

## Star Valley Ranch Follow-Up Community Assessment

## Town Report

Pat Robbins

South Central Regional Director

Wyoming Business Council

1400 Dewar Drive Suite 208 A

Rock Springs, Wyoming 82901

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### INTRODUCTION

I would like to thank the Town of Star Valley Ranch and the Assessment Planning Team for their warm hospitality and outstanding support of the assessment process. Having been part of the original team that conducted the Assessment four years ago, I was pleased to see the great strides that the Town has taken and commend the leadership and volunteers that have worked so hard to improve the Town. It is always a pleasure to visit Star Valley Ranch, and exciting to see what hard work and dedication can accomplish!

### THEME: Infrastructure

#### Roads

**Challenge:** One of the biggest concerns we heard was the need to improve the roads. While the citizens were undecided on whether they should be paved or not, everyone agreed that they need to be widened and improved.

**Solution:** There are a couple of local taxes that can be used for infrastructure improvements: the 5<sup>th</sup> cent (Sales and Use Tax) and the 6<sup>th</sup> Cent (Capital Facilities tax). Both require County support. Sweetwater County has effectively used these taxes to build infrastructure (Capital Facilities) and to maintain it (Sales and Use Tax).

#### Resources:

For information on effective use of these taxes, contact

Barry Cook, City Administrator

City of Green River

307 872 0554 [bcook@cityofgreenriver.org](mailto:bcook@cityofgreenriver.org)

Tim Kaumo, Mayor of Rock Springs

307 352 1510

[Tim\\_kaumo@rswy.net](mailto:Tim_kaumo@rswy.net)

#### Challenge: Water and sewer improvements

Citizens expressed concerns about the amount of funding necessary to continue to expand and update the municipal water system. There was also concern about the need to eventually go to a regional sewer system, as opposed to the current septic systems.

**Solutions:** Other communities in Wyoming have solved this problem using a variety of funding sources. The City of Rock Springs is expanding a water line to Reliance using SLIB funding, specifically Emergency Capital Funding and Large Capital Construction Funding. Additionally the Wyoming Business Council has some funding that will allow for the upgrade or expansion of publically owned infrastructure if it meets the program guidelines.

**Resources:**

Paul Kauchich  
Director of Engineering and Operations  
City of Rock Springs  
307 352 1540 [paul\\_kauchich@rswy.net](mailto:paul_kauchich@rswy.net)

Julie Kozlowski, Economic Development Program Manager  
Wyoming Business Council  
307.777.632 2709 [julie.kozlowski@wybusiness.org](mailto:julie.kozlowski@wybusiness.org)

**Resources:**

USDA Rural Development's Water and Environmental Program is designed to provide financial assistance to rural areas and towns of up to 10,000 people. (Funds can be used to restore a deteriorating water supply, to improve, enlarge, or modify a water or waste facility.)

USDA Rural Development  
Ann Stoeger, Area Director  
508 N Broadway, Riverton, WY 82501.  
307-856-7524 ext. 4  
[ann.stoeger@wy.usda.gov](mailto:ann.stoeger@wy.usda.gov)

**THEME: Recreation**

**Year round facility for all ages** (to be addressed by SVR Association-see Association report)

**Paths and trails**

**Challenge:** The citizens expressed a strong need for a series of pathways and trails to tie the community together to allow safe access to all parts of the community. While the town has started to develop paths in the newly annexed BLM land, the residents of the North side of town would like to see paths connecting their residential area to the rest of the amenities in SVR.

**Solution:** There are a variety of resources and programs that allow for funding for the development of pathways in communities.

The Federal Highway Administration (FHWA) provides significant funding to the States through its Recreational Trails Program (RTP). Funding might be available for planning, construction, maintenance. Grants have been awarded to governmental and non-governmental organizations.

**Resources:**

In Wyoming, the RTP funds are administered by:

Brad Hill, Trails Program Manager

125 Sunflower St.

PO Box 1429

Lander WY 82520

307-332-5036; Fax 307-332-3469

[bhill@state.wy.us](mailto:bhill@state.wy.us), Information about Wyoming programs on the web at: <http://wyotrails.state.wy.us/index.asp>

The National Park Service Rivers & Trails Program provides technical and planning assistance to states, communities and conservation organizations for a wide variety of trail, river, and greenway projects. NPS staff works cooperatively with local trail groups, conservation organizations, and state agencies on greenways, rail-trails, river corridors, publications, and workshops.

The National Park Service Rivers & Trails Program

<http://www.nps.gov/ncrc/programs/rtca/>

The City of Green River built an extensive system of pedestrian, as well as equestrian, trails along the river corridor utilizing several grants. A group of volunteers (the Greenbelt Task Force) spearheaded this effort which now extends all the way through Green River and connects all the City parks and schools.

