



Mike Kieffer <mkieff@gmail.com>

Re: Questions for Eagle Mountain Candidates (Due: 6/15/2021)

1 message

Melissa Clark <melissa4em@gmail.com>

Sun, Jun 27, 2021 at 10:13 PM

To: Mike Kieffer <mkieff@gmail.com>

How can you balance property rights while protecting residents from predatory development behavior?

I always tell my kids, "the most expensive mistakes are the ones we do not learn from." There have been situations councils over the last 25 years have found themselves in and felt like their hands were tied, by a previous council's decision, by not foreseeing how a situation would play out, or by constraints that the state has put on cities. The important thing is that we learn from those opportunities and improve. One of the most important ways to protect residents from predatory development behavior is to enforce the code already in place. Another important way to protect both property rights and residents is to regularly review our code and look for inconsistencies and areas that code has not yet addressed. This is an area in which we can lean on both our trained staff and our boards and commissions. We need to be intentional in giving direction to the other bodies in our city and asking them to review a certain area of concern or code and bring a recommendation to the City Council.

In your opinion, what type of housing is needed in Eagle Mountain?

Eagle Mountain needs a balance of housing and one of the types of housing we still lack is "move up" housing. For many years, Eagle Mountain was known as the place you can get more house for less, and "starter homes" for a great price, largely because of the distance to retail, goods, and services, which has steadily improved during the last few years. Many families moved here and grew here, but as they began to outgrow their first or second EM homes, they found themselves looking for a place to move up into. In the last 5 years, we have made a lot of progress in working with the development community to help encourage more "move up" homes. To have a fiscally healthy and stable community we need a mix of housing types. We need to continue to work to make sure the various types of homes don't get out of balance.

In your opinion, what type of housing do Eagle Mountain residents want?

Time after time, I hear from residents that they moved here for something different and the most important thing to them is they want a home that is safe. People want a home that has some room to grow. Residents have expressed they want a home that has enough space for their family and for the activities that they care about. Many people complain about the townhomes that are being built because it seems like so many are being built right now. We need to be careful to include some, but to not let a housing type get out of balance with other types.

What is the biggest factor that brings new residents to Eagle Mountain?

If you asked this question 15 years ago, the answer would emphatically be more house & land, at less cost. Today people are moving to Eagle Mountain because they are choosing the lifestyle. Eagle Mountain is close enough to both Salt Lake City and the Provo-Orem Metropolitan areas, so our residents can access amenities and services, and yet Eagle Mountain can still boast wildlife, open space, comprehensive trails, and mountainous and valley views. People love the fact that they can run to the local grocery store on an OHV or horseback. People move here for space, fresh air, and something

different than what urban areas have to offer.

Eagle Mountain already has more vested houses than houses that are built in the city. What do you feel is the best way to deal with this surplus of vested unbuilt properties?

One of the things I have done as I have served on Council is to take every opportunity to help influence and communicate with our developers. It takes a lot of my personal time, but it is worth it. As developers have reached out to me to get feedback, I have met with them, repeatedly to help retool a plan until it gets closer to both what the landowner wants to do with their property and what our residents want and need. If the project was a multi-family project, I have helped to push for additional parking and placement of amenities that help to make that neighborhood the strongest and as safe as possible. If it is a single family development, I work to help the developer see why it is beneficial to include some larger lots. In the end, I believe in the property rights of each land owner, but I also believe in the market and when I can show evidence of the need for these efforts to improve a neighborhood, it helps the residents--both present and future, and it helps the developer to have a better development.

There has been some talk about a building moratorium. Do you think a building moratorium is in order, legal, or necessary in Eagle Mountain?

Building moratorium is a tool allowed by Utah State Law that allows a city to create a temporary land use regulation to have time to create a solution to an extreme problem or emergency. Recently Oakley, Utah enacted a moratorium on all building permit approvals and new landscaping requiring connection to City Culinary water. In Oakley's case they are unable to provide any additional city culinary water hook ups, so they have halted all building permits. Their mayor said this is about averting a crisis during an extreme drought and if there was a big fire, there is a significant likelihood they would not have enough water to both put out the fire and continue to provide water to residents for home use. Another example is Bluff Town passed a moratorium on all building permits for 6 months while they work on their zoning ordinances.

In Eagle Mountain, we would need to show three things:

1. justification and that we cannot continue to serve the public "health, safety, and welfare",
2. the area that the moratorium affects,
3. the length of time for the moratorium.

To the question of "**in order, legal, or necessary**", this tool cannot just be used to slow growth; we would have to be creating a solution during the time period. Possible instances where I believe we would need to enact a moratorium include the following: if we needed to install an additional well or make repairs to our water system that could not otherwise be made; if we needed to put in a new road or repair a road that would be safety risk without; or if we needed to revamp code and it couldn't be revamped without halting building. The reality is, this is a tough issue because a moratorium is merely a "band-aid" while a city works to get "better care." We still have to address the issue; a moratorium alone doesn't solve the issue.

