

**NOTICE OF WORK MEETING OF THE
CITY COUNCIL OF THE CITY OF ST. GEORGE,
WASHINGTON COUNTY, UTAH**

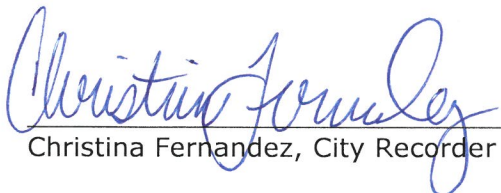
Public Notice

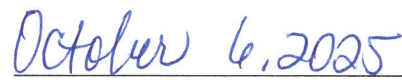
Public notice is hereby given that the City Council of the City of St. George, Washington County, Utah, will hold a work meeting in the Administrative Conference Room at the St. George City Offices located at 175 East 200 North, St. George, Utah, on Thursday, October 9, 2025, commencing at 4:00 p.m.

The agenda for the meeting is as follows:

Call to Order

1. **Update from the KUER Board.**
2. **Discussion regarding Convention Center Parking.**
3. **Discussion regarding SGU Terminal Marketing Agreement.**
4. **Discussion regarding alley setbacks.**
5. **Discussion regarding Employee Survey results.**
6. **Discussion regarding WCWCD Water Shortage Plan, Water Conservation Plan, and other water related items.**
7. **Request a closed meeting to discuss litigation, security, property acquisition or sale or the character and professional competence or physical or mental health of an individual.**
8. **Adjourn and reconvene in the City Council Chambers for a Regular Meeting of the City Council.**


Christina Fernandez, City Recorder


Date

REASONABLE ACCOMMODATION: The City of St. George will make efforts to provide reasonable accommodations to disabled members of the public in accessing City programs. Please contact the Human Resources office at 435-627-4674, at least 24 hours in advance if you have special needs.



Dixie Center Expansion



Proposal

Add 66,000 square feet

Proposed Total: 143,443 Square Feet

CONVENTION CENTER NAME	LOCATION	CONVENTION SPACE SIZE (SQ FT)	PARKING PROVIDED	SQ FT PER PARKING SPACE	CODE REQUIREMENTS
The Dixie Center	St. George	143,443 sq ft	1031	Proposal: 139	Auditoriums: 1 space per 35sf in main auditorium
Utah Valley Convention Center	Provo	83,000 sq ft	953 + shared spaces	87	Indoor Entertainment: 1 space per 200 sf
Riverwoods	Logan	32,000 sq ft	550 shared parking spaces	All shared	Unknown
Mountain America Expo Center	Sandy	243,000 sq ft	1700 spaces + Trax	143	Dance Hall: 1 space per 286 sf.
Davis Conference Center	Layton	70,000 sq ft	600 spaces + Front Runner and Midtown Trolley	117	Auditorium: 1 space per 4 seats Assembly Halls: 1 space per 33 sf
World Market Expo Center	Las Vegas	315,000 sq ft	4300	73	Banquet Facility = 1 space per 100 sf
Salt Palace	Salt Lake City	679,000 sq ft	1000 + Trax	679	General: 1 space per 1,000 Urban: .5 space per 1,000 Transit Context: No Minimum



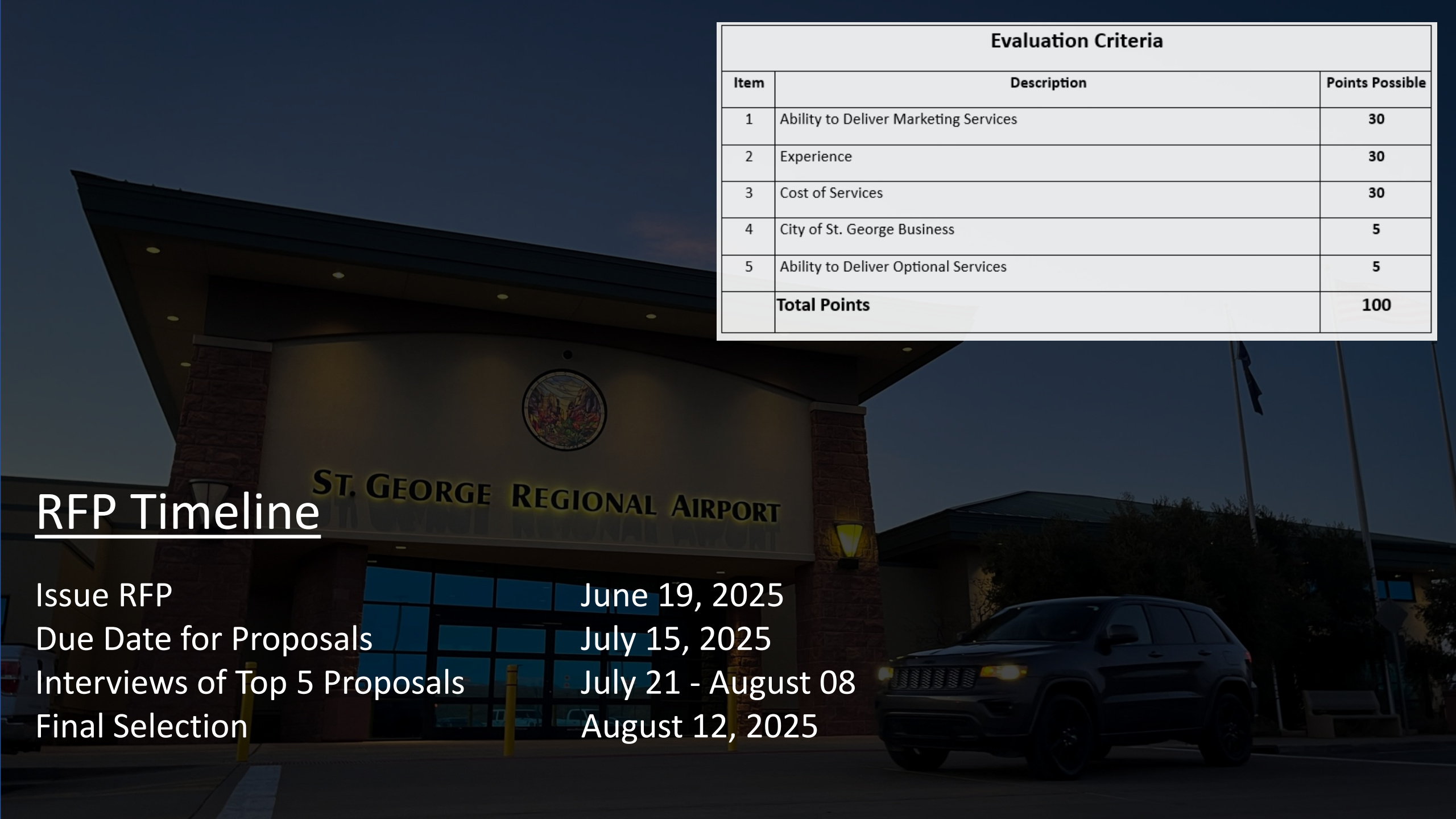


St. George

THE BRIGHTER SIDE

24-175 REQUEST FOR PROPOSALS (RFP)

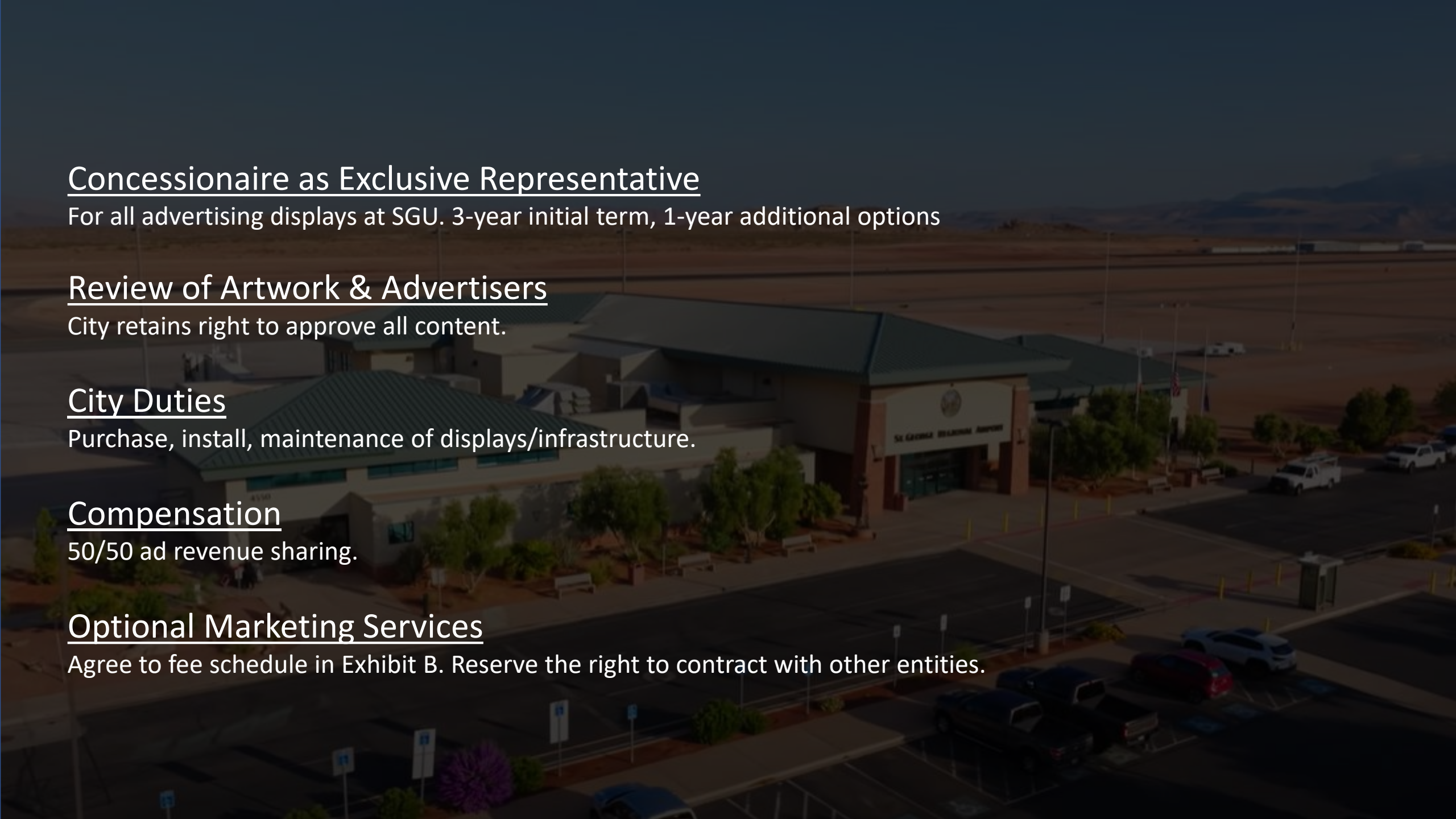
ST. GEORGE REGIONAL AIRPORT (SGU) MARKETING AND CREATIVE SUPPORT



Evaluation Criteria		
Item	Description	Points Possible
1	Ability to Deliver Marketing Services	30
2	Experience	30
3	Cost of Services	30
4	City of St. George Business	5
5	Ability to Deliver Optional Services	5
Total Points		100

RFP Timeline

Issue RFP	June 19, 2025
Due Date for Proposals	July 15, 2025
Interviews of Top 5 Proposals	July 21 - August 08
Final Selection	August 12, 2025

An aerial photograph of the St. George Utah Temple, a large, modern building with a prominent central tower and multiple wings. The temple is surrounded by a large parking lot with several cars parked. In the background, there are mountains and a clear sky. The image is overlaid with white text boxes containing information about advertising concessions.

