

HISTORIC DOWNTOWN ECONOMIC COMMITTEE MINUTES
MARCH 31, 2016

The City Council held a meeting on Thursday, March 31, 2016, at 5:30 p.m., in the Council Chambers, 10 North Main Street, Cedar City, Utah.

MEMBERS PRESENT: Councilmembers: Craig Isom. Committee Members: Evan Vickers; Steve Nelson; Maria Twitchell; Rich Wilson; Jonathan Smith; Mark Baruffi; Chris McCormick; Dave Nakken

STAFF PRESENT: Economic Development Director Danny Stewart; Economic Development Coordinator Cameron Christensen

OTHERS PRESENT:

CALL TO ORDER: The pledge was led by Danny Stewart

MINUTES:

All individuals excluding Scott Philips; Ellen Treanor; Dave Nakken introduced themselves as members of the downtown committee. Members represent entities from downtown businesses to organizations across the community.

Danny Stewart gave a downtown update. Danny asked the question have all been a recipient of the downtown? The history of preserving the downtown goes back a long time. From an economic development standpoint, if the downtown goes down, the entire city can go down. The Hyatt Palma study was done two decades ago and it has been updated in 2011. It is Danny's hope that the committee will follow the study and improve the business life in the downtown. Any comments on the downtown?

Evan Vickers – Been involved with the downtown. Downtown businesses have asked that restaurants be clustered together and that retail be on the first floor of the downtown. There have been some things that have been followed well, however, we should revisit and reevaluate if the downtown to see if it is going in the direction that is best for the city. By improving the downtown the citizens will feel that improvement.

Steve Nelson – A quality of place exists with the downtown. The downtown is a great place to provide a sense of pride for the citizens. We should work on retail on housing.

Chris McCormick - Educating members of the community. Members feel like in the community there are restrictions. People call Chris and say that it downtown is amazing online, however, when they get here they say it is lacking. Hyatt Palma brought up some great ideas and we need to figure out how to improve our downtown.

Dave Nakken – Can't figure out why building requirements are so hard to update. People want to improve their buildings, but they may get in over their head. Sometimes improving the building can be too expensive. We should give an incentive to improve those buildings. As I evaluate the city and traffic flow, I have noticed the more competition the better. The flow patterns of traffic in the downtown can be affected if the north interchange doesn't get developed properly. We need to keep the downtown as

vibrant as possible and the adjacent north and south interchanges need to continue to be developed.

Danny Stewart – The Hyatt Palma study was updated in 2011 and some good things have happened because of it. Shakespeare, Mark’s restaurant and other locations have benefitted greatly because of the study. However more can be done.

Agenda Items:

Review Committee By Laws:

Danny Stewart - read the purpose statement of the bylaws.

Evan Vickers - asked if Iron County School District was represented.

Danny Stewart – Number 2 should be changed to “economically”. The one that has “America Downtown” on top and the delineated area from the sign ordinance do not match. One thing that needs to be done is to determine downtown zone.

Steve Nelson – RDA should have a drawing or sketch/representation of the downtown to help understand what the area of the downtown should be.

Craig Isom – Hyatt Palma did a great job including Shakespeare in the downtown. Danny Stewart agrees.

Evan Vickers – If we were to adopt the “America Downtown” we would have to change the sign ordinance to match.

Mark Baruffi – Should we make downtown go all the way to tourism since we have street lights going to 200 south and tourism?

Maria Twitchell – The Downtown area should include the tourism office because it has several old buildings, trails, state park. Plus we should have the downtown spread East to Veterans Park.

Danny Stewart – Appointment of members is read. Members are appointed by the Cedar City Mayor with advice and consent of the City Council. Iron County Tourism, Cedar Chamber of Commerce, Shakespeare be represented.

Jonathan Smith – Is Iron School District Represented?

Danny Stewart – They are not on the document. However, Michelle Jorgensen is the Representative. We will add them. We will need to amend the notification from 24 to 72 hours. Committee members will serve a two year term and the chair, nominated and voted upon by majority, will serve a two year term. A Vice chair will be nominated and voted upon with majority vote. The committee shall abide by all open meeting laws of Utah.

Evan Vickers – The residency portion of the bylaws should be cleaned up.

Nomination Process:

Danny Stewart – Nomination of the Chair and Vice Chair need to be selected.

Evan Vickers – Three or four members would great members. Steve, Dave, Rich, Chris. The Chair will have to update the City Council. Nominated Dave Nakken, Steven Nelson second. Approved unanimously.

Dave Nakken – Nominated Jon Smith for Vice Chair, Evan Vickers seconded. Jon Smith was unanimously approved.

Meeting Times:

Danny Stewart – Asked Dave to conduct the meeting, Dave said Danny could finish the meeting.

Steve Nelson – First Thursday of every month. All action and discussion will take place in the same meeting.

Evan Vickers – Moved the next meeting be the first Thursday in May.

Retail Ordinance:

Danny Stewart – Downtown retail ordinance change. In the packets, it discusses the Downtown Commercial Zone, in order to change the first level we need to change the ordinance to include a special provision. Additionally, if we wanted to change the zone of the downtown, it would be changed here. Vacancies have been in some of these buildings, it may cause a problem to the owner who hasn't filled the vacancy ever since the last tenant left.

Jonathan Smith – We don't want to take away property rights, but we should have a symbiotic relationship with the owner of the buildings. There should be a clear avenue for that.

Jonathan Smith – The updates of the buildings would surpass the value of the building and it wouldn't be fair to the business

Danny Stewart – We could include some incentives

Steve Nelson – The businesses owners need to see value in that location. We need to create value in each particular location, close to 0.85 to \$1 a sq ft in order to be profitable. We need a reason to add value to those tenants.

Chris McMormick – We need to find a way that those businesses need to update those buildings, but they bringing them up to code could severely hurt them financially.

Danny Stewart – History has shown that incentives do inspire action from the business owners.

Evan Vickers – We can put together some tools i.e. the taxing authority to help restructure the taxes for retail vs an office.

Godfrey/Better Cities

Danny Stewart – Matthew Godfrey has a consulting firm and has presented to the Mayor and to Economic Development. They have helped cities across the country and in Utah. They have studied Hyatt Palma and are open to our ideas. Dave Nakken and I will meet next week.

Evan Vickers – It would be beneficial to meet with them and have them present their product to us.

ArtPlace Grant:

Danny Stewart – The university notified us about a grant that will allow us to build a corridor between Shakespeare and the downtown. We applied for the grant with a pre-application for the amount of \$450,000. We believe our application is very compelling as we collaborated with the Shakespeare, the University and our office. Is there anything else?

Cameron Christensen – Updated the committee on the kiosk project, providing wayfinding signs for individuals and citizens alike to find tourist and other prominent areas around the city. We have talked with Sketch Committee and they don't have any problems with it, we need to meet with Scott Snow as he had some concerns.

ADJOURN: Committee Member Chris McCormick moved to adjourn, second by Dave Nakken.

Renon Savage, MMC
City Recorder