
PANGUITCH CITY COUNCIL MINUTES

**JANUARY 26, 2016
CITY COUNCIL – 6:30 P.M.
LIBRARY CONFERENCE ROOM
25 SOUTH 200 EAST
PANGUITCH, UTAH 84759**

Those present at the City Council meeting were Mayor Eric Houston, City Manager Lori Talbot, City Recorder Tyrissa Howell, Council Members Lloyd Brinkerhoff, Rick Miller, Kim Soper, Trudi Owens, and Alan Johnson. City Attorney Barry Huntington.

Other present were John Holland, Falyn Owens, Art Cooper and Melanie Heaton.

The meeting was called to order at 6:30 pm.

OPENING CEREMONY

Council member Kim Soper conducted the opening ceremony.

ADOPTION OF THE AGENDA

Trudi Owens moved, seconded by Rick Miller to adopt the agenda as outlined. The motion passed with all in favor.

APPROVAL OF MINUTES

Lloyd Brinkerhoff moved, seconded by Alan Johnson to approve the minutes. The motion passed with all in favor.

ANNUAL HWY 12 SENIC BYWAY REPORT-JOHN HOLLARD

The Scenic Byway 12 was originated in 2002. There are 8 nationally designated byways in the state of Utah. The Scenic Byway 12 committee provided leadership through the 2015 Utah Legislative Session to get TODS (Tourism Oriented Directional Signage) approved. TODS will be implemented in 2016. TODS allows businesses off the highway to use directional signs to advertise.

TOURISM UPDATE- FALYN OWENS

Falyn Owens presented the council with a review of 2015. Garfield County hosted the Utah Tourism Conference. The Take Your Time ad campaign won the “Best Ad Campaign” for 2015. For the first time Garfield County launched an in state advertising campaign, which has shown good results. Garfield County’s top visitors are from within the United States. Garfield has successfully increased the tourism season length. Garfield County continues to benefit from the Mighty 5 campaign. Mighty 5 filmed a new commercial in down town Panguitch.

The Cooperative Marketing Funding Program is designed to support non–profit organizations and municipalities throughout Garfield County, improve local economies and increase visitation. In 2015 the program awarded \$62,500 to nearly a dozen entities. For 2016 the Cooperative Marketing Funding program has about \$60,000 to fund projects this year. For 2016 Garfield County is planning on holding training for local businesses. Teaching them how to encourage tourist to take their time.

TOURISM GRANT-MELANIE HEATON

Melanie Heaton distributed to the City Council members a proposal application to the Garfield County Cooperative Marketing Funding Program. Originally the plan was to continue on last year’s project for the lamp posts. But with worries it would not be funded. There was talk about capping the quilt walk pillars and adding laser cut signs, but with that came the questions about what the laser cut signs be should. What represents Panguitch? Which lead to the idea of rebranding. With recommendation from Garfield County Melanie went to Sorenson advertising and got a quote. For \$20,000 Sorenson’s will research and rebrand Panguitch and rebuild the Panguitch.com website. Garfield County has seen a 22% increase in tourism since using Sorenson Advertising. Iron County is also using Sorenson Advertising and has seen a 12% increase.

Lloyd Brinkerhoff moved, seconded by Trudi Owens to fund \$7000.00 towards Panguitch City portion of the Marketing grant. The motion passed with all in favor.

ST. GEORGE WATER CONFERENCE FEB. 29-MARCH 4, 2016/DAVE, KORY, AND KADEN

Rick Miller moved, seconded by Trudi Owens to approve Dave, Kory and Kaden attending water conference. The motion passed with all in favor.

BUSINESS LICENSE-PERKINS CONCESSIONS/RALPH AND NATALIE PERKINS

Lloyd Brinkerhoff moved, seconded by Alan Johnson to approve Perkins Concession. The motion passed with all in favor.

BUSINESS LICENSE-BULLDOG CONSTRUCTION/KENNY ALLEN

Trudi Owens moved, seconded by Rick Miller to approve Bulldog Construction a business license. The motion passed with all in favor.

PANGUITCH CITY LOAN PAYMENT PLAN

Kim Soper passed around a debt reduction proposal. Panguitch City currently has 8 loans totaling \$2,630,114.00. In the eighteen years it takes to pay off the loans it will cost \$532,880.00 in interest.

With Kim's proposal the City's loans will be paid off 6 years early and save the city \$124,984.00 in interest.

Lloyd Brinkerhoff moved, seconded by Rick Miller to present Council Member Kim Soper's debt reduction proposal and discuss opening of a capital projects fund at a Public Hearing.

PENDING BUSINESS

No changes to pending business at this time.

DEPARTMENT REPORTS

Panguitch Ice Fishing Derby- Panguitch Main Street received 69 entries for the derby. The lake is very busy and a lot of people are going to The Shed on Saturdays.

Dozer-Council Member Kim Soper applied for Panguitch City to receive a D7G Dozer. It looks like Panguitch City may receive it.

Thanks to Dave, Kori and Kaden-Council Member Alan Johnson would like to Thank the Guys for picking up the Main Streets picture prop from in front of Kenny Ray's. And also thank Dave for taking the time over the weekend to check on a frozen water meter.

Insurance Rating- Panguitch City is currently going through a review to determine insurance ratings. Panguitch City currently has an ISO rating of six and we are hoping for a new rating of four, which would save residents money on their home owners insurance.

CURRENT BILLS

The council reviewed the current bills to be paid.

Trudi Owens moved, seconded by Lloyd Brinkerhoff to pay the current bills. The motion passed with all in favor.

EXECUTIVE SESSION

The executive session was not needed at this time.

ADJOURNMENT

Trudi Owens moved to adjourn the meeting at 8:15 pm. The motion passed with all in favor.

Eric Houston, Mayor

Tyrisa P. Howell, City Recorder

