



PAROWAN CITY ECONOMIC HEALTH AND DEVELOPMENT MEETING MINUTES

TUESDAY, NOVEMBER 18 – 5:30 P.M.

Parowan City Conference Room

35 E 100 N, Parowan, UT 84761

Office: (435) 477-3331

Commission Members Present: Mike Kiel, Tracey Wheeler, Todd Gale, Councilmember David Harris

Excused: Lori Eichelberger, Rick Anderson, Jared Meibos

City Staff Present: Mollie Halterman, Mayor; Dan Jessen, City Manager; Callie Bassett, City Recorder

Public Present: Tricia Harris, Councilmember John Dean

Call to Order

Mike Kiel called the meeting to order at 6:00 p.m. It was noted that minutes from the previous meeting had been sent out but were not on the agenda for approval. The committee agreed to approve these minutes at the next meeting.

Shop Local Campaign

Tricia Harris from the Chamber of Commerce presented the Shop Local campaign, which was initially Mike's idea. The Chamber has partnered with the city to launch this initiative on November 29th, with plans for it to be an ongoing, year-round effort.

Tricia displayed promotional materials received from American Express's Shop Small program, including posters, bags, stickers, pens, and open/close signs that would be distributed to local businesses. The Chamber has created their own logo using similar colors to complement these materials.

The campaign will feature several components:

- A Shop Local table at the Winter Wonderland/Hometown Holiday event on November 29th
- A potential "12 Days of Christmas" or "24 Days of Christmas" promotion to advertise local businesses
- A bingo card system where residents can collect stamps from businesses to win prizes
- Plans for a press release with Mike to promote shopping locally

Tricia and Mollie Halterman shared additional Chamber initiatives including:

- The "Let It Glow" window display contest for businesses, with voting via QR codes throughout December
- Extended store hours after the town lighting ceremony
- \$25 grants to help businesses provide treats during events
- A downtown map project featuring shops, dining, historic sites, and recreational areas
- A redesigned sign for the Parowan Mercantile building, funded through grants

The committee discussed the Art Tour, which is held biennially and will feature 27 artists this year. Attendees can visit artists' homes and studios to view and purchase art. The committee emphasized that the Art Tour, Winter Wonderland, and other Parowan events are unique offerings that draw visitors to the community.

Tricia also mentioned their approach to the "cinnamon roll" situation. Rather than trying to eliminate the town's reputation for cinnamon rolls, the Chamber plans to embrace it with a cinnamon roll celebration and will create stickers with humorous phrases related to cinnamon rolls. They have secured grant funding from Iron County Tourism to help support these initiatives.

Implications of the Government Shutdown on the Business Community

Mollie Halterman reported that the city's projects have been affected by the government shutdown. The bridge project is finally out for bid, and the EDA grant for airport infrastructure is ready to submit with some minor adjustments. However, the shutdown has pushed project timelines, with some fall projects now delayed until next summer or later.

Todd Gale shared that from the banking perspective, the shutdown did not significantly affect local business operations, but it did impact SBA loans which had to be put on hold. He noted that southern Utah's economy remains strong due to continued growth in the region.

The committee discussed that while the shutdown had minimal direct impact on local businesses, it has caused administrative stress and project delays for the city. They noted that while no funding has been lost, the competitive nature of grants means the backlog could affect future funding opportunities.

Staff Updates

This agenda item was tabled as Mollie Halterman had to leave the meeting early.

During this section, Tracey Wheeler raised a concern about developers potentially leaving Parowan for Cedar City due to Planning and Zoning requirements, specifically regarding road width standards. This sparked a discussion about the city's current 42-foot road width requirement compared to potentially reducing it to 36-38 feet.

The committee discussed how wider roads impact developers' costs, lot sizes, and the city's long-term maintenance expenses. It was noted that the Planning Commission is currently reviewing road width standards, with members measuring roads throughout town and finding inconsistencies ranging from 34 to 50 feet. Mollie mentioned that having multiple options for developers based on subdivision type might be beneficial, while also considering the financial impact on the city for maintaining wider roads over time.

Adjournment

Motion to adjourn made by Todd Gale, seconded by Tracey Wheeler. Motion carried unanimously. The meeting adjourned at 6:40 p.m.



Callie Bassett, CMC, City Recorder

Date Approved: 3/10/2020