

IDAHO COMMUNITY HEALTH EXAM

Heyburn, Idaho

September 28-29, 2000



Heyburn Community Health Exam

September 28-29, 2000

Background:

The Idaho Community Health Exam Program is a collaborative project of the Association of Idaho Cities, the Idaho Rural Partnership and the Idaho Department of Commerce. In addition, US HUD has been an active partner through the support of Idaho's Community Builders. Numerous federal, state, and local government agencies, as well as private businesses and non-profit organizations have generously contributed time, energy, and resources to this new service to communities.

Heyburn is the first community to undergo review. They were selected from a voluntary application process in February 2000. Each community was asked to select three areas of emphasis within the scope of a broad examination of the community's health. Heyburn selected 1) Community Design, 2) Land Use & Transportation, and 3) Riverside and Cultural Development. In addition, each city was requested to a local coordinator and three home team group leaders. The home team was expected to arrange lodging, provide meals for the visiting team, and develop three group agendas for the day. (The Heyburn Home Roster and agenda are listed elsewhere in this report.)

The Community Health Exam Steering Committee recruited a visiting team of experienced community development practitioners based on Heyburn's focus areas. The visiting team is listed separately.

On September 28, 2000, Mayor Cleo Cheney welcomed the visiting team to Heyburn. Introductions of home and visiting teams were made. Dick Gardner of IRP described what a Community Health Exam was intended to accomplish. He emphasized that while the visiting team had a wealth of knowledge and experience, their feedback to Heyburn would take the form of observations and suggestions, not hard advice or prescriptions for success. He noted that with the short time spent in Heyburn, they would not have nearly enough knowledge of the people, economics, and situation to know what course of action is right for Heyburn. That responsibility remains with the people of Heyburn and their acknowledged leaders.

Mayor Cheney challenged the visiting team to walk the town, to feel what the residents feel, to ask any and all questions that occurred, and to offer honest, constructive criticism and feedback. He challenged the home team to open up their hearts and minds, share honestly both problems and opportunities, and to accept the feedback in the spirit in which it was intended.

After an introductory briefing on Heyburn, the entire group toured the Simplot potato processing plant, the town's largest employer. Home and visiting teams then broke into three groups for tours and meetings for the rest of the day. After a group dinner, they held a community input public session, where community residents were asked a set of five questions by visiting team interviewers. (See compiled answers in report.)

On the morning of September 29, the visiting team deliberated as a group and developed their reports. The debriefing was given to the Heyburn Home Team over lunch with individual follow-up afterward.

Heyburn Community Health Exam Summary Reports

Overview

The overarching theme identified by the visiting team across the three focus areas was a need to re-examine relationships. Relationships with neighbors, organizations, and communities tend to be the accumulation of past experiences and are often taken for granted. But relationships are not static; they can erode over time with neglect, assumptions, and lack of direct communication, and they can be strengthened through deliberate efforts to listen, communicate, and explore mutual interests. The visiting team suggests that Heyburn could benefit from a fresh look at its relationships with three sets of critical partners.

- 1) Relationship with the Mini-Cassia Region – The City of Heyburn joins Rupert, Paul, and Burley, in addition to Minidoka and Cassia Counties to form the Mini-Cassia region. This region has identity and serves as a joint market for many private and public services. To a degree this tends to happen naturally in the course of building critical mass, but the regionalism could profitably go much further. Cooperation will take the region farther than the competition fostered by school rivalries. All four communities are in the same boat, both economically and in terms of human services and quality of life issues. Heyburn could benefit from regional planning. Examples include transportation planning, regional tourism planning, recreation development, and cultural facilities.
- 2) Relationship with the Hispanic Community – The funny thing about migrant farmworkers is that many quit migrating and no longer work on farms. Over the last couple decades, Idaho's resident Hispanic population has grown markedly. The year-round Hispanic population now exceeds one-fifth of Heyburn and the Mini-Cassia region. In fact, it was reported to us that 40% of Heyburn's students were registered in English as second language classes. We suggest that the size and significance of the Hispanic population may have crept up on many leaders and not yet be in their awareness.

Heyburn's relationship with Hispanics needs to be updated. Hispanics offer ideas, energy, and skills, not to mention economic purchasing power, that need to be included in community planning. The vitality of Heyburn will in many ways depend on the bridges that connect and include both Hispanic and Anglo communities. The community center, cultural center, and various celebrations offer positive ways to strengthen these connections. Beyond that it will take hard work and personal risk and growth to understand and appreciate Hispanic culture, to come to grips with prejudice that may exist in Heyburn, and to learn how to involve Hispanics more effectively in civic activities.

- 3) Relationship with the Simplot company and family – The last relationship to be examined is that between Heyburn and its largest employer. Clearly, the community has much to owe the company that provides jobs for so many. This economic reliance makes the balance of power unequal, and it may make this subject an uncomfortable one for many. As a result the relationship between Heyburn and Simplot may be outdated or even strained by past decisions. Yet the relationship is symbiotic; Simplot depends on Heyburn for many city services, for a transportation system, and for a healthy, happy, and well-educated work force. The Simplot plant is located in the center of Heyburn on the river surrounded by the city on three sides. And in fact, Jack Simplot was born in the Heyburn area.

We heard the Simplot company or family mentioned in connection to a number of community development strategies. These included streetscape beautification along the Simplot plant, enlargement of the Riverside Park, development of the arts/communitycenter, marketing of plant tours, annexation of the Simplot plant into the city, and development of a highway interchange. We suggest that Heyburn community leaders prioritize these issues, clarify their hopes and reasonable expectations, separate between issues involving company and the Simplot family, then engage Simplot in all the issues and allow them to act as the important corporate citizen that they are.

