

# Steering Committee Meeting

WELCOME! Thank you for participating!

November 2, 2022



# Agenda

1. Introductions
2. Role of the Envision Central Heber Steering Committee
3. Workshop dry run/feedback
4. Promotions for workshop, volunteer needs
5. Save the dates

# Introductions

30 seconds (around your tables):

- Name
- Affiliation
- One thing you've been thinking about as a result of our last meeting

# Who is the Steering Committee?

- Respected, trusted, and well-known citizen leaders
- Committed to an honest, open, and fair evaluation of the issues
- Affected by the outcome of the process
- Can help implement the outcome of the process
- Love your community

# Who is the Steering Committee?

- Respected, trusted, and well-known citizen leaders
- Committed to an honest, open, and fair evaluation of the issues
- Affected by the outcome of the process
- Can help implement the outcome of the process
- Love your community

*...not a coalition with a common agenda but a collaboration of residents who represent a variety of perspectives and ideas but share a love for their city...*

# What is the Role of the Steering Committee?

- Delivers and honest and open process
- Provides a reality check
- Builds participation and awareness
- Builds cooperation

# Boundaries and Ground Rules

- Participate fully – and allow others to do so (step up, step back)
- Respect – listen open-mindedly to others' ideas
- Offer constructive insights; be solution-oriented (parking lot)
- Seek consensus or compromise – focus on what we can AGREE on
- Community vision—stakeholders of the process
- Speaking on behalf of the Steering Committee

# Workshop Dry Run

Our dress rehearsal

Your opportunity for training prior to  
facilitating tables at the workshop  
(Please sign up!)





# Welcome to Envision Central Heber!

Thank you for participating!

November 30, 2022



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<https://youtu.be/FQyidL9CfkW>



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November 30, 2022



# What is Envision Central Heber?

We don't have a crystal ball...



# What is Envision Central Heber?

But it looks like we will continue to grow...



# What is Envision Central Heber?

Economic opportunity  
& quality of life

Attractive to our kids  
and to newcomers

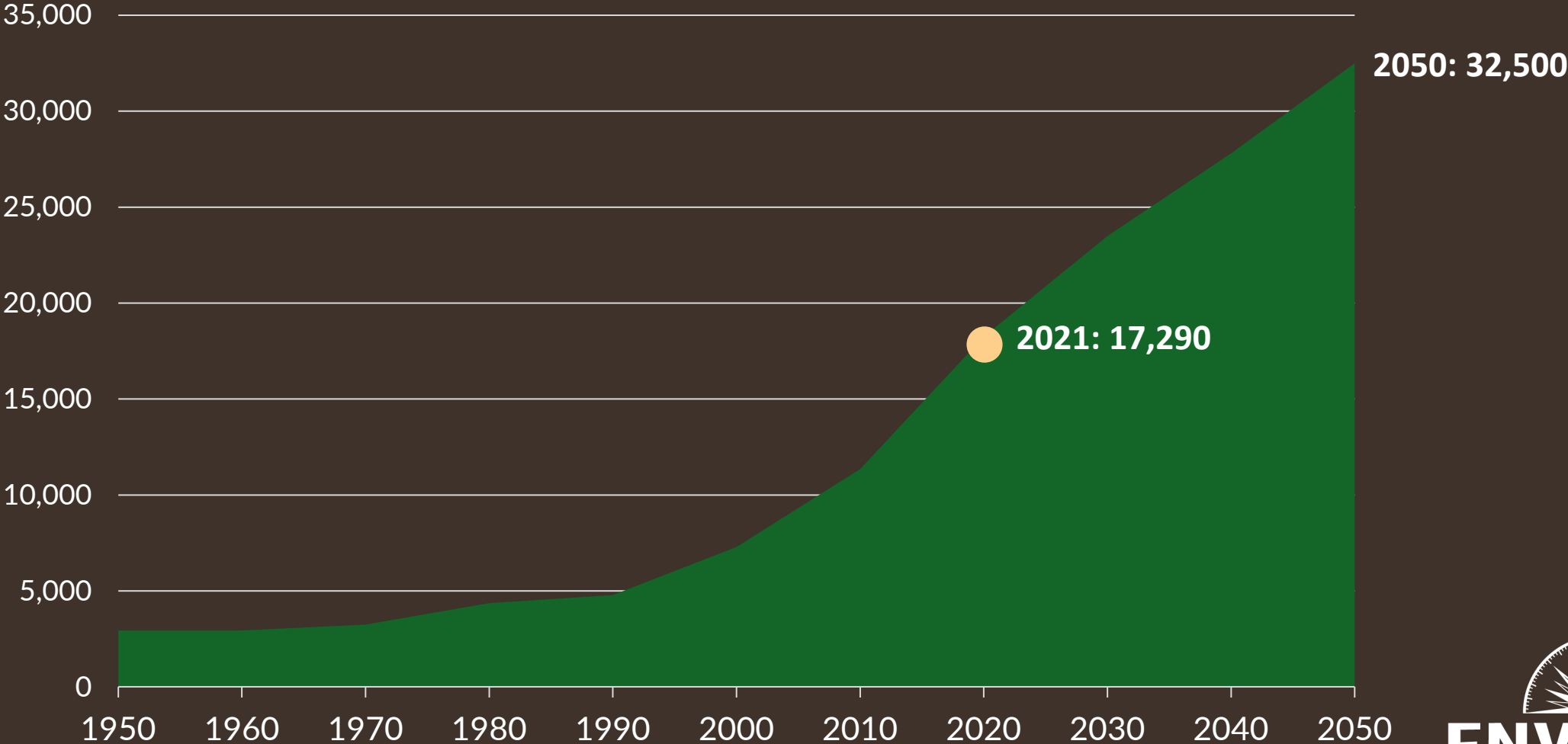


# What is Envision Central Heber?

An opportunity to identify, together, our hopes for Central Heber in a context of growth



# Heber City: A History and Future of Growth



Source: MAG, Census Estimates, <https://mountainland.org/mag-population-projections/#Population%20Projection%20Downloads>; <https://www.mountainland.org/img/Data/Historic/PopulationHistoricUtahMunicipalitiesUnincorporatedAreas.pdf>





If you don't know where  
you're going, then any  
old road will do.

---

# Why do visioning?

To help the public and today's decision makers understand the long-term consequences of the choices they make now.



# Why Envision Central Heber?

- Central Heber is a **regional center**, so what happens there matters...to those who live there, to those who do business there, and to those who shop/work/eat/play there.



# Why Envision Central Heber?

- Central Heber is a **regional center**, so what happens there matters...to those who live there, to those who do business there, and to those who shop/work/eat/play there.
- The Envision Central Heber process is an opportunity for stakeholders and the public to share their ideas, and for the City to listen and learn.





# Why Envision Central Heber?

Desired result: a broadly supported long-term vision and plan with enough detail to implement supportive policy.



# Process and Roadmap

# A Public Stakeholder Process

1. Provides research and information to stakeholders and the public
2. Seeks broad input
3. Builds plans directly from input
4. Uses transparent methods
5. Builds momentum for implementation





# Envision Heber 2050

What do you value?  
What do you imagine?



*As we grow, what do we need to hold on to?  
How shall we accommodate anticipated growth?*



# 25 Maps Created by Groups of Citizens





# Heber City Envision 2050

**General Plan**  
Adopted March 17, 2020



## City Vision Map

Illustrates one plausible way the vision could be applied between now and 2050.

Heber, brimming with historic agricultural uses, the beautiful Provo-Pleasanton Mountains, and the beautiful view of the Wasatch-Cache National Park, is a place where the past meets the future. Our residents value the beautiful views and the sense of community that has made Heber a special place. We want to ensure that future generations can enjoy the same beauty and sense of community that we have today.

**Land Use**

**Residential**

**Commercial**

**Industrial**

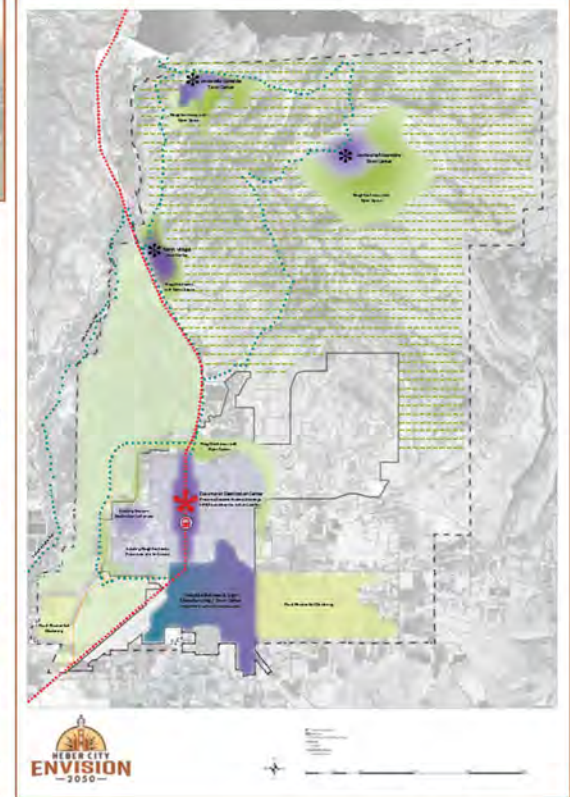
**Public Use**

**Open Space**

**Transportation**

**Utilities**

**Other**





# Heber City Envision

## General Plan

Adopted March 17, 2020



## 2: HEBER CITY VISION



### Heber City Vision

**Heber City** is nestled in a green valley, brimming with **historic agricultural** uses, the **beautiful Provo River**, and unmatched views of the **Wasatch Mountains**. Our residents value this **beautiful and unique setting** and are committed to **preserving its character** while **growing and nurturing** our City. **Together**, we desire to:

- preserve the **beautiful open lands** that surround us;
- create **friendly neighborhoods and centers** that focus homes, jobs, shopping, and recreation into places where we gather and interact regularly;
- **enhance and strengthen downtown—the heart of our community;** and
- grow, promote and diversify our **recreational opportunities**.

By **focusing our growth** in specific areas, we **foster a vibrant community** and a **quiet countryside**—a place residents and visitors alike will **enjoy for generations to come**.



# Heber City En

## General Plan

Adopted March 17, 2020



## 10: GENERAL PLAN PRIORITIES



### Higher Priority Strategies

All of the strategies in the various chapters are important, but the sheer number of potential strategies becomes unwieldy for City staff to determine where to start and how to measure progress. Some strategies can be postponed and included in later initiatives, but there are priorities that should be addressed more quickly.

The Steering Committee helped set the priorities that follow, along with the City's staff and planning consultant. Higher priority strategies are those in which there is consensus about addressing the strategy as soon as possible. Lower priority strategies are important but have less consensus about their urgency.

### Quality Neighborhoods

1. Consider areas for mixed use housing and mixed housing types, especially adjacent to the downtown and in emerging centers.
2. Consider land use changes to grow the tourism

hub at 600 West and 400 South and connect it to Main Street along 100 South corridor.

3. Open space amenities should be a central feature in a neighborhood and may include parks, plazas, trails, community gardens, small plot farms or other space that can be used by residents. Quality open space amenities include long-term management and maintenance plans.
4. As part of a new zoning ordinance, create incentives or new zones to enable rural and mountain residential clusters that permanently designate open space for agricultural, natural, passive recreation or shared equestrian uses.
5. In new neighborhoods at Jordanelle Mountain, Lakeside, North Village, and Utah Valley University Village create walkable, compact neighborhoods with significant natural open space and mountain-themed town centers.
6. Consider an incentive-based system with a base lot size that can be reduced by achieving city goals for open space, walkability, trails,



# Heber City En

**General Plan**  
Adopted March 17, 2020



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# Heber City Envision

**General Plan**  
Adopted March 17, 2020

## CENTERS AND GATHERING PLACES

### What Could Downtown Become?

The Main Street area has the potential, as the hub commercial district for the entire County, to become the vibrant downtown that residents once enjoyed before the influx of significant traffic. Excellent shopping experiences, new streetscapes and activated gathering areas will, over time, provide the Main Street that the community desires. Features may include:

- Substantially more opportunities for living and working, along with main floor shopping and dining—while preserving historic buildings
- Pedestrian-friendly streetscapes, including wide sidewalks, mid-block crossings, street trees, plantings and public art/branding
- Numerous public gathering areas, including outdoor dining, plazas, etc.

Downtown Concept



### Downtown Concept: Zooming In

It's helpful to zoom in, to get a better feel for the ideas embedded in the downtown concept. The aim is to create a vibrant and well-recognized place for residents and visitors to enjoy, while providing options for employment and living.



# Envision Central Heber

It's time to look at all of this,  
together, in more detail...