Walt Bratton

Director, Green Giver Parks and Recreation

50 East 2<sup>nd</sup> North

Green River, WY 82935

Phone: 307-872-6153

[wbratton@cityofgreenriver.org](mailto:wbratton@cityofgreenriver.org)

TEAL (Transportation Enhancement Activities – Local) Funds are available from the Wyoming Department of Transportation. The grants require a 20% cash match. WYDOT sends information to towns and counties announcing each funding cycle. Applications are generally available after April 15 and due by June 30 of each calendar year.

Website: [www.dot.state.wy.us/wydot/site/wydot.teal](http://www.dot.state.wy.us/wydot/site/wydot.teal)

C.J. Brown

TEAL Program Coordinator

5300 Bishop Blvd.

Cheyenne, WY 82009

Phone: 307-777-4179

**Youth activities**

**Challenge:** Residents identified the need to have more activities for all residents, but the youth in particular. They want recreation based in town so that the youth of the community don't have to travel into surrounding communities, especially in inclement weather.

**Solution:** The City of Green River has been highly successful in developing youth programs that have resulted in national attention and accreditation. In October 2008, the City of Green River Parks and Recreation Department became one of only 95 agencies in the country to attain national accreditation from the Commission for Accreditation of Parks & Recreation Agencies (CAPRA) In 2009, the City of Green River demonstrated creative commitments to the cause of play, and was 1 of 93 communities across the country to be recognized as a Playful City.

Walt Bratton  
CPRP, Director of Parks and Recreation  
50 East 2nd North  
Green River, WY 82935 (307) 872-6151  
[wbratton@cityofgreenriver.org](mailto:wbratton@cityofgreenriver.org)

### **THEME: Economic Development**

#### **Commercial Development**

**Challenge:** The community would like to see some commercial development such as a convenience store, gas station, coffee shop, or other amenities.

**Solution:** The Wyoming Business Council offers several programs to assist businesses with their financing and training needs-- Challenge Loan, Workforce Training Funds, Community Development Block Grants and Industrial Development Revenue Bonds. The community should work closely with their Wyoming Business Council Regional Director to identify possible target markets for recruitment and begin to market the area to appropriate entities.

Additionally business assistance is available through the WBC's partner the Wyoming Small Business Development Centers (SBDC). The SBDC helps Wyoming small businesses and entrepreneurs by providing management assistance, educational programs and helpful resources

#### **Resource:**

Elaina Zempel  
Southwest Regional Director  
Wyoming Business Council  
307 877 2201 307 723 1510 e.z@wybusiness.org

#### **Wyoming Small Business Development Center**

<http://www.wyomingentrepreneur.biz>

### **THEME: Public Services**

#### **Town Center**

**Challenge:** The Town would like to see the eventual development and construction of a municipal complex that would include a Town Hall, Emergency Services Facility, and Library

**Solution:**

Several towns and cities have effectively used the 1 cent Capital Facilities Tax to build municipal structures. While it takes County wide support to pass the tax, Carbon and Sweetwater Counties have effectively campaigned to get projects built, with a tax that sunsets once the total project costs have been satisfied. Formation of a Political Action Committee that lobbies for the tax and the associated projects are critical to the success of the projects.

**Resources:** (both have extensive experience in successful campaigns)

Dave Hanks, Director  
Rock Springs Chamber of Commerce  
Phone: 307-362-3771  
[rschamber@sweetwaterhsa.com](mailto:rschamber@sweetwaterhsa.com)

Janet Hartford, Director  
Green River Chamber of Commerce  
Phone: 307-875-5711  
[jhartford@sweetwaterhsa.com](mailto:jhartford@sweetwaterhsa.com)

**THEME: Communication**

**Challenge:** The challenge is how to improve communication between the Town and its residents; the residents and the Star Valley Ranch Association; the SVR Town Council and the SVR Association Board; and the various groups of residents including long time residents, new residents, seasonal residents, year round residents, retirees, and young families.

**Solution:** The easiest way for the Town of Star Valley Ranch to communicate with its residents is to include Town news in the month water bills that are sent out. This would reach all of the residents, including those that live there seasonally. The City of Green River does this every month, and includes City events and updates as well as local events sponsored by other entities.

**Resource:**

Jeffrey V. Nieters, Director of Finance  
50 East 2nd North  
Green River, WY 82935  
Ph: (307) 872-6121  
[jnieters@cityofgreenriver.org](mailto:jnieters@cityofgreenriver.org)

**Solution:** I would suggest a monthly, or quarterly, joint meeting with the Town Council and the Association Board of Directors. This meeting should take place in the evening, if possible, so that those that work during the day can attend. Minutes of these meetings could be sent out with the water bills. This might help clarify the roles and responsibilities of each to the residents as well as strengthen the working relationship between the two parties.