Concessionaire as Exclusive Representative

For all advertising displays at SGU. 3-year initial term, 1-year additional options

Review of Artwork & Advertisers

City retains right to approve all content.

City Duties

Purchase, install, maintenance of displays/infrastructure.

Compensation

50/50 ad revenue sharing.

Optional Marketing Services

Agree to fee schedule in Exhibit B. Reserve the right to contract with other entities.

TEAM MEMBERS



KIM SIPPOLA, PRESIDENT, WITH TQG SINCE 2013

Malone University | Organizational Management and Marketing | 2005

As President and owner of The Quotient Group and Qfactor, Kim is a fearless leader and top-notch aviation industry expert. With 25 years of nationally recognized airport marketing experience, Kim is an idea generator and the go-to person for creative solutions to complex challenges. **Kim has first-hand experience with in-terminal advertising programs from working at airports and has been the leader at the helm of Qfactor since its inception.**



TIANA O'CONNOR, C.M., VICE PRESIDENT, WITH TQG SINCE 2021

University of Wisconsin – La Crosse | Spanish and Business | 2004

Tiana has a love of travel and passion for aviation. With 19 years of airport experience, Tiana leverages her aviation knowledge, organization skills, and out-of-the-box thinking to deliver a polished product, connecting the dots to develop solid plans. **Tiana managed the concessionaire for her airport's in-terminal advertising program before the airport took the program in-house. She built a strong foundation, adopting new technology and thoughtfully balancing revenue-producing spaces with art programs and sense of place.**



PAT CORFMAN, VP OF INNOVATION & GROWTH, WITH TQG SINCE 2021

Michigan State University | Psychology and Business Relations | 1996

Leading with her reputation as an innovator in airport marketing, Pat will grab your attention with new ideas. With over 26 years of airport experience, growing passenger volumes and increasing air service, Pat has been in your shoes. **She understands the passenger journey, airport priorities, and how it all ties into a successful in-terminal advertising program. Pat utilizes her creativity to enhance the reach of the Qfactor sales team and to generate new, exciting ideas to be implemented with partners.**



DANA SCHIELD, STRATEGIC COMMUNICATIONS DIRECTOR, WITH TQG SINCE 2025

Angelo State University | Master of Arts in Education | 2012

University of Houston | Communications | 2010

With extensive experience in airport marketing and media relations, Dana excels at crafting strategic communication plans, managing crisis messaging, and developing campaigns that enhance brand visibility. Her expertise spans media relations, digital marketing, and cross-functional collaboration, ensuring clear, effective messaging across platforms. Her ability to balance creativity with strategy delivers impactful communication solutions.



LAURA BROWAREK, CONTENT CREATION MANGER, WITH TQG SINCE 2019

University of Wisconsin – Eau Claire | Business Administration | 2011

Laura serves clients through social media strategy and content, digital advertising management, e-newsletters and copywriting of all kinds. She has contributed to projects ranging from logo and brand development to event planning during her 5 years with The Quotient Group. Laura's connection to aviation began in college when she held an internship under Kim Sippola – which piqued her interest in aviation marketing and led to her joining The Quotient Group nearly 10 years later.

THE
Quotient Group
AVIATION MARKETING

Qfactor
in-terminal advertising management


ST. GEORGE AIRPORT


St.George
THE BRIGHTER SIDE



WENDI HOWARD, DIRECTOR OF ADVERTISING OPERATIONS, WITH TQG SINCE 2024
University of North Florida | Master's of Communication Management

Wendi has 13 years of aviation experience, rocking the world of in-terminal advertising and brand awareness since 2016. She's a pro at juggling the day-to-day operations and strategically planning ahead. **Wendi has experience setting ad rates, building advertiser relationships, and managing infrastructure from inside the halls of her airport. She is an honest communicator and doesn't let opportunities for improvement pass.** Wendi serves as airport liaison and oversees every aspect of Qfactor operations.



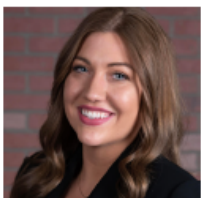
MICHELE KOHUT, DIRECTOR OF SALES, WITH TQG SINCE 2023
Southwest Wisconsin Technical College | Criminal Justice

Michele brings high-energy, tenacious style and creativity to her sales role at Qfactor. With over 27 years experience developing client businesses, Michele is adept at educating companies on the benefits of in-terminal advertising. Always focused on the overall relationship between the client, the airport, and Qfactor, she maintains open communication and a high level of organization. These skills increase the airport's revenue and the advertiser's success.



KIMBERLY DEBOER, DIRECTOR OF SALES, WITH TQG SINCE 2025
Harvard Extension School | Master of Business Administration
Davenport University | Biological Sciences

Kimberly brings a strategic mindset, entrepreneurial spirit, and results-driven approach to her sales role at Qfactor. With 16 years of comprehensive experience in business development, sales strategy, and market expansion, she has worked across industries including home improvement, financial services, and retail. Her ability to forge strong business relationships and drive revenue growth makes her a valuable asset to the team.



MORGAN LESPERANCE, DIRECTOR OF SALES, WITH TQG SINCE 2025
Eastern Illinois University | Communications

Morgan is a dynamic sales professional known for building strong relationships and delivering strategic results. With a background in developing and executing high-performing sales plans, she excels at identifying opportunities, negotiating partnerships, and driving consistent revenue growth. She is collaborative and client-focused, making her a trusted resource for helping businesses reach their goals. At Qfactor, Morgan's skills in sales strategy, team coordination, and client service create impactful solutions for airport partners.



PLA YANG, EXECUTIVE ASSISTANT, WITH TQG SINCE 2023
Training – Lean | Aviation Customer Service, Volunteer Programs

Pla has a reputation for expertly managing multiple projects in a fast-paced environment. With over 22 years of professional administration experience, 18 of those in an airport, she has proven her ability to keep everything flowing smoothly with meticulous attention to detail. **Managing the logistics of every Qfactor account, she will oversee the contract transitions, new contracts, and reporting.** Pla fosters positive relationships everywhere she goes.



JODI MUCH, FINANCIAL ADMINISTRATOR, WITH TQG SINCE 2024
Fox Valley Technical College | Accounting | 2000

Jodi manages all aspects of Qfactor accounting, ensuring clear reporting and balanced spreadsheets. With properly tracked accounts, Jodi can analyze activity at each airport and spot opportunities for rate increases and revenue improvements. With clear data in hand, the team is able to partner with the airport to make projections and smart capital planning decisions.

THE
Quotient Group
AVIATION MARKETING

Qfactor
in-terminal advertising management


ST. GEORGE AIRPORT


St. George
THE BRIGHTER SIDE



St. George Regional Airport

Terminal Marketing PSA

ST. GEORGE REGIONAL AIRPORT

THE BRIGHTER SIDE



Alley Setbacks Discussion

History of Alley Setbacks Title 10-19-3 B.6

Previous Code Before The 2019 Changes (at least 2010-2019)

6. Garages accessed by a twenty foot (20') wide paved rear alley shall have a minimum five foot (5') **setback** from the alley, provided the dwelling fronts on either:

- a) A public street, or
- b) A private street which meets the public street pavement width standard, or
- c) A **green court** or open space area that, in the determination of the city council, is well designed and provides a significant open space amenity to the development.

For dwelling units that front a green court or open space area rather than fronting on a street, **one additional parking space** per dwelling unit shall be provided, unless otherwise approved by the city council after hearing the recommendation from the planning commission.

History of Alley Setbacks Title 10-19-3B.6

2019 Version

Garages accessed by a twenty-foot (20') wide paved rear alley shall have a minimum five-foot (5') setback from the alley; provided, the dwelling fronts on:

- a. A public street; or
- b. A private street which meets the public street pavement-width standard.

2023 Version

Garages accessed by a twenty-foot (20') wide paved rear alley shall have a minimum twenty-five-foot (25') setback from the alley; provided, the dwelling fronts on:

- a. A public street; or
- b. A private street which meets the public street pavement-width standard.

Parking Code Amendments in 2023

10-19-4 A.7

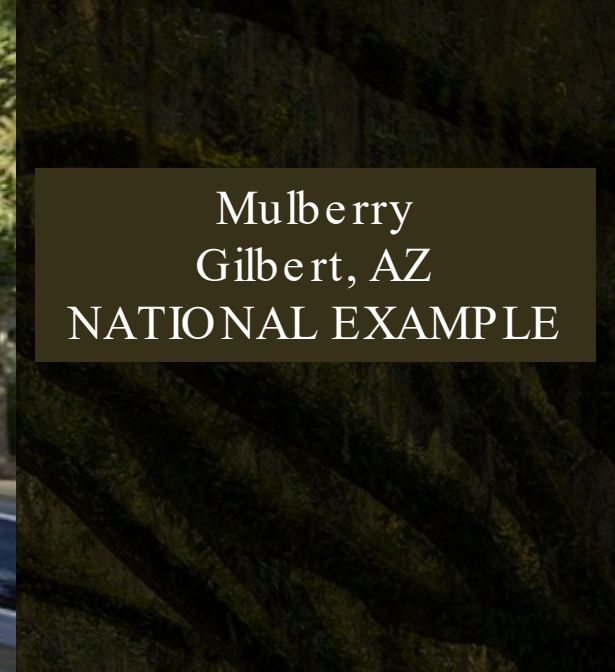
7. **Short-Term Rental Parking**: For each single-family and two (2) family short-term rental property:

New
in
2023

- a. A minimum of two (2) off-street parking spaces are required per unit, plus additional off-street parking so that a ratio of one **(1) parking stall per bedroom** is met. At least one (1) of the required stalls shall be covered;
- b. **On-street parking does not qualify** for parking requirements.