# Envision Central Heber Process

1

**Workshop  
(Brainstorm)**

Analysis/Scenario Development

2

**Open House  
(Alternative Scenarios)**

Draft Vision Development

3

**Vision Celebration  
(Consensus)**

Vision Statement  
Guiding Principles  
Vision Map  
Specific Area Plans

4

**Implementation  
(Ready, Set, Action!)**

Addition to General Plan  
Policy/Code Updates



# Other Planning Efforts

## UDOT Bypass Study

- Several alternatives identified; funding in process
- Likely built within our 2050 timeframe
- New possibilities for Main Street as bypass is implemented
  - Still lots of traffic (no trucks)
  - Potential for street renovation, slower speeds, medians, quieter atmosphere, etc.

Airport Study – out of our study area

# A Quick Note About Zoning...

North of 300 N & South of 300 S:

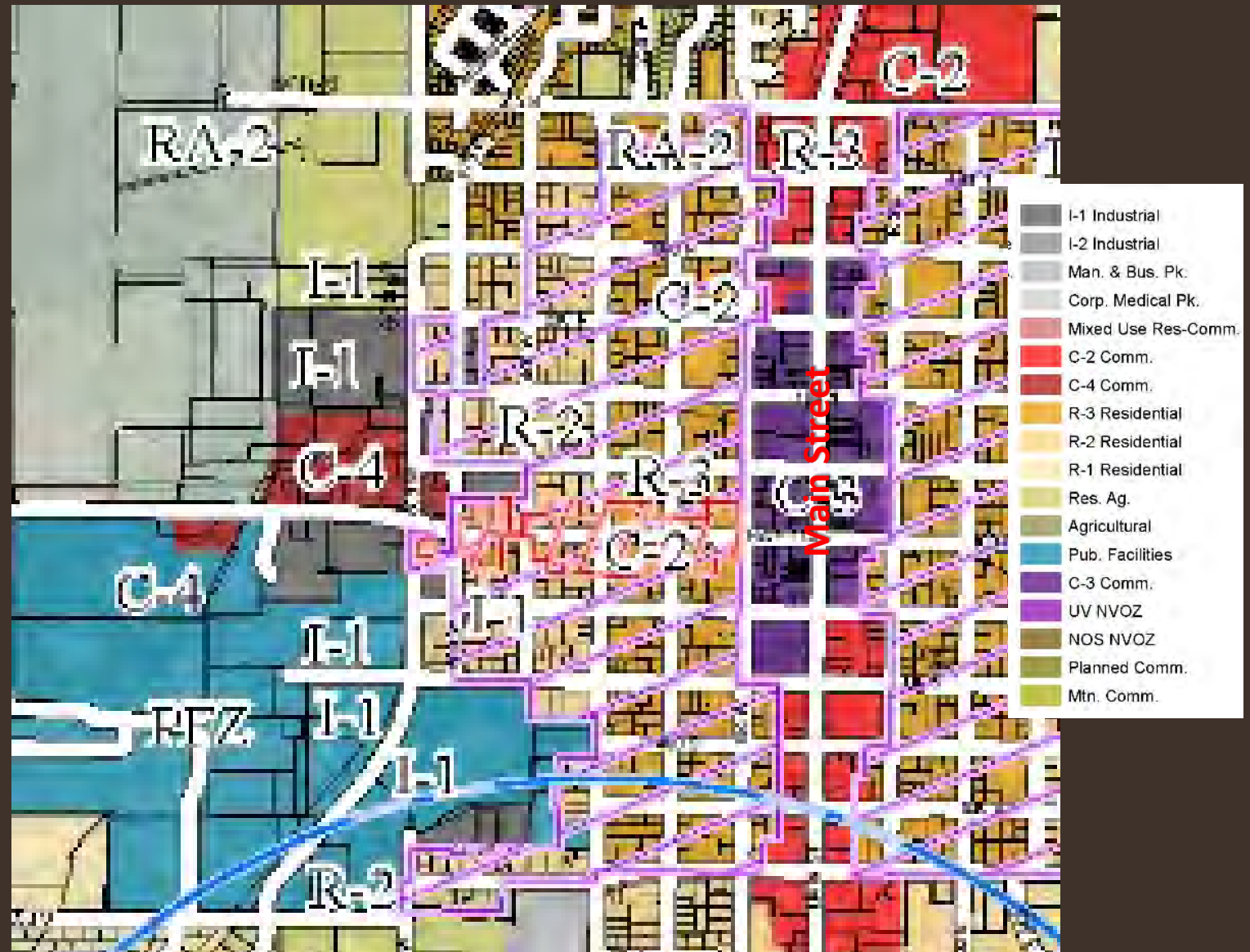
*C-2: suburban commercial (e.g. retail, big box), auto-oriented*

300 N to 300 S:

*C-3: smaller retail/historic architecture, mixed use*

Around 600 W and 100 S:

*Zoned industrial, moving toward tourism and recreation use, mixed use*



# Tasks for the Workshop

1. Identify general values and hopes for Central Heber.
2. In a context of growth, explore how to ensure that Central Heber remains the healthy heart of our city in the future.



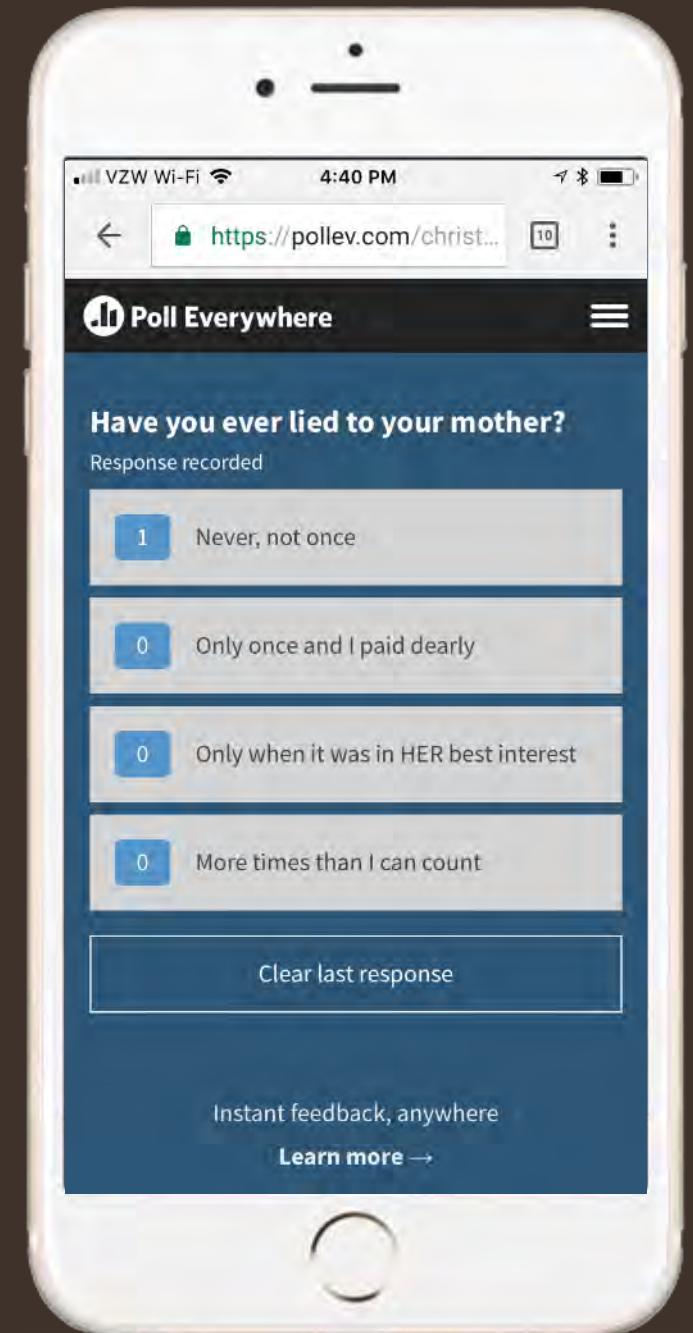
# Everyone Gets a Vote

SCAN:



OR:

1. Go to [PollEv.com](https://pollev.com)
2. Enter **CBROWN727**



## How old are you?

Under 18

18-29

30-44

45-65

Over 65

## How long have you lived in Heber?

I don't live in  
Heber

less than 5 years

5-9 years

10-19 years

20 or more years



## How supportive are you of developing a plan for Central Heber?

Strongly support

Somewhat  
support

Somewhat don't  
support

Strongly don't  
support



# Study Area

households: 1,395  
residents: 4,066  
businesses: 280  
employees: 2,239

500 North

500 East

600 South

- Legend
- Roads
  - Parcels\_Wasatch
  - EnvisionCentralHeberStudyArea
  - Heber City Boundary
  - core\_expanded1Singlepart
  - StreamsNHDHighRes
  - Railroads