**THEME: Governance of the Community**

**Challenge:** How to effectively communicate the roles of the Governing Body of the Town of Star Valley Ranch and those of the Star Valley Ranch Association so that the residents of the community understand the difference between the two bodies, their respective roles, and their common interests.

**Solution:** The Town of Star Valley Ranch should clearly articulate their goals and objectives and share them with the residents through a variety of venues. Those goals should be posted in Town Hall in a highly visible location. They should also be included in the month water bills, and if possible included in all written correspondence to the residents. Additionally I would recommend that a town utilize social media to keep their residents informed including Facebook, Twitter, etc.

**Revisions of DCC&Rs** (included in Association report)

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**SVR Association Report**

**THEME: Recreation**

**Challenge:** The Association assets include the Barn and Silo, which are deteriorating and have limited use due to structural and ADA compliance issues. As an association, they are prohibited from apply for many financial resources that could provide them assistance in renovating and restoring the structure.

**Solution:** There is no easy solution to this problem but if the Association is willing to put the time into research, this might be a possible solution:

I would suggest that the Association look transferring ownership of the Barn and Silo to the Town of Star Valley Ranch. At the same time they should form a Joint Powers Board, with support of the Town of Star Valley Ranch. (This would take a majority of the Association members, so I would suggest this be done in conjunction with the DCC&R revisions.)

Once the Town owns the Barn and Silo, they can designate the building as a surplus government building and transfer it to the Joint Powers Board. The Town of Star Valley Ranch can then apply, on behalf of the Joint Powers Board, for Wyoming Business Council funding through the Business Ready Communities program for a Community Facilities Grant.

The purpose of the Community Facilities Grant program is to assist communities with grant and loan funding to construct local enhancements to a school building or facility or preserve former school and government facilities that have existing or future community uses. Projects need to enhance the quality of life for the community. Facilities may be space for community gatherings and functions, recreational, swimming and athletic facilities for community members, particularly youth. This grant has a maximum award of \$1,000,000.

The Town of Saratoga

[http://www.wyomingbusiness.org/pdf/irc/Community%20Readiness/platte\\_valley\\_community\\_center\\_jpb\\_saratoga.pdf](http://www.wyomingbusiness.org/pdf/irc/Community%20Readiness/platte_valley_community_center_jpb_saratoga.pdf)

used this program to build the Platte Valley Community Center utilizing an old school. Baggs currently has a community center under construction using this same program. Both communities created Joint Powers Boards that own and manage their facilities.

**Resources:**

Molly Davies, Community Facilities Program Manager  
Wyoming Business Council  
307 777 2811 [molly.davies@wybusiness.org](mailto:molly.davies@wybusiness.org)

Elaina Zempel  
Southwest Regional Director  
Wyoming Business Council  
307 877 2201 307 723 1510 [e.z@wybusiness.org](mailto:e.z@wybusiness.org)

Kathi Terkla, Chairman  
Valley Community Center Joint Powers Board  
Box 182  
Baggs, Wyoming  
[fireball@wyoming.com](mailto:fireball@wyoming.com)

Tom Johnson  
South East Regional Director  
Wyoming Business Council  
307 766 5357 [tom.johnson@wybusiness.org](mailto:tom.johnson@wybusiness.org)

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**Solution:** I would suggest a monthly, or quarterly, joint meeting with the Town Council and the Association Board of Directors. This meeting should take place in the evening, if possible, so that those that work during the day can attend. Minutes of these meetings could be sent out with the water bills. This might help clarify the

roles and responsibilities of each to the residents as well as strengthen the working relationship between the two parties.

I would also urge the Association to utilize social media. Development of a Facebook page, Twitter account, and other social media might provide them access to members that have those resources.

**THEME: Revisions of DCC&Rs**

**Challenge:** The original DCC&Rs that were established when the development was first planned still exist, slight variations in each subsequent plat. The DCC&R's don't reflect the change in lifestyles and demographics of the residents and their needs, resulting in a significant number of violations of those covenants and restrictions. For example, the size restriction on pickup trucks needs to be increased to reflect the current models available.

**Solution:** Utilize the window of opportunity that will open in January of 2011 to revise and update the DCC&Rs to accurately reflect the needs and lifestyles of the residents and maintain the standards that sustain the quality of life the Association promotes.

An organized campaign needs to be organized to effectively reach each member of the Association and education them on the necessary changes that need to be implemented in the DCC&R revisions.

I would recommend that a strategic planning session be held as soon as possible to establish tasks, responsible parties, and time frames to successfully contact and educate each Association member.

**Resource:**

Strategic Planning Facilitator-  
Mary Randolph, Executive Director  
Wyoming Rural Development Council  
307-777-6430      307-777-6430  
214 West 15th St  
Cheyenne, WY 82002  
[mary.randolph@wybusiness.org](mailto:mary.randolph@wybusiness.org)