Heyburn Community Health Exam Report

Table of Contents

Background	4
General Observations	5
Community Health Exam Follow-Up	6
Visiting Team Roster	7
Community Design Team Report	8
Land Use and Transportation Report	11
Riverside Development and the Arts	13
Heyburn Community Interviews	16
Visiting Team Observations & Recommendations	21
Community Health Exam Schedule	30

Heyburn Community Health Exam

September 28-29, 2000

Background

The Idaho Community Health Exam Program is a collaborative project of the Association of Idaho Cities (AIC), the Idaho Rural Partnership (IRP) and the Idaho Department of Commerce. In addition, U.S. Department of Housing and Urban Development has been an active partner through the support of Idaho's Community Builders. Numerous federal, state, and local government agencies, as well as private businesses and non-profit organizations have generously contributed time, energy, and resources to this new service to communities.

Heyburn is the first community to undergo review. It was selected from a voluntary application process in February 2000. Each community was asked to select three areas of emphasis within the scope of a broad examination of the community's health. Heyburn selected 1) Community Design, 2) Land Use and Transportation, and 3) Riverside and Cultural Development. In addition, each city was requested to designate a local coordinator and three home team group leaders. The home team was expected to arrange lodging, provide meals for the visiting team, and develop three group agendas for the day. (The Heyburn Home Roster and agenda are listed elsewhere in this report.)

The Community Health Exam Steering Committee recruited a visiting team of experienced community development practitioners based on Heyburn's focus areas. The visiting team is listed separately.

On September 28, 2000, Mayor Cleo Cheney welcomed the visiting team to Heyburn. Introductions of home and visiting teams were made. Dick Gardner of IRP described what a Community Health Exam was intended to accomplish. He emphasized that while the visiting team had a wealth of knowledge and experience, their feedback to Heyburn would take the form of observations and suggestions, not hard advice or prescriptions for success. He noted that with the short time spent in Heyburn, they would not have nearly enough knowledge of the people, economics, and situation to know what course of action is right for Heyburn. That responsibility remains with the people of Heyburn and their acknowledged leaders.

Mayor Cheney challenged the visiting team to walk the town, feel what the residents feel, ask any and all questions that occurred, and offer honest, constructive criticism and feedback. He challenged the home team to open up their hearts and minds, share honestly both problems and opportunities, and accept the feedback in the spirit in which it was intended.

After an introductory briefing on Heyburn, the entire group toured the Simplot potato processing plant, the town's largest employer. Home and visiting teams then broke into three groups for tours and meetings for the rest of the day. After a group dinner, they held a community input public session, where community residents were asked five questions by visiting team interviewers. (See compiled answers in this report.)

On the morning of September 29, the visiting team deliberated as a group and developed their reports. The debriefing was given to the Heyburn Home Team during lunch with individual follow-up afterward.

General Observations

The overarching theme identified by the visiting team across the three focus areas was a need to re-examine relationships. Relationships with neighbors, organizations, and communities tend to be the accumulation of past experiences and are often taken for granted. However, relationships are not static; they can erode over time with neglect, assumptions, and lack of direct communication, and they can be strengthened through deliberate efforts to listen, communicate, and explore mutual interests. The visiting team suggests that Heyburn could benefit from a fresh look at its relationships with three sets of critical partners.

- 1) Relationship with the Mini-Cassia Region – The City of Heyburn joins Rupert, Paul, and Burley, in addition to Minidoka and Cassia Counties to form the Mini-Cassia region. This region has identity and serves as a joint market for many private and public services. To a degree this tends to happen naturally in the course of building critical mass, but the regionalism could profitably go much further. Cooperation will take the region farther than the competition fostered by school rivalries. All four communities are in the same boat, both economically and in terms of human services and quality of life issues. Heyburn could benefit from regional planning. Examples include transportation planning, regional tourism planning, recreation development, and cultural facilities.
- 2) Relationship with the Hispanic Community – Many ‘migrant’ farm workers quit migrating and no longer work on farms. Over the last couple of decades, Idaho’s resident Hispanic population has grown markedly. The year-round Latino population now exceeds one-fifth of Heyburn and the Mini-Cassia region. In fact, it was reported to us that 40% of Heyburn’s elementary students were registered in English as second language classes. We observe that the size and significance of the Latino population may have crept up on many leaders and not yet be in their awareness.

Heyburn’s relationship with Hispanics needs to be updated. Latinos offer ideas, energy, and skills, not to mention economic purchasing power, that need to be included in community planning. The vitality of Heyburn will, in many ways, depend on the bridges that connect and include both Latino and Anglo communities. The community center, cultural center, and various celebrations offer positive ways to strengthen these connections. Beyond that it will take hard work and personal risk and growth to understand and appreciate Latino culture, to come to grips with prejudice that may exist in Heyburn, and to learn how to involve Hispanics more effectively in civic activities.

- 3) Relationship with the Simplot Company and Family – The last relationship to be exam-

ined is that between Heyburn and its largest employer. Clearly, the community owes much to the company that provides jobs for so many. This economic reliance makes the balance of power unequal, and it may make this subject an uncomfortable one for many. As a result, the relationship between Heyburn and Simplot may be outdated or even strained by past decisions. Yet, the relationship is symbiotic; Simplot depends on Heyburn for many city services; electricity, a transportation system, and a healthy, happy, and well-educated work force. The Simplot plant is located in the center of Heyburn on the river surrounded by the city on three sides. And, in fact, Simplot founder, J. R. Simplot, was born in the Heyburn area.