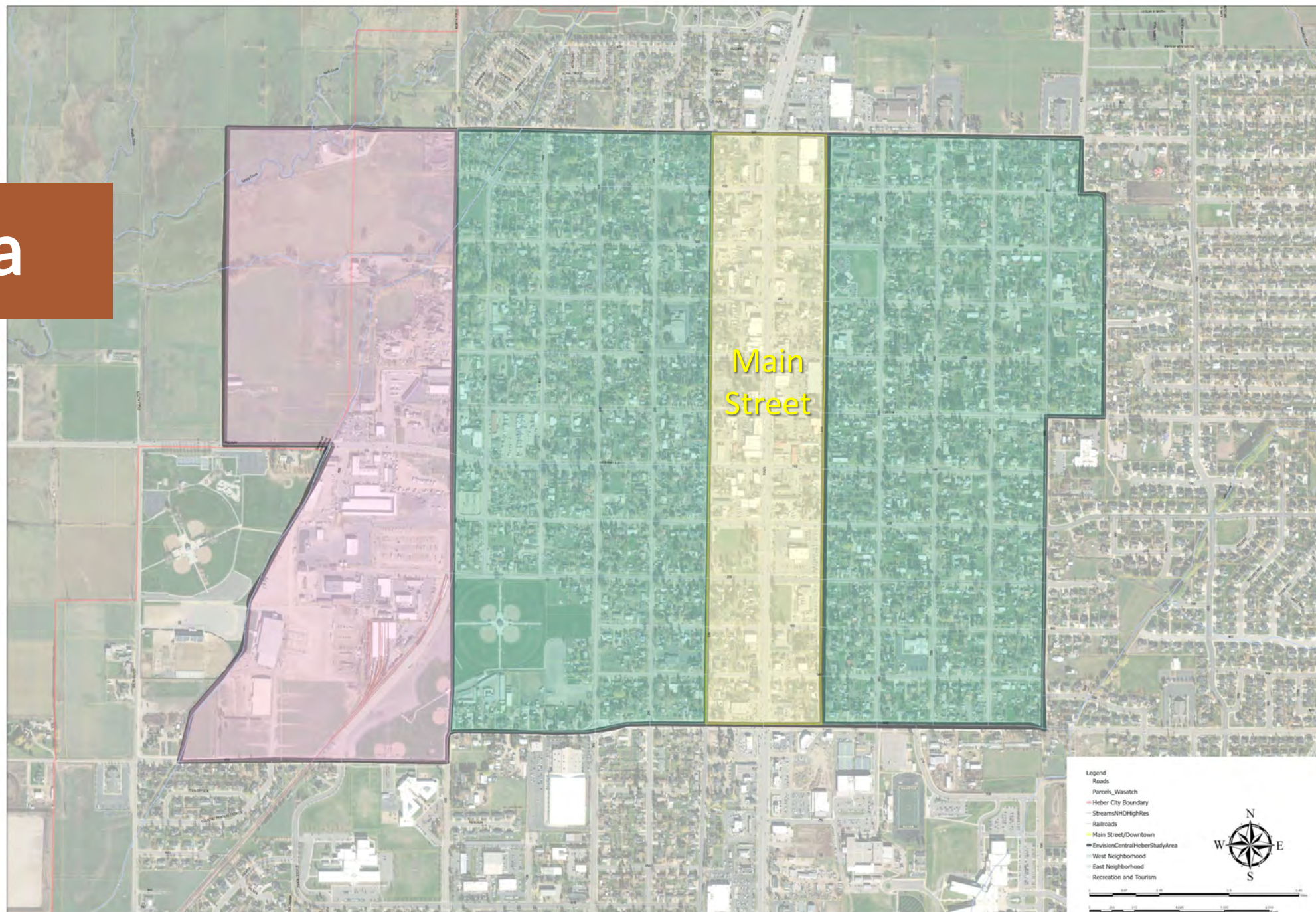


0 0.05 0.1 0.2 0.3 0.4 Miles



# Study Area

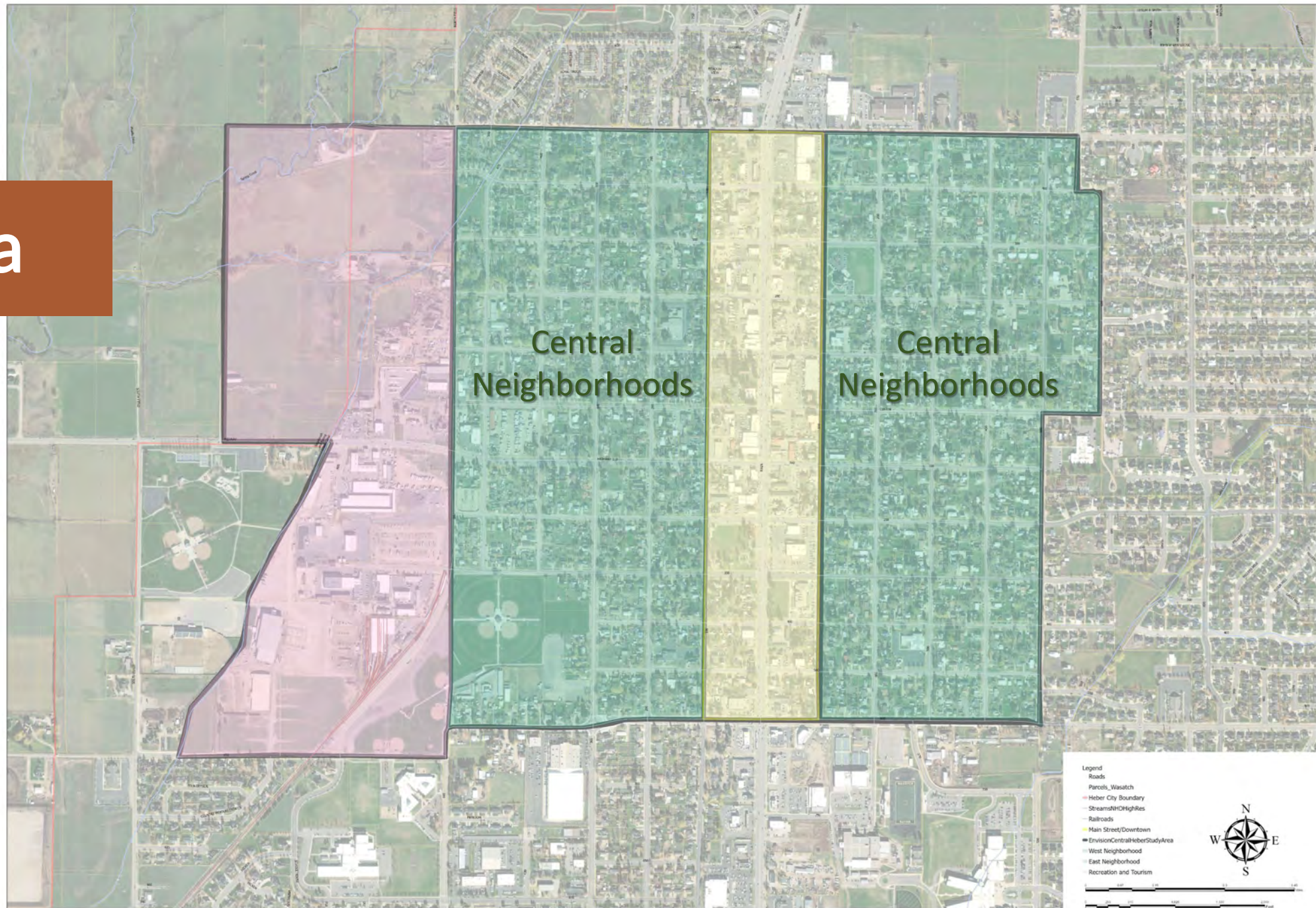
Rough subareas





# Study Area

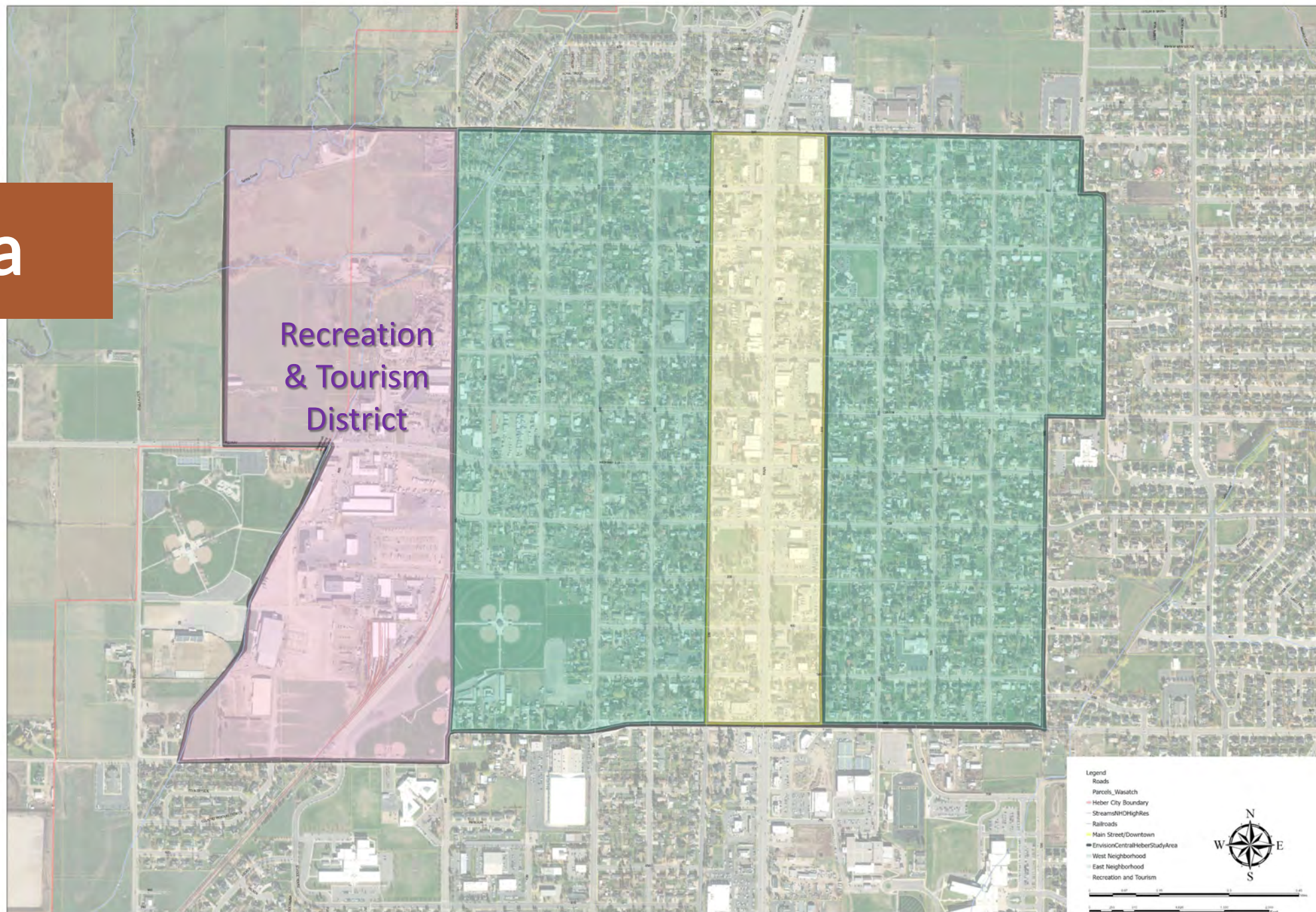
Rough subareas





# Study Area

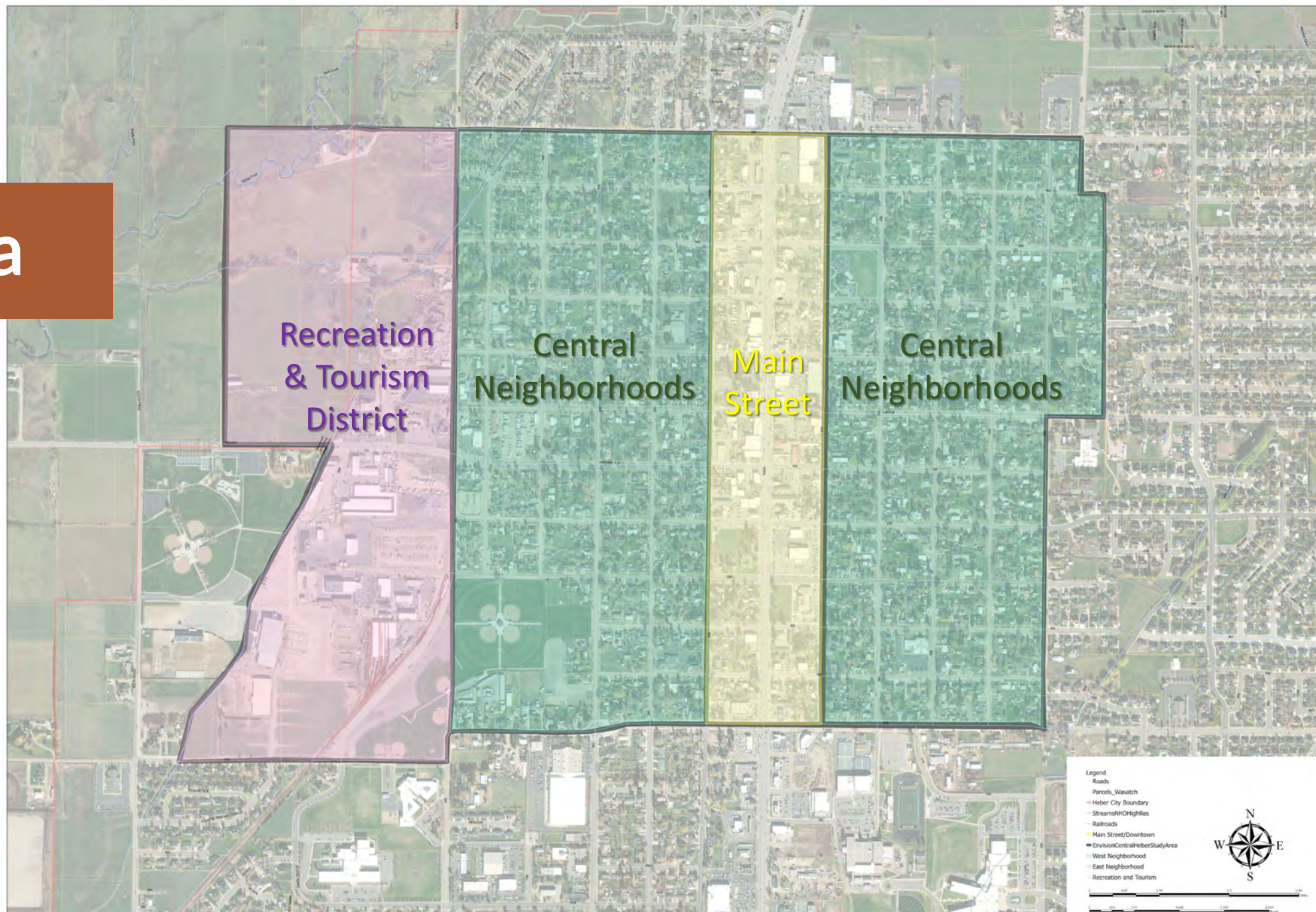
Rough subareas





# Study Area

Rough subareas



**What do you love most about Heber's Main Street area? (2-3 words)**

**What change would you like to see along Central Heber's Main Street? (2-3 words)**



**What activities would you most like to do along Main Street? (2-3 words)**

**What do you love most about central Heber's neighborhoods? (2-3 words)**



**What change would you most like to see in Central Heber's neighborhoods? (2-3 words)**

**What do you imagine seeing at Heber's new recreation and tourism district? (2-3 words)**

**What activities would you most like to do in the recreation/tourism district? (2-3 words)**

**Below are statements that represent two ends of a spectrum. Which statement do you most agree with? When I envision the downtown Main Street of the future, I hope to see mostly:**

Pedestrian-oriented uses  
such as theaters, cafes, local  
shops, and restaurants

Auto-convenient uses such  
as gas stations, drive  
throughs, and car washes

## What focus for our recreation and tourism district do you imagine?

Making the most of the train and the Valley's history

Emphasizing Heber as a launchpad for regional outdoor adventure

Focusing on parks and sports fields for regional tournaments and events

Creating a convention center and hospitality amenities



## What would make you return to Main Street again and again? (select most compelling option)

Great restaurants and shopping

Changing art/cultural installations, such as murals, sculptures, and for-sale art

