

Parowan City Planning and Zoning Minutes
July 21, 2021 – 5:30 P.M.
35 East 100 North – City Council Chambers

MEMBERS PRESENT: Susan Sepe (Chairman), Larry Zajac, Jake Hulet, Sharon Downey, Lily Shurtleff (Alternate), Mark Burris (Alternate), David Burton (Council Member), Cleve Matheson (City Manager), Judy Schiers (Secretary)

MEMBERS ABSENT: Ken Orton (Committee Member), Christian Jones (Attorney)

PUBLIC PRESENT: None

CALL TO ORDER: Susan Sepe called the meeting to order at 5:35 P.M.

ANY CONFLICTS WITH ITEMS ON THE AGENDA: There were no conflicts declared.

APPROVAL OF MINUTES (JUNE 16, 2021): Susan Sepe said she noticed a time wrong on the minutes and asked they be changed. Larry Zajac made a motion to approve the minutes from the June 16, 2021 meeting, with the time change noted. Sharon Downey seconded the motion. All members present voted to approve the minutes.

GENERAL PLAN DISCUSSION: Susan Sepe presented her Vision Statement. Larry Zajac will send his community vision to Ryan Robinson.

There was discussion on quality of life and definition and if we needed to survey the community and ask what a quality of life is to them. Ryan said that quality of life and rural living is something everyone wants, but this would take a deeper discussion.

The committee went over Chapter Nine – “Economic Development”. Ryan said that he removed the commercial and industrial development sections. He said that would be a deeper conversation and he believes it has been covered in other sections. Ryan recommended taking out sales tax, property tax, utilities and special events/other from this section. Ryan said he used Larry’s format on the goals and strategies, but he is not a fan of calling out implementation.

Larry agrees 100 % in taking out the implementation, but wondered if there could be a general statement that says something like “generally goals and implementation are implemented by the Mayor, City Council and Parowan City Staff”.

Cleve was asked to locate the economic development matrix that was prepared and also the rebranding campaign from 2015. There was a discussion on what can be used to draw tourists in, for example:

Mother Town of Southern Utah

Old Rock Church

Cinnamon Rolls

Mark asked what are we trying to rebrand. Are we trying to draw business’ in or are we trying to draw tourists in?

Larry said that rebranding is a specific action, to do something or to re-establish or establish an identity. A marketing campaign is promoting something. Ryan said then let's focus on a marketing campaign

There was more discussion regarding this section. Ryan thanked Lily for her comments and insight on this section.

Ryan will make changes and send out a new draft by at least Monday. He asked the committee to go through it and make comments of anything they want to see changed. At the beginning of the next meeting, he said we can go over the changes made.

Ryan showed an appendix (implementation strategy that they did for Ephriam). This will be talked about at the next meeting after Chapter Seven.

Ryan said that we should be finished with the General Plan review by August 4th and can schedule a public hearing maybe by August 18th.

Dave Burton mentioned that he had a homework assignment to see how many miles of state roads are within Parowan Limits. Ryan asked him to send that to him, and to separate the interstate from City roadways.

The committee discussed the Iron County Tourism Board and asked if there was some way to have our events included on their calendar.

MEMBER REPORTS: There were no member reports

ADJOURN: Jake Hulet made a motion to adjourn the meeting at 6:50 P.M. Sharon Downey seconded the motion. The meeting was adjourned.