

**MINUTES OF THE REGULAR MEETING OF THE  
CITY COUNCIL OF PLEASANT VIEW CITY, UTAH**

**February 28, 2026**

**The public meeting was held at City Hall, 520 W Elberta Drive, Pleasant View, Utah, commencing at 8:00 P.M.**

**MAYOR:**

Steve Gibson

**COUNCILMEMBERS:**

Ann Arrington  
Johnny Ferry  
David Marriott  
Sara Urry  
Sean Wilkinson

**STAFF:**

Andrea Z Steiniger  
Laurie Hellstrom  
Tyson Jackson  
Stetson Talbot

**VISITORS:**

Jordan Watson  
Dave Lalodi

**1. City Council Retreat/Workshop.**

**Mayor Gibson's Presentation Summary:**

**1. City Direction & Goal Setting**

- The need for clearly defined short- and long-term goals
- Maintaining a strong working relationship with council, staff, and mayor
- Focusing on attainable wins rather than getting overwhelmed by long-term projects
- Identifying 4–5 priority items the city can realistically accomplish soon

A quarterly work-session format was suggested to maintain strategic focus without over-meeting.

**2. Garbage Service & Can Management (Republic Services)**

- The city met with Republic Services to address ongoing complaints (damaged lids, cans knocked over).
- Service quality has improved since the meeting.
- Two potential options were discussed:
  - The city continues managing cans
  - Residents pay approximately \$1/month, and Republic provides and maintains all cans
- Turning over responsibility to Republic could remove the city from the “garbage can business.”
- A formal presentation is expected soon.

**3. Ordinance Review & Simplification**

- Many city ordinances duplicate state statutes

- Some may be unnecessary and could be removed
- Consider outsourcing a full ordinance review vs. gradual in-house review
- Planning and zoning inconsistencies (setbacks, overlays, etc.) need updating
- Aim to simplify development processes and reduce unnecessary procedural steps

The broader goal: streamline processes for developers and residents.

#### 4. Process Improvement Initiative

- Map out city processes step-by-step (e.g., permits, dog licenses, development approvals)
- Identify redundant steps
- Reduce unnecessary “touch points”
- Simplify checklists and workflow

Objective: cut inefficiency and reduce approval times.

#### 5. Cemetery Expansion & Water Rights

- Secure additional water shares quickly (before costs rise)
- Determine land ownership structure (city vs. cemetery board)
- Develop cost-sharing and repayment structure for property purchase
- Plan for irrigation and infrastructure

Water security was emphasized as critical for both cemetery and long-term city growth.

#### 6. Staffing

- Fill two current vacant positions
- Evaluate workload and efficiency first

### **Dave Laloli’s (North Pointe Development) Presentation Summary:**

North Pointe Development – 2700 North & 600 West, property west of existing plaza area (near storage units)

Vision:

- Create a destination-style development
- Possibly a “city center” concept
- Mixed-use plaza with:
  - Walkable space
  - Outdoor gathering areas
  - Event-friendly design
  - Restaurants and national tenants
  - Central plaza for concerts, markets, festivals

Key Ideas Discussed:

- Farmington Station–style walkability
- Large open pedestrian plaza between buildings
- Event space for:
  - Farmers markets
  - Restaurant crawls
  - Concerts
  - Community festivals
- Outdoor dining
- Parking around perimeter rather than central

Challenges:

- Attracting strong national tenants
- Limited local employment base
- Retail market shifts (e-commerce pressure)
- Need sufficient “doors” (business density)
- Zoning issues (C-2 vs. CPUD vs. mixed-use)

Developer wants:

- Partnership with the city
- Long-term legacy project
- High-quality, community-enhancing design

The council expressed interest in:

- Creating a place to gather
- Encouraging economic sustainability
- Balancing growth with traffic/infrastructure impacts
- Possibly incorporating residential components to support retail

No decisions were made—this was an exploratory vision discussion.

### **Jordan Watson/Triad Development's Presentation Summary:**

Land Exchange Proposal regarding property north of the former charter school on Highway 89 in Pleasant View City.