Recreational activities like climbing walls, ice skating, and water features

Community activities like food truck nights or cultural events (performing arts, shows, parades)

Would lean toward all of the above

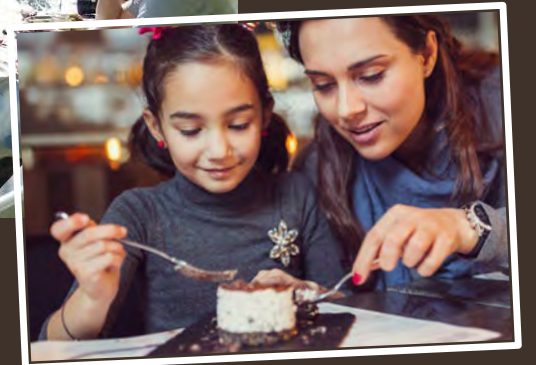
Would lean toward none of the above

# Next Step: 2050 Projection

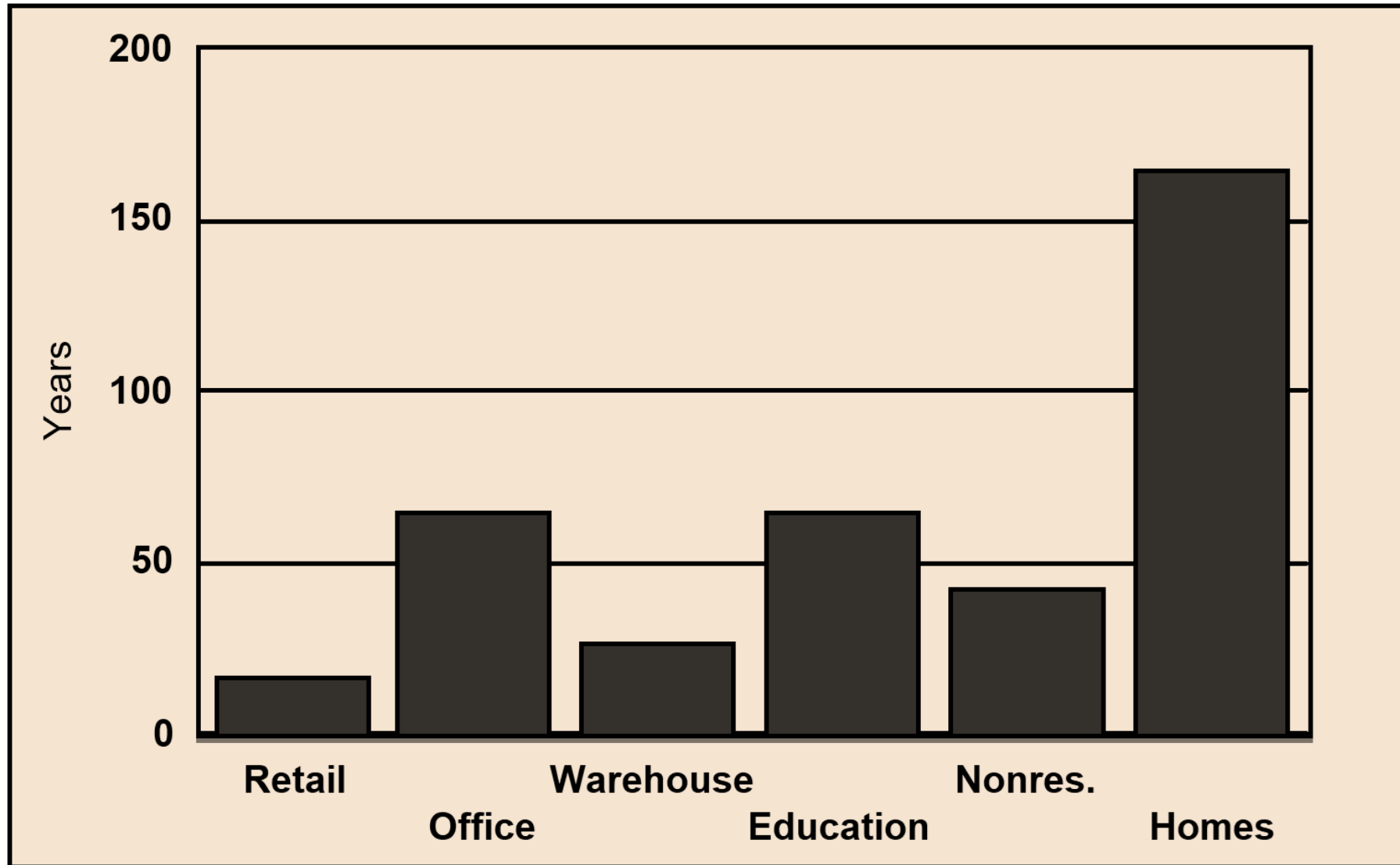
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How much new growth possible in study area?

What are we planning for?



# How long do buildings last?

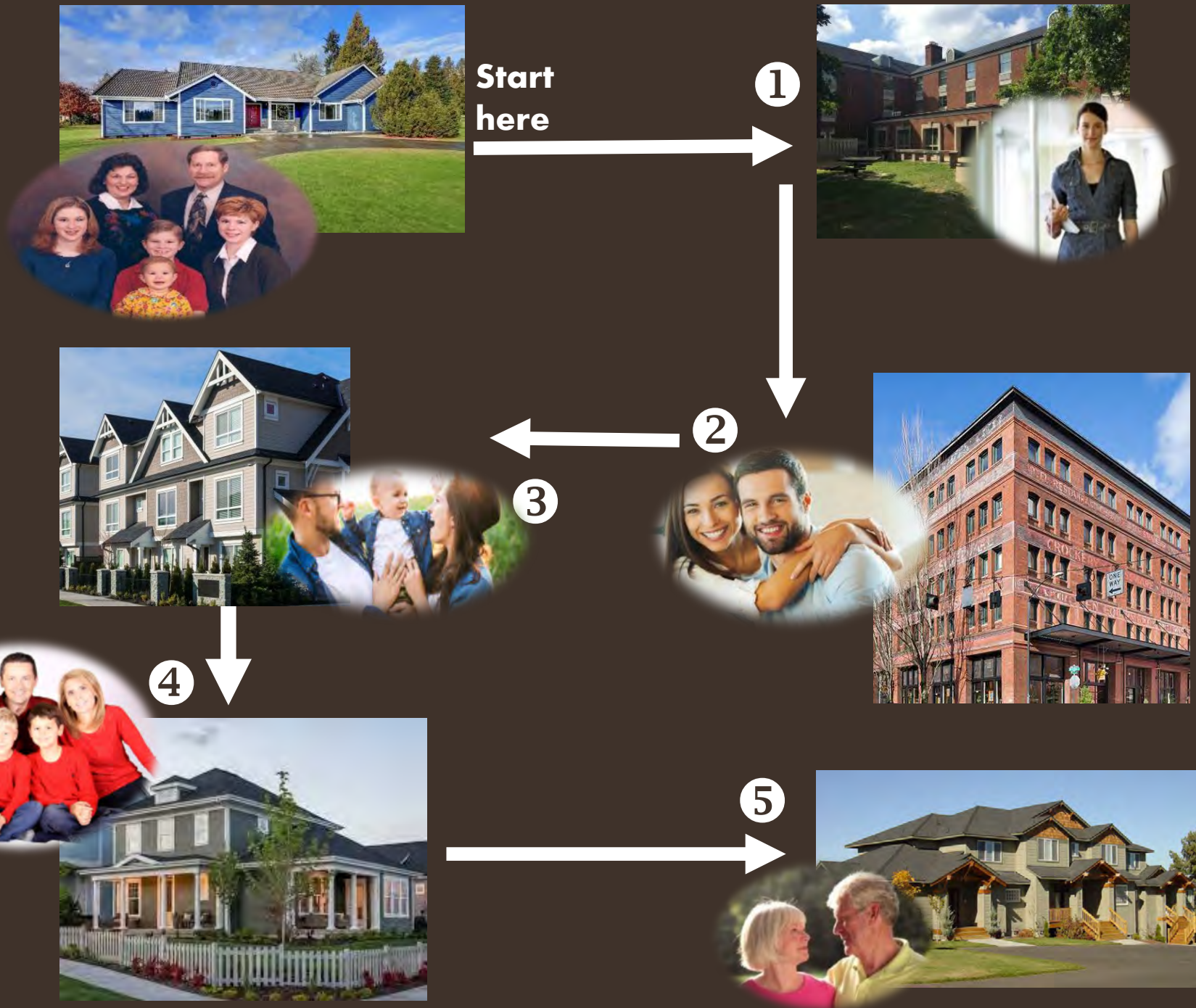




# How do housing needs change over a lifetime?

Where have you lived at various stages of your life?

How about your friends and family?  
What are their needs?



# Retail Capture

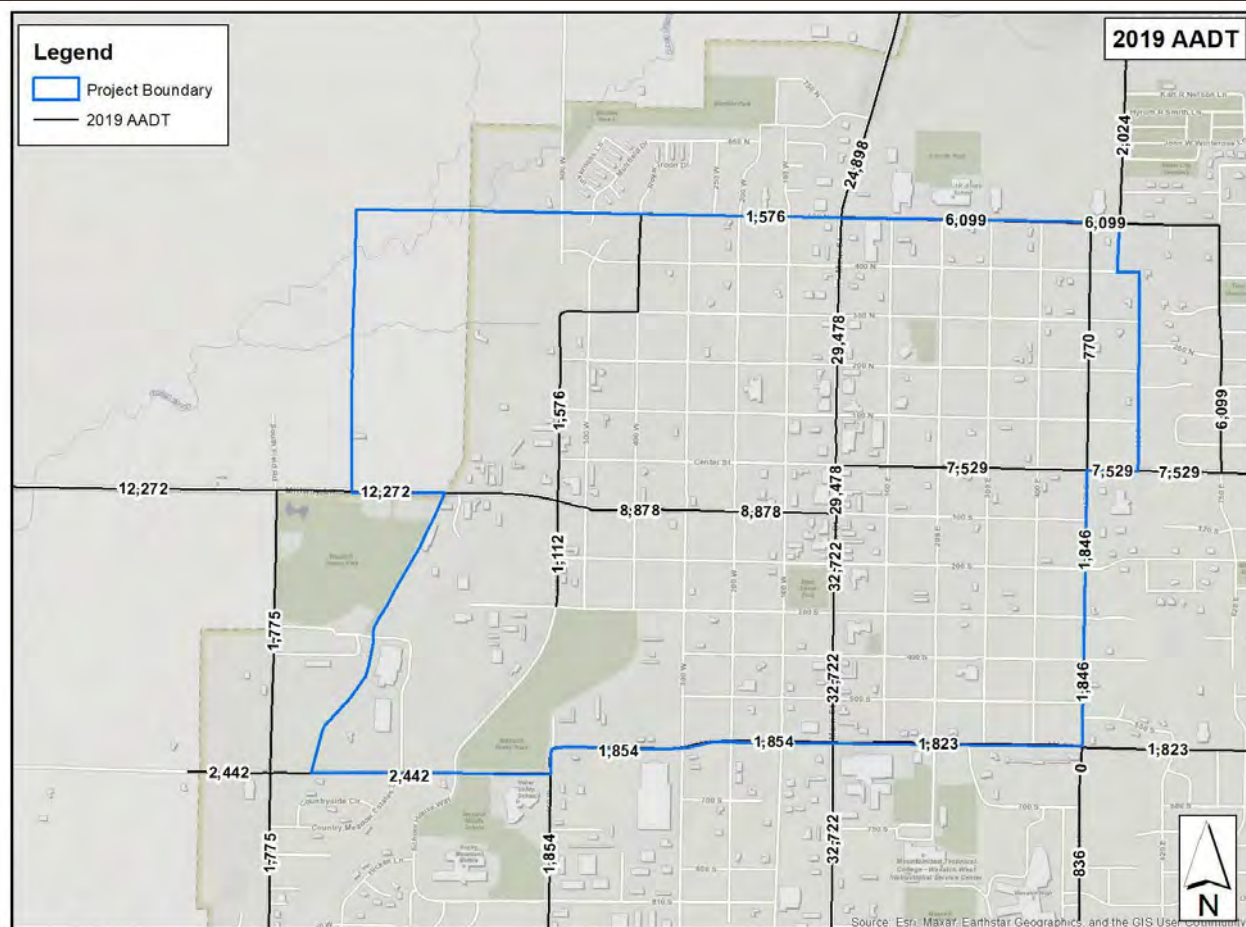
“Wasatch County has exceptionally healthy retail sales due to its rapid population growth and high levels of tourism. **Heber City currently captures about 171 percent of retail sales**, indicating that many visitors are coming into the area to recreate and make purchases. Wasatch County currently captures approximately 109 percent of retail sales indicating that Heber City is the regional retail hub.”



