

# STRATEGIC PLAN MEETING MINUTES

## EPHRAIM CITY COUNCIL

CITY COUNCIL CHAMBERS, EPHRAIM CITY HALL

5 SOUTH MAIN, EPHRAIM, UTAH

JANUARY 9, 2026

9:00 AM

### CALL TO ORDER & ROLL CALL

The Ephraim City Council Meeting, having been properly noticed, was called to order at 9:00 a.m.

### MEMBERS PRESENT

Chris Larsen; Mayor, Dennis Nordfelt; Mayor Pro Tem, Anthony Beal, Troy Birch, Loren Steck, Jack Dalene

### MEMBERS EXCUSED

### STAFF PRESENT

Katie Witt; City Manager, Candice Maudsley; City Recorder, Bryan Kimball; Community Development, Colby Zeeman; Police Chief, Megan Spurling; Planner, Jeff Hermansen; Fire Chief, Jon Knudsen; Finance Director, Jeff Jensen; Public Works, Cory Daniels; Power Director Jordan Howe; Rec Director, Randi Spurling; Finance

### STRATEGIC PLAN WORK SESSION

#### **Vision**

Council and staff reviewed components of a strategic plan, including mission statements, vision statements, core values, and strategic plans from other cities, as part of Ephraim's strategic planning process.

#### **SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)**

The council and staff conducted a three-step SWOT analysis to identify Ephraim's strengths, weaknesses, opportunities, and threats:

- 1. Individual Analysis:** Each participant completed a personal SWOT assessment.
- 2. Table Discussion:** Participants shared their individual results within their tables and consolidated key points.

3. **Group Sharing:** Each table posted their combined SWOT results for review and discussion by the entire group.

Participants also envisioned what Ephraim would look like in 50 years, with the top priorities identified as:

- Maintaining a small-town feel
- Providing amenities and services so residents do not need to leave the city, supported by well-planned infrastructure
- Thriving downtown businesses and a high quality of life for a multi-generational community

These ideas were then reverse engineered to determine strategic direction, and each participant proposed three goals for the next three years. Table goals were combined to create three overall group goals for council consideration.

### **Break for Lunch**

## **Key Priorities Identified**

### **Infrastructure**

- Land needs near the water tank (identify acreage, ownership, and necessary studies)
- Road funding
- Substation planning
- Electric right-of-way acquisition
- Cybersecurity
- Conservation efforts
- Sewer projects
- Welcome signage (scaled-down approach from original concept)
- Storm Drain Master Plan

### **General Plan Update**

- Funding for plan updates

### **Economic Development**

- Mini façade grant program
- Local business database on the city website

### **Primary Goals**

- Infrastructure
- General Plan Update
- Economic Development

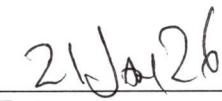
**ADJOURNMENT**

There being no further business before the Council, the Strategic Planning Work Session was adjourned at 1:48 p.m.

**MINUTES APPROVED:**

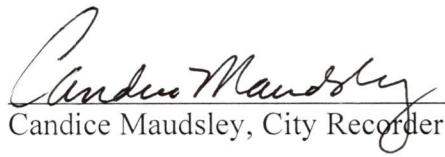
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Chris Larsen, Mayor



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Date

**ATTEST:**

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Candice Maudsley, City Recorder



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Date