We heard the Simplot Company or family mentioned in connection to a number of community development strategies. These included streetscape beautification around the Simplot plant, enlargement of the Riverside Park, development of the arts/community center, marketing of plant tours, annexation of the Simplot plant into the city, and development of a highway interchange. We suggest that Heyburn community leaders prioritize these issues, clarify their hopes and reasonable expectations, separate issues involving company and the Simplot family, then engage Simplot in all the issues and allow them to act as the important corporate citizen that they are.

Heyburn is a warm community with many assets. We compliment Heyburn on the improvements accomplished and those in the works. We enjoyed the time we have spent here and hope our input gives Heyburn useful food for thought.

Community Health Exam Follow-Up

The following recommendations refer to many state, federal and non-profit agencies whose contact information may be found in the following directories:

The Small Business & Community Development Resource Directory

Published by the Idaho Rural Partnership

The Advantage Handbook for Infrastructure Financing

Published by the Idaho Department of Commerce and available on the Internet at www.idoc.state.id.us/comdev/adhand.html.

For further questions regarding this report, the City of Heyburn should contact the Health Exam Coordinators listed on page 7.

Heyburn Community Health Exam - Visiting Team

Phone

Community Health Exam Coordinators

Debbie Bloom	Deputy Director	Association of Idaho Cities	344-8594
Dick Gardner	Exec. Director	Idaho Rural Partnership	334-6113
Bob Ford	Manager/Business Services	Idaho Dept. of Commerce	334-2470
Hank Ebert	Econ. Development Specialist	Idaho Dept. of Commerce	334-2470

Land Use Planning & Transportation Group

Phil Choate	Executive Director	Ida-Ore Planning & Dev. (Group Leader)	322-7033
Joe Haynes	Administrator	Local Hwy. Technical Assistance Council	344-0565
Jim Hammond	City Administrator	City of Post Falls	773-3511
Bob Humphrey	Sr. Transp. Planner	Idaho Transportation Dept., Dist. 4	886-7832
Patti Raino	Intermodal Transportation	Idaho Transportation Dept., Boise	334-8209
Larry Stachler	Rural Development Manager	USDA Rural Development	733-5380

Community Design Group

Tom Hudson	President	Tom Hudson Company (Group Leader)	883-2890
Daryl Moser	Dir./Business Cooperative Services	USDA Rural Development	378-5615
Lupe Wissel	Executive Director	Idaho Office on Aging	334-3833
Gary Gillespie	Sr. Community Builder/Coordinator	U.S. Dept. of Housing & Urban Dev.	334-1990x3007
Brian Dale	Community Builder	U.S. Dept. of Housing & Urban Dev.	334-1990x3005
Joe Herring	Executive Director	Region IV Economic Development	732-5727

Riverside Development, Arts, Economics Group

Robert Chambers	Deputy Public Works Director	City of Pocatello (Group Leader)	234-6583
Yvonne Ferrell	Executive Director	Idaho Dept. of Parks & Recreation	334-4199
Julie Thomas	Coordinator	MidSnake RC&D	733-5380x132
Heather Tiel	Executive Director	SCITRDA	732-5569
Kathleen Keys	Community Development Director	Idaho Commission on the Arts	334-2119

Community Design Visiting Team Report

Visiting Team Members:

Tom Hudson, Principal, Tom Hudson Company

Daryl Moser, Director of Cooperative Services, USDA Rural Development

Lupe Wissel, Director, Idaho Office of Aging

Gary Gillespie, Senior Community Builder, U.S. Dept. of Housing & Urban Development

Brian Dale, Community Builder, U.S. Department of Housing & Urban Development

Joe Herring, Executive Director, Region IV Economic Development

Hank Ebert, Economic Development Specialist, Idaho Department of Commerce

Underlying themes in all issues addressed:

- Community
- Identity
- Safety

Our guiding principle in community design recommendations:

Focus on design that enhances Heyburn as a place in which to live

Heyburn design programs should be about sense of place. Our action recommendations emphasize two community components: the physical place, the people.

THE PHYSICAL PLACE

How to make the physical place serve the community better

Sense of place

- Gateways: make it clear what the gateways are; make gateways places of community pride; create downtown (village) landscaped entry signs.
- Signage: improve directional signage; make it easier for people to find their way.
- Lighting: improve street lighting and lighting at public places; maximize personal safety
- Connect the Snake River more clearly to the community; celebrate its presence with good design.
- Create a greenbelt along the Snake River.
- Establish a pedestrian and biking corridor connecting the river to neighborhoods, village and 21st Street.
- Support walking as a fun and safe activity.
- Weeds: weeds are everywhere and need to be addressed through regular community cleanup day projects.

Identity

- Well define and express Heyburn’s roles and purposes through design.
- Enhance sense of community through places for people to come together.
- Utilize schools, open spaces, hockey rink area to bring people together.
- Celebrate and share local cultures (events, interpretation at arts/community center, curriculum, signage, brochures, etc.)

Public-private Partnership

- Embrace development goals by all partners.
- Collaboration of City government with economic development commission and economic development committee to meet design and development goals.
- Establish a formal development team, (“Heyburn, Inc.”), representing the whole community.

Community Center

- The elementary school and arts center should focus on being a community center—citizens need a place to come together for many activities that celebrate being from Heyburn.

Neighborhoods

Quality of life here starts with quality neighborhoods. Tools for improving them:

- Neighborhood parks.
- Better lighting.
- Incentives for keeping homes and lots clean and attractive.
- Youth involvement in improvement programs.
- Youth activities.
- Neighborhood watch program.