Mulberry
Gilbert, AZ
NATIONAL EXAMPLE





Mulberry
Gilbert, AZ
NATIONAL EXAMPLE



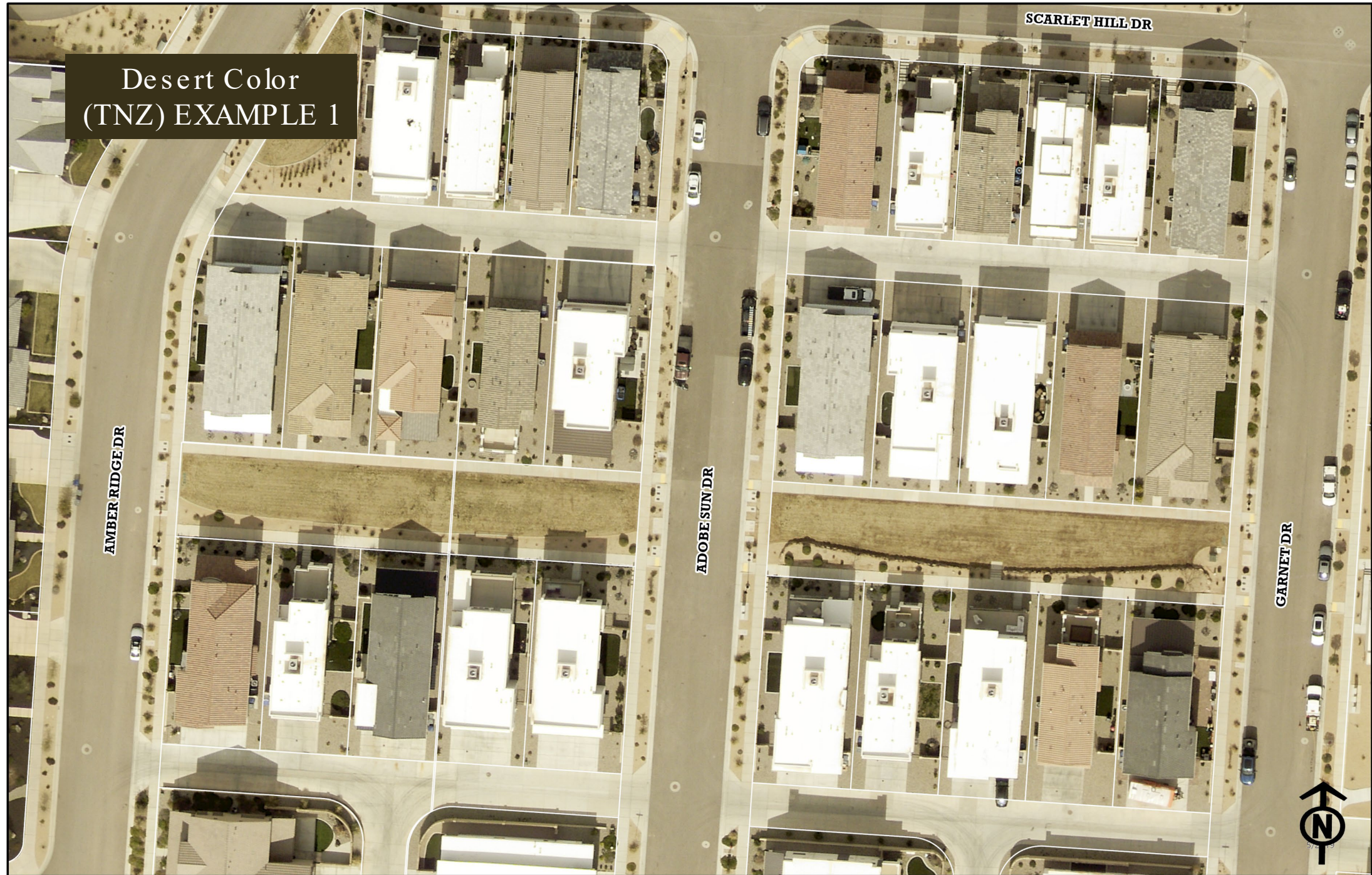
Desert Color
(TNZ) EXAMPLE 1



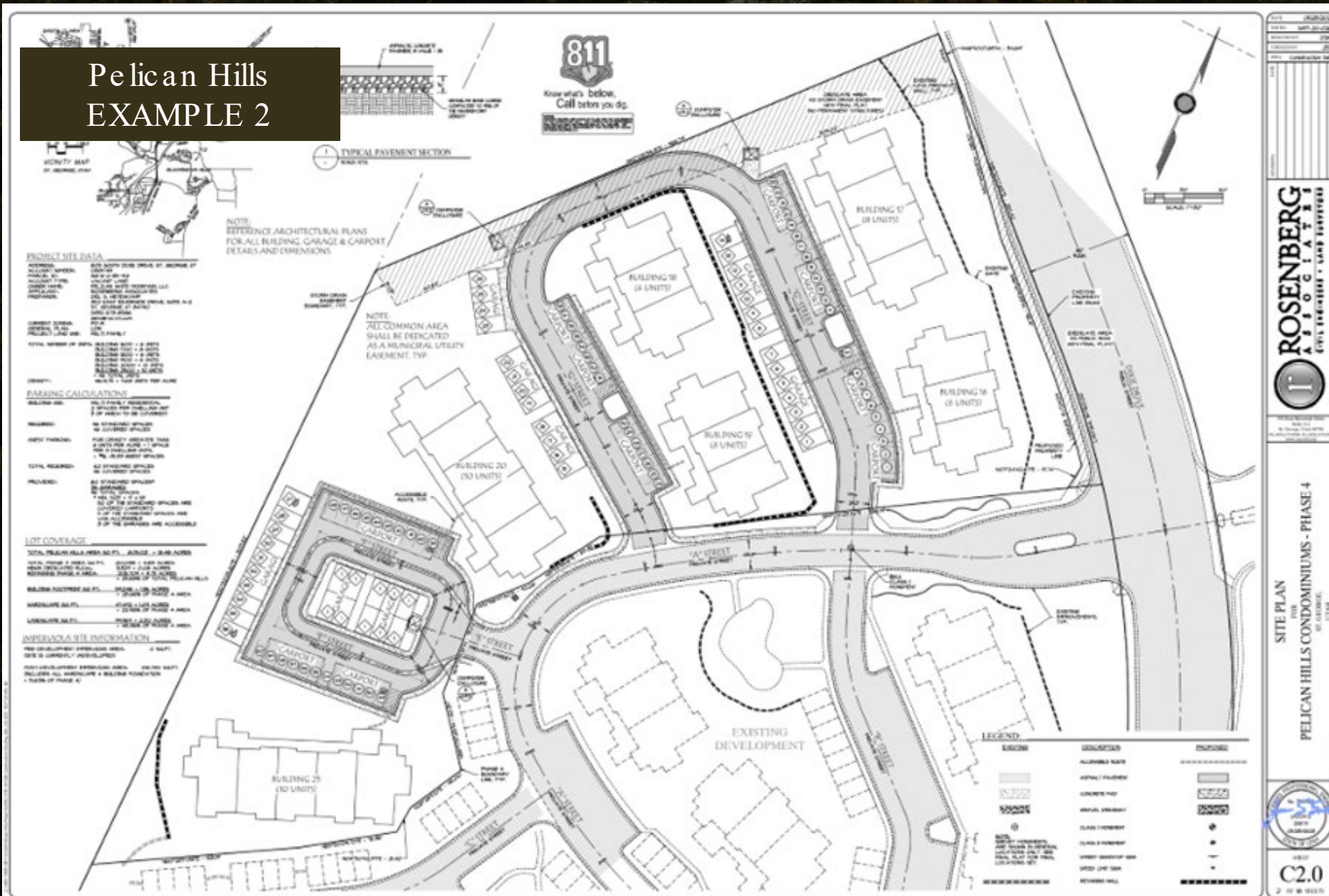
Desert Color
(TNZ) EXAMPLE 1



Desert Color
(TNZ) EXAMPLE 1



Pelican Hills EXAMPLE 2



Pelican Hills
 Approved Phase 4
 Plans
 46 Stacked Condos
 4.75 Acres = 9.68
 DU/A
 Parking: 96 Spaces

