

Jun 10, 2025

CCTAB Meeting

Attending: Larry Jensen, Timothy Riley, Krystal Nostrant, Amy Anderson, Barbie Haeck, Mayor Helper, Shanny Wilson, Mequelle Woodruff, William Hicks, Tina Grange, Kami McManus, Kourtney Cox, Layne Miller, Tina Grange, Scottie Kraync

Board Members Excused: N/A

Details

- **Roll Call and Introductions** Meeting called to order by Mequelle Woodruff at 4:01 p.m, followed by roll call of attendees including Larry Jensen, Tim Riley, Krystal Nostrant, Amy Anderson (Virtually) Barbie Haeck, Lenise Peterman, Shanny Wilson, Mequelle Woodruff, Bill Hicks (Virtually), Tina Grange, Kami McManus, Kourtney Cox, Layne Miller, Scottie Kraync, Amy Jespersen, Terri Willis, Nancy Elkins
- **Approval of May Minutes:** Tina Grange said that she made some corrections prior to printing for Chair. Mequelle asked for approval with the corrections.

Motion: Barbie Haeck

Second: Scottie Kraync

Motion carried with all in favor

- **City Updates** Layne provided updates on Price City events, including election announcements, progress on International Days, and the upcoming Culture Connection with the band Bombshell Flowers. Mayor Peterman reporting for Helper mentioning Saturday Vibes events on June 14th and 28th and the Arts Festival in August. East Carbon & Wellington not present. Kourtney Cox reported for the CERC. Echoing success of the fair and rodeo. In addition there is the upcoming Rock and Fossil Show and summer sports camps, including the incorporation of adaptive programs. USU Eastern not present for update.
- **Wayfinding Signage Presentation by Price City.** Tina Grange inquired about USU Eastern's continued partnership in the wayfinding project. Terry Willis reported

that before the recent changes at the University, Doug had previously committed funding, and there is hope that Christian will continue the partnership, although this is uncertain. Tina Grange noted Tim Riley's employment by USU Eastern might necessitate his recusal from related decisions as well as Scottie Krajnc who is contracted for work with Price City.

- **Purpose of Wayfinding Discussion** Tina Grange clarified that the current board discussion is focused on a request from Price City for an extension to change the size of wayfinding signs, not the colors, which will remain within existing standards. Price City presented their reasons for needing larger signs, emphasizing visibility due to speed limits and the amount of information on the signs. Amy Jespersen from Price City explained that their original wayfinding signs were larger than current standards. She cited MUTCD recommendations for letter height based on speed limits, particularly for First North and Cedar Hills Drive. Mentioned that smaller signs might be suitable for downtown areas with slower speeds and less information. She also noted the design guide colors developed with the college and provided a cost estimate from Sign Edge for 17 larger signs. Price City is seeking an exemption to the size standard but intends to use the carbon corridor logo and is also hoping for concession on the colors of the signs stating that they worked with USU Eastern in their past wayfinding project and has decided that incorporating the blue is what is desired for Price City signs due to the relationship with the college and high school. Tina Grange emphasized that any funding from the board for wayfinding would require adherence to the carbon corridor branding colors as previously stated with earlier requests. Amy explained the reasoning behind Price City's color choices, which were intended to strengthen the relationship between Price City, the college, and the high school. William Hicks questioned the application of these colors to other schools. Mequelle Woodruff supported the idea that tourism funding should adhere to established branding guidelines and the same sentiment was shared by Barbie Haeck.
- **Uniformity and Purpose of Wayfinding** Tina Grange highlighted the consistency of the proposed sign shape and color blocking with existing county signage. She raised concerns about deviating from established standards and the potential implications for future requests. Amy Anderson also expressed concern that the current proposal seemed different from the initial request. There was discussion about the purpose of the wayfinding signs, with Price City aiming to guide people to downtown, city assets, and recreational areas beyond just highways. Suggestions were made by Lenise Peterman to categorize signage to improve

clarity for different reasons. One for tourism assets and another for City locations like City Hall, etc.

- **Funding and Next Steps for Wayfinding** The cost estimate provided by Price City includes signs, poles, and installation to be just over \$21,000.00. Price City clarified they were not formally requesting funding at this stage but seeking input on the size exemption. The board agreed that a formal vote on the size variance could not occur without an actionable item on the agenda. Tina Grange apologized for the oversight of the wording in the agenda. Tina Grange will include an actionable item regarding wayfinding on the next agenda. Price City hopes to have answers from USU Eastern regarding partnership and funding in the next few weeks and is hoping to have signs completed and installed by August and prior to the High School Mountain Bike Races.

Motion to adjourn at 4:51 p.m. by:

Second by: Lenise Peterman

Motion carries with all in favor.

June 11, 2025 Email vote was sent out to board members.