Village center

Heyburn downtown no longer serves as a commercial center. It’s best potential appears to be in serving as a social, cultural and civic center.

- Link downtown to school with an improved street corridor: lighting, pathway, signage.

THE PEOPLE

Identity

- Important to implement programs to improve a sense of citizenship and ownership of community.
- Expand opportunities to participate; a key to connection, which leads to volunteerism and support for community development.

Heritage

- Heritage is a major component of connection: highlight and celebrate heritage.
- Heritage is dynamic: Hispanic heritage is now a part of Heyburn. Embrace it; teach it; celebrate it.

Inclusivity

- Focus on engaging residents of all ages and backgrounds.
- Know who is in the community and make sure major groups are well served (seniors, youth, family, workers, ethnic groups).

Community center

- Take advantage of the arts center, an opportunity for broader service to the entire community.
- Consider adding other activities and broader markets: youth, seniors, science, heritage, continuing education, internet access, etc.

Citizenship

- Design Heyburn to encourage citizen involvement.
- Corporate citizenship is important.
- Encourage industries to enhance entries and provide landscaping that reflects community pride.

Summary: As Heyburn improves itself as a great place to live, it will become more capable of attracting (and keeping) industrial and commercial partners.

Concluding thoughts:

READY, AIM, FIRE

Focus on base hits, not home runs.

They happen more often, build momentum and don't require as much energy.

Land Use & Transportation Visiting Team Report

Visiting Team Members

Phil Choate, Executive Director, Ida-Ore Planning & Development

Joe Haynes, Administrator, Local Highway Technical Assistance Council

Jim Hammond, City Administrator, City of Post Falls

Bob Humphrey, Senior Transportation Planner, Idaho Transportation Dept, District 4

Patti Raino, Intermodal Transportation, Idaho Transportation Department

Larry Stachler, Rural Development Manager, USDA Rural Development

Debbie Bloom, Deputy Director, Association of Idaho Cities

TRANSPORTATION ISSUES

- Add I-84 Interchange @500 West
- Add Frontage Roads
- Improve Signage
- Widen 21st Street
- Widen 500 West
- Use Highway 30 as “short-cut to Yellowstone”
- Sight Distance Problems at 4-Way Stop Intersections
- Street Signage

Transportation Possible Actions

- Complete Transportation Plan for Heyburn in coordination with Burley, Rupert and Paul.

Transportation Potential Resources

- State Transportation Plan Urban Transportation Funds, prioritized for this year (beginning October 1).

Transportation Reality Check

- The Transportation Plan will be required for any of the potential access improvements mentioned.
- The Interchange potential would require Congressional Approval and funding (current standards would not permit another interchange so close to the existing interchanges serving Heyburn).
- Frontage Roads are costly and also are confronted by other barriers such as canals and railroad ROW.

- Signage: ITD can and is tasked to begin looking at signage improvements on Federal and State highways.
- 21st Street will be expensive to improve; however, it is already designated as a collector on the Federal Urban System and is therefore eligible for Assistance. (It was felt that a three-lane road within the existing ROW was feasible)
- Widening of 500 W. should be feasible with assistance from the Highway District and the City, with participation by the State and Federal Government on the improvement of the Interstate Overpass.
- 7th & US 30 intersection needs a signal and is doable with state research and funding (suggestion would include Simplot in the process of planning and funding of the project).
- Short-Cut to Yellowstone shows little promise due to low traffic and improvement costs.
- Sight Distance problems can be addressed locally by code enforcement. (This would also reduce City liability.)
- Address local problem for safety, outsider access improvements.

LAND USE ISSUES

- Development of public property at I-84 Interchange.
- Develop future land use map for whole impact area.
- Improve curb appeal for community.

Land Use Possible Actions

- Develop and enforce land use policies for east and south residential area.
- Upgrade Comprehensive Plan.
- Include Area of Impact (future land use) in Comprehensive Plan.
- Develop regional plan (with an eye to the regional transportation and waste-water treatment plan).

Potential Land Use Resources

- DEQ Wastewater Treatment Planning grants
- City Government including Planning and Zoning Commission
- AIC / IPA / RIVDA
- Consulting Engineer

Land use Issues Reality Check

- Leadership
- Community Support
- Time Consuming

Riverside Development, Arts & Economic Development Visiting Team Report

Visiting Team Members

Robert Chambers, Deputy Public Works Director, City of Pocatello

Yvonne Ferrell, Executive Director, Idaho Department of Parks & Recreation

Julie Thomas, Coordinator, MidSnake RC&D

Heather Tiel, Executive Director, SCITRDA

Kathleen Keys, Community Development Director, Idaho Commission on the Arts

Dick Gardner, Executive Director, Idaho Rural Partnership

This report is offered by way of advice and suggestion. Heyburn is a wonderful community with great people and therefore tremendous potential. This report is broken down into three categories: Riverside Development, Arts, and Economic Development. Ideas or project concepts will be offered by category.

RIVERSIDE DEVELOPMENT

The City of Heyburn controls approximately 22 acres of land adjacent to the Snake River. Current design plans include a Visitors Center/Chamber of Commerce building, an R.V. Park, a Riverside Park, Boat Docks, Beach, and Nature Trail.