Pelican Hills
EXAMPLE 2

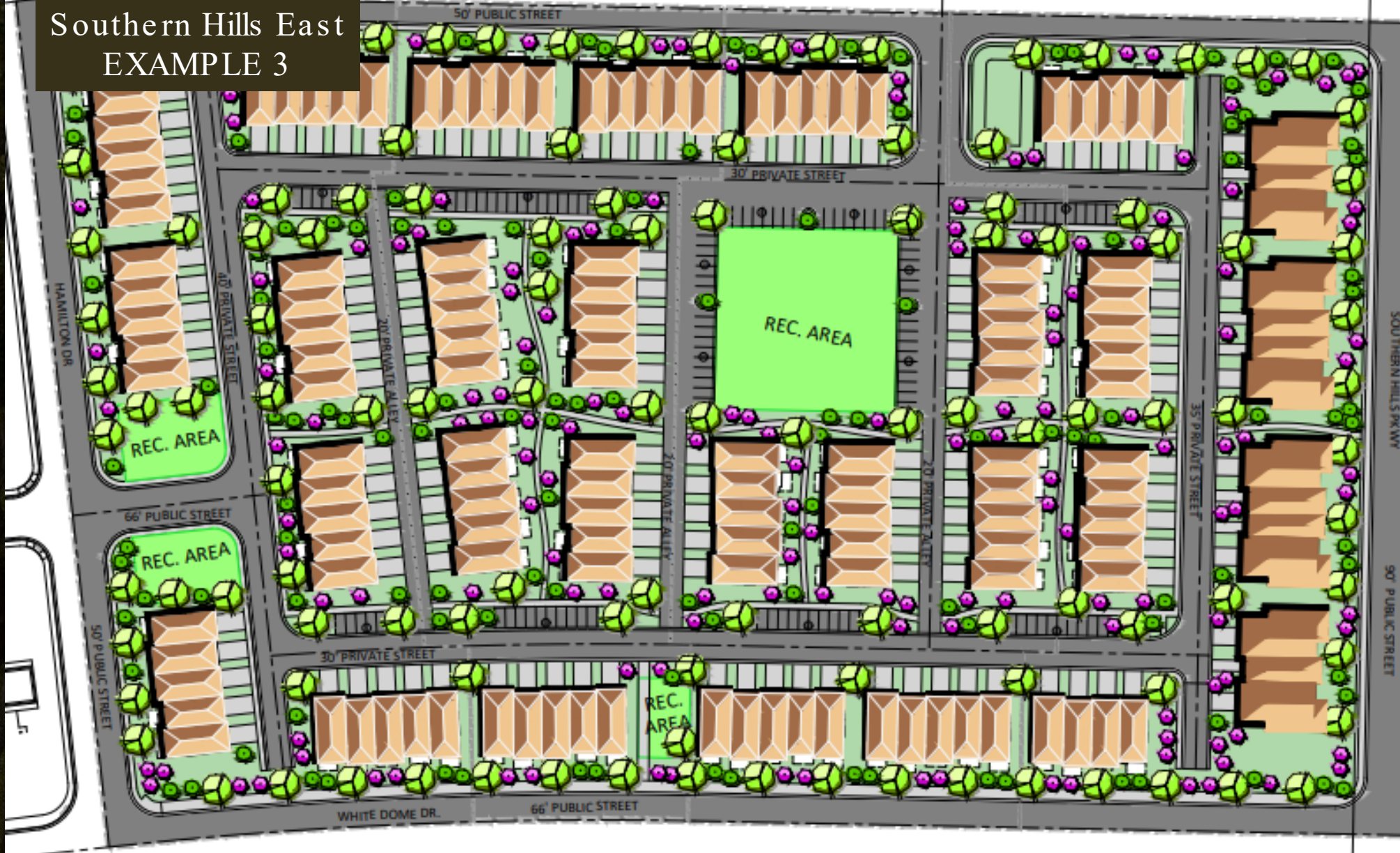
PELICAN HILLS CONCEPT



Pelican Hills

Alley-Loaded
Paseo Concept
45 Detached Patio
Homes / 4.75
Acres = 9.47 DU/A
Parking: 116
Spaces

Southern Hills East
EXAMPLE 3



Southern
Hills East
Open onto
Green
Space

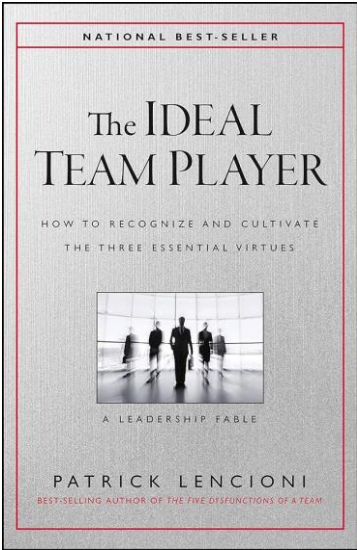
SUHBA Request

Return to 5' Setbacks for Garages accessed by an Alley

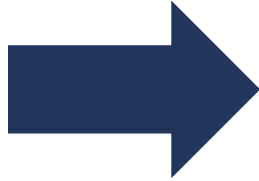
Allow Dwellings to front a Green Space
without Requiring an Additional Parking Space



Discussion



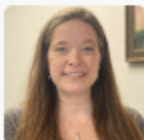
2023



February 2024
Be Brighter Committee Formed

Be Brighter Recognition

Give 'em a BIG 



Supervisor: Emilie Pinkelman
City Manager / Administration



Give a Thumbs Up!



Charly Murie
Parks and Community Services



Core Values:

- Innovation & Efficiency
- Teamwork
- Excellence

Charly in her first week with the races crew, stepped up in helping for hours at the art museum with a big project before a show. She caught on quickly, had a great attitude, jumped in to help, and said she would do it all over again if needed. Thanks Charly & welcome to the team!

09/18/2025



2



Amy Fish
Parks and Community Services



**Police
Emergency Medical Dispatch**



Core Values:

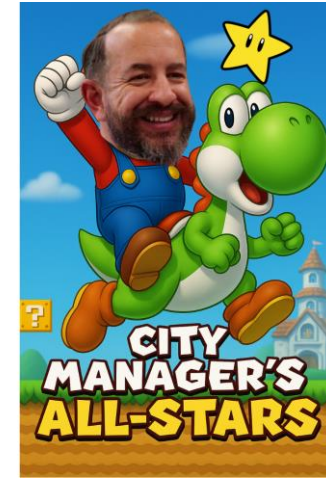
- Innovation & Efficiency
- Professional & Personable Service
- Teamwork
- Excellence

Over the Over the past month, Dispatch has managed a number of high-stress incidents and challenging calls. Throughout it all, the team has done an outstanding job supporting one another and ensuring everyone's well-being. During these critical moments, it's truly impressive to see how seamlessly the team works together to handle every task efficiently — often anticipating needs before they're even requested by officers, firefighters, or EMS personnel. This level of coordination and proactive response not only enhances operational efficiency but can also make a real difference in solving crimes or saving lives.

09/14/2025



8



Be Brighter Employee
Recognition Program



September

 Terri Mickelson Employee of the Month 35	 Tyler Free All-Star 24	 Jed Ludlow All-Star 23	 Ronald Lyons All-Star 21	 Brandon Sullivan All-Star 22	 Zachary Wilson All-Star 19
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August

 Brian Dean Employee of the Month 33	 Alicia Carlton All-Star 46	 Robert Hooper All-Star 37	 Lynn Koester All-Star 38	 Jerald Munk All-Star 41	 Clint Rieff All-Star 28
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July

 Sabrah Kearney Employee of the Month 47	 Dusty Humphries All-Star 46	 Rachel Hurd All-Star 40	 Justice Jimenez-Conner All-Star 35	 Jon McInnes All-Star 58	 Kameron Rollins All-Star 51
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June

  Tyrell Bangerter Employee of the Month  70	  Logan Costello All-Star  37	  Beth D'Antonio All-Star  52	  Rick Haile All-Star  42	  Cody Orton All-Star  37	  Nikki Richardson All-Star  38
--	---	---	---	---	---

May

  Michael Montgomery Employee of the Month  47	  Mark Goble All-Star  42	  Tyrone Harward All-Star  40	  Gisselle Montalvo All-Star  51	  Van Phetsomphou All-Star  39	  Sluta Taufu All-Star  44
--	---	---	--	--	--

April

  Shawn Hinton Employee of the Month  39	  Tyler Kell All-Star  52	  David McDaniel All-Star  51	  Josh Rawlinson All-Star  49	  Karen Roundy All-Star  47	  Tyler Talbot All-Star  44
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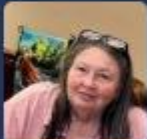
March

 Amy Fish Employee of the Month 51	 David Allred All-Star 44	 Brenda Hatch All-Star 42	 Lindsey Keller All-Star 33	 Heidi Mathis All-Star 47	 Javier Rodriguez All-Star 40
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February

 Chelia Covington Employee of the Month 88	 KC Carter All-Star 34	 Eron Deming All-Star 36	 Catherine Freitas All-Star 41	 Jeremie Sargent All-Star 47	 Debora Schmutz All-Star 32
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January

 Lloyd Sutton Employee of the Month 35	 Steve Boles All-Star 28	 Helen Emmett All-Star 38	 Cory Frost All-Star 39	 Cayden Thornley All-Star 28	 Vidal Torres All-Star 29
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Employee Survey

Desired Outcomes

Promote Transparency & Accountability

Demonstrate city leadership's commitment to listening and continuous improvement.

Build Internal Trust

Strengthen relationships between staff and leadership by making employees feel heard and valued.

Improve Retention & Development

Help identify the reasons people stay or leave, and where to invest in employee development.

Strengthens Organizational Resilience

Create a tool to track employee engagement and identify trends.

Enhance Public Service Delivery

Supported employees are more engaged, productive, and responsive to community needs.



Be Brighter Employee Survey Results

THE BRIGHTER SIDE



Be Brighter
Employee Survey

504 Responses

- Open to All Employees
- August 19 – September 15

5 Research Areas

- ☐ Employer of Choice
- ☐ Employee Satisfaction
- ☐ Employee Retention
- ☐ Employee Growth Development
- ☐ Employee Perception of Organization & Culture

Your feedback matters!

Help us enhance our workplace culture
and improve employee satisfaction.





0% Survey Completion

Welcome to the **Be Brighter Employee Survey!**

We're glad you're here. This survey is an important opportunity for you to share your thoughts about how we're doing as a city organization and as a team. Your honest feedback will help us celebrate what's working well, identify areas where we can grow, and discover new ways to support you and your department.

The survey should take about **5-10 minutes to complete**, and all responses are **completely anonymous**.

Thank you for taking a few moments to share your perspective. Your input matters and will help us build a stronger, better St. George for everyone.

Next >

12:29



0% Survey Completion

Welcome to the **Be Brighter Employee Survey!**

We're glad you're here. This survey is an important opportunity for you to share your thoughts about how we're doing as a city organization and as a team. Your honest feedback will help us celebrate what's working well, identify areas where we can grow, and discover new ways to support you and your department.

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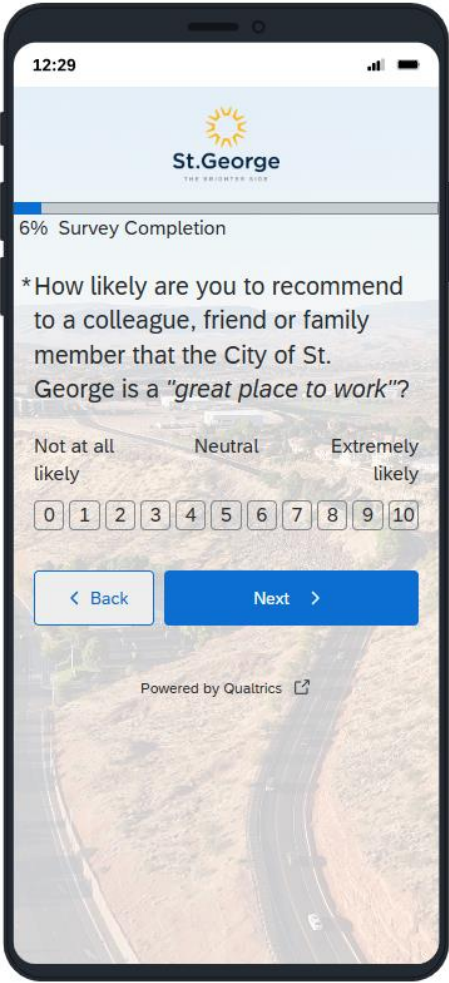


Employer of Choice

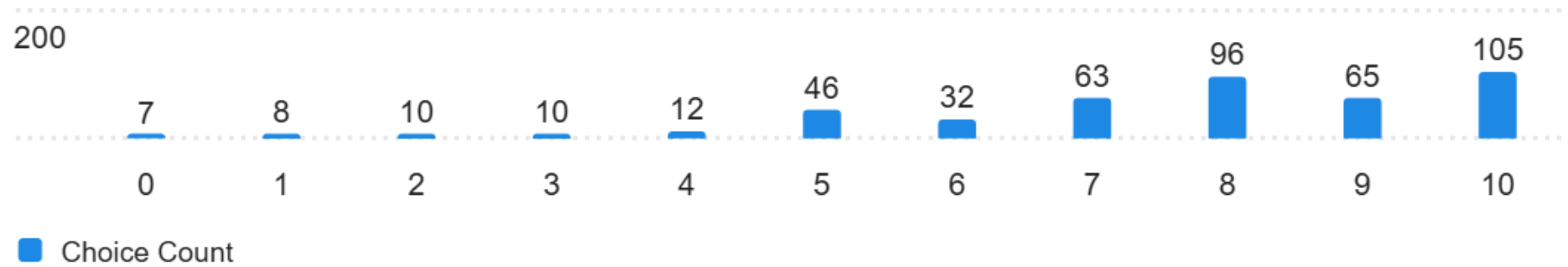
THE BRIGHTER SIDE

How likely are you to recommend to a colleague, friend or family member that the City of St. George is a "great place to work"?