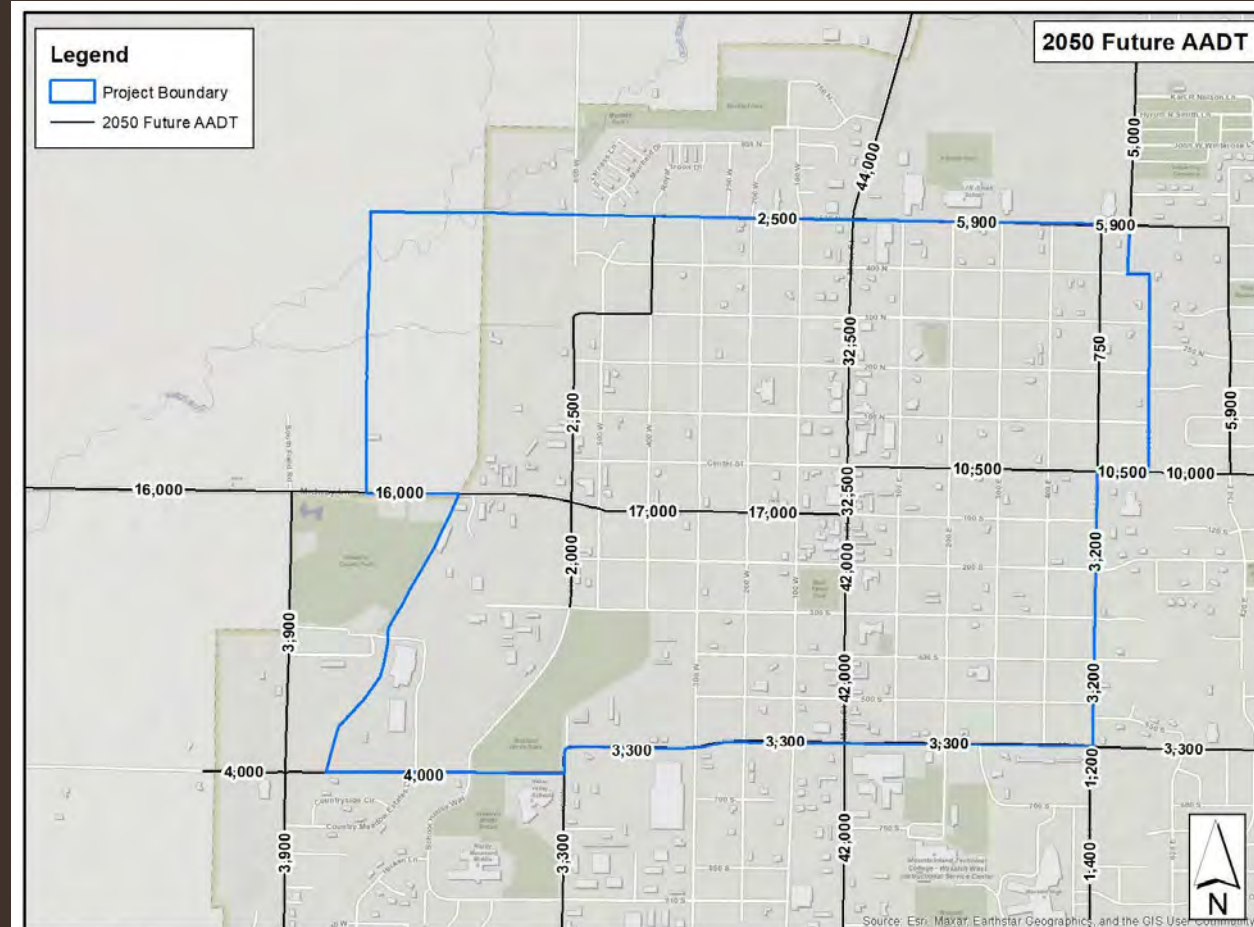
# Retail Capture

- Wasatch County anticipates 80+ new retail acres
- Central Heber should capture 10-20% (10-18 acres)

# Retail Capture – average daily trips



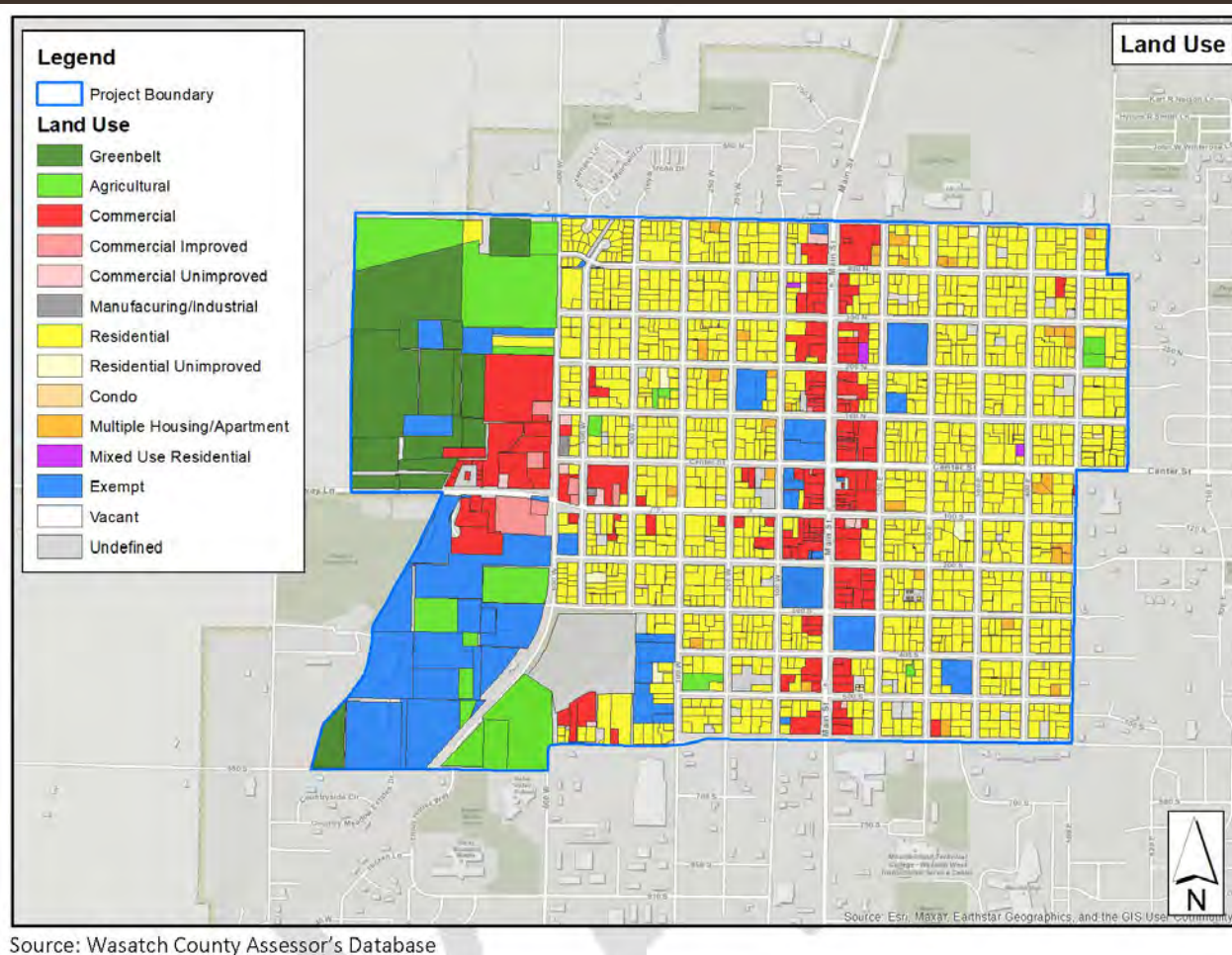
Source: UDOT



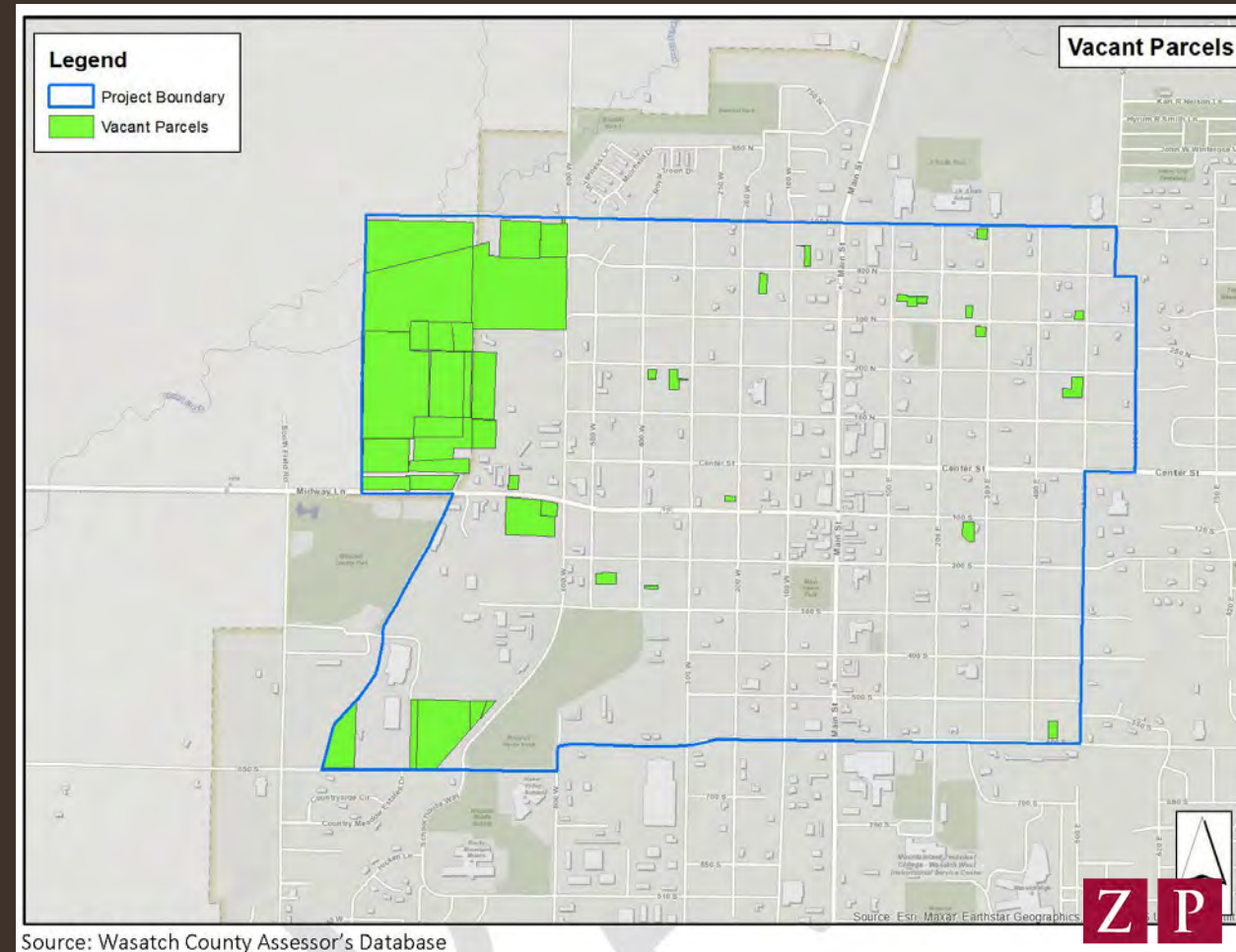
Source: UDOT



# Retail Capture – land use and vacant parcels



Source: Wasatch County Assessor's Database



Source: Wasatch County Assessor's Database



# Amount of retail captured downtown depends on...

- Competitiveness of other retail sites
  - Traffic counts
  - Availability of vacant land
  - Retail clusters upon which to build
  - Cost of land and development (redevelopment costs in downtown could be an impediment)
- Appearance, attractiveness and visual appearance of neighboring properties
- City policies and economic development financing tools, such as tax increment, to offset some of the added costs of infill/redevelopment vs. greenfield development

# Office

A niche in flux!