#### Background & Timeline

- Property purchased in October 2024.
- The city identified a potential future rail crossing and master roadway through the site but has not finalized the exact alignment.
- An initial affordable housing concept was rejected.
- The property was later rezoned to commercial (MCM) in October 2025.
- A compliant commercial project has been designed but remains on hold due to uncertainty about the rail crossing location.
- The uncertainty has lasted 18 months (and three years since the city's transportation plan was completed).

#### Proposed Solution: Land Exchange

Triad proposes:

- Giving the city approximately 1.53 acres (northwest quadrant of their property) designated for the potential rail crossing/master roadway.
- Receiving in exchange a 1.02-acre city-owned parcel currently used as a stormwater basin and a dead-end roadway.

#### Claimed Benefits

- City gains full ownership and control of the future rail corridor area.
- Eliminates future acquisition costs and development conflicts.
- Allows Triad to proceed with a commercial flex-space project for small trades businesses.
- Stormwater basin could be relocated to the northwest quadrant.
- Developer is willing to explore using impact fees to offset relocation costs.
- Exchange would cost the city little to nothing compared to outright purchase (estimated property value: ~\$12/sq ft; millions if acquired traditionally).

#### Key Challenges

- The rail crossing location requires coordination with Union Pacific, which may take years.
- Developer hesitant to spend \$50k–\$75k on engineering without more certainty.
- Concern that delays could continue indefinitely.

#### City Response

- Officials expressed interest in the proposal as a potential “win-win.”
- Acknowledged need to finalize rail crossing alignment and funding.
- Mayor committed to bringing the issue to resolution soon and avoiding further long delays.
- Some discussion about leveraging city ownership to strengthen negotiations with Union Pacific.
- No decisions were made.

### **Stetson Talbot's Presentation Summary:**

Proposed exploring purchase of a former bank/daycare building on Pleasant View Drive as a potential new police department.

#### Proposal Details

- Building size: ~2,800 sq ft (current PD space ~1,700–1,800 sq ft).
- Estimated purchase price: \$550k–\$600k.
- Estimated renovation cost: Several hundred thousand dollars.
- Includes a large vault that could serve as evidence storage.
- Grants may be available to assist funding.

#### Rationale

- Current police space is overcrowded.
- Opportunity to expand relatively affordably.
- Could serve as short- or long-term solution.

#### Council Discussion Points

- Long-term vision: Should police remain near city offices?
- Renovation vs. investing in a new consolidated facility.
- Use of existing city building space (including underutilized basement areas).
- Potential future facility pressures as the city grows.
- Importance of keeping city staff centralized for collaboration.

#### Outcome

- No decision made.
- Mixed reactions: appreciation for proactive thinking, but concern about cost-effectiveness and long-term planning alignment.
- Emphasis on evaluating broader facility needs before committing.

#### Overall Themes of the Session

- Desire to resolve long-standing infrastructure uncertainties.
- Focus on practical, cost-conscious solutions.
- Interest in forward-thinking planning for city growth.
- No formal actions taken, but momentum toward resolving both matters.

### **Sean Wilkinson's Presentation Summary:**

Sean reported on meetings with Andrea, Tyson, and Tammy to evaluate the city's public works and planning processes, identify inefficiencies, and suggest improvements.

#### Key Issues Identified

1. Redundant Review Processes
  - Public works and engineering are both reviewing land use applications when engineering alone (with input as needed) could handle it.
  - This redundancy is pulling Tyson away from higher-priority issues like the stormwater audit.
  - Streamlining reviews would free up staff time for more critical work.
2. Lack of a Functional Project Tracking System
  - The city relies on Bluebeam and individually created spreadsheets.
  - There is no centralized, automated tracking system.
  - Staff manually track applications, send emails, and log reviews—essentially a full-time administrative task.
  - If a staff member leaves, their personal tracking system could create major delays.
  - Other jurisdictions use automated systems that:
    - Allow online submissions
    - Automatically notify reviewers

- Track uploads and responses
- Reduce manual data entry

Sean emphasized that investing in software would significantly improve efficiency and reduce staff workload. Additionally, pending state legislation may soon require electronic submission capabilities, making such a system necessary.

### 3. Lack of Records for DRC Meetings

- Development Review Committee (DRC) meetings are not recorded and do not produce formal minutes.
- This creates risk if disputes arise about what was said.
- Sean recommended recording meetings, preparing minutes, and distributing them for review to ensure clarity and accountability.