Field	Min	Max	Mean
How likely are you to recommend to a colleague, friend or family member that the City of St. George is a "great place to work"?	0.00	10.00	7.43



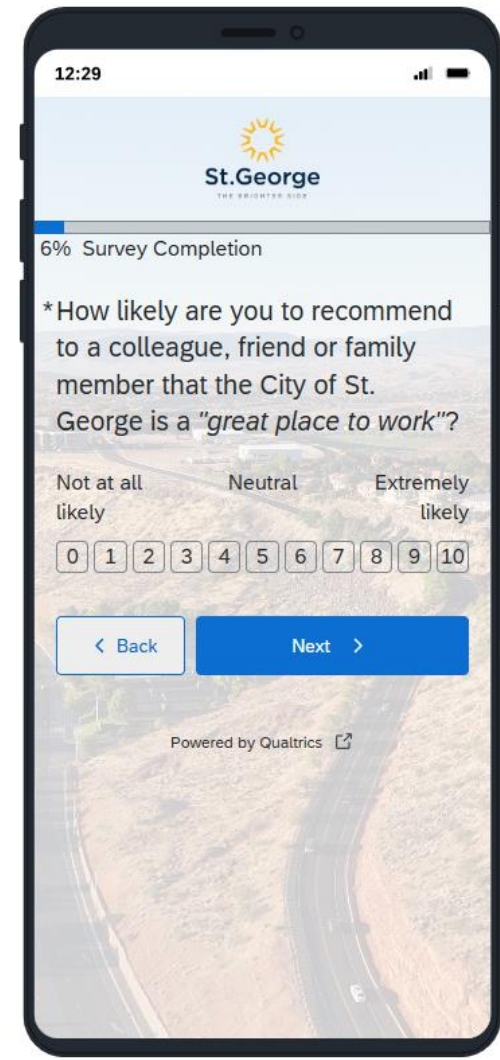
How likely are you to recommend to a colleague, friend or family member that the City of St. George is a "great place to work"?



How likely are you to recommend to a colleague, friend or family member that the City of St. George is a "great place to work"?



Promoter Passive Detractor

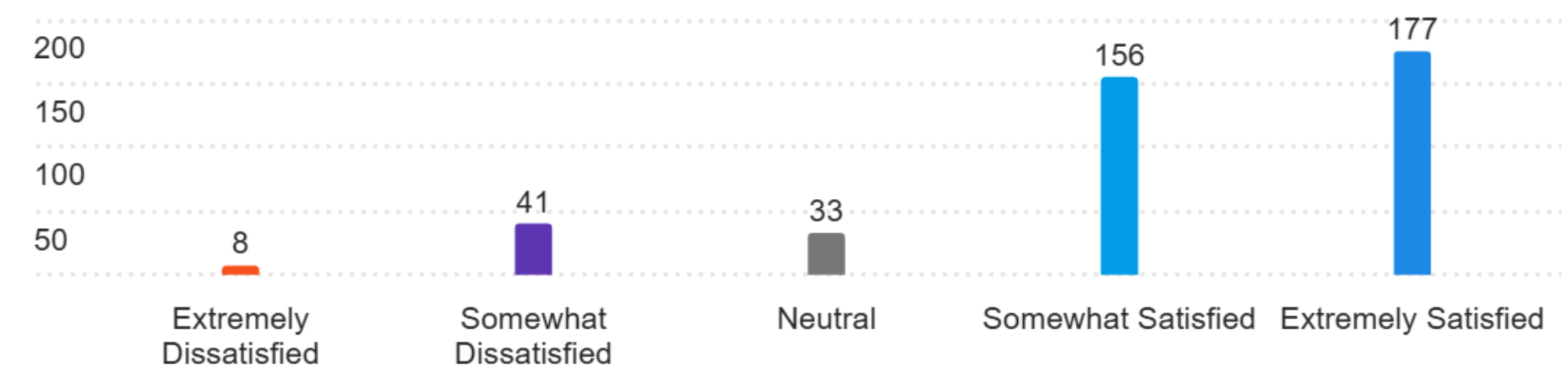




Employee Satisfaction

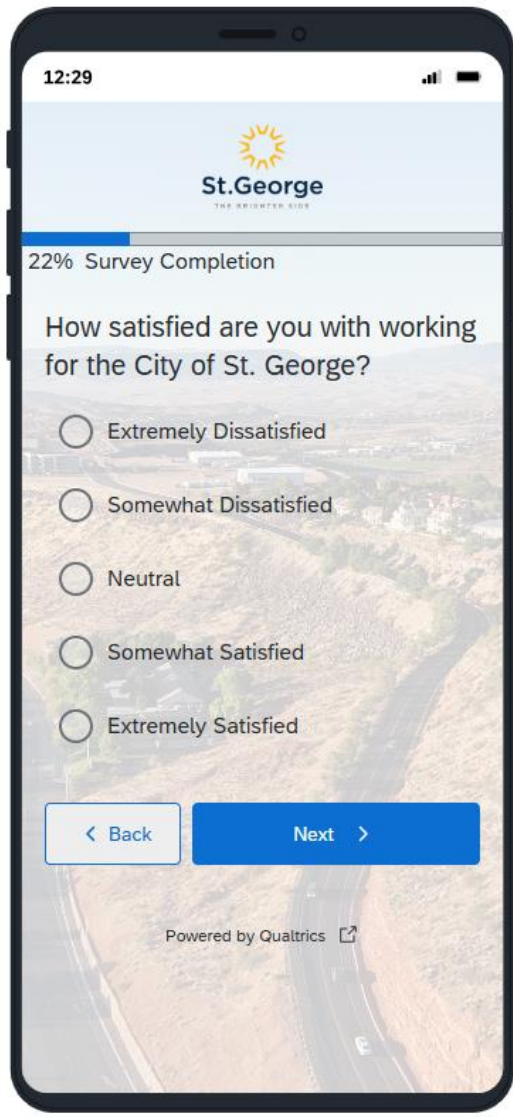
THE BRIGHTER SIDE

How satisfied are you with working for the City of St. George?



How satisfied are you with working for the City of St. George?

Field	Min	Max	Mean	Standard Deviation
How satisfied are you with working for the City of St. George?	1.00	5.00	4.09	1.03

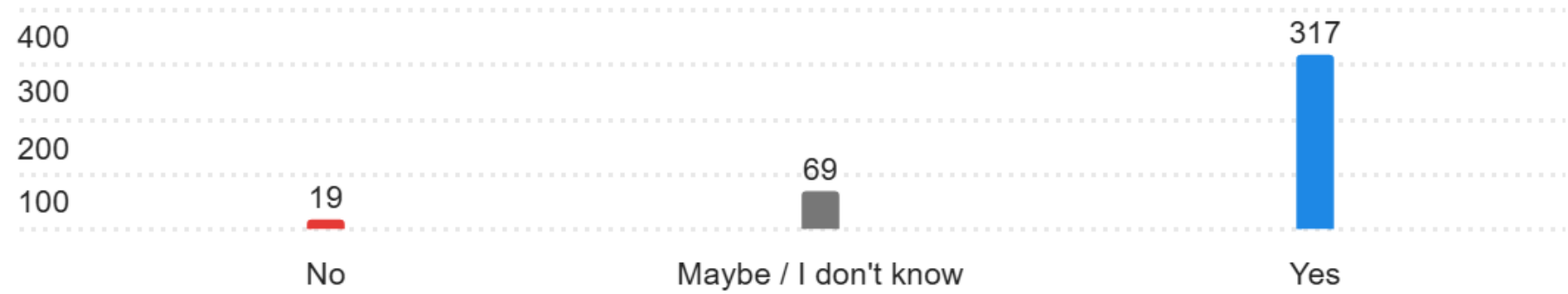




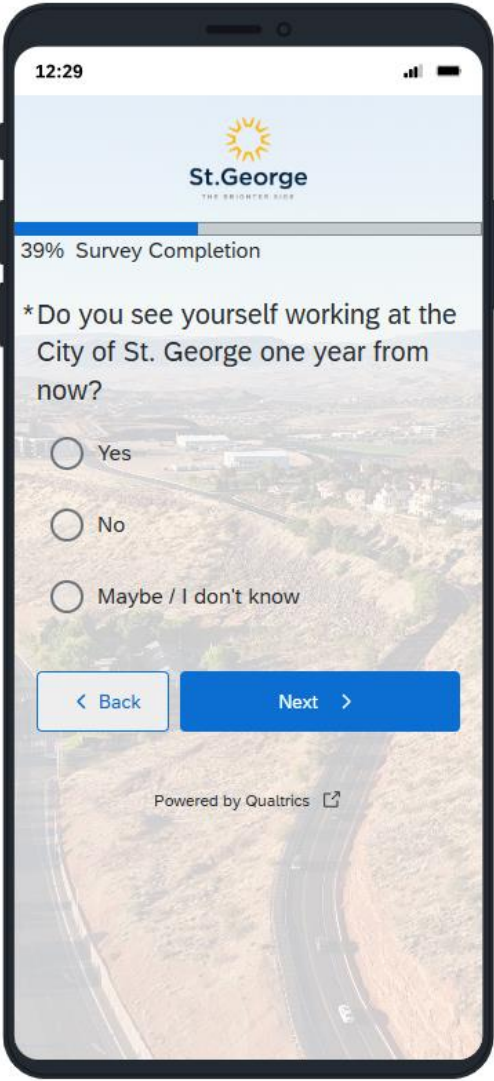
Employee Retention

THE BRIGHTER SIDE

Do you see yourself working at the City of St. George one year from now?



