

**WORK SESSION – Wednesday, March 26, 2025**

**Minutes of the Huntsville Town Council Work Session held at the Huntsville Mercantile  
7390 E. 200 S., 6:00 p.m.**

**The work session was scheduled to discuss Economic Development Strategies for Huntsville Town**

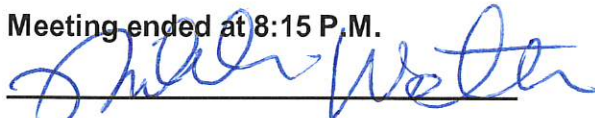
**Attending: TC Member Sandy Hunter, Nikki Wolthuis–Clerk, Planning Commission Alternative John Henderson, Tommy Christie-Huntsville Economic Committee Chair, Stephanie Russell- Weber County Economic Development Director, Steve Starks, Ryan Starks, and Citizens- Wendy McKay, Blake Bingham, MiKelle Barberi-Weil, Jeff Keeney, Deanne and Carl Smith, Kevin Anderson, Dakota Hyde, Leta Bailey, Bill White, and Ron Gault**

The work session began with a welcome from Tommy Christie, Town Economic Committee chair. He gave a brief overview of the last three economic development meetings for the Town. He spoke about strategies, the vision statement they created, maintaining economic independence, achieving financial sustainability, helping local businesses be successful, and exploring ways to collect revenue without raising taxes. He also spoke about some recent developments and economic progress in the Town.

Stephanie Russell continued the meeting with a discussion on the Development Project Flowchart (**Attachment #1**) She explained the importance of each of the components in creating projects successfully. She gave examples of some projects that skipped crucial planning steps and ended up creating many problems along the way. As part of the discussion on financing the project, Ryan Starks, who is a former Huntsville resident and State Executive Director for the Utah Governor's Office of Economic Opportunity, spoke about what the Town could do to finance some of their ideas. He gave an example of a group in Heber City who formed a nonprofit organization to develop their main street. They had great success and Huntsville could look to them for ideas. Other funding possibilities included rural community grants and Utah license plate fees.

The committee turned their attention to the Town Lots on 100 South. As they discussed the options some felt Mixed Use might work best. Others were less convinced, and Ms. Russell explained that they could define what Mixed Use was in Huntsville Town. Some in the group felt that Huntsville Town wondered why the Town needed more economic development. TC Member Sandy Hunter explained what it costs to run a Town. She spoke about the increase in The Sheriff contract and the expense of operating the water system among other things. It was pointed out that if Huntsville Town did not try to develop its assets it may not be able to survive economically in the future. Stephanie Russell proposed that the Town hire a consultant to help them analyze their economic sustainability.

**Meeting ended at 8:15 P.M.**



Nikki Wolthuis, Huntsville Town Clerk

# HUNTSVILLE TOWN STRATEGIC PLANNING SESSION 3 AGENDA

## Welcome and Introductions

1. Development Project Management and Tracking Presentation – 30 minutes
2. Project Design, Funding and Implementation Activity – 40 minutes
3. Project Priority Ranking – 20 minutes
4. Session Wrap-Up

## Session Objectives:

Complete the Development Project Ranking Activity

## Proposed Project Areas:

100S 400E: Town Lots (1.2 acres) Commercial  
100S Hwy 39: Starks property (3.5 acres) AG 3  
500S Hwy 39: Booth property (2.75 acres) R1  
550S 7800E: Chevron (1200 sq ft) Commercial  
100S 7550E: Club property (.75 acres) Commercial  
100S 7500E: Weil property (2.5 acres) R1  
4100 Leeman Ferry Rd SW: Landfill (40 acres)



# DEVELOPMENT PROJECT FLOWCHART

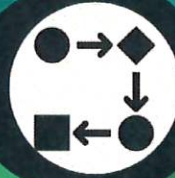
## VISION

Host a **Visioning Session** with key stakeholders to determine short and long-term projects that compliment the overall Vision of the community.



## STRATEGIC PLAN

Create a **Strategic Plan** that creates objectives, defines each project and identifies funding, timeline, and barriers.



## STUDIES

Complete any relevant project and area studies such as feasibility, fiscal impact, engineering, environmental, etc. prior to any action taken to begin work on the projects. This is a critical due diligence step.



## FINANCE

Create a **Finance Strategy** for each project to include development and implementation cost projections and potential program and maintenance budgets.



## MARKETING

Create a project **Marketing Campaign** to present to the public for feedback and general approval.



## IMPLEMENT

Create an **Implementation Plan** to include any strategic plan and/or finance strategy revisions, needed property acquisitions or RFPs, environmental or logistical considerations, marketing and PR, etc.



## MANAGER

Designate a **Project Manager** or team responsible for the management and completion of the Implementation Plan and tracking and reporting the project's progress.



## TRACKING

Create a **Tracking Method** for the projects' progress, budget, timeline, and marketing. This should correspond with the Implementation Plan objectives.



## REPORTING

Create a **Reporting Schedule** to regularly inform the stakeholders and public regarding the projects' progress. Examples include, reports, press releases, social media posts, and media opportunities.



## MAINTAIN

Create and implement a **Maintenance Plan** for the projects that includes project evaluation schedules and any actions items for long term sustainability and growth.