Currently, the City Council members are elected by a city-wide vote, what are your thoughts on breaking the city up into districts and having each district vote for one of the City Councilmembers?

This is something that is often done by larger cities. The sentiment behind districting is valid as Thomas Jefferson said "the government closest to the people serves the people best". The question our city needs to ask every two years is "as representatives of the people, can we still serve the people without living in the same neighborhood?". I believe right now, we can and have. As a council member, I care about and represent the people of White Hills, Lone Tree, Meadow Ranch, and Pioneer Addition equally. While districting may create a sense of being more connected to one's districted council member, there

are also pitfalls. As we can see in the state and federal governments, there are alliances and other shortfalls that take place. As we grow and mature as a city, we should revisit the idea of districting regularly.

Do you feel that the City communicates effectively with the residents and media?

The city has done a good job of sending information out to residents. There are options to receive information via text, email, social media, and through the city newsletter. The City Council has made it a priority to provide live-streaming of meetings, electronic signs, and improved video posts to help convey information. However, effective communication is best when it is two-way communication. Any organization should be regularly evaluating itself and looking for areas of improvement. While the city has an annual resident satisfaction survey, Eagle Mountain has room to improve in the modes in which residents can raise concerns, complain, and ask questions. What happens to concerns when they are sent? Is the city tracking concerns, complaints, and questions to look for trends? Does that data show a specific area in which a broader solution needs to be created? Are there areas where confusion consistently happens?

Our elected officials and city staff genuinely care about the people of our city. I would like the city to take the good efforts we have already made and take them a step further. We should take the newly launched resident portal and create an app that goes along with it. When a question, complaint, or concern is brought by a resident, it should be tracked until it is resolved, much like an IT help desk ticket in the business world. Residents should be able to see the status of their question or request within the app.

What should the City of Eagle Mountain do about the housing crisis, and what is your definition of the housing crisis?

Anyone who is paying attention can see that home prices have nearly doubled in the past few years. This is a widespread issue in the state of Utah and in other states as well. It is a problem that most of us could not afford to go out and buy our homes with the current market prices. It is a problem that people are having to spend a bigger percentage of their income to get into a basic home.

Historically, when the government tries to “solve a problem” by intervening or trying to control something like a housing market, there are always additional problems that are created. To quote Jurassic Park, “Your scientists [or in our case, elected officials] were so preoccupied with whether or not they could, that they didn’t stop to think if they should.” Just because a city can do a list of things to intervene, does not mean a city should do all of those things. Look at places like NYC and San Francisco, rent control, housing projects and government intervention have not solved the housing crisis for them. Utah and Eagle Mountain are great places to live because we have always upheld principles of thrift, charity, and accountability. Every action that a government takes has broad and long-lasting impacts on the community, so the actions taken should be based on principles and best practices, not on emotion or whims. The things EM should do about the housing crisis include:

- provide the most important government functions like public safety, fire, clean water, solid waste and sewer, safe and adequate transportation infrastructure;
- continue to preserve and protect our wildlife, clean air, and water resources because they are key indicators of a safe and healthy community;
- keep spending and taxes low to reduce the tax burden on the people,
- look for additional ways to foster small business and entrepreneurship.

As a result of economic development and community development areas, EM will have money that is mandated by state law to go toward affordable housing. When Eagle Mountain does anything above the basics listed above, the goal should be clear--to get people into a better situation and to help them get to

a place that allows them to not need help indefinitely. Should there be some safety nets in the event of extenuating circumstances? Of course. Safety nets are meant to catch you when you fall, and not a web to entrap you forever.

In a survey I did, one of the biggest reasons people move to Eagle Mountain is for a "Rural Living" what is your definition of rural living?

There are plenty of legal descriptions of rural. Some are based on population, some are based on proximity, and some are based on characteristics. When Eagle Mountain people talk to me about "rural living" they are talking about a place that is rural in character. They are talking about a place where people can still ride their horses or horse power and you see a horse in line at the drive thru of McDonalds. "Rural Living" is a place where you can raise chickens, and grow fruit trees and a garden. "Rural Living" means you can step just outside your neighborhood and access a trail to hike a mountain. "Rural Living" means your kids can just go outside and play on the grass or in dirt because you have space to do so. "Rural Living" means you can see stars at night. The people of Eagle Mountain may not meet all of the legal definitions of rural, but they are talking about a lifestyle and sense of community.

What can you do for Eagle Mountain that someone else cannot do or you were unable to do if you are running again?