### 4. Staff Overload

- Tammy is overwhelmed with:
  - Phone calls and front counter service
  - Tracking applications
  - Preparing reports and meeting packets
- Administrative demands prevent her from doing proactive planning work such as:
  - Reviewing ordinance impacts
  - Updating the general plan
  - Conducting infrastructure impact analysis
- As a result, some planning recommendations lack deeper analysis due to time constraints.

### 5. Need for Additional Support

- Even with better software, workload levels justify additional staffing.
- A part-time or full-time administrative support role could:
  - Handle communications and tracking
  - Free planning staff to focus on substantive planning work
- Leadership acknowledged this will require budget allocation but agreed it is necessary.

### Overall Conclusion:

The core issue is not staff competence—Sean emphasized that the team is capable and professional. The real problems are:

- Outdated systems
- Inefficient processes
- Administrative overload
- Insufficient staffing support

Leadership responded positively to the recommendations, particularly:

- Eliminating redundant reviews
- Implementing electronic tracking/software solutions
- Adding staff support
- Reallocating responsibilities

The meeting concluded with agreement that modernization and staffing adjustments are necessary to improve efficiency and better support city growth and development.

### **Johnny Ferry's Presentation Summary:**

John, recently appointed president of the Utah Manufacturers Association, shared insights from his statewide economic development perspective to guide Pleasant View's future planning. He emphasized that manufacturing plays a major role in Utah's GDP and that his role gives him visibility into what cities are doing well — and poorly — in economic development.

The discussion centered on defining Pleasant View's economic identity and making strategic decisions that will impact the city for decades.

## Key Themes

### Economic Identity

The central question posed:

What is Pleasant View's economic identity?

- Many infrastructure decisions (roads, layout) are already fixed.
- However, the city still has flexibility due to remaining open space.
- Decisions made now will shape the city for 20–100+ years.

### Comparison to Similar Cities

The group discussed Utah cities that were once similar in size and successfully grew their economies:

- Farmington
- Spanish Fork
- St. George
- Lehi
- Logan

These cities leveraged freeway access and corridor development to attract growth. Pleasant View may be positioned similarly due to proximity to I-15 and major transportation routes.

### SWOT Analysis Discussion

#### Strengths

- Affluent, well-educated population.
- Strong household median income.
- Proximity to I-15, Highway 89, rail, and major corridors.
- Available open space for development.
- Natural separation between residential areas and commercial corridors.
- Growing regional population along the Wasatch Front.

#### Weaknesses

- Lack of a defined city center.
- Limited staffing/resources to manage rapid growth.
- Risk of slow permitting or infrastructure delivery becoming a barrier.
- Residential density not yet strong enough to fully sustain retail.
- Heavy reliance on developers rather than proactive economic recruitment.

#### Opportunities

- Ability to intentionally plan remaining open space.
- Creating a defined commercial or mixed-use "center."
- Achieving better balance between residential, retail, and manufacturing.
- Regional collaboration with nearby cities (Harrisville, North Ogden, potentially Farr West).
- Leading a tri-city economic development effort.
- Capitalizing on population growth pushing north along the Wasatch Front.

#### Threats

- Competing developments nearby (e.g., major retail centers outside city control).
- Other cities moving faster to capture growth.
- Overdevelopment of one sector (e.g., too much industrial or too much housing).
- State-level decisions limiting local control.
- Missing the window of opportunity as growth shifts north.

#### Key Strategic Questions Raised

- Should Pleasant View prioritize retail, manufacturing, or office space?
- What produces the best tax revenue relative to infrastructure cost?
- What do residents actually want?
- How can the city proactively recruit businesses instead of waiting for developers?

- Can Pleasant View lead regional economic collaboration?

#### Financial Considerations

There was discussion about:

- Sales tax revenue as critical for funding police, infrastructure, and city services.
- Comparing tax benefits of retail vs. manufacturing (property tax, equipment tax, infrastructure cost).
- Previous studies identifying tax leakage and economic gaps.

Further research was requested to better understand revenue impacts by development type.

#### Big Picture Conclusion

Pleasant View is at a pivotal moment:

- It still has development flexibility.
- Growth along the Wasatch Front is inevitable.
- Strategic, coordinated action is needed now.
- A defined economic vision and possibly regional collaboration could position the city to lead rather than react.