Decreasing square feet per employee

More people work from home

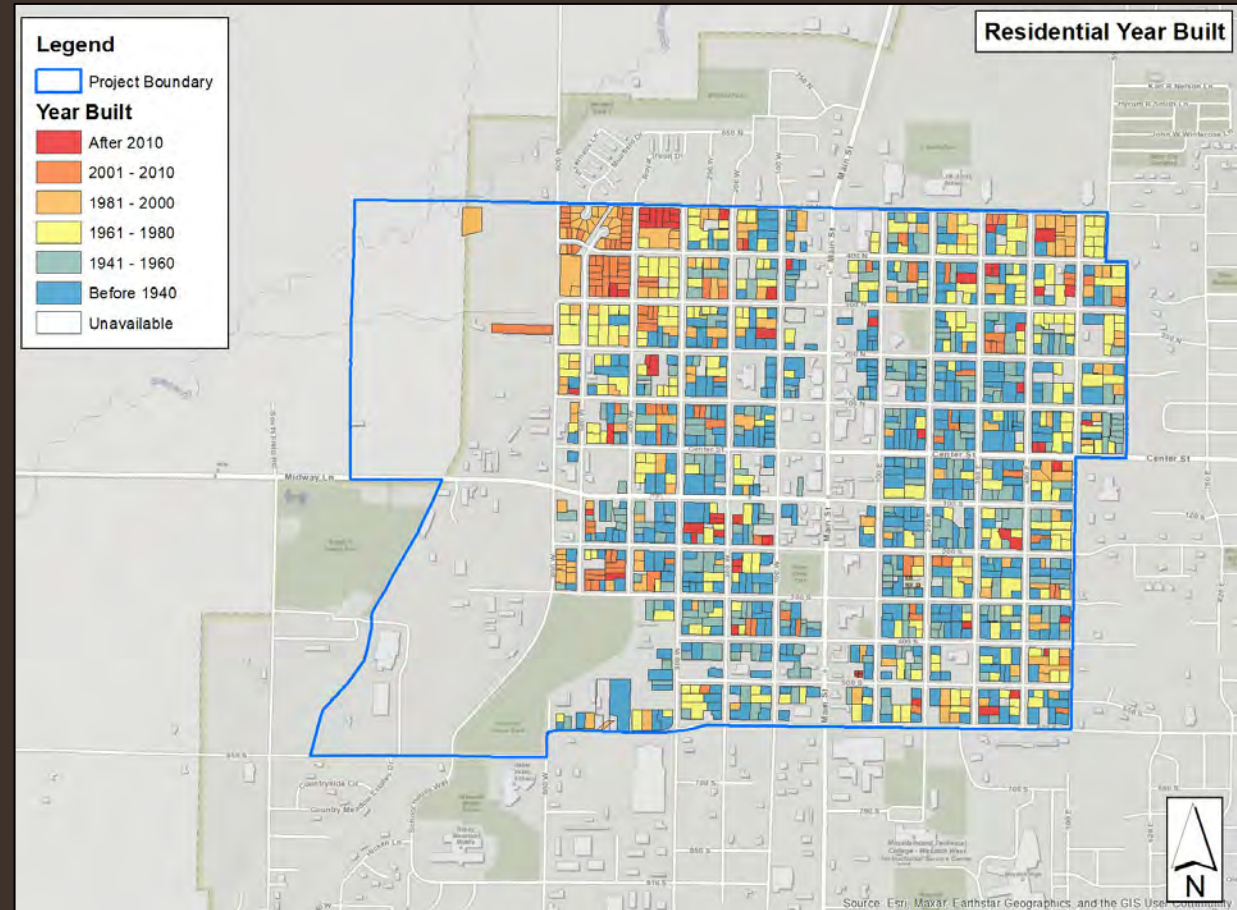
Increase in shared/co-working spaces

As population grows, likely more demand for jobs closer to home



# Housing

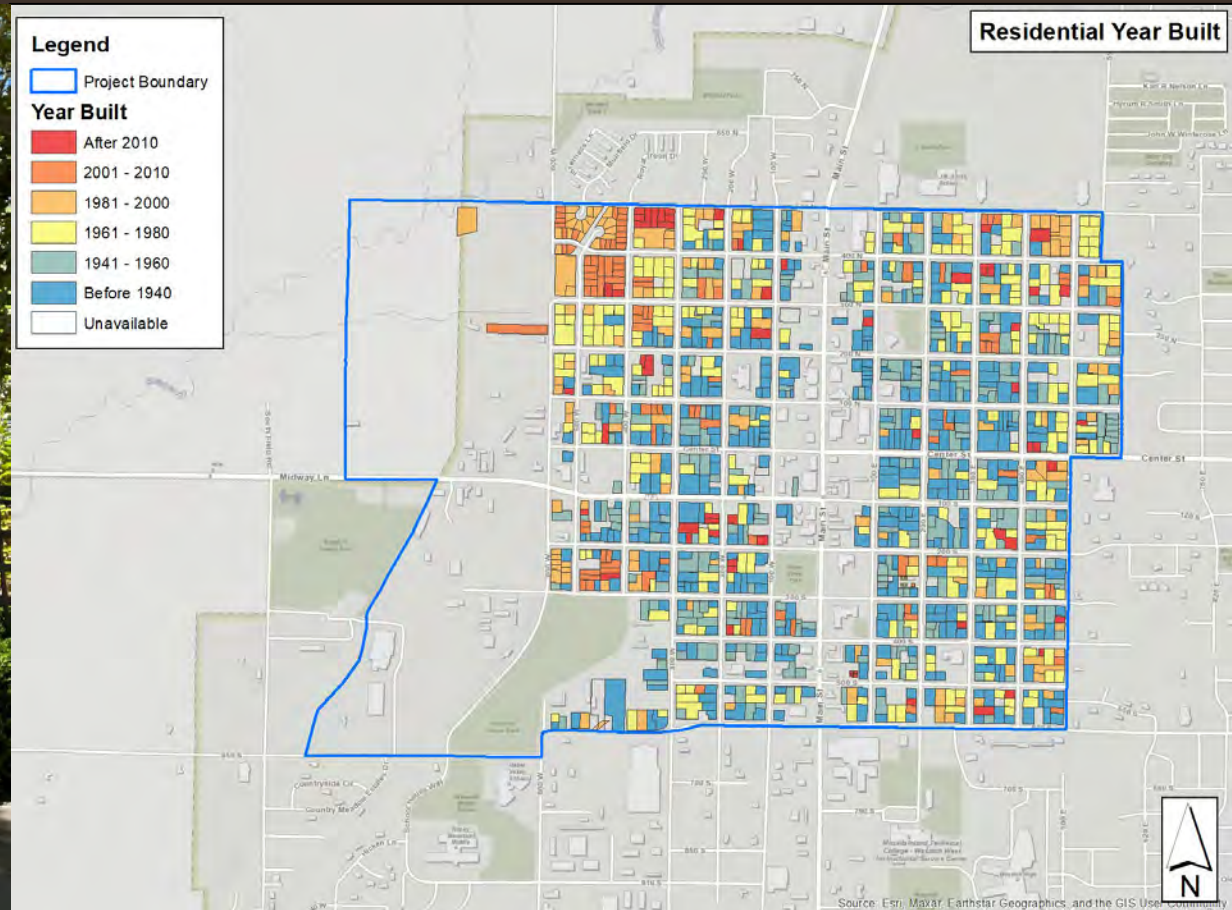
10-25% of housing built before 1925 may be ripe for reinvestment or redevelopment, with incentives



Source: Wasatch County Assessor's Database



# Housing

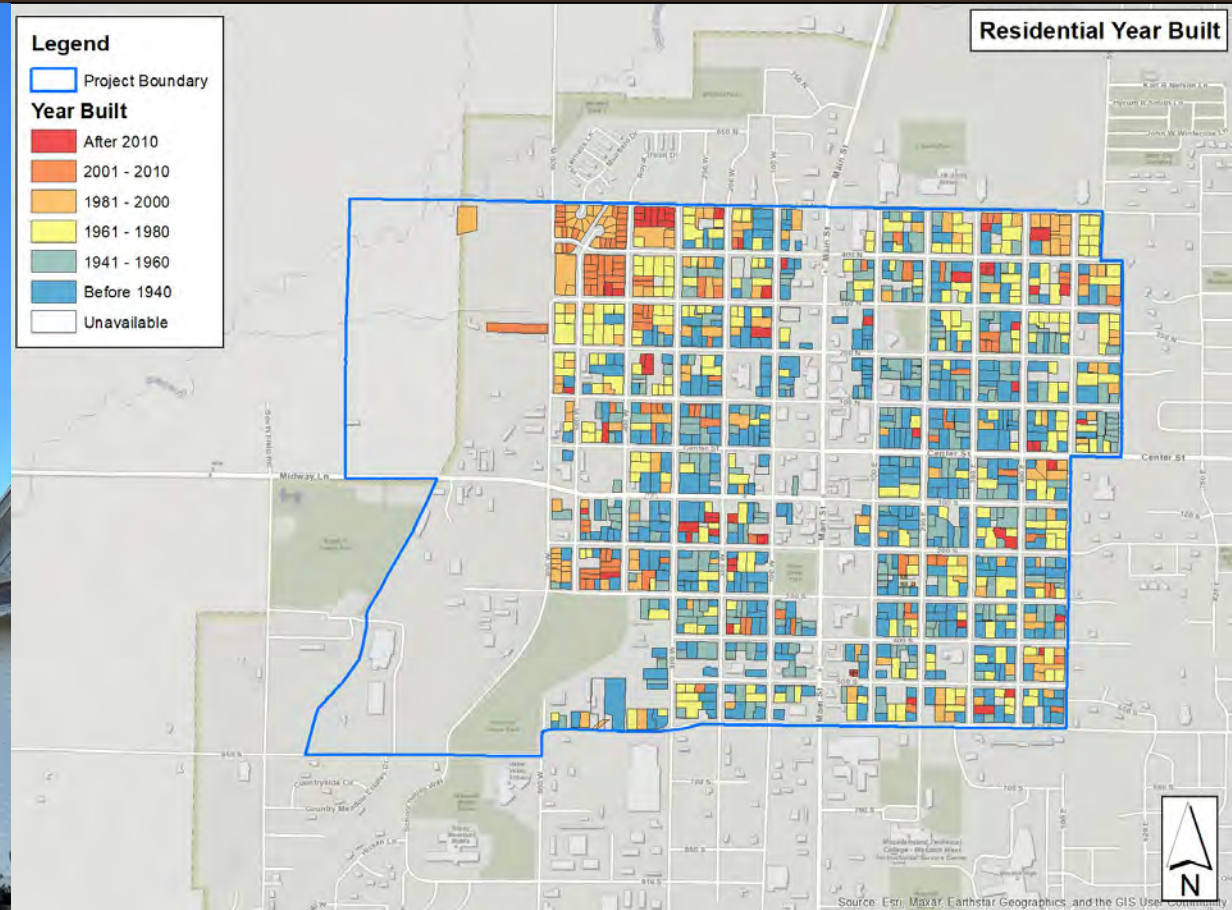


Source: Wasatch County Assessor's Database



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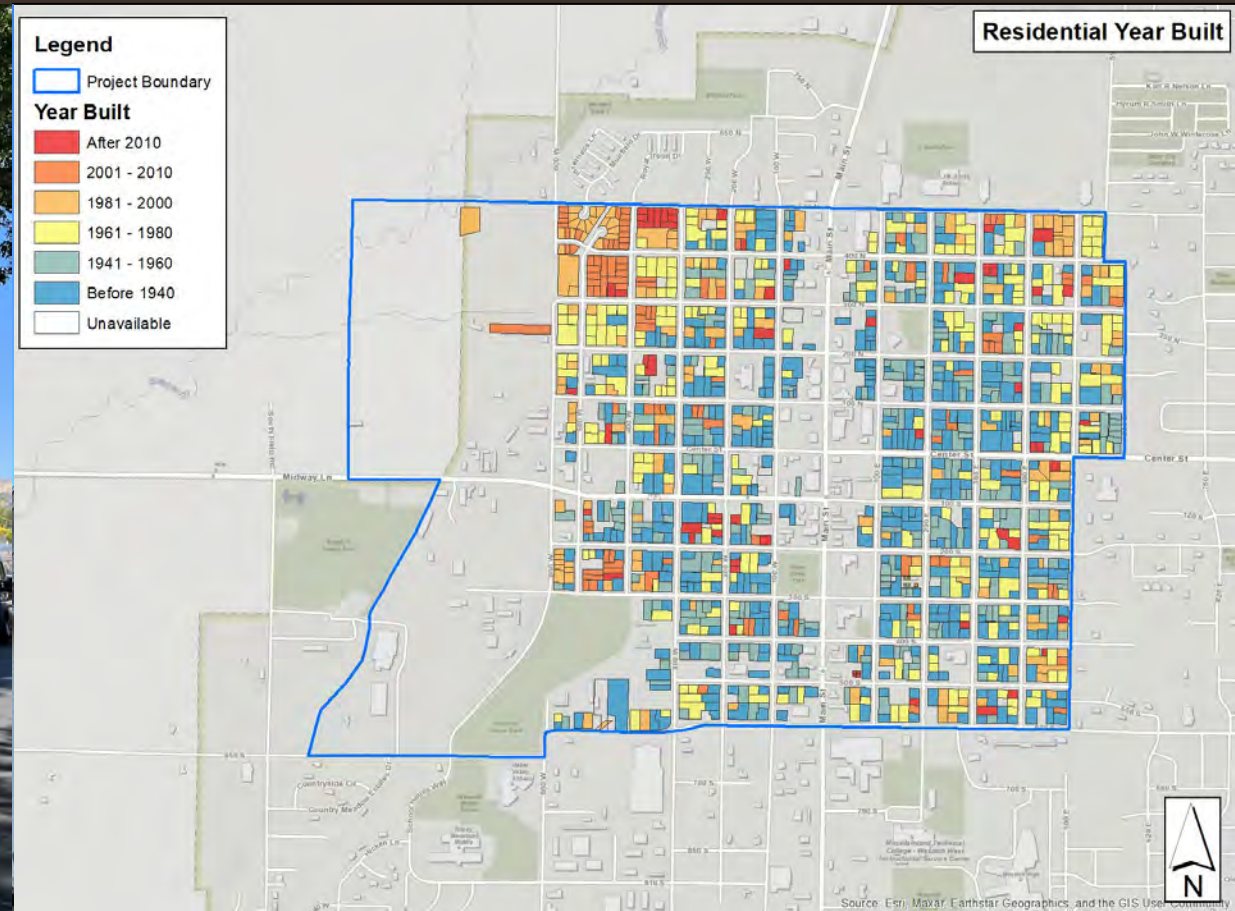
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# Housing



Source: Wasatch County Assessor's Database



# How Much Growth is Possible in Central Heber by 2050?

- 900 New households
- 550 New office employees
- 700 New retail employees

# If not growth in Central Heber...?

What's the impact on the heart of a community with little economic focus?

