Point of the Mountain State Land Authority Board

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**Meeting**

**June 13, 2023**

U**MINUTES**

**Members in Attendance:**

Lowry Snow, Chair

Representative Jordan Teuscher, Chair

Representative Jeff Stenquist

Jim Russell

Mayor Troy Walker

Ryan Starks

April Cooper

Mayor Dawn Ramsey

**Staff, Consultants, and Presenters in Attendance:**

Alan Matheson POMSLA

Don Willie POMSLA

Steve Kellenberg Kellenberg Studio

Muriel Xochimitl X-Factor Communications

Cee Cee Niederhauser DFCM

Jacey Skinner Ballard Spahr

**Members of the Public in Attendance:**

David Dobbins

Abby Arnett

On Tuesday, June 13, 2023 the Point of the Mountain State Land Authority Board held a meeting in House Building, Room 20 at the Utah State Capitol Complex. A virtual meeting option was available for those who attended remotely via the Zoom Meeting platform:

<https://zoom.us/webinar/register/WN_11t67FdJTpC2Y5Eu7F_lAQ>

A video of the meeting can be found on The Point’s YouTube channel:

[https://youtube.com/@ThePointUtah](https://youtube.com/%40ThePointUtah)

The meeting was called to order at 9:05 AM.

* **WELCOME**

Chair Jordan Teuscher welcomed all meeting attendees, encompassing staff members, consultants, and the public. The chair announced that due to concurrent legislative meetings, a few board members would be absent or would need to leave early. To ensure a quorum and maximize productivity, we have thoughtfully reorganized the agenda, prioritizing action items for discussion. He excused Chair Lowry Snow who may join the meeting at a later time.

* **MINUTES OF THE MAY 9, 2023 BOARD MEETING**

Chair Teuscher asked for a motion from the board to approve the minutes of the May 9, 2023 meeting.

##  MOTION: Ryan Starks moved to approve the minutes of the May 9, 2023 board meeting. The motion was seconded by April Cooper and passed unanimously.

Chair Teuscher welcomed Chair Snow who joined the meeting via Zoom.

* **FY24 BUDGET**

Don Willie, Director of Operations for The Point, presented the proposed FY24 budget noting that statutory requirements for public notice have been followed as well as incorporated feedback from the board and finance committee. Additional funds have been added to this conservative budget to make sure all areas were covered with a buffer for unexpected costs and inflation. Changes to this year’s budget included the carry forward from the previous fiscal year, additional personnel expenses, travel, outreach programs, and contractual agreements. Director Matheson emphasized our approach in managing the allocated funds, underscoring our commitment to using state funds efficiently.

##  MOTION: Representative Jeff Stenquist moved to approve the F24 proposed budget. The motion was seconded by Mayor Troy Walker and passed unanimously.

Chair Teuscher left the meeting and turned the chair responsibilities over to Representative Stenquist for the remainder of the meeting.

* **PUBLIC COMMENT**

Representative Stenquist opened the meeting for public comment. None came forward.

* **COMMUNICATIONS UPDATE**

Muriel Xochimitl, representing X-Factor Communications, delivered an informative update on the ongoing public communication initiatives. As part of her presentation, she showcased a video called The Point, Utah’s Innovation Community.

Additional highlights included:

* Publications
	+ The Advisor
	+ Utah Construction and Design Magazine
	+ EDC Utah
* Communications Overview
	+ Management of The Point website, newsletter, social media, hotline, emails, board meeting logistics, oversee media relation and public relations.
* Demolition of Guard Tower (Media Coverage and Viewership)
* Phase I Development -- Media Conference
* Legislative Support
* Utah Innovation Policy Lab
* Analytics
	+ Public Engagement
	+ Web Analytics
	+ Newsletter Analytics
	+ Social Reach
	+ Page and Profile Visits
	+ Paid Social – Very successful for low cost
	+ LinkedIn Analytics
	+ Twitter Analytics
	+ Google Analytics
	+ You Tube Analytics
	+ Live Stream Analytics
* The Focal Point
	+ Survey Results
	+ Iconic Feature
* Access to Board Meetings for the Public
* Types of Questions from the Public – Timeline and Process
* **DEVELOPMENT AGREEMENT UPDATE**

The board had planned to convene an executive session to discuss the development agreement. However, since the required number of members for a quorum was not present, the executive session could not be held as scheduled.

* **ADJOURNMENT**

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##  MOTION: Ryan Starks moved to adjourn the meeting. The motion was seconded by Jim Russell and passed unanimously.

The meeting ended at 9:40 AM.