The overall tone emphasized urgency, long-term thinking, and intentional planning to avoid being outpaced by neighboring communities.

### **Ann Arrington's Presentation Summary:**

Presentation Summary: City Communication Upgrade Discussion

The presenter was tasked with evaluating and improving the city's communication strategy, noting that current efforts are not effectively reaching residents.

#### Current Communication Methods

- Facebook
- City website
- Newsletter mailed with utility bills
- Newsletter mailed separately to ~925 residents without individual utility bills
- Email newsletter (tied to utility billing system)
- City signs (underutilized)

#### Key Issues Identified

- Only about 900 Facebook followers out of 12,000 residents.
- Many residents (especially younger demographics) rely on other platforms.
- Residents without utility bills cannot opt into the city's email system.
- The city spends about \$99/month mailing standalone newsletters to non-utility households.
- Roughly \$1,849/month is spent including newsletters with utility bills.
- Perception that the printed newsletter is often discarded and not widely read.
- General agreement that communication is not working well and needs a revamp.

#### Communication Solutions Reviewed

##### 1. Branded App Platforms

- CivicPlus
- Gov-branded app provider (GoGov-style solution)

##### Pros:

- Push notifications
- App customization (quick links, top services)
- Integration options

##### Cons:

- Requires residents to download another app
- One-way communication
- Annual cost: ~\$5,800–\$6,000
- One-year commitment

Concern: Many residents don't want another app on their phones.

## 2. TextMyGov

(A chatbot-style SMS system used by other cities)

Features:

- Residents opt in via website
- Text-based notifications (160-character limit)
- Grouping and geo-fencing (e.g., notify only affected neighborhoods)
- Templates and scheduling
- 75,000-text annual bank (additional texts available)

Cost:

- ~\$6,800 annually
- Small implementation fee

Pros:

- Targeted messaging
- Good for alerts and reminders
- No app download required

Limitations:

- Text-only (no graphics)
- Replies count against text bank

## 3. Constant Contact (Preferred Option)

Features:

- Email campaigns with optional SMS add-on
- AI-assisted content creation
- Auto-posting to Facebook
- Open-rate tracking and resend options
- Polls and surveys
- Scheduling
- Easy opt-out, no long-term contract

Cost:

- ~\$216 for six months (with government discount)
- Additional cost for texting (e.g., 2,500 texts per month option)

Why Preferred:

- Low financial risk
- Flexible commitment
- Multi-channel (email + text + social)
- Easier content management
- Better analytics
- Allows experimentation and refinement

Content Strategy Discussion

Beyond tools, the group emphasized improving what is communicated:

Priority Content:

- Major city events
- Key ordinance changes
- Infrastructure updates
- "Did you know?" informational items
- Mayor/council updates

New Ideas Proposed:

- Short "City Minute" video updates (1-minute recap clips)
- Post-city council meeting summaries
- Department spotlights (police, public works, etc.)
- Twice-monthly updates to avoid overload

- More visual and engaging formats
- Building credibility by linking relevant local news

#### Signage & Visibility Discussion

- Interest in improving city entrance signage (especially along 2700).
- Inspired by North Salt Lake's event signs with QR codes.
- Discussion of large "Welcome to Pleasant View" identity signage.
- Emphasis on visual engagement to complement digital outreach.

#### Financial Perspective

The ~\$900/month currently spent mailing newsletters to non-utility households could potentially be redirected toward modern digital communication tools.

#### Overall Direction

There was broad agreement that:

- Current communication efforts are insufficient.
- The printed newsletter may not justify its cost.
- The city should experiment with a modern, digital-first approach.
- Constant Contact is the recommended starting point due to low cost and flexibility.
- A shift toward short, consistent, engaging updates is preferred.

No vote was taken, but there was consensus to move forward exploring the Constant Contact option and refining the communication strategy.

### **Dave Marriott's Presentation Summary:**

#### 1. Public Works West & General Plan (Top Priority)

The speaker identified Public Works West as a major priority, along with broader planning for the area between 1000 West, Pleasant View Drive, and U.S. Route 89.