Dear Tax Advisory Board Members,

During our meeting on June 10th, I did not include an actionable item on the agenda regarding Price City's request to modify the size of wayfinding signs. As outlined in our board guidelines, we will proceed with this vote via email. For the record: *Recused from this voting process will be Tim Riley & Scottie Kraync*

Action Item for Vote:

Should we allow the size of our Carbon Corridor wayfinding signs outlined in our current standards to be changed?

Please reply **YES** or **NO** to this email.

We are conducting this vote via email in order to provide Price City with a timely response. Your response will be collected and become an official part of the meeting minutes.

If you have specific questions or concerns, *please address them in a separate email thread or feel free to give me a call directly.*

June 11, 2025 Email to Price City of results from board vote

Dear Mayor Kourianos and Members of the Price City Council,

Thank you again for bringing forward your request regarding the proposed change to the size of wayfinding signs outlined in the Carbon Corridor Wayfinding Sign standards.

As a courtesy to your project timeline, the Carbon County Tax Advisory Board held an email vote on June 11 to ensure you would have an answer in time to move forward with your signage ahead of the High School Mountain Bike Races in August.

After collecting and recording votes from board members, the majority voted **not to approve** the request to modify the size of the wayfinding signs. The board remains committed to upholding the consistency and uniformity of the countywide signage standards, which were developed to support a cohesive visitor experience across all communities.

We greatly value our ongoing partnership with Price City and wish you continued success as you move forward with your project. Please don't hesitate to reach out if there are other ways we can collaborate in the future.

Warm regards,

Tina Grange

**Tourism & Film Specialist
Carbon County Office of Tourism**

Approval of Meeting Minutes:

These meeting minutes are approved by a majority vote of the Carbon County Tax Advisory Board, dated this 9th day of July, 2025.

Carbon County Tax Advisory Board Chair

Mequelle Woodruff Mequelle Woodruff, 2025 Chair



Tina Grange <tina.grange@carbon.utah.gov>

Re: Email Vote: Wayfinding Sign Size Standard

1 message

Krystle Nostrant <krystle@pricebw.com>

Wed, Jun 11, 2025 at 9:53 AM

To: Tina Grange <tina.grange@carbon.utah.gov>

I vote no.

On Wed, Jun 11, 2025 at 8:50 AM Tina Grange <tina.grange@carbon.utah.gov> wrote:

Dear Tax Advisory Board Members,

During our meeting on June 10th, I did not include an actionable item on the agenda regarding Price City's request to modify the size of wayfinding signs. As outlined in our board guidelines, we will proceed with this vote via email. For the record: *Recused from this voting process will be Tim Riley & Scottie Krajnc*

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Thank you,

Tina Grange

Tourism & Film Specialist

Carbon County Office of Tourism

Address: 751 E. 100 N., Suite 2600 Price, Utah 84501

Phone: (435)636-3701

 Email: tina.grange@carbon.utah.gov Website: <https://www.carbon.utah.gov/explore-the-corridor/>

Social Media:





Krystle Nostrant

Assistant General Manager

SureStay Plus Hotel by Best Western - Price

✉ krystle@pricebw.com

☎ (435) 637-8880 Ext. 100

📞 (435) 637-7707

📍 **838 Westwood Blvd., Price, Utah, 84501**

🔗 **henderson500.com**



HENDERSON 500
RECRUITMENT & MANAGEMENT LLC



Tina Grange <tina.grange@carbon.utah.gov>

Re: Fw: Email Vote: Wayfinding Sign Size Standard

1 message

Mequelle Woodruff <mequellewoodruff@gmail.com>
To: "tina.grange@carbon.utah.gov" <tina.grange@carbon.utah.gov>

Wed, Jun 11, 2025 at 9:22 AM

Tina-

My vote is no.

Will you change the email for me to this one instead of the club email? I hate to be a pain!

Thanks!

-Mequelle

From: Carbon Country Club <carboncountryclub@gmail.com>
Sent: Wednesday, June 11, 2025 9:12:09
Subject: Fwd: Email Vote: Wayfinding Sign Size Standard

Carbon Country Club
435-637-2311 office

----- Forwarded message -----

From: Kami McManus <kami@heytony.com>
Date: Wed, Jun 11, 2025 at 9:09 AM
Subject: Re: Email Vote: Wayfinding Sign Size Standard
To: Barbie Haeck <bhaeck@carboncountychamber.net>
CC: Tina Grange <tina.grange@carbon.utah.gov>, Amy Anderson <amy@helperbeer.com>, Krystal Noyes <krystle@pricebw.com>, Mayor Helper <mayor@helpercity.net>, Mequelle Woodruff <carboncountryclub@gmail.com>, William Hicks <wjhicks@farlainoscafe.com>, Shanny Wilson <shanny.wilson@carbon.utah.gov>, Larry Jensen <larry.jensen@carbon.utah.gov>

I vote NO

from Kami's Pixel Pro

On Wed, Jun 11, 2025, 9:07 AM Barbie Haeck <bhaeck@carboncountychamber.net> wrote:
I vote no.

