

Economic Development Meeting
Tuesday, March 5, 2024
5:30 p.m. – Parowan City Offices – 35 East 100 North

MEMBERS PRESENT – Mike Keil (Chairman), David Harris (Council Representative), David Mineer, Jared Meibos, Todd Gale, Rick Anderson.

MEMBERS ABSENT – Lori Eichelberger, Jason Green (Alternate).

STAFF PRESENT – Dan Jessen (City Manager), Stacy Gale (Secretary), Mollie Halterman (Mayor).

PUBLIC PRESENT –None.

CALL TO ORDER – The meeting was called to order at 5:35 p.m. by Mike Keil.

APPROVAL OF MINUTES – Mike Keil amended the minutes. He said he abstained from the motion to nominate him as the new Chair. Rick Andersen moved to approve the minutes from February 6, 2024 with the correction. Jared Meibos seconded the motion. All members voted in favor of the motion. The minutes were approved.

BILLBOARD DISCUSSION/RECOMMENDATION TO CITY COUNCIL – Dan Jesson said we need to write a letter or come up with a recommendation to present to City Council; we need to decide as a body what we want to do.

After a discussion, the committee came up with the following bullet points to present to the City Council:

Economic benefit of billboards:

- Helps businesses in Parowan advertise themselves
- Economic benefit to the land owner
- Benefits neighboring towns/cities by allowing advertising that will help them (Cedar, Beaver, etc.)

Consider some ideas other than full ban:

- Only ban signs between exits, not outside of exits
- Change other constraints like distance between signs, distance from homes, etc.
- Conditional Use Permit

The committee talked about businesses utilizing the blue signs that list gas, lodging, restaurants, etc. that are by the exits.

Jared Meibos moved that Rick Anderson present the billboard items discussed to the City Council. Todd Gale seconded the motion. All members present voted in favor of the motion. The motion passed.

UTAH GOVERNOR’S OFFICE OF ECONOMIC OPPORTUNITY – COLLETTE COX –
Collette Cox is the Rural Outreach Manager for the Governor’s Office of Economic Opportunity and works for the Center of Rural Development. She gave a background of the rural outreach program. She talked about programs that are very specific to economic development in Parowan which included the Rural County Grant (RCG), the Rural Communities Opportunity Grant (RCOG), Rural Employment Development Incentive (REDI), Rural Economic Development Tax Increment Finance (REDTIF). See attachment.

Collette talked about the six “I”s that they build their state and regional economic plans around. They are: Infrastructure, Innovation, Intellectual Capital, Interest, Investment, and International. She mentioned the “Bottoms Up Economic Development” program.

Collette said she wants Parowan represented at the Coordinating Action meeting with Governor Cox every other month and this committee is the foundation; it starts here and she can help articulate our needs.

The recap is we can only use their county and city grants for economic business recruitment, retention, workforce development, and infrastructure development. She said we want to keep in touch with the Regional Economic Developer, David Johnson, and her because she helps pass our information to Governor Cox and the legislators. She said their grant cycle is only once a year; grant writing starts in July, applications are in the fall, and the money is given January 1st.

Collette said we need to work with the Office of Tourism, work in conjunction with Brian Head, look at diversifying our economy; that’s where our overall plan comes in, and she is here to help us with that.

DISCUSS, REVIEW AND GIVE ASSIGNMENTS ON ANY OTHER TOPICS – None.

ADJOURNMENT – Mike Keil moved to adjourn the meeting. Dave Mineer seconded the motion. All members present voted in favor of the motion. The meeting was adjourned at 6:30 p.m.

Minutes Approved at August 6, 2024 Meeting



Mike Keil, Committee Chair



Stacy Gale, Secretary