- Edges of town attract almost all investment (land is easier to develop)
- Main Street deteriorates (as focus is elsewhere)
- Little reinvestment in central neighborhoods/housing stock as new neighborhoods develop (Central Heber becomes undesirable)
- The city as a whole loses its heart (Central Heber declines)



## Where do you imagine more restaurants/retail? (rank, with your top pick first)

Main Street  
area

Recreation and  
tourism  
district

Central  
neighborhoods

## Where do you imagine more offices/workplaces? (rank, with your top pick first)

Main Street  
area

Recreation and  
tourism  
district

Central  
neighborhoods



## Where do you imagine more hotels ? (rank, with your top pick first)

Main Street  
area

Recreation and  
tourism  
district

Central  
neighborhoods

## Where do you imagine more housing? (rank, with your top pick first)

Main Street area

Recreation and  
tourism district

Central  
neighborhoods

# Small Group Mapping

- Brainstorm how Central Heber can remain the healthy heart of our community
- Plan for expected growth, exploring where and how it should unfold





# Small Group Mapping

- Participate fully
- Be respectful
- Offer constructive insights
- Seek consensus and compromise
- Seek community vision

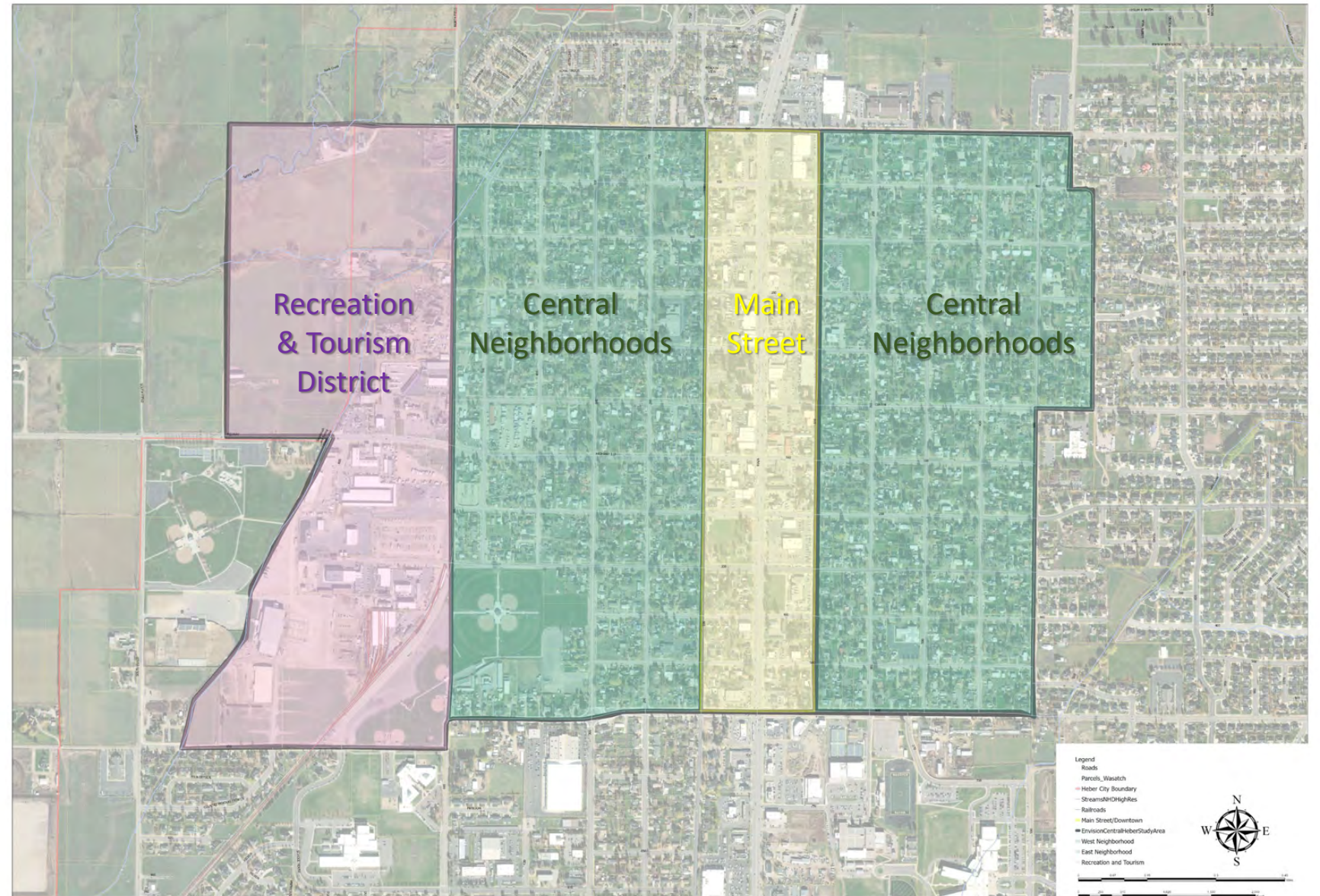


# Base Map



Spend the most time with your area of focus.

Address main opportunities & concerns.





# 1. Areas to Preserve or Enhance

## HISTORICAL BUILDINGS AND AREAS (markers)



**Preservation**  
preserve existing as is



**Investment**  
enhance/improve existing



# 1. Areas to Preserve or Enhance

## HISTORICAL BUILDINGS AND AREAS (markers)



**Preservation**  
preserve existing as is



**Investment**  
enhance/improve existing



Top priorities?

Areas of less/no concern?

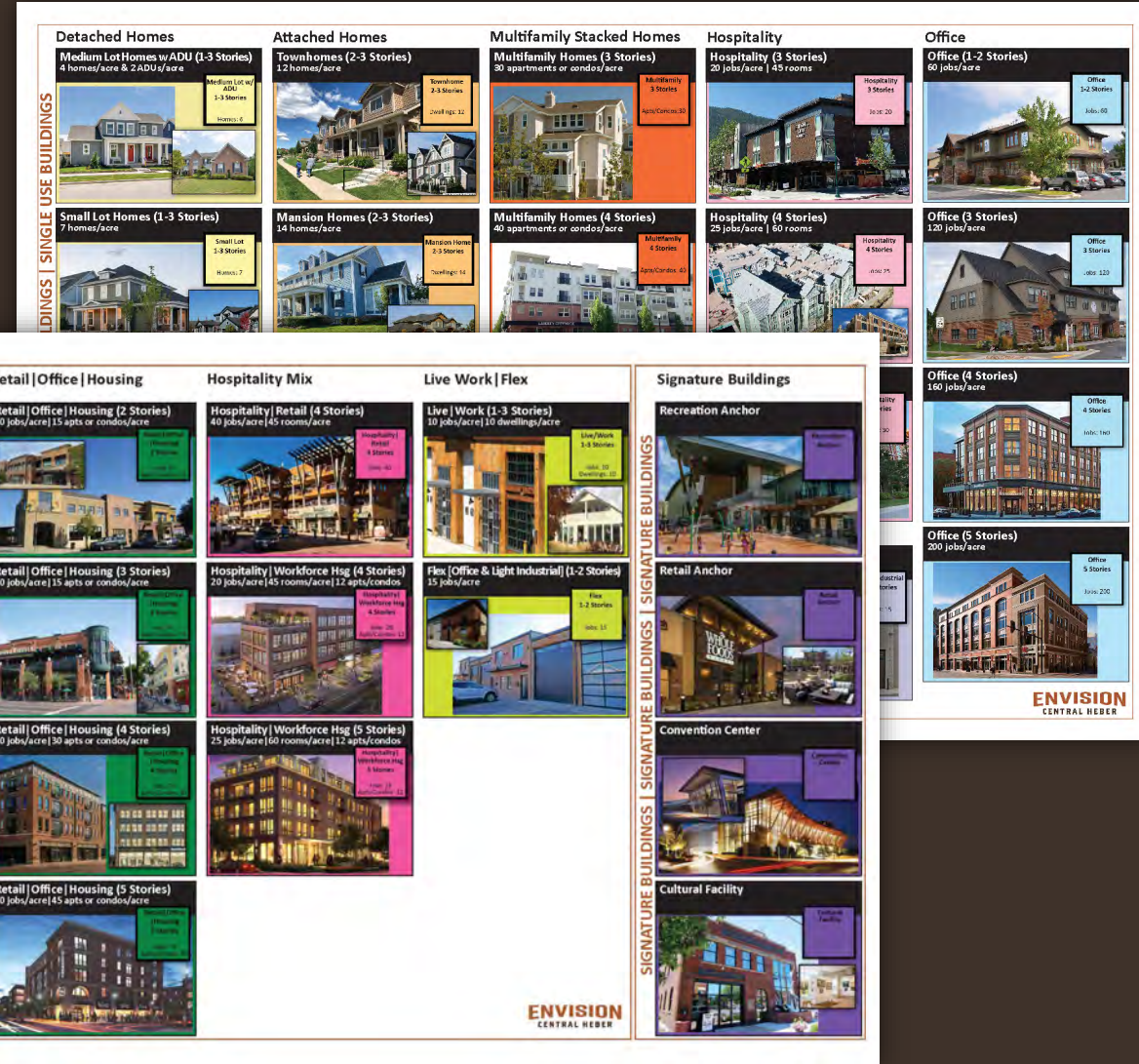


## 2. Locate New Growth

Ask: What kinds of places should be created? Goals? Locations?

