, then a profile that looks like the peak should be identified.
- 33 13. Council Member Reece suggested the committee Google every ski resort to gather ideas.
- 34 14. Merchandising and slogans were also discussed by the committee.
- 35 15. Brian Head is a year round resort and the logo should reflect it.
- 36 16. The committee was considering eliminating the grandniece from the logo.

37
38 Staff requested direction from the Council on the logo. **Consensus of the Council:** 1) try to keep with a two (2) color scheme with
39 another profile for the peak in option #1. 2) Keep the oval and ribbon incorporated into the logo.

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41 Staff will present a final draft of the proposed logo to Council for approval.

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44 **5. INTERLOCAL AGREEMENT WITH IRON COUNTY FOR EVERBRIDGE MASS NOTIFICATION**
45 **SYSTEM.** An interlocal agreement with Iron County for the Everbridge Mass Notification System.

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47 Dan Benson, Public Safety Director, presented a draft inter-local agreement with Iron County for the Everbridge Notification System
48 (see attached). Chief Benson explained this agreement is similar to the Reverse 911 notification system, but is more modernized. The
49 previous company wasn't keeping up with technology and the County decided to go with Everbridge which gives more options that
50 the town can control locally.

51
52 The system will register those with land lines automatically and the public can also register at no cost and choose up to ten different
53 methods in which they can be notified and the order they want to be notified.

54
55 **Motion:** Council Member Ortler moved to authorize the Town Manager to enter into the inter-local agreement with Iron
56 County for the Everbridge Notification System. Council Member Wilson seconded the motion.

57 **Action:** **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes:** Council Member Calloway, Council Member Freeberg,
58 Council Member Ortler, Council Member Wilson, Mayor Deutschlander).



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6. **RESOLUTION AUTHORIZING THE BALLOT LANGUAGE FOR THE REAUTHORIZING OF THE PAR TAX.** A resolution calling for a special election for the re-authorization of the Parks, Arts & Recreation (PAR) tax for a period of ten years.

Cecilia Johnson, Town Treasurer, presented a draft resolution authorizing the ballot language for the reauthorization of the Parks, Arts and Recreation (PAR) tax (see attached). Cecilia explained the town's PAR tax is due to expire at the end of 2014 and in order to reauthorize the tax for a period of ten years; an election is required. The town will work with the County to put this on the ballot for the General Election in November.

Cecilia reported the ballot language was forwarded to legal and they responded prior to today's meeting with a slight modification in the language (see attached email). Cecilia requested the Council consider amending the language for the resolution as recommended by legal.

Motion: Council Member Ortler moved to adopt Resolution No. 439, a resolution authorizing the ballot language for the Parks, Arts and Recreation (PAR) Tax for the 2014 General Election with the modified language submitted by legal. Council Member Freeberg seconded the motion.

Action: **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes:** Council Member Calloway, Council Member Freeberg, Council Member Ortler, Council Member Wilson, Mayor Deutschlander).

G. WORK SESSION OF THE TOWN COUNCIL
• LAND MANAGEMENT CODE REVIEW

Council recessed the regular meeting for a ten minutes break at 2:40 pm. The work session of the Town Council reconvened at 2:50 pm. The Council then reviewed the Land Management Code for revisions on the following chapters:

Chapter 1 General Provisions

1. Council Member Ortler stated that the quality and clarity of the document reflects upon the town and there are several areas in the LMC that is unclear and not consistent. Council Member Ortler suggested the following change throughout the entire document: Change Municipality to town for consistency. **Consensus of the Council:** For consistency purposes all mentions of "municipality" will be changed to "town" throughout the entire document.
2. 9.1.4 – **DELETE** "including Chapter 2 of this title".
3. 9.1.8.B.1: Notice to Adjoining property... the noticing period was changed to fourteen (14) days instead of twenty-one (21) days. Sentences that state "vicinity map" to be replaced with "a map showing properties".
4. 9.1.8.B.2 – Vicinity Map – **CHANGE** to "Map showing the land included in the application...".
5. 9.1.8.B.2 – **DELETE** "certified by professional engineer, attorney, title company or similar qualified individual" and **REPLACE** with: "a mailing list obtained from the Iron County Recorder's office". Leave "vicinity map" as it identifies to the referral packet in Chapter 4.
6. 9.1.8.D – **ADD:** "significantly impaired".

Chapter 2 Definitions

1. Accessory Use: **DELETE:** "building" from the definition.
2. **ADD** Definition: "Accessory Structure: Is a structure that is customarily incidental and subordinate to the principal building on the property and is physically detached to the principal building.
3. Balcony, Exterior: **DELETE** "Exterior" from definition.
4. Church: **DELETE** "and uses".
5. Condominiums: **ADD** "air space" after unit. **ADD:** "hallways" after "elevator".
6. Consolidated Fee Schedule: **ADD** "other town services".
7. CCR's: **DELETE** definition.
8. Deck: **DELETE** "at least two (2) opposing sides".
9. Density: **DELETE** "intensity or".
10. Drainageway: **DELETE** "Natural" and **ADD** "collect, flow or channeled".
11. As Built Drawings: **DELETE** "the" and **REPLACE WITH** "a building or other improvement" "building project dimensions, materials,...".
12. Dwelling Unit: **DELETE** 2nd sentence "may include one or more rooms designed for or occupied by one family dwelling unit...".



- 1 13. Family: Staff will check the LMC to see if family is reference any other section of the code.
- 2 14. Fill: **ADD** "similar approved".
- 3 15. Flood Hazard: **ADD** "due to the potential".
- 4 16. Garage, Private: Staff will review the International Building Code (IBC) for definition.
- 5 17. Garage, Public: **DELETE** definition.
- 6 18. Gas Station: **ADD** "and/or" for cars and truck and/or servicing...
- 7 19. General Plan: Capitalized "Town Council".
- 8 20. Habitable Space: **ADD** "eating, cooking and including bathroom".
- 9 21. Home Occupation: **ADD** "conducted primarily" **DELETE** "entirely".
- 10 22. Hospital: **DELETE** definition.
- 11 23. Hotel: **DELETE** 2nd definition "hotel/motels are considered a lodging use...".
- 12 24. Improvements: **DELETE** "work" definition to begin with "Objects" **DELETE**: "in conjunction with the remaining
- 13 paragraph" "Such improvements may include but are not limited to street construction". **DELETE** "to required standards"
- 14 water systems, sewer systems
- 15 25. Kennel: **DELETE** definition.

16
17 The Council will continue with the LMC work session during their regular scheduled meetings.

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20 **H. ADJOURNMENT**

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22 **Motion:** Council Member Ortler moved to adjourn the regular meeting of the Brian Head Town Council for May 27, 2014. Council
23 Member Freeberg seconded the motion.

24 **Action:** **Motion carried 5-0-0 (summary: Yes = 5 Vote: Yes: Council Member Calloway, Council Member Freeberg,**
25 **Council Member Ortler, Council Member Wilson, Mayor Deutschlander).**

26
27 The regular meeting of the Brian Head Town Council was adjourned at 4:00 pm for May 27, 2014

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30
31 June 10, 2014
32 Date4 Approved

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35
36 _____
37 Nancy Leigh, Town/District Clerk

