



OCT 2024

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**MAYOR'S MINUTE
TOM WESTMORELAND**

Opinions, perceptions, and perspectives in changing times

"Perception is reality"
This is a phrase we often hear, especially in marketing. In today's information age, however, navigating the flood of information to find the truth has become more challenging than ever. Few places experience change as rapidly as Eagle Mountain. The world is changing in ways difficult to imagine, and in the coming years, that pace is likely to accelerate. As change comes faster, we must prepare ourselves to keep up. This article is a warning, not to cause stress, but hopefully to prevent it. We live in a world that's becoming increasingly complex, where information is abundant but often misleading. So, what should we make of it all? How do we discern truth from falsehood? Will we react with anger, fear or indifference? With technology blurring the lines between reality and fantasy, it's becoming harder to tell what's real. For many, fantasy may soon appear more appealing than reality. Not long ago,

escaping reality was seen as odd or reckless; today, it's a growing trend. I don't present myself as an authority on the subject, but I'd like to share my perspective. With my role in local government and background in marketing, I witness both the good and the bad. I've seen firsthand how marketing can shape perceptions, and I recognize the tools used to create specific outcomes. Consider the example of a magician. A magician relies on illusions to captivate an audience. Some tricks are simple and easy to figure out, while others leave us in awe, even though we know it's all sleight of hand. The same is true in marketing. Both marketers and magicians understand that while perception is not reality, manipulating perception can change how people think and act. In the TV show Penn & Teller: Fool Us, magicians attempt to fool two master illusionists. Although Penn and Teller can't see everything happening on stage, their experience allows them to deduce most tricks.

Occasionally, they're genuinely stumped. This example demonstrates how understanding a craft provides perspective, enabling one to see through illusions. Marketing and magic share a common phrase: "Perception is reality." Both professions know that this isn't true; they don't alter reality—they merely shape how we see it. By altering perception, however, they can influence thoughts, and ultimately, actions. Most of us don't believe magic is real, but a good performance can momentarily make us question what we thought we knew. The same principle applies to our daily lives, where information is constantly manipulated for effect.

**TURKEY
TROT**

**NOV. 28
8 AM SHARP**

**CORY
WRIDE
PARK**

CONT. ON PG. 5



EAGLE MOUNTAIN NEWS

QTS begins construction on new datacenter campus in Eagle Mountain

Eagle Mountain is set to become home to a significant new datacenter campus, as QTS, a leading builder and operator of colocation datacenters, recently broke ground on its latest project.

Situated just west of the existing Meta campus, the new QTS development signals a major economic development win for the community, promising new jobs, increased tax revenue, and further growth in the city’s technological footprint.

“While the QTS project will share many similarities with the Meta project, QTS, as an innovator in modern colocation data center design has some great unique qualities that add to the other benefits we’ve already seen with data center development in our city,” says City Economic Development Director Evan Berrett.

One standout feature of the QTS datacenter is its water-efficient design. Unlike many traditional datacenters, which can consume vast amounts of water for cooling purposes, the QTS facilities will utilize advanced technology that eliminates the need for water in the cooling process.

This innovation aligns with Eagle Moun-

tain’s dedication to sustainable growth and responsible water use in the face of ongoing drought concerns across the state.

The construction of the QTS campus will be an ongoing endeavor, expected to span multiple years as the company establishes a series of state-of-the-art facilities designed to meet the needs of today’s fast-paced digital world.

Each facility will leverage the latest innovations in data storage, security, and efficiency, placing Eagle Mountain on the map as a significant contributor to the nation’s digital infrastructure.

“Our City is being recognized as an emerging technology powerhouse and a lot more is to come even beyond data centers,” says Berrett.

In addition to job creation, the datacenter campus is expected to contribute to Eagle Mountain’s tax base, allowing for further investments in community services and infrastructure.

As the project progresses, QTS plans to work closely with city officials to ensure that local residents benefit from the development’s positive impacts.

EVENT CALENDAR

- NOV 1** Laptime – Eagle Mountain Library
- NOV 4** Play N’ Learn With Me – Eagle Mountain Library
- NOV 5** Election Day – Ballot boxes close at 8 PM
LEGO Club – Eagle Mountain Library
- NOV 6** Mindful Movers – Eagle Mountain Library
City Council Meeting – Council Chambers
- NOV 7** Storytime – Eagle Mountain Library
Senior Lunch Bunch – Won Won Wok
- NOV 9** Family Puzzle Day – Eagle Mountain Library
- NOV 11** Veterans Day – City Offices Closed
- NOV 12** Planning Commission Mtg – Council Chambers
- NOV 14** Adult Book Club – Eagle Mountain Library
- NOV 18** Seniors Bingo – Senior Center
Teen Movie Night – Eagle Mountain Library
- NOV 19** City Council Meeting – Council Chambers
- NOV 21** Kids’ STEAM Lab – Eagle Mountain Library
- NOV 25** Thanksgiving Baskets – Senior Center
- NOV 26** Planning Commission Mtg. – Council Chambers
- NOV 28** Turkey Trot – Cory Wride Park
Thanksgiving Holiday – City Offices Closed
- NOV 29** Thanksgiving Holiday – City Offices Closed

The arrival of QTS not only strengthens Eagle Mountain’s economy but also bolsters the city’s reputation as an emerging hub for technological innovation. With Meta and now QTS setting up large-scale operations, Eagle Mountain is primed for continued growth in the tech sector, positioning the city as an attractive destination for similar future developments.