Barbie Haeck
Executive Director
Carbon County Chamber
435.637.2788

Carbon County Chamber Sponsors**Diamond Level:** Castlevue Hospital and USU Eastern**Platinum Level:** Buskin Production, Carbon County, Clean Cut Roofing & Siding, HillikerTech, iGOTPOOP, Price City, Sutherlands and the Tony Basso Group of Companies

Gold Level: CAS Inc, Emery Telcom/ETV News, Flawless Sheeting, Gagon Family Medicine, In & Out Inspection, Intermountain Electronics, Little Learners, Marietti Monuments, Packard Wholesale Co, Peczuh Printing, R&M Billboard, Real Estate Titans, Restore Wizard, Swire Coca-Cola, WaFd Bank and Zions Bank

On Wed, Jun 11, 2025 at 8:50 AM Tina Grange <tina.grange@carbon.utah.gov> wrote:

Dear Tax Advisory Board Members,

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Thank you,

Tina Grange

Tourism & Film Specialist

Carbon County Office of Tourism

📍 **Address:** 751 E. 100 N., Suite 2600 Price, Utah 84501

📞 **Phone:** (435)636-3701

✉ **Email:** tina.grange@carbon.utah.gov

🌐 **Website:** <https://www.carbon.utah.gov/explore-the-corridor/>

📱 **Social Media:**



I vote no.

Bill Hicks

On Wed, Jun 11, 2025, 8:50 AM Tina Grange <tina.grange@carbon.utah.gov> wrote:

Dear Tax Advisory Board Members,

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Tourism & Film Specialist

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📍 Address: [751 E. 100 N., Suite 2600 Price, Utah 84501](#)

☎ Phone: (435)636-3701

✉ Email: tina.grange@carbon.utah.gov

🌐 Website: <https://www.carbon.utah.gov/explore-the-corridor/>

📱 Social Media:





Tina Grange <tina.grange@carbon.utah.gov>

Re: Email Vote: Wayfinding Sign Size Standard

1 message

William Hicks <wjhicks@farlainoscafe.com>

Wed, Jun 11, 2025 at 9:25 AM

To: Tina Grange <tina.grange@carbon.utah.gov>

Cc: Amy Anderson <amy@helperbeer.com>, Barbie Haeck <bhaeck@carboncountychamber.net>, Kami McManus <Kami@heytony.com>, Krystal Noyes <krystle@pricebw.com>, Mayor Helper <mayor@helpercity.net>, Mequelle Woodruff <carboncountryclub@gmail.com>, Shanny Wilson <shanny.wilson@carbon.utah.gov>, Larry Jensen <larry.jensen@carbon.utah.gov>



Tina Grange <tina.grange@carbon.utah.gov>

Re: Email Vote: Wayfinding Sign Size Standard

1 message

amy@helperbeer.com <amy@helperbeer.com>
To: Tina Grange <tina.grange@carbon.utah.gov>

Wed, Jun 11, 2025 at 8:55 AM

Yes but I really think it should be in relation to speed limit.

On Jun 11, 2025, at 8:50 AM, Tina Grange <tina.grange@carbon.utah.gov> wrote:

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 **Email:** tina.grange@carbon.utah.gov

 **Website:** <https://www.carbon.utah.gov/explore-the-corridor/>

 **Social Media:**





Tina Grange <tina.grange@carbon.utah.gov>

Re: Email Vote: Wayfinding Sign Size Standard

1 message

Mayor Helper <mayor@helpercity.gov>

Wed, Jun 11, 2025 at 9:26 AM

To: Tina Grange <tina.grange@carbon.utah.gov>

Cc: Amy Anderson <amy@helperbeer.com>, Barbie Haeck <bhaeck@carboncountychamber.net>, Kami McManus <Kami@heytony.com>, Krystal Noyes <krystle@pricebw.com>, Mequelle Woodruff <carboncountryclub@gmail.com>, William Hicks <wjhicks@farlainoscafe.com>, Shanny Wilson <shanny.wilson@carbon.utah.gov>, Larry Jensen <larry.jensen@carbon.utah.gov>

I vote No.

Sent from my iPhone

On Jun 11, 2025, at 8:50 AM, Tina Grange <tina.grange@carbon.utah.gov> wrote:

Dear Tax Advisory Board Members,

During our meeting on June 10th, I did not include an actionable item on the agenda regarding PricCity's request to modify the size of wayfinding signs. As outlined in our board guidelines, we will proceed with this vote via email. For the record: *Recused from this voting process will be Tim Riley & Scottie Krajnc*

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