##### Key Points:

- The city owns significant property in this area, including land near Mount Orchard Drive.
- There is currently no cohesive general plan guiding development.
- Developers are ready to move forward, but projects have been delayed due to lack of a unified vision.
- The cemetery project is moving ahead and needs to be integrated into the overall plan.
- Consideration should be given to:
  - Whether portions along Highway 89 should become commercial.
  - Limiting additional access points to Highway 89.
  - Potentially selling or trading unused city-owned land.
- Enterprise funds purchased the property for long-term public works expansion, meaning it cannot simply be repurposed without financial implications.
- Planned uses include:
  - Decant (waste) facility (federally funded, must be completed by end of 2026).
  - Storage and truck housing.
  - Regional pond infrastructure.
- There is concern about long-term vision, land use efficiency, and ensuring flexibility for future services.

Overall theme: The city needs a defined long-term vision and possibly a committee to integrate public works, cemetery planning, and general development into a cohesive strategy.

#### 2. City Website & Communication

The city website is functional and paid for, but:

- It lacks updated, meaningful content.
- No one has clear responsibility for managing and updating it.
- It would require 3–4 hours per week to maintain properly.
- The website should be the central hub for all communications (videos, announcements, updates).

Main issue: No designated owner or communication coordinator.

### 3. Internal Communication & Management Structure

The speaker emphasized the need for improved internal communication:

- Suggested 15-minute daily “huddle” meetings with department heads.
- Focus areas:
  - Follow-ups on council and planning decisions.
  - Project status updates.
  - Cross-department coordination (police, public works, court, etc.).
  - Identifying what needs to be communicated to council or the public.

Identified Problems:

- Follow-through gaps (e.g., railroad project thought to be nearly complete but wasn’t).
- Information siloed between departments.
- Staff wearing multiple “hats,” causing overload and inefficiency.
- No clear central coordinator to gather and distribute information.

There was debate about feasibility, given staff capacity and burnout concerns.

Core issue: The city lacks a structured communication and accountability system.

### 4. Staffing & Capacity Concerns

- Staff already feel overwhelmed.
- The small-city environment makes it harder because individuals hold multiple roles.
- Additional personnel may be necessary to implement better systems.

### 5. Other Priorities Mentioned

- Finish existing projects (e.g., sports park).
- Water tank planning and eventual bond funding.
- Property acquisition and rights-of-way planning.
- Entrance and park signage (lower priority).

Overall Themes

1. Need for Vision – Especially for Public Works West and surrounding development.
2. Need for Structure – Clear planning, accountability, and follow-up systems.
3. Need for Communication Improvement – Both internal (staff) and external (public).
4. Need for Defined Ownership – Website management, project tracking, and coordination require designated responsibility.

The presentation reflects a push toward running the city more like a coordinated business operation, with stronger planning discipline and communication systems.

### **Sara Urry’s Presentation Summary:**

Presentation Summary (Sarah and Team Discussion)

The group discussed several strategic priorities and operational needs for the city moving forward:

#### 1. Grant Funding & Budget Placeholder

- Sarah emphasized the need to be more strategic about branding and funding earlier in the process.
- She proposed creating a small annual budget placeholder (e.g., ~\$10,000) to serve as matching funds for major grants, reducing the need to seek outside matches each time.
- “Easy grants” do not require matching funds, but larger grants do.
- Three upcoming grant ideas include:
  1. Funding related to the city’s 175th celebration (including commemorative items).
  2. A remote-control park project in RC Park (community-driven concept).
  3. Accessories for new pickleball courts (practice boards, paddle holders).

Staff and community partners are collaborating on drafts, with follow-up meetings planned.

#### 2. Community Events & Economic Development

- Food truck events have been scaled back to two in August and two in September.