Do you see yourself working at the City of St. George one year from now?





Perception of Organization & Culture

THE BRIGHTER SIDE



MISSION

We provide services that focus on people and advance a thriving community.

VISION

We are an active community, rich in culture, with a diverse and vibrant economy that supports people doing great things.

VALUES

INTEGRITY

We are honest in our actions and communications.

INNOVATION AND EFFICIENCY

We encourage new ideas and solve challenges in ways that create value for our citizens.

PROFESSIONAL AND PERSONABLE SERVICE

We value those we serve and treat them with respect.

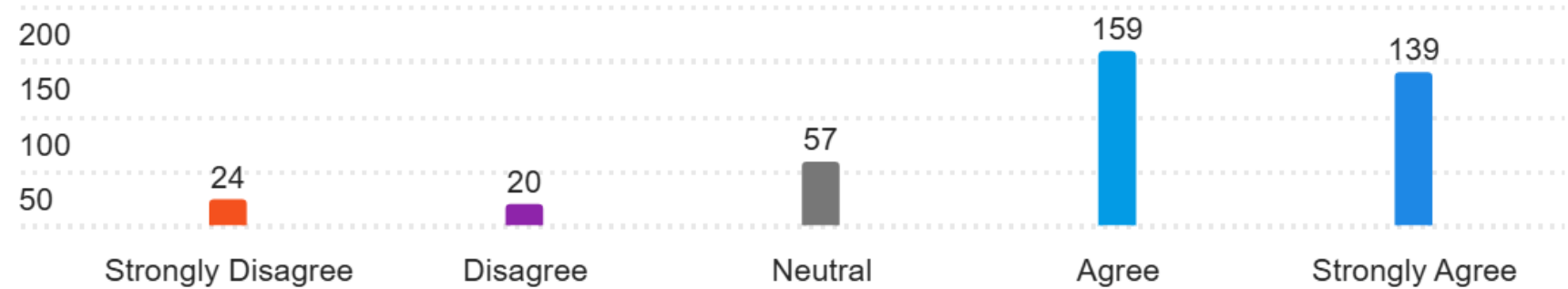
TEAMWORK

We approach opportunities and challenges as a team and find ways to help each other succeed.

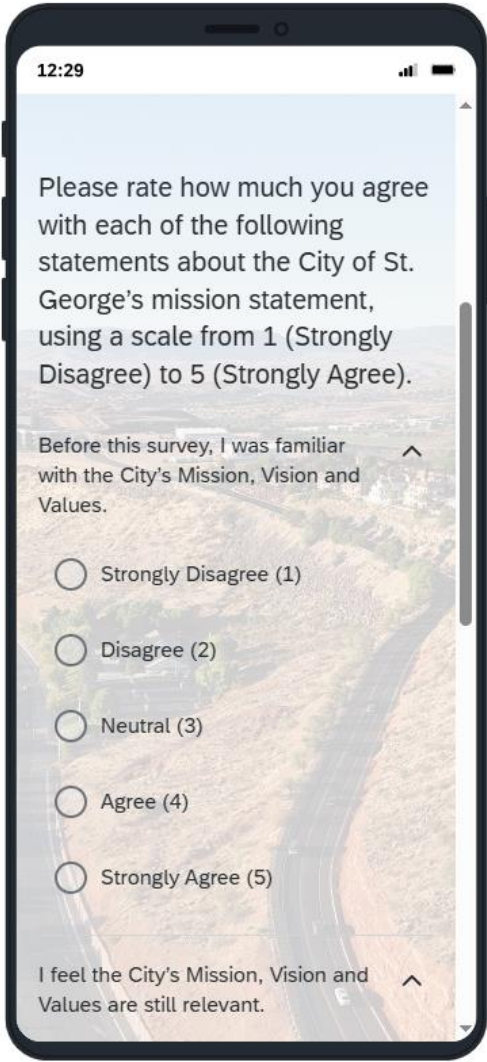
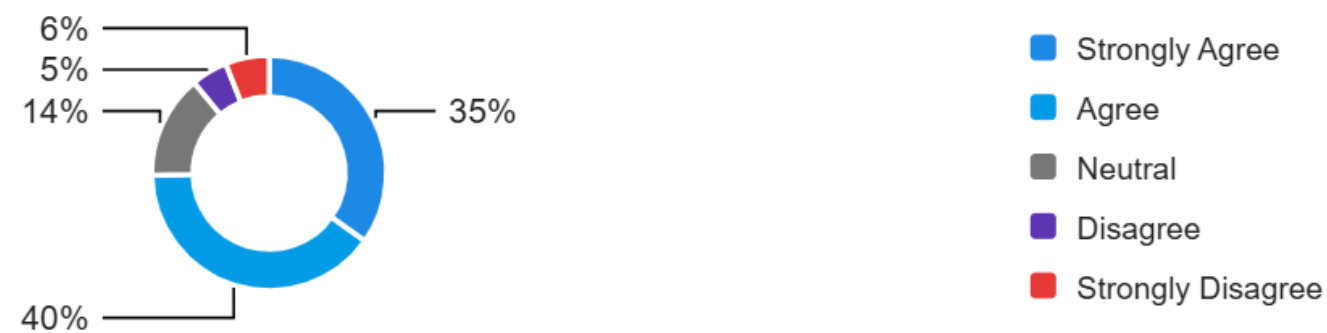
EXCELLENCE

We believe success is achieved by defining and exceeding the expectations of our citizens.

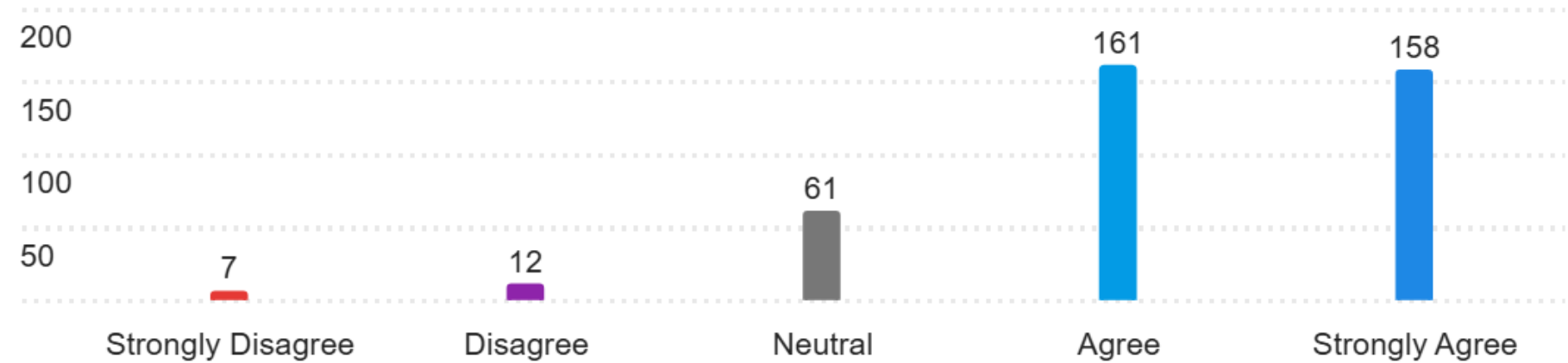
Before this survey, I was familiar with the City's Mission, Vision and Values.



Before this survey, I was familiar with the City's Mission, Vision and Values.



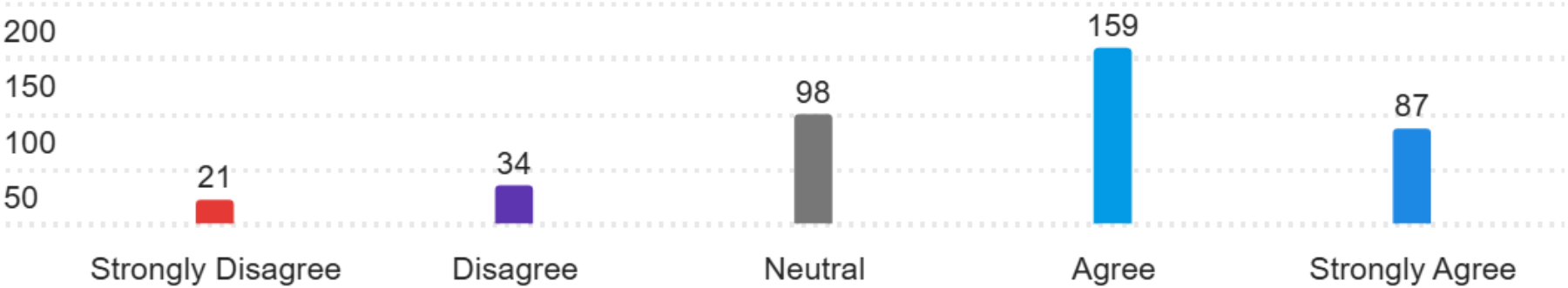
I feel the City's Mission, Vision and Values are still relevant.



I feel the City's Mission, Vision and Values are still relevant.



I feel the City's Mission, Vision and Values are lived within the organization.



I feel the City's Mission, Vision and Values are lived within the organization.





Additional Employment Data

THE BRIGHTER SIDE

This survey is completely anonymous. However, to help us improve the City and get a sense of how each department is doing, would you mind letting us know which department you're from?

Yes [71%]

No, prefer not to answer [29%]

12:29


St. George
THE BRIGHTER SIDE

72% Survey Completion

This survey is completely anonymous. However, to help us improve the City and get a sense of how each department is doing, would you mind letting us know which department you're from?