We have had some really great mayors that have each brought significant talent and skills to the job. Mayor Jackson was masterful at bringing attention to EM and advocating to get things like funding for road improvements and other needs. She worked to build community and was a steady hand after years of tumult. Mayor Pengra was a strong leader with a commanding sense of stewardship and responsibility. He was always accountable to the people and people knew how to access him. He built a sense of community through Cory Wride park and was intentional and resolute in the vision of economic development and building relationships with neighboring cities. Mayor Painter, while he only served a few months, brought experience and helped continue the progress that was made by previous Mayors, and also appointed individuals to help keep that vision and progress going. Mayor Westmoreland comes from a marketing background so he was willing to try new things like a podcast and additional social media presence. His laidback nature made difficult meetings more bearable and allowed for council to work through difficult decisions.

I will take all the good things I have learned from our previous mayors and add my leadership and problem solving skills that I have learned from years in the business world. Our company's increased revenue and productivity speaks volumes about my ability to manage the operations and projects of several teams and interact effectively with marketing, manufacturing, sales, and logistics and along other divisions. I bring my ability to connect, inform, and relate with people that I learned from years as a teacher. While I am a strong leader and tenacious advocate, I have also learned to be a really good listener; people have come to know me for how much I love this city and the heart that pour into all that I do.

Are you running your campaign on your own, or are you using a campaign manager? If you are using a campaign manager, who are you using and how can someone contact them?

I am managing my own campaign, but there are amazing volunteers and mentors that have been such a great support to me. I have people who have donated time in graphic design, videos, installing signs and countless other important duties.

Also, here is my bio supplied to the Lieutenant Governor's office, it had to be 200 words so it is very brief:



Melissa Clark

801-357-9156

melissa4em@gmail.com

www.Melissa4Mayor.com

For the past two decades, Melissa Clark has been leading and serving in the community. Currently, she serves on the Eagle Mountain City Council where she has advocated for the needs and concerns of Eagle Mountain by meeting with members of the local school board, and elected officials of neighboring cities, Utah County, and the State Legislature. She believes in working collaboratively with other entities to keep Eagle Mountain and the surrounding region a great place to live and work.

Other government leadership roles include serving on Parks and Recreation Board and as the Precinct Chair for EM05 where she became known for asking the candidates tough questions and being a voice for her precinct. Because Melissa believes in small government and encouraging the private sector to help in the community, she co-founded the Eagle Mountain Arts Alliance, a non-profit local arts agency, as a way to foster the Arts in the community without cost to the taxpayers.

Her leadership skills are seen in her professional life as a Senior Project Manager for a world-class Utah-based company where she leads seven teams across the county and is well-known for refining process and workflow to increase efficiency and profits.

Her greatest motivation for serving in government is her family. Along with her husband, Nathan, she loves being mom to their 4 daughters.

Thank you Mike for doing these questions and providing an additional avenue for reaching voters.

On Mon, Jun 21, 2021 at 7:20 PM Mike Kieffer <mkieff@gmail.com> wrote:

| I want to thank the two of you that have responded. Please take the time to respond to this set of questions. In

future elections it has been a valuable resource to those who participate. It shows a willingness to answer questions and starts a discussion.

Mike Kieffer

From: Mike Kieffer <mkieff@gmail.com>

Sent: Monday, June 14, 2021 8:43:25 AM

To: TomWWestmoreland@gmail.com <TomWWestmoreland@gmail.com>; Melissa Clark <melissa4EM@gmail.com>; Brett Wright <brettwright.emcity@gmail.com>; Maria Hopkin <mariahopkin@gmail.com>; Donna Burnham <dburnham@gmail.com>; Jason Allen <info@vote4jasonallen.com>; Rich Wood <richwood.emcity@gmail.com>; tyler4emcity@gmail.com <tyler4emcity@gmail.com>

Subject: Re: Questions for Eagle Mountain Candidates (Due: 6/15/2021)

It has been brought to my attention that the timeline is a little too aggressive. I am going to extend this for another week, so the deadline is now 6/22. If you have already sent in your answers, and you wish to change them, just send me an updated answer list by the 22nd and I will use the latest one you sent for the articles.

On Tue, Jun 8, 2021 at 9:54 AM Mike Kieffer <mkieff@gmail.com> wrote:

As promised, here are the questions I would like for you to answer so I can publish them on i84005.com. Let me know if you have any questions. I would like to have them by 6/15/2021. This will give me some time to create the posts and to run them a few a week so residents have time to read and ingest the information. Please limit your answers to each question to a paragraph or two. I know that can be difficult to do, but it makes the posts shorter so people will read everyone's responses.

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Thanks,
Mike Kieffer
[INSIDER i84005.com](http://INSIDER.i84005.com)