Identify preferred *patterns*:

- Place chips
- Hit growth projection  
900 households  
1,250 jobs





## Detached Homes

**Medium Lot Homes w/ADU (1-3 Stories)**  
4 homes/acre & 2 ADUs/acre



**Small Lot Homes (1-3 Stories)**  
7 homes/acre



**Small Lot Homes w/ ADU (1-3 Stories)**  
7 houses & 7 ADUs/acre



**Cottage Homes (1-3 Stories)**  
10 houses/acre



## Attached Homes

**Townhomes (2-3 Stories)**  
12 homes/acre



**Mansion Homes (2-3 Stories)**  
14 homes/acre

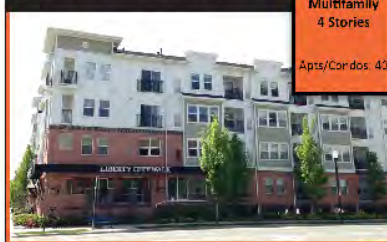


## Multifamily Stacked Homes

**Multifamily Homes (3 Stories)**  
30 apartments or condos/acre



**Multifamily Homes (4 Stories)**  
40 apartments or condos/acre



**Multifamily Homes (5 Stories)**  
50 apartments or condos/acre; podium pkg



## Retail

**Retail (1-2 Stories)**  
25 jobs/acre



## Hospitality

**Hospitality (3 Stories)**  
20 jobs/acre | 45 rooms



**Hospitality (4 Stories)**  
25 jobs/acre | 60 rooms



**Hospitality (5 Stories)**  
30 jobs/acre | 75 rooms



## Light Industrial

**Light Industrial (1-2 Stories)**  
15 jobs/acre



## Office

**Office (1-2 Stories)**  
60 jobs/acre



**Office (3 Stories)**  
120 jobs/acre



**Office (4 Stories)**  
160 jobs/acre



**Office (5 Stories)**  
200 jobs/acre





## Retail | Office

### Retail | Office (2 Stories) 50 jobs/acre



Retail | Office  
2 Stories  
Jobs: 50

### Retail | Office (3 Stories) 110 jobs/acre



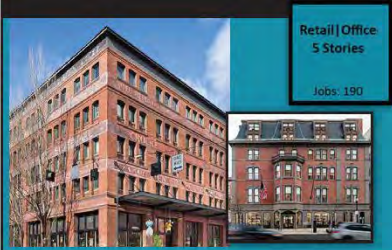
Retail | Office  
3 Stories  
Jobs: 110

### Retail | Office (4 Stories) 150 jobs/acre



Retail | Office  
4 Stories  
Jobs: 150

### Retail | Office (5 Stories) 190 jobs/acre



Retail | Office  
5 Stories  
Jobs: 190

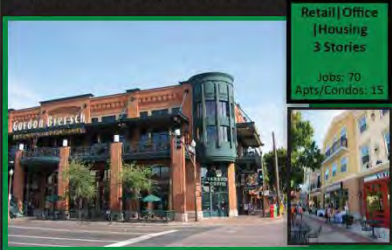
## Retail | Office | Housing

### Retail | Office | Housing (2 Stories) 50 jobs/acre | 15 apts or condos/acre



Retail | Office | Housing  
2 Stories  
Jobs: 50  
Apts/Condos: 15

### Retail | Office | Housing (3 Stories) 70 jobs/acre | 15 apts or condos/acre



Retail | Office | Housing  
3 Stories  
Jobs: 70  
Apts/Condos: 15

### Retail | Office | Housing (4 Stories) 70 jobs/acre | 30 apts or condos/acre



Retail | Office | Housing  
4 Stories  
Jobs: 70  
Apts/Condos: 30

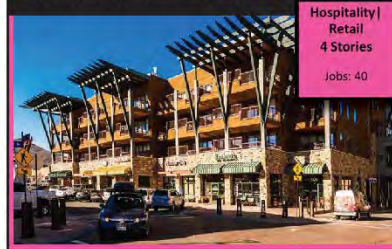
### Retail | Office | Housing (5 Stories) 70 jobs/acre | 45 apts or condos/acre



Retail | Office | Housing  
5 Stories  
Jobs: 70  
Apts/Condos: 45

## Hospitality Mix

### Hospitality | Retail (4 Stories) 40 jobs/acre | 45 rooms/acre



Hospitality | Retail  
4 Stories  
Jobs: 40

### Hospitality | Workforce Hsg (4 Stories) 20 jobs/acre | 45 rooms/acre | 12 apts/condos



Hospitality | Workforce Hsg  
4 Stories  
Jobs: 20  
Apts/Condos: 12

### Hospitality | Workforce Hsg (5 Stories) 25 jobs/acre | 60 rooms/acre | 12 apts/condos



Hospitality | Workforce Hsg  
5 Stories  
Jobs: 25  
Apts/Condos: 12

## Live Work | Flex

### Live | Work (1-3 Stories) 10 jobs/acre | 10 dwellings/acre



Live | Work  
1-3 Stories  
Jobs: 10  
Dwellings: 10

### Flex [Office & Light Industrial] (1-2 Stories) 15 jobs/acre



Flex  
1-2 Stories  
Jobs: 15



Mixed use =  
places that blend  
housing and/or job  
types

Retail   Office	Retail   Office   Housing	Hospitality Mix	Live Work   Flex
<b>Retail   Office (2 Stories)</b> 50 jobs/acre 	<b>Retail   Office   Housing (2 Stories)</b> 50 jobs/acre   15 apts or condos/acre 	<b>Hospitality   Retail (4 Stories)</b> 40 jobs/acre   45 rooms/acre 	<b>Live   Work (1-3 Stories)</b> 10 jobs/acre   10 dwellings/acre 
<b>Retail   Office (3 Stories)</b> 110 jobs/acre 	<b>Retail   Office   Housing (3 Stories)</b> 70 jobs/acre   15 apts or condos/acre 	<b>Hospitality   Workforce Hsg (4 Stories)</b> 20 jobs/acre   45 rooms/acre   12 apts/condos 	<b>Flex   Office &amp; Light Industrial (1-2 Stories)</b> 15 jobs/acre 
<b>Retail   Office (4 Stories)</b> 150 jobs/acre 	<b>Retail   Office   Housing (4 Stories)</b> 70 jobs/acre   30 apts or condos/acre 	<b>Hospitality   Workforce Hsg (5 Stories)</b> 25 jobs/acre   60 rooms/acre   12 apts/condos 	

**Retail | Office (3 Stories)**  
110 jobs/acre



Retail | Office  
3 Stories

Jobs: 110

**Retail | Office | Housing (3 Stories)**  
70 jobs/acre | 15 apts or condos/acre



Retail | Office  
| Housing  
3 Stories

Jobs: 70  
Apts/Condos: 15

**Hospitality | Workforce Hsg (4 Stories)**  
20 jobs/acre | 45 rooms/acre | 12 apts/condos



Hospitality |  
Workforce Hsg  
4 Stories

Jobs: 20  
Apts/Condos: 12



Signature Building =  
a major placemaking feature  
and destination

SIGNATURE BUILDINGS | SIGNATURE BUILDINGS | SIGNATURE BUILDINGS

## Signature Buildings

### Recreation Anchor



### Retail Anchor



### Convention Center



### Cultural Facility



# Chip Placement

1. The chips are to scale. The land they cover on the map is the land they cover on the ground.

## 1 Acre Chips



# Chip Placement

1. The chips are to scale. The land they cover on the map is the land they cover on the ground.
2. You can cover up current structures to indicate infill or redevelopment.

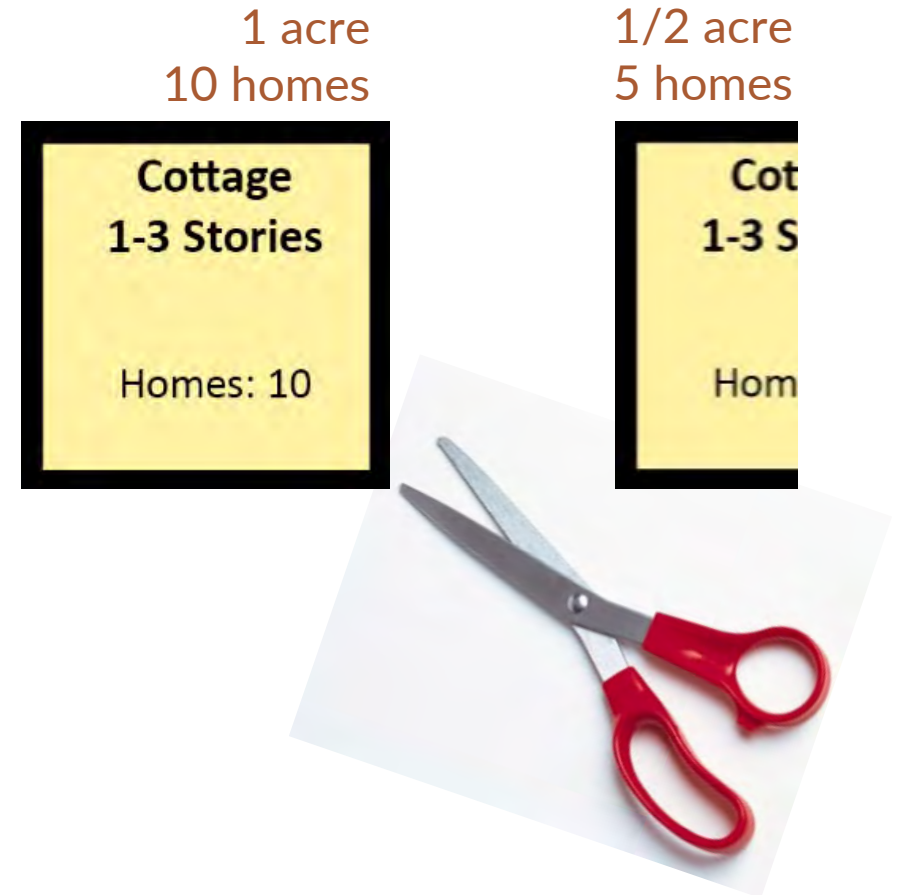


# Chip Placement

1. The chips are to scale. The land they cover on the map is the land they cover on the ground.
2. You can cover up current structures to indicate infill or redevelopment.
3. You can make your own chip.

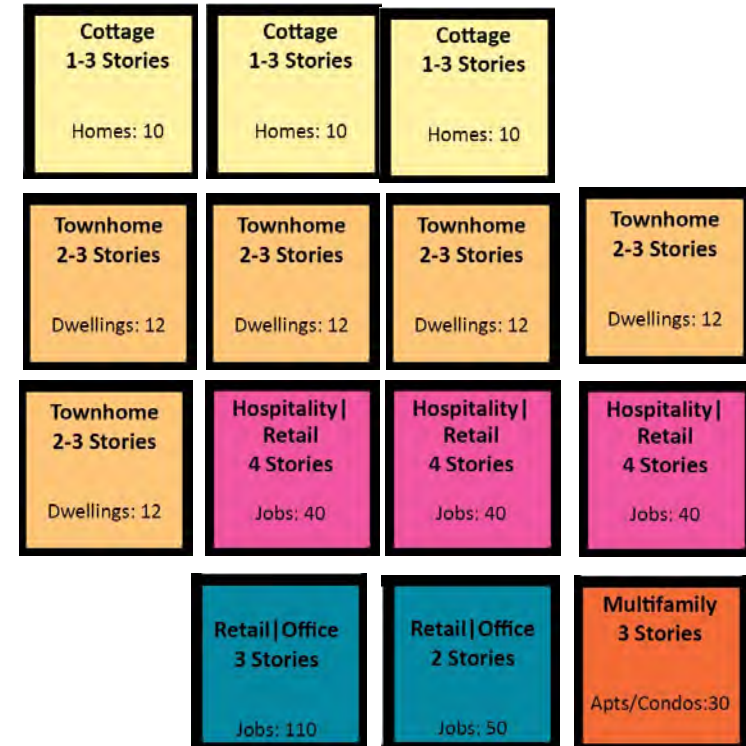
# Chip Placement

1. The chips are to scale. The land they cover on the map is the land they cover on the ground.
2. You can cover up current structures to indicate infill or redevelopment.
3. You can make your own chip.
4. You can divide your chips.



# Chip Placement

1. The chips are to scale. The land they cover on the map is the land they cover on the ground.
2. You can cover up current structures to indicate infill or redevelopment.
3. You can make your own chip.
4. You can divide your chips.
5. You can create whatever “recipe” you’d like.





# 3. Identify Desired Goals for Roads



## STREETS (tape)





# 4. Place Making

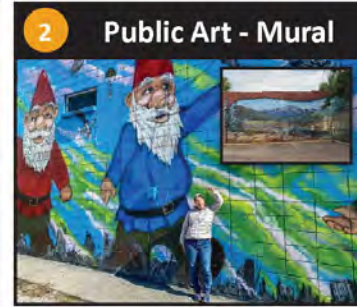
What will create the feel you want?

What do you want people to get to do?

What will make people come back again and again?



## PLACE MAKING (dots)



# Small Group Mapping

- Scribe: takes notes summarizing basic ideas/decisions
- Spokesperson: shares ideas with the entire group at the end
- Tallyperson: tallies housing and jobs totals until goal is reached (900 HH 1250 Jobs)





# Group Sharing: 6:00 pm

## Growth projection: 900 households | 1,250 jobs

### Fill Out Sharing Worksheet

1. What do you like about your map? What's exciting?
2. What priorities or principles guided your decisions?
3. What issues did you struggle with?
4. What solutions did you see?
5. What synergy did you see between different areas?

Feedback?

# Agenda

1. Introductions
2. Role of the Envision Central Heber Steering Committee
3. Workshop dry run/feedback
4. Promotions for workshop, volunteer needs
5. Save the dates



# Save the Dates

## Workshops: November 30

- Recreation and Tourism District: 8:00 am-10:30 am, November 30, Senior Center at the Library
- Main Street: 11:30-2:00 pm, November 30, Senior Center at the Library
- Central Neighborhoods: 6:30-9:00 pm, November 30, Senior Center at the Library

Steering Committee Meeting #3: 4 pm, January 11, Police Dept.

[www.envisionheber.com](http://www.envisionheber.com)

# Steering Committee Meeting

Thank you for participating!

November 2, 2022