☐ Yes

☐ No, prefer not to answer

[< Back](#) [Next >](#)

Powered by Qualtrics 



Water Shortage Plan

Stage 1 Measures – 10% Reduction



LANDSCAPE

Defer lawn planting,
May-August



DEVELOPMENT

Limit SFR pools to 600 SF
Refuse new connections for
non-essential facilities
>9MGY (top 1 percent user)



OTHER

Strengthen enforcement of
existing water use codes
Stage 1 golf water budget
(90%)
Stage 1 rate structure (as
determined by agencies)



Stage 2 Measures – 20% Reduction



LANDSCAPE

Drip irrigated plant installs only
Ornamental lawn irrigation prohibited
Fountain & mist system operation prohibited
Water Efficient Landscapes Program increase



DEVELOPMENT

Community pools only
Lawn planting suspended on permitted projects, prohibited for new permits
Defer new connections for non-essential facilities >3MGY (top 5%)



OTHER

Car washing 1x per week maximum
Stage 2 golf water budget (80%)
Stage 2 rate structure (as determined by agencies)



Stage 3 Measures – 40% Reduction



LANDSCAPE

Outdoor irrigation by hose or drip system 1x per week
Lawn conversion to drip irrigated plants allowed



DEVELOPMENT

Defer all new connections except critical facilities & low water use projects



OTHER

Evaporation barriers required on pools. Make up water only
Splash pads and water park operations suspended
Car washing 1x/month maximum
Stage 3 golf water budget (60%)
Stage 3 rate structure (as determined by agencies)



Stage 4 Measures – 60% Reduction



LANDSCAPE

All outdoor irrigation prohibited



DEVELOPMENT

Continue Stage 3 strategies
All non-essential facilities prohibited



OTHER

Use limited to:

- Human health
- Sanitation
- Fire protection

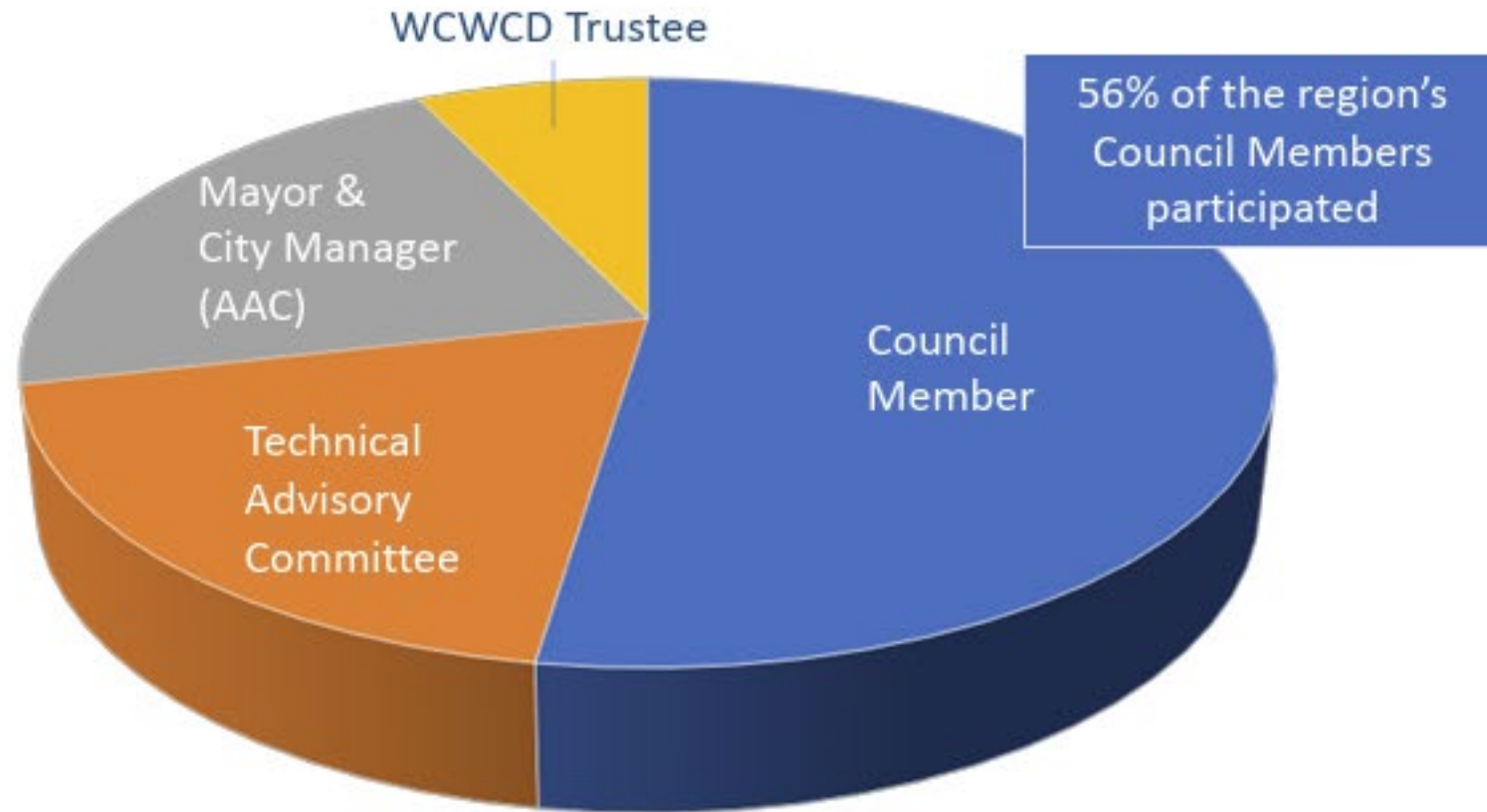


About the Consensus Survey

- Input sought from city officials and technical professionals.
- Online survey instrument sent via email and available for five business days.
- Data will be used to advance decision-making at the district and municipal level.



Who responded?



N = 42



Water Budget Approach

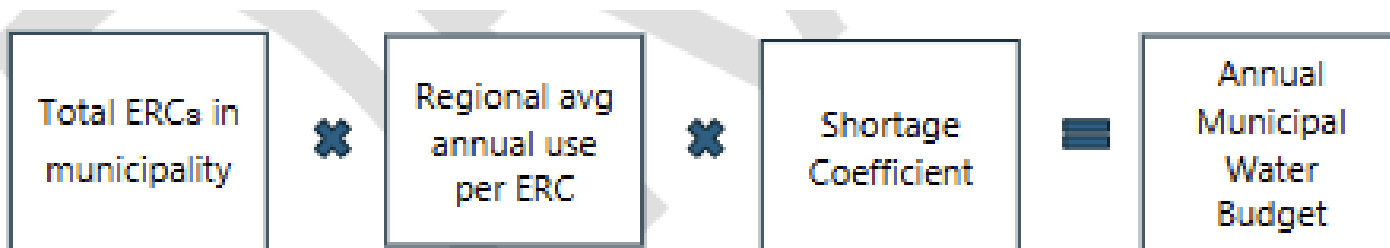


WATER AVAILABILITY AND RESPONSE STAGES					
Stage	0	1	2	3	4
Condition	Normal	Dry	Prolonged Shortage	Escalated Shortage	Extreme Shortage
Key Word	Conserve	Caution	Concern	Critical	Crisis
Response Target	0	-10%	-20%	-40%	-60%

Chapter 6 Response Action Plans

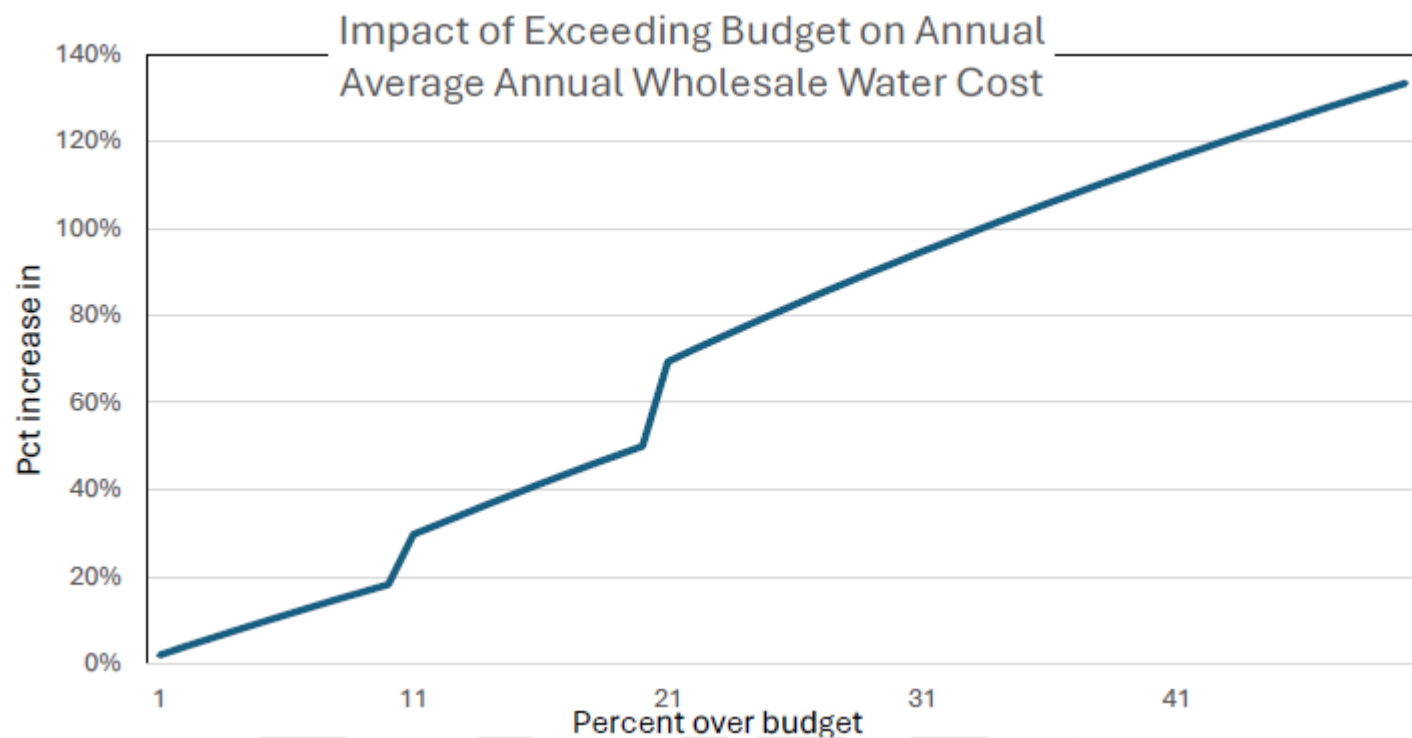
Despite relying upon the same primary source of water, each of the district's eight municipal partners have unique demands and resource scenarios. To allow municipal partners to select a suite of response actions that best fit their community, the district's board may call for municipal-scale water budgeting. In this approach, each municipality will be provided a water budget based upon the number of Equivalent Residential Connections (ERC) within the municipal service area. An ERC is an amount of water capable of serving a single-family home for one year. Commercial, industrial, and institutional customers have been allocated multiple ERC's based upon their water demands.

Each municipality must devise its own strategies to reduce water demand. In some cases, a municipality with a culture of conservation may already have lower than the per-ERC allocation provided by the district. If this occurs, the municipality will be expected to sustain the current average use per-ERC within their community.



On recommendation of the Task Force, water supplies deemed to be unrecoverable if conserved will be exempt from the water demand calculation. For example, Type I reuse water is currently used for urban irrigation. If the facilities served reduced their water use, the conserved water would become effluent discharged to the Virgin River and lost from the regional system.

