COUNCIL MINUTES
APRIL 13, 2016

The City Council held a meeting on Wednesday, April 13, 2016, at 5:30 p.m., in the Council Chambers, 10 North Main Street, Cedar City, Utah.

MEMBERS PRESENT: Mayor Maile Wilson; Councilmembers: Ron Adams; Paul Cozzens; Terri Hartley; Craig Isom; Fred Rowley.

STAFF PRESENT: City Manager Rick Holman; City Engineer Kit Wareham; City Recorder, Renon Savage; Finance Director Jason Norris; Police Chief Robert D. Allinson; Fire Marshal Mike Shurtz; Economic Development Director Danny Stewart; Public Works Director Ryan Marshall; Executive Assistant Kathy Dahl; Economic Development Coordinator Cameron Christensen; Events Coordinator Bryan Dangerfield; Fire Fighter Jordan Smith.

OTHERS PRESENT: Jeremiah Davis, Kevin Davis, Paola Leckie, Bree Burkitt, Emalee Smith, Kristen Lavelett, Corey Baumgartner, Tom Jett, Marilyn Kidwell, Shalene Griffin, Josie Jones, Taylor Houston, Symbria Patterson.

CALL TO ORDER: Councilmember Adams gave the invocation; the pledge was led by Councilmember Hartley.

AGENDA ORDER APPROVAL: Councilmember Isom moved to approve the agenda order; second by Councilmember Adams; vote unanimous.

ADMINISTRATION AGENDA – MAYOR AND COUNCIL BUSINESS; STAFF COMMENTS: ■Cozzens – I went to the Utah League, David Church, the Attorney said there is a nut on every council and if you can't think of who it is it is you. I sent out notes from a class regarding broadcasting our meetings. You can flip a switch it will record and archive it to YouTube, apparently quite simple. Mayor – Rick and I were talking about this with the new voice over IP to see how that works with the new system. ■Employee of the Month, Jordan Smith. Kathy Dahl, EAC presented Jordan Smith the April EOM. The nomination stated that Jordan always has a great attitude and is a hard worker. He also sets a good example for others by continuing his education and maintaining a high level of physical fitness. Jordan is always pleasant to work with and treats those in the public with respect and makes sure their needs are met. Jordan was recently asked to assist the Fire Marshal with developing and writing the Cedar City Emergency Plan. This was a big task that involved a lot of time, research and information gathering. Jordan has done an outstanding jot, and the final product will be very beneficial to the city once it is finalized and implemented. Jordan is a great employee and very deserving of the Employee of the Month. Jordan introduced his daughter Emalee.

PUBLIC COMMENTS: ■Local First Utah. Kristen Lavelett – Executive Director of Local First Utah, a Non-profit organization. See Exhibit "A". Our goal is to adequately

brand their business Isom – do you ever use the local Chambers of Commerce? Kristen - Yes, I will be presenting that at the Chamber luncheon tomorrow. ■Matt Markstein– Redrock Film Festival, 10th anniversary edition, our 3rd year in Cedar City. I want to thank the City of Cedar City and the Abbey Inn, Quality Inn and Coldwell Banker for sponsoring us. Shakespeare is a great asset to Utah with 8 feature shows with green shows. We have a lot more feature shows, last year 28 feature and 50 short shows. We did an experiment and advertise specific films and received over 400 people. Our budget will have to be more on advertising. We are advertising more nationally some because of the Tourism Bureau giving us money. We have had 50 participants from Spain. The obstacle is why Cedar and why November. November is a low tourist time. Anyone that does film making, the Utah Film Festival keeps an eye on our Festival, November can showcase new films, one our films was nominated for an academy award, the films go places. Cedar as a film making community is important, only one place can you get snow, stone, desert and red rock in one area. We are asking anyone in the community for help. We expect to have 50-100 films this year. You can get more information at Redrockfilmfestival.com.

CONSENT AGENDA: (1) APPROVAL OF MINUTES DATED MARCH 16 & 23, 2016; (2) APPROVAL OF BILLS DATED MARCH 25 AND APRIL 11, 2016; (3) APPROVAL OF A BEER LICENSE FOR D & D SMOKES & MORE LOCATED AT 396 NORTH 2150 WEST, STE 5. KEVIN DAVIS, JEREMIAH DAVIS/CHIEF ALLINSON; (4) APPROVAL OF FINAL PLAT FOR TALON POINT PHASE 2 AT SOUTH MOUNTAIN SUBDIVISION (LOCATED IN THE VICINITY OF 2200 S. 2800 W.). WATSON ENGINEERING/PAUL BITTMENN; (5) APPROVAL OF BNB SWISS BED AND BREAKFAST/RV PARK, PHASE 1 (LOCATED IN THE VICINITY OF 300 SOUTH & CROSS HOLLOW ROAD). GO CIVIL ENGINEERING/PAUL BITTMENN; (6) APPROVAL OF FINAL PLAT FOR THE CEDAR SPECTRUM COMMERCIAL PUD (LOCATED IN THE VICINITY OF 1300 SOUTH MAIN STREET). PLATT & PLATT ENGINEERING/PAUL BITTMENN; (7) APPROVAL OF THE AMENDMENT OF LOTS 1 AND 3 OF THE BOULEVARD PLAZA PUD, PHASE 1 (LOCATED IN THE VICINITY OF 950 SOUTH MAIN STREET). PLATT & PLATT ENGINEERING/PAUL BITTMENN; (8) APPROVAL OF PROPOSAL FOR FINANCIAL SERVICES FROM ZIONS PUBLIC FINANCE. JASON NORRIS: Rowley – what is the Zion's Bank Sales Tax Bond? Jason – on the City office, Parking Structure and Heritage Center. Will be paid off in 2020.

Councilmember Hartley moved to approve the consent agenda items 1 through 8 as written above; second by Councilmember Rowley; vote unanimous.