- There's interest in hosting downtown-style community events (e.g., art strolls, night strolls, live music) to drive traffic to local businesses.
  - The goal is to increase community engagement while supporting economic development by drawing both residents and visitors.
3. General Plan & Development Planning
- A comprehensive General Plan update was identified as a priority.
  - Updates are necessary to:
    - Address housing and land-use requirements.
    - Plan for hillside and master-planned community development.
    - Ensure proper ordinances are in place before developers move forward.
  - Proactive planning now will prevent future regulatory and development challenges.
4. Staff Support & Organizational Foundations
- Strong emphasis was placed on supporting staff with tools, resources, and retention strategies.
  - Priorities include:
    - Retention policies and workforce stability.
    - Compliance with evolving state and federal regulations.
    - Formalizing internal processes and improving administrative consistency.
  - Leadership expressed concern about starting new initiatives without strengthening foundational systems first.
5. Funding & Infrastructure Challenges
- Major financial decisions are approaching, especially regarding utilities (sewer, stormwater, impact fees).
  - While many capital projects are progressing, there are still significant projects underway.
  - Managing nearly \$10 million in grant funds requires substantial administrative time and oversight.
  - Grants bring extensive compliance and reporting requirements—they are not “free money.”
6. Accountability & Follow-Up
- Leadership wants clearer takeaways and action steps from meetings.
  - A follow-up meeting was suggested to track progress and ensure discussions result in implementation.
  - Emphasis was placed on improving communication and ensuring projects move forward instead of stalling.

Overall Theme:

Balance forward-looking community initiatives (events, branding, development planning) with strengthening operational foundations (staffing, compliance, funding strategy, and process improvement) to ensure sustainable growth and effective governance.

### **Priorities:**

#### **1. Staffing – Top Priority**

- Strong agreement that additional staff is the highest priority.
- Needs identified:
  - Planning support (possibly an assistant planner).
  - Website and communications management.
- Discussion about whether to hire one person with multiple roles or multiple specialized positions.
- Target goal: Have staffing identified and ideally in place by **July**, pending budget availability.
- Staff will define job responsibilities before hiring.
- Consideration of software solutions as part of improving efficiency.

## **2. Software & Systems Upgrades**

- Software improvements tied closely to staffing needs.
- Andrea and Johnny tasked with identifying software options.
- Aim: Increase operational efficiency and reduce workload burdens.

## **3. General Plan Update**

- Andrea applied for a grant (\$200,000 request) but was not prioritized for funding.
- However, **Wasatch Front Regional Council** representative Tim Watkins offered technical assistance.
- Full general plan update is a large, long-term effort requiring committees, infrastructure analysis, and community input.
- Discussion about tackling smaller components first:
  - Small lot housing guidance
  - Hillside zoning clarification
  - Specific development areas
- Acknowledgment that piecemeal changes can trigger broader impacts (infrastructure, utilities, capital facilities).
- General plan remains a priority but is considered long-term rather than immediate.

## **4. Emergency Management (EOP)**

- Current emergency management responsibilities are unclear.
- Need to:
  - Clearly designate roles.
  - Update the Emergency Operations Plan (EOP).
  - Ensure FEMA compliance requirements are met.
- Identified as a significant issue requiring attention.

## **5. Garbage & Recycling**

- Public works to present options by the 10th.
- Considered a near-term actionable item.

## **6. Public Works West / Cemetery**

- Identified as a priority area needing planning and forward movement.

## **7. Economic Development & Demographics**

- Discussion about:
  - Zoning impacts.
  - Demographic study.
  - Leakage study review.
- Johnny tasked with leading economic impact analysis efforts.
- Mention of RAMP funds needing to be used strategically.

## **8. Communication Improvements**

- Recognized as a major issue.
- Includes website management and broader public communication strategy.
- Could be as significant as general plan work.

## **9. Population & Growth Discussion**

- Current population: ~12,000.
- Estimated maximum buildout based on boundaries: ~25,000.
- Compared to other Utah cities with similar geographic constraints.
- Discussion of potential future road connections that could significantly affect growth patterns.

## **10. Process Moving Forward**

- Agreement to:
  - Create a comprehensive list of discussed items.
  - Focus on a **Top Five priority list** to show measurable progress.

- Avoid overloading with too many initiatives at once.
- Proposed solution:
  - Short work sessions before or after council meetings.
  - Regular updates on priority items (possibly twice monthly).
  - No more 4-hour marathon sessions.

**Overall Themes**

- Strong desire to:
  - Improve operational capacity.
  - Clarify planning direction.
  - Strengthen communication.
  - Show visible progress.
- Emphasis on breaking large projects into manageable steps.
- Recognition that growth pressures and state mandates are increasing urgency.

Adjournment: 11:09 A.M.