Percent Excess	District Wholesale Water Charge
1-10% over budget	300% of standard cost
11-20% over budget	400% of standard cost
21% or more over budget	500% of standard cost





Water Conservation Plan

City of St. George Water Conservation Plan Update

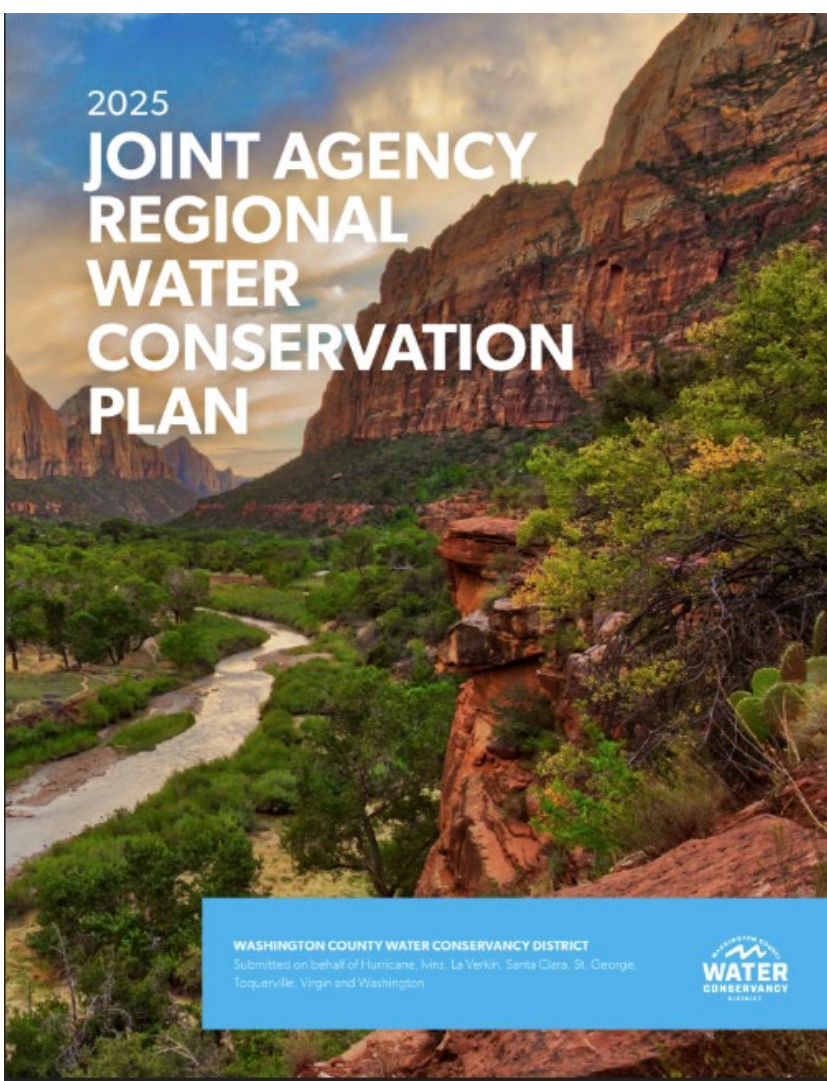
November 2023



The [Water Conservation Act](#) requires each water conservancy district public water system with over 500 connections to submit a water conservation plan to the [Utah Division of Water Resources](#) and update every five years.

The division reviews these plans and works with suppliers to improve conservation. Non-compliant water systems are ineligible for state or funding.

These plans contain existing and proposed water conservation that outline how the entity and the end culinary water user will water and limit or reduce its per capita consumption.



2025 JOINT AGENCY REGIONAL WATER CONSERVATION PLAN

WASHINGTON COUNTY WATER CONSERVANCY DISTRICT
Submitted on behalf of Hurricane, Ivins, La Verkin, Santa Clara, St. George,
Toquerville, Virgin and Washington



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Washington is Utah's most arid county. The region's population is expanding rapidly, and the capacity of the Virgin River watershed to support the growing population and economy is limited without aggressive conservation measures.

Through the Regional Water Supply Agreement (RWSA), the Washington County Water Conservancy District (district) supplies eight municipalities.

To meet expanding water needs, the district is developing a regional water reuse system and has implemented robust conservation initiatives. To a lesser extent, the district will develop additional sustainable supplies through groundwater optimization, voluntary conversion of agricultural water resources and expanded infrastructure to capture and store water in periods of abundance.

Conservation Measures

	HURRICANE	IVINS	LA VERGNE	SANTA CLARA	ST. GEORGE	TOOLBURYVILLE	VIRGIN	WASHINGTON
REGULATORY MEASURES - DEVELOPMENT								
WaterSense Plumbing Fixtures Required	✓	✓	✓	✓	✓	✓	✓	✓
Residential Hot Water Recirculation	✓	✓	✓	✓	✓	✓	✓	✓
Limitation on Residential Lawn Area	✓	✓	✓	✓	✓	✓	✓	✓
Prohibition on non-residential, non-functional lawn areas	✓	✓	✓	✓	✓	✓	✓	✓
Irrigation system design minimum requirements	✓	✓	✓	✓	✓	✓	✓	✓
WaterSense Irrigation Controller Required	✓	✓	✓	✓	✓	✓	✓	✓
Mulch required on planting beds	✓	✓	✓	✓	✓	✓	✓	✓
Ornamental Water Feature Limitations	✓	✓	✓	✓	✓	✓	✓	✓
Car Wash Efficiency Standards	✓	✓	✓	✓	✓	✓	✓	✓
Golf Course water efficiency plans	✓	✓	✓	✓	✓	✓	✓	✓
Municipal water prohibited for irrigation of new golf courses	✓				✓		✓	
Prohibition on master metering separate parcels	✓	✓	✓	✓	✓	✓	✓	✓
Separate meter required on large landscape	✓	✓	✓	✓	✓	✓	✓	✓
Swimming pool size limitations		✓						
REGULATORY MEASURES - WATER USE								
Water waste prohibition	✓	✓	✓	✓	✓	✓	✓	✓
Mist system regulations	✓	✓	✓	✓	✓	✓	✓	✓
Prohibition on HOA requiring lawn grass (2)	✓	✓	✓	✓	✓	✓	✓	✓
Requirement to connect to municipal water & Sewer	✓	✓	✓	✓	✓	✓	✓	✓
Requirement to repair leaks	✓	✓	✓	✓	✓	✓	✓	✓
PRICE SIGNALS								
Increasing block tiered water rates	✓	✓	✓	✓	✓	✓	✓	✓
Excess Use Surcharges	✓	✓	✓	✓	✓	✓	✓	✓
INCENTIVE PROGRAMS								
Lawn Replacement Payments	✓	✓	✓	✓	✓	✓	✓	✓
Toilet Retrofit Rebate	✓	✓	✓	✓	✓	✓	✓	✓
Smart Irrigation Controller	✓	✓	✓	✓	✓	✓	✓	✓
Public Agency Water Efficiency Rebate	✓	✓	✓	✓	✓	✓	✓	✓
EDUCATION PROGRAMS								
Transparent Water Billing Program	✓	✓	✓	✓	✓	✓		✓
AMI - Automated Metering Infrastructure	✓	PENDING	✓	✓	✓	✓		✓
Access to Community Demonstration Gardens	✓	✓	✓	✓	✓	✓	✓	✓
Seasonal Watering Schedules	✓	✓	✓	✓	✓	✓	✓	✓
RELATED EFFORTS								
Non-Revenue Water Management Programs	✓	✓	✓	✓	✓	✓	✓	✓

Figure 8

The district is relying upon four major strategies to reduce per-capita water demand:

- 1. Regulatory requirements
- 2. Retrofit and incentive programs
- 3. Conservation water rate structures
- 4. Education programs



Water Rights & Water Shares Exchange Agreement

WATER RIGHT & WATER SHARE EXCHANGE AGREEMENT
[St. George City]

This WATER RIGHT & WATER SHARE EXCHANGE AGREEMENT ("Exchange Agreement") is entered into as of the ___ day of October, 2025 ("Effective Date") by and between St. George City, a municipal corporation of the State of Utah ("City") and Washington County Water Conservancy District, a water conservancy district organized under the laws of the State of Utah ("District"). The City and District may be referred to collectively as the "Parties" or individually as a "Party."

RECITALS

A. The City owns Water Right No. 81-302, which authorizes diversion of 80.238 acre feet from a well for the irrigation of 13.373 acres in the vicinity of the St. George Municipal Airport.

B. The District owns 2 shares in the St. George Clara Field Canal Company ("Water Shares").

C. The City and the District desire to exchange a 60-acre foot portion of Water Right No. 81-302 ("Water Right") for the Water Shares.

AGREEMENT

NOW, THEREFORE, for the mutual covenants, promises, and agreements hereinafter set forth, the Parties agree as follows:

1. Exchange of the Water Right and Water Shares.

1.1 Subject to the terms and conditions of this Exchange Agreement, the City agrees to exchange and convey the Water Right to the District and the District agrees to exchange and convey the Water Shares to the City. The City shall convey the Water Right to the District using the form of Water Right Quitclaim Deed and Assignment attached as **Exhibit A**. The District shall convey the Water Shares to the City by delivering at Closing (defined below) a share certificate in the name of the City.

1.2 The Parties acknowledge and agree that this is an exchange of water rights for water shares in a nonprofit irrigation company. The City has determined that the exchange described in this Exchange Agreement will equally enable the City to meet the needs of its designated water service area, as contemplated under the Utah Constitution, Article XI, Section 6(2)(c).

2. Closing. The exchange of the Water Right and Water Shares shall occur in a single closing ("Closing"). The Closing shall occur at a time and in a manner to be mutually agreed upon by the Parties. At the Closing, the City shall deliver to the District a Water Right Quitclaim Deed and Assignment (and associated Water Right Deed Addendum) for the Water Right, conveying all of its right, title, and interest in and to the Water Right. At the Closing, the District shall deliver to

Water Shares & Water Right Values Vary by:

1. Location-
2. Existing Infrastructure-
3. Water Quality-

Generally, water rights south of the Virgin River have little value due to the quality of the groundwater and the treatment process (Reverse Osmosis) required to make the water usable.

Property Owner in Bloomington Area wants to drill a well for Ag/dust control

Property Owner has water rights that can be moved to Sand Hollow / Quail Lake area

City has water rights in South Block area near Airport ~1,400 AF

WCWCD has shares in St. George Clara Fields Canal Company.

City exchanges 60 AF of groundwater rights to WCWCD for 2 shares of SGCFCC (2x4.09) 8.18 AF