Eagle Mountain City was awarded first place for “Best Branding/Logo” at the 2024 3CMA Savvy Awards in Arlington, TX. In addition to the first place recognition for branding, Eagle Mountain City’s monthly “Living with Wildlife” video series received second place for “Best Educational Video.”



KNOW THE CODE

Curfews

Eagle Mountain City has adopted provisions that limit minors under the age of 16 from being out in the community during certain hours of the day.

9.05.010 - Minors under the age of 16 years.

It shall be unlawful for any person under the age of 16 years to remain or loiter upon any of the sidewalks, streets, alleys or other public places in Eagle Mountain City between the hours of 11:00 p.m. and 5:00 a.m. the following morning. [Ord.O-13-2003 § 1].

9.05.030 Parental liability.

It shall be unlawful for any parent, guardian or other person having legal care and custody of any minor to knowingly allow or permit any minor to violate the provisions of this chapter. [Ord. O-13-2003 § 3].

9.05.040 Exceptions.

The provisions of this chapter shall not apply when the minor person is:

A. Accompanied by a parent, guardian or other responsible adult charged with care and custody of such minor child by a parent or guardian;

B. Engaged in a legitimate trade, employment or occupation which requires the minor's presence in or on the sidewalks, streets, alleys or other public places while working at or traveling to or from such employment;

C. Engaged on an emergency errand directed by the minor's parent, guardian or other responsible person having care and custody of the minor;

D. Attending or engaged in traveling between the minor's home or place of residence and a place where any religious, municipal, social, entertainment, sporting, political, library or school function is occurring; or

E. Within the boundaries of the minor's place of residence. [Ord. O-13-2003 § 4].



LIVING WITH WILDLIFE TODD BLACK

Bats get a bad rap

Did you know that Utah has documented over 18 species of bats? Here's another thing I bet you didn't know about bats: They are the only mammal that can fly. Bats, like snakes, tend to get a bad rap from most of the public. I promise every woman out there has nightmares of bats getting in their hair. Nearly everyone thinks bats suck your blood and, if you touch one, they will bite you and you'll get rabies. That isn't true, but I don't touch them without gloves because they bite. Bats, however, are a very important part of any ecosystem, and provide a wide array of ecological purposes from insect control to the pollination of plants. Most bats are brown, rust or black, with a few of them having some blond patches or features on them. Most bats in Utah mate in the fall and give birth to just one offspring in the warmer months. Bats typically stay within 50 miles of where they were born and most bats, particularly the males, are solitary most of the time, but will have larger colonial groups of females during the winter

months or pupping season. Bats can be found throughout the state, including here in Cedar Valley. The largest bat we have in Utah is the big free-tailed bat (*Nyctinomops macrotis*), found mostly in Washington, San Juan and Grand counties. Believe it or not, they can have a wingspan over 16" but only weigh an ounce when its wet. The smallest bat we have is the western pipistrelle (*Parastrellus hesperus*), or canyon bat. It's no bigger than a hummingbird and weighs 1/10th of an ounce. Most bats in the colder climates of Utah hibernate during the winter while those in southwestern Utah may be active year-round. Basically, if there are still a few insects to eat, you are likely to still have bats around. Most bats we have here in Utah are insectivorous, meaning they eat only insects. However, some bats specialize in pollinating a certain plant, a particular insect, or a certain genus of insects. The fringed myotis (*Myotis thysanodes*) is an example a species we have here in Utah that feeds almost exclusively on beetles. Bats are rare here in the Cedar

Valley. This is not for the lack of forage or even roosting/denning habitat. It's most likely due to the lack of open water sources we have out here. Right now, the only real open water we have out here are our sewer ponds and a small spring-fed pond in Fairfield. Bats need to drink every day, particularly when nursing their pups. It's a neat National Geographic moment to watch bats drink. They do this on the wing and drink while skimming across the water. Likely, the most common and most abundant bat we have here in Cedar Valley is the little brown bat (*Myotis lucifugus*) I've seen several mostly around the sewer ponds. These bats will often use man-made structures to roost. It's common to find these under your porch, roof or behind a crack in the wall. Little brown bats are the most active two or three hours after sunset. Typically, they will forage longer when food is scarce due to cooler temperatures. These bats do migrate and will travel hundreds of miles between summer and winter ranges and winter colonies may contain over 500 individuals.