1. Capitalize on the community's history and heritage.
 - a. Consider renaming the park in order to celebrate the area's history (Old Pier Park, Diamondfield Jack Recreation Area). Consider a design feature to educate and celebrate the uniqueness of the history.
 - b. Create a master plan for the park's development. Consider a regional approach to the plan with other neighboring communities so that duplication and competition for activities are kept at a minimum. Acquisition, phasing, and cost estimates for each phase are a must.
 - c. Consider incorporating design features in the overall plan that accentuates the "human" element. Keep the motorized features of the Park together and separate from the rest of the park. For example, have a "no wake" zone 150 – 200 feet from the beach area, maintain the pedestrian orientation of the park, incorporate educational (outdoor classroom), interpretive (native plants, wildlife), and public arts elements in the park design. Make sure that as the areas are established they are well marked and signed.

2. Capitalize on the established R.V. Park and the traveling motorist.
 - a. There is an immediate need for restrooms, showers, and picnic shelter areas adjacent to the already established campsites.
 - b. Consider group campsites, tent areas (scout use, family reunions, etc.).
 - c. Establish greater promotion of the park including interstate signage, community signage, and placement in literature utilized by the traveling motorist (AAA, Idaho Parks and Recreation Directory, Idaho R.V. Association, etc.)

ECONOMIC DEVELOPMENT

It appears that Heyburn is searching for its identity, both now and in the future. Will Heyburn have a retail center? Will Heyburn be a bedroom community to Burley? What will Burley be? This question is at the heart of our recommendation. Recreate the vision for Heyburn so that this question is answered and supported by the community at large. In other words, Heyburn needs a community personality, a theme that celebrates its history and culture (agriculture).

Examples of this concept may include renaming local streets (Winter Wheat Street, Russet Street, etc.), establish a City logo, put banners on light poles with Heyburn's name and logo on them, etc. Other items for immediate considerations include:

1. Consider creating a Business Recruitment Team that has diversity of participation (local elected leaders, city staff for permitting, infrastructure, land use, etc.), full information (land inventory, real estate pricing, etc.), and a process that is clear and responsive to the potentially new business or industry.
2. We consider the Exit #208 pond to be a potentially wonderful development opportunity. This asset needs a name. It needs a development plan (explore partnership with the county on how Emerald Lake was developed).
3. Protect the pond resource! Do not allow development that will compromise the quality of the resource.
4. Beautification efforts need to be continued. Entrances to the community ought to be first priority (Exit #211). In addition, consider a "paint the town" event where local and regional businesses contribute paint and tools allowing residents and volunteers to blanket the community in a day/week-long clean up activity. The city may want to consider a more aggressive role in enforcing minimal property maintenance standards so that old cars, weeds, are removed.

5. Bring the Simplot plant more into the community's planning and development processes. Coordinate an approach to Simplot that is unified and which identifies what issues need to be addressed and what priorities exist for the Simplot resource. Examples of potential issues include annexation, beautification of holdings, land donation, tourism potential of plant, help in financing the Art facility, new Interstate interchange, etc.
6. Interesting observation that telecommunications was not mentioned often neither in terms of access to telecommunications, use for educational purposes, nor from an economic development perspective. We believe that the Project Mutual Telephone Company may give Heyburn good access to the infrastructure and is therefore an asset.

ARTS

Heyburn has a wonderful art collection that has a truly amazing story worth promoting and celebrating. Our suggestions here underscore the need to establish the means to protect, preserve, promote, and expand the collection.

1. Establishment of a Regional Arts Council for the MiniCassia area with a formal 501(c) 3 status. This governing body could develop an overall arts and cultural development plan for the community.
2. Advisory over and/or support of the Art facility. For the facility, consider a name that celebrates the history of the art holdings as well as reflects what you want the facility to be long-term. One suggestion we recommend is that this facility be designed as something more than a museum for the art collection (include youth, seniors, and disabled persons, performing arts, culture and education, etc. dimensions). This connection to the whole community will also serve to strengthen fund-raising activities.
3. Emphasize the power of location and volunteers in the facility concept. For example, inventory arts resources in the region—visual and performing arts talent, arts education, folk arts, traditional arts, and Hispanic arts. Incorporate docents as a means to expand program offerings.
4. Consider finding a way to replace the gym (with construction of a new school) so that the old gym can be converted to other uses. Continuing to use the old gym of school and other uses incompatible with the Art Museum may end up harming both.
5. Explore ways to use art as a means of forming a bridge to the Latino culture and community. There is a wealth of Hispanic arts, performing arts, folk arts and traditional arts in the region.

Heyburn Community Interviews

The following comments were collected from Heyburn residents during individual interviews at a public session on the evening of September 28, 2000.

What Kind Of Community Do You Want Heyburn To Be?

- A citizen-friendly community that is willing to listen to it's citizens. A city willing to bring in new business.
- I would like to see a nice clean neat and aesthetically pleasing community that has unique shops.
- I would like to see Heyburn grow SMART, not haphazardly, or for the moment, or strictly for dollars.
- Bring in light industries with well paying jobs, continued growth and increase in single-family homes.
- I like the Community, it's a nice place to live, more open to outsiders, more social, and more progressive.
- No major changes, can't improve much.
- A safe friendly place. I feel very unsafe after 38 years of living here, the police need to patrol more instead of paring and ticketing people.
- See it as bedroom community -goals are quality of life, safe place to live, comfortable to live in and a place where there are parks, recreation, and good schools for children.
- Not a bedroom community with only low income manufactured home. I would like an active hometown community (small business that the consumer can identify with).
- More upscale, centrally located. Has a lot of advantages, but currently has low self esteem and is the last place of choice for residential.
- Would like to see it grow, especially business opportunities that would keep young people here, or bring young people into this area.
- Don't like the concept of a bedroom community. I want it to have a lot of its own businesses like a substantial grocery store, bank branch restaurants. Open land along interstate should be manufacturing and other industries.
- Booming and thriving-you would not just drive through, not just a gas station with six exists
- Clean well kept, progressive, career opportunities for youth, pride of ownership with clean well kept homes with good use of CSI, more industry.

What Are The Major Strengths and Assets Of Heyburn?

- The river is its largest asset also a dedicated work force and a diversified population.
- Easy highway access, low property taxes, available property for development and less expensive utilities than Burley.
- Happy satisfied citizens, Simplot, Snake River, Railroad, adequate sewer and water infrastructure.
- Progressive citizenry with a good community attitude. Wonderful rural image. We are close to the Interstate. We have Snake River frontage. We have nice programs for children and parks, reasonable living costs. We are not overcrowded. The city has worked hard to dress up the approach

area. City employees are gracious and accommodating. Labor availability. Simplot and Moyles Mink Farm.

- Freeway and Simplot
- Just a good place to live and can live here cheaper because of housing and power cost.
- Location is convenient to Burley and Rupert with good views of the mountains and a tax base from Simplot.
- Its size and the desire of some people to keep it wholesome. The RV Park is a real asset.
- Our city management, strong mayor and collaborative committee, the Heyburn School, police force. Beauty of city and RV Park
- Location, access to interstate, river centrally located in MINI Cassia as a link between cities.
- Good core of young people who care and good recreation opportunities.
- 2 freeway exits, property along freeway, river, art in Heyburn, RV Park, good city government to make things happen and good infrastructure for water and sewer.
- Interstate 12,000 cars a day.
- River and catfish planted by fish and game, centrally located between two cities, and Highway 30 with 11,000 cars a day.
- Location central between Rupert and Burley, river and railroad.

What are the major problems and challenges in Heyburn?

- Poor image, lack of pride of ownership; transportation within city—21st Street. Frontage road where to connect? Lack of Hispanic representation in government and civic and community—a disconnect.
- Apathy of the citizens. Finding the funds to tackle all the projects that we need taken care of. (Several are old) Curbs and gutters. Got a ???—we're not using it to its full potential.
- Relying on the coat tails of Burley, not enough diverse thinking and cultural in our civil municipal government.
- Need some vision beyond here & now. Need much better land use planning. We need to do a better job in public affairs.
- Narrow business base. Location between 2 cities—Burley and Rupert. Heyburn is kind of ugly, doesn't stand out. Very low income housing in most areas, very high in a few other
- Complacent citizens. Aging schools. Identity.
- Lack of access to freeway (would like to see frontage road). Other cities want to keep Heyburn land locked. (Heyburn was kept out of decisions on Exit 208.)
- Don't really see any problems. Moratorium on some development.
- Lack of specific zoning requirements—development is sometimes tacky—need to tighten these up. Need ordinance on junkyards in personal front yards (cars, junk, etc.). Would help attract people.
- Too many homes for sale which means people are wanting to leave. Need to make it a safer place. And, ban together to drive the drug homes out of here.
- Too little growth. Plans aren't materializing. Growing in the right direction (don't wish to be a bedroom community).
- Not connected to itself. Downtown going downhill. Challenge=no light at the end of the tunnel

- regarding getting curbs & sidewalks. Elevation makes it a challenge to install storm drains etc.
- Traffic on 21st Street, especially where it intersects with N. Burley. Fairly large drug problem.
- Lack of a community identity. Community divided between Burley, Heyburn, N. Burley, N. Heyburn. Visitors don't have a clue about where Heyburn is. Heyburn literally is not on many maps—identified as Burley. Competition between cities. Lack of funds for beautification and staff to do the work.
- The two different counties—jurisdictional politics and competition. In 13 years, little progress has been made. Airport too small, handles only prop planes and is landlocked. Heyburn's identity problem. There is a dangerous intersection at Hwy 30 and 7th Street.
- Heyburn can be clannish and cliquish, which happens in small areas.

What makes Heyburn special?

- Current council and mayor. Economic Development committee is trying to make things happen. Art Collection (who controls it—School district or Alumni?)
- It's centrally located position in the Mini-Cassia area. Its history. The amount of ground available for expansion near the Interstate.
- Recognizes the need for change. Recognizes youth needs, e.g. , a skate park. Property along riverfront that needs to be or could be developed.
- People. Location.
- It's a place where you can have a good quality of life. No commute. Nothing gets in the way of doing what I want to do.
- Friendly town. Next to Burley.
- Access to River. Like the people. Convenient to shopping.
- Not a lot of traffic.
- Friendly people. The river. Close access to interstate.
- Location between Burley and Rupert—link to other areas.
- It's just part of the area. Like to see the vistas.
- Heyburn's location by river and interstate. Unique history—used to have vibrant business core. Art. River. Great elementary school/staff—they do a lot with what they have.
- The people. The new council and mayor.

What would you like to see accomplished in Heyburn in the next five years?

- Railroad siding for industrial growth. Improved transportation and road structure. Clean, non-ag industry—high tech is preferred, however, transportation and high water usage is problem. Inventory of properties of the city and a marketing package. Sidewalks, gutters and curbs (17th Street; 18th to “O” Street; J Street; “O” Street).
- I would like to see the city continue with the recreation area near the river. I personally would like to see a boat dock near the RV Park. I would like to see a frontage road near the interstate. I would like to see a senior center for the city.

- Visibility at the intersections needs to be improved (trim shrubs). Get rid of old cars. Improve zoning. Refurbish or remove significant eyesores.
- In the next two years: initiate an art museum and cultural center; complete the Riverside Day Park and RV Park; develop a marketing strategy; build a stronger police force; and get off our duff on exit 208 properties, in spite of county commissioners, and proceed to develop.
- In the next five years: Improve educational opportunities; establish a Heyburn Housing Authority service to upgrade mobile home parks, dead areas, and poor housing areas; city needs to move on new route south of Interstate 84 from state Highway 30 to Overland Ave in Burley.
- In next ten years: in community design--develop green areas in our subdivisions using farm lands as part of the design; develop our own community emergency plan.
- In next twenty years: develop and initiate I-84 Heyburn interchange at 500 West; golf course adjacent to RV Park, owned by Simplot.
- Would like to see smart growth and development; retain and encourage expansion of existing healthy businesses; encourage traveler visits by building the cultural/art center, holding invitational games at our facilities; and work with chamber-visitor center.
- Would like to see recruitment of light manufacturing, such as a micro-brewery (we have the barley and water for such an enterprise), a food and medical drug distribution center, and a clothing, hosiery, and coat sewing center.
- For immediate attention: dress up side area on Exit 211, I-84 by working with ITD; continue to support Minidoka to Arco Road; hold at least one open town meeting per year in a neutral location; and would like to see a co-op plan between city police and Minidoka County.
- Expand its business base. Build on its uniqueness—riverfront property that currently just sits and grows weeds.
- City/Simplot Museum with Art. Bring in light industrial.
- Beginning of the frontage road. More trusting relationships between the cities and the counties in this area. More cooperation.
- More cooperation from the city council. Allow developments to be built in phases.
- A library. More sophisticated planning for both residential and commercial. More regulations on zoning.
- A few more business streets paved and lines to look more like a city. Keep improving the beautification as we approach the city. Individual homeowner pride and the yards cleaned up. There seems to be a lack of pride in a great many of the homes. A lot of slummy-looking homes. I'm not sure how we can go about getting everyone involved in cleaning up. Harassing them doesn't seem to work, but in going to other small towns, I see we don't hold up on our end. It's actually a Mini-Cassia area thing. Both Rupert and Burley also have a problem and are working hard to correct it. But it takes more than a few. We have real nice homes next to trashy ones. In the past few years the city council has tried to improve things.
- Skateboard Park. Full development of "Riverside Park." Developing a frontage road on the South side of I-84. An Art Center.
- Better connected. Art center that would be beneficial to our youth and seniors.
- Want to see frontage road that would connect Hwy. 21 with Walmart. Also, will act as a good truck route. A multi-use fairground that the two counties would go together on (Snake River Fairgrounds?). Better cooperation between two counties and cities.

- Want to see commercial cleaned up more; beautification efforts continue; curbs and gutters everywhere, in phases; tree-lined streets/more trees—properly trimmed; identify storm drains; pretty, old-fashioned lights—downtown beautification; improved landscaping; remove buildings.
- Sidewalks, especially on 21st, 18th, and “O” streets. Sidewalks on Hwy. 30 for Heyburn’s image. New truck route—get trucks off 18th Street. More kids involved, for example, kids could mow the grass around poles that the tracker can’t reach. Railroad right-of-way need to be cleaned up and weeds mowed. Install traffic light at 7th and Hwy. 30 by Riverside Park. Boat docks and develop the nearby Simplot land. Bathrooms at the softball park on 18th Street. Taller bleachers at the in-line hockey rink. Improve the three diamonds at the ballpark. Improve the parking for the ballpark with curbs and gutters and storm drains.

Heyburn Community Health Exam Schedule

September 28-29, 2000

9:00–10:00 a.m. Community Health Exam Overview

United Electric Building Conference Room, 1330 21st Street, near the intersection of 21st and “O” streets; seating for 45 classroom-style, podium (no microphone), coffee, tea, VCR, monitor and “Heyburn Economic Development” videotape.

- 9:00-9:05 **Welcome & Greetings** - Mayor Cleo Cheney
Why Heyburn invited the Visiting Team and what they hope to gain
How the city has prepared for this visit
- 9:05-9:10 **Introductions of the Home Team**—Mayor Cheney and Celia Spaulding
- 9:10-9:20 **Heyburn Community Video**—Mayor Cheney
- 9:20-9:35 **Tour Overviews** (5 minutes each)
Land Use Planning & Transportation Group—Ralph Buttars
Community Design Group—Mike Haskin
Riverside Development—Celia Spaulding
- 9:35-9:37 **Introductions of Visiting Team Sponsors**—Mayor Cleo Cheney
Dick Gardner, Executive Director, Idaho Rural Partnership
Hank Ebert, Economic Development Specialist, Idaho Dept. of Commerce
Debbie Bloom, Deputy Director, Association of Idaho Cities
- 9:37-9:42 **What is a “Community Health Exam?”**—Dick Gardner
Concept, History, Purpose, Outcomes
- 9:42-9:47 **Introduction of Visiting Team Groups**—Dick Gardner
Land Use Planning & Transportation Group—Phil Choate
Community Design Group—Tom Hudson
Riverside Development—Robert Chambers
- 9:47-10:00 **Overview of the Schedule, Logistics, & Assignments**
Meals
Transportation/parking
Press
Heyburn background information packet
Schedule
Assignments & Responsibilities of Visiting Team—Focus Group Leader, Focus Group Member, Scribes, Photographers

10:00 a.m. – 2:30 p.m. Community Tours

Three buses will board by Focus Group (both home and visiting teams) in the parking lot of the United Electric Building. Sack lunches will be provided (turkey & cheese sandwich, carrots, fruit, chips, dessert, drink). Each group will lunch in a different park, or in case of inclement weather, all groups will eat at the Chamber of Commerce Building. All three groups will have the rare opportunity to take an hour-long tour through the J.R. Simplot potato-processing plant, the largest employer in Heyburn:

10:10-11:10 a.m. Simplot Tour: Community Design and Riverside Development Groups
10:30-11:30 a.m. Simplot Tour: Land Use Planning & Transportation Group

11:00-2:30 p.m. Group Tours

Land Use Planning & Transportation Group Tour

Detailed description not available.

