



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: July 9, 2026

Subject: Previously Discussed Work Meeting Items

Background

The following items have been previously discussed by the Town Council at work meetings and are scheduled for formal consideration at the July 21, 2026, regular meeting. They are:

- .10 Resort Tax Increase
- Water Rate Increase
- Virgin Goods Proximity Consent

Executive summaries and back up documentation for these items are attached.

Recommendation

Council may wish to discuss these further at the July 15 work meeting.



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: June 11, 2026

Subject: .10% Resort Tax Increase

Background

The adopted Fiscal Year 2027 Budget includes additional revenue based on increasing the Resort Tax by .10%. The Town currently levies 1% but there remains .10% that may be levied by Council resolution. This is one of the steps proposed to help balance the operating budget. The additional revenue would be approximately \$30,000 on an annual basis.

This matter requires a 14-day public hearing notice. So, the hearing cannot be held at the June 16, 2026, regular council meeting but could be held at the July 21, 2026, regular meeting.

Town Council discussed this matter during budget discussions and the June 10, 2026 work meeting. The consensus was to move it forward.

Recommendation

Staff recommends the Town Council support holding a public hearing at the July 21, 2026, regular meeting and consider approving the increase.



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: June 30, 2026

Subject: WCWCD Wholesale Rate Increase and Proposed Retail Rate Adjustment

Background

Virgin Town purchases culinary water from the Washington County Water Conservancy District (WCWCD). The District recently approved a wholesale water rate increase to member local governments effective July 1, 2026. The increase is \$0.11 per 1000 gallons. The Town should increase its retail water rates a like amount so that it is not subsidizing the rate and utilizing fund balance necessary for operation and maintenance of our distribution system as well as future infrastructure improvements. Attached are our current rates. An increase can be approved by Council resolution.

This matter was discussed at the May 13 and June 10, 2026, council work meetings and the consensus of Council was to hold a public hearing and consider increasing rates effective July 1st.

Recommendation

Staff recommends Town Council hold a public hearing and approve the water rate increase at the July 21, 2026, regular meeting.



To: Mayor and Town Council Members

From: Mark C. Meyers, Town Manager

Date: July 9, 2026

Subject: Virgin Goods Café Liquor License

Background

River Rock Roasting Company is renovating the former Virgin Goods bookstore on SR 9 into a coffee shop and cafe. Their business model includes serving alcohol. The business had applied for a liquor license but was denied due to Utah's proximity laws. The café is next to Pocketville Hollow. Council even changed the designation of Parkville Hollow from a "park" to an open space. But the change did not persuade the Department of Alcoholic Beverage Services.

However, the law was recently amended, and exceptions may be made under certain conditions. Under HB 597, which became effective in May, the Alcohol Beverages Services Commission may issue a license to a restaurant that does not meet the proximity requirements. The town must consent in writing that the commission may consider issuing a license and: 1) includes in the consent of the local authority an acknowledgement and authorization of the restaurants proximity to the community location, and 2) at least 30 days before the day on which the local authority issues the consent, holds a public hearing giving the public the opportunity to comment on the proposed location of the restaurant.

This matter was discussed at the May 13 and June 10, 2026, Town Council work meetings and a public hearing was held at the June 16, 2026, regular meeting to solicit public input. There were six people who spoke in favor of the proximity. There were two who voiced concern. Council member Valerie Wenz submitted petitions in favor of a beer and wine license with 236 signatures on them.

Recommendation

Staff recommends that Town Council consider consenting to the proximity of the Virgin Goods Café to Pocketville Hollow. A resolution is attached for the Council's use.