BUILDING & PLANNING MIKE MALAY

Fall furnace prep

As temperatures drop, it's essential to ensure your furnace is ready to keep your home warm and safe. Regular maintenance not only helps reduce energy costs but also extends the life of your system. To prepare for the colder months, take time to complete a few key maintenance steps that will keep your furnace in optimal condition.

Annual servicing of your furnace is crucial to prevent unexpected breakdowns, ensure efficiency, and reduce energy costs over time. With proper care, a furnace can often last between 15 and 30 years. Additionally, annual inspections enhance safety by identifying potential hazards, such as carbon monoxide leaks, which could pose serious risks to your household.

As fall and winter approach, follow these important maintenance steps to keep your furnace running efficiently. Start by increasing the thermostat setting to confirm the furnace activates. Inspect the air filter monthly and replace it when dirty to improve airflow and efficiency. Test for carbon monoxide to ensure safe levels. Clear floor vents of dust, dirt, and pet hair to promote airflow, and clean both the furnace exterior and the blower compartment to maintain efficiency. Check for air leaks around the furnace, and seal any you find. Inspect the flue pipe for blockages that could obstruct venting, and ensure the burners are clean and properly adjusted. Lubricate moving parts and inspect the blower motor, replacing its filter if needed. Finally, check that the fan-limit control switch is set correctly for optimal operation.

Some warning signs may indicate that your furnace requires professional attention. Frequent cycling on and off, uneven heating, unusual odors or noises (like banging, whistling, or rumbling), sudden increases in energy bills, or a pilot light that is yellow, orange, or flickering rather than a steady blue are all red flags. Early intervention with these issues can prevent larger problems and help maintain a safe, efficient heating system.

If you smell a rotten egg odor, which may signal a gas leak, evacuate immediately and contact your gas company or call 911.

By taking time to maintain your furnace properly, you can ensure it runs efficiently, provides a safe environment, and keeps your home warm throughout the winter months.



BUSINESS DEVELOPMENT Online survey hopes to glean resident's downtown perspectives

Eagle Mountain's pattern of growth resulted in the absence of a downtown, main street district, or other similar commercial core. Now that the City is seeing greatly increased interest from commercial developers, a boom in growth of local businesses, and an influx of tourism focused on outdoor recreation, Eagle Mountain City desires to plan a modern, family-centric, and active downtown that matches its identity. The downtown area has already been identified, though its geographic extent may evolve depending upon arrangements with landowners, method and feasibility of executing on the plan, and so forth.

The Eagle Mountain Downtown Plan will support Eagle Mountain City in envisioning a vibrant downtown and guide future conversations with the community and stakeholders. The project team will examine the site, identify future programming and uses, and explore high-level concepts and recommendations for the downtown. A series of surveys, open houses, and other in-person events will be hosted to facilitate these discussions throughout the planning process.

The online survey is open from November 4th to November 18th, 2024



OPINIONS, CONT.

To navigate this, avoid making decisions or forming opinions based solely on emotion.

Emotional decisions—like those made in a whirlwind romance—often lack perspective. What feels thrilling in the moment can later prove to be a mistake. Perception alone is not reliable. Like a magic show, perceptions are easy to manipulate, even when we're seeing things with our own eyes. Law enforcement and courtrooms often encounter conflicting eyewitness testimonies, as different people can observe the same event and interpret it in entirely different ways. People hear the same speech but can walk away with opposing conclusions. Why does this happen? As Thomas Jefferson observed over 200 years ago, "The opinions and beliefs of men follow involuntarily the evidence proposed to their minds." This may be uncomfortable to accept, but it's crucial to consider. We are about to witness an unprecedented level of manipulation, like a highly advanced magic show. The

tools have become so sophisticated that even the most educated or logical among us might be deceived. Ironically, intelligence, success and strong moral beliefs can sometimes make us more susceptible by instilling a false sense of confidence. In intense fields like sports and the military, training is vital because, when things move quickly, there's no time to think, only to react. Without preparation and discipline, we're prone to respond with fear, anger or panic. A skilled "magician" knows how to exploit these emotions to their advantage. So, how do we protect ourselves? By shifting from perception to perspective. Perception is limited, often based on a single angle or experience. Perspective, however, involves viewing a situation from multiple angles and considering various contexts. Whenever we enter environments controlled by others—whether in entertainment, advertising, or public forums—we should be alert. There are certain red flags to watch for: Is the topic emotionally charged?

Does it prioritize ideas over people?
Does it create desire or dislike without firsthand experience?

Does it create division?

Does it rely on "strawman" arguments?

Is it based on second-hand information?

Does it seem irrational?

Does it encourage group think or claim consensus?

Does it rely heavily on specific colors or phrases?

Does it emphasize associations or affiliations?

These are not all the possible red flags and not all red flags mean deception, but they're worth noting. This topic is vast and complex, far beyond the scope of a single article. But I hope it encourages you to be vigilant. Learn how to spot misinformation, recognize the tricks, and protect yourself from becoming a victim of manipulation.