Community Design Group Tour (not in tour order)

- Different areas within Heyburn—RV Park and riverside development area, proposed Interstate off ramp, proposed Art Museum, Simplot plant and truck shop, Heyburn’s area of city impact, etc.
- Surrounding communities—Rupert, Paul, Burley’s Golf Course, Marina, Boat Docks, and Freedom Park, etc.

Riverside Development Group Tour (not in tour order)

- Heyburn Riverside Development project, RV Park, Nature Path, Community Chest Building—home of the Mini-Cassia Chamber and Visitor Center, McBride’s Business Subdivision, Schow’s Trucking, problem of an access road, property available for development, potential frontage road, proposed third interchange, Sugar Factory, West Minico Jr. High, Heyburn area of city impact, Knudson Industrial Park, area where sewer & water extends across the Interstate, Magic Valley International, Hub Plaza, Exit 208 Pond Area which is prime development property, North Burley, College of Southern Idaho Outreach facility.
- Surrounding communities—Burley boat docks, marina, golf course; Cities of Rupert and Paul; Minidoka County Museum

2:30-3:30 p.m. **Break:** *Buses return to United Electric Building where Visiting Team members may have some refreshments and then return to the hotel to freshen up. Everyone is encouraged to return to the Heyburn Elementary School promptly at 3:30 p.m.*

3:30-5:00 p.m. Meetings with Community Leaders

All visiting team members will drive from the hotel to the Heyburn Elementary School, 1431 17th Street, at roughly 17th and “O” streets.

Land Use Planning & Transportation Group - Cafeteria

This group will meet and interview interested community members in the Heyburn Elementary School Cafeteria, located across 17th. This meeting has no formal presentations to allow for interviews and discussion.

Community Design Group & Riverside Development, etc. Group - Gymnasium

Both of these groups will meet in the Heyburn Elementary School Gymnasium.

- 3:30- 4:15 p.m. Presentation by local art teacher Penny Neibaur on the unique story of the Heyburn Art Collection.
- 4:15-4:35 p.m. First group: Follows Penny on a 20-minute tour of the art museum.
Second group: Interviews community members and youth interested in the future of the art museum.
- 4:40-5:00 p.m. Second group: Takes art tour.
First group: Interviews community members.
- 5:00-5:30 p.m. Travel time to Connors Restaurant, across from the Super 8 motel.

5:30-7:00 p.m. Networking Dinner

Visiting Team, Home Team and other invited community members will meet at Connors Restaurant. Everyone is responsible for his or her own transportation. This time is unstructured to allow for discussion. At 7:00 p.m., Mayor Cheney will adjourn the dinner in order to travel to the Open Community Input session. Menu: Turkey Dinner Buffet, vegetables, potatoes and gravy, salad, cobbler.

- 7:00-7:30 p.m. Travel time to Heyburn School and set-up time.

7:30-9:00 p.m. Open Community Input Session

Foyer:

- Home team members:
 - o Welcome and thank community members;
 - o Give a copy of the questions, point out the map, describe the three groups, and explain the concept of the visiting team;
 - o Explain the confidentiality of the interview and the importance of their candid input;
 - o Invite them to post suggestions on easels;
 - o Introduce them to an available set of Visiting Team interviewers; and
 - o Answer any questions.
- Three flipcharts on easels, each with a different group heading written on the first page for community members to post sticky notes with suggestions.
- Table for Sign-in Sheet. (For more info...How to get involved . . . etc.)
- Refreshments: cookies and punch.

Gymnasium:

- Visiting Team Members:
 - o Greet community members, reiterate the confidentiality of the interview and the importance of their candid input;
 - o Ask each of the four questions and record responses on the Listening Session Form; we think that interview may last 10-15 minutes(?). Be sure to give appreciation to the community members for their participation; and
 - o Submit Form to the Scribe.

Eight (8) Interview Stations: Each has a table, built-in bench for two visiting team members, 3-4 chairs set in semi-circle for community members.

Electronic Scribe Station = table & chair, access to power, table sized to allow for laptop and a printer.

Poster with the interview questions on them:

1. *What kind of community would you like Heyburn to be?*
2. *What are the major strengths and assets of Heyburn?*
3. *What are the major problems and challenges in Heyburn?*
4. *What makes Heyburn special?*
5. *What would you like to see accomplished in Heyburn in the next 5 years?*

Friday, September 29, 2000

Continental breakfast of cinnamon rolls, muffins, fruit tray, coffee, tea, juice will be available at the United Electric Building conference room.

8:00-11:30 a.m. **Visiting Team Meeting** at the Super 8 Conference Room
The Visiting Team has 3 ½ hours in which to review their observations and interview responses, formulate recommendations, and list resources available to Heyburn. We will be typing up a brief report to leave with them.

11:30 a.m.-2:00 p.m. **Lunch and Community Debriefing** at the United Electric
Menu: Fried Chicken Buffet with special potato salad, baked beans, fruit bowl, drinks, and dessert. Dick Gardner will lead the debriefing, giving a general report on observations and community input. Group Leaders will deliver team recommendations, aided by their group members. The Visiting Team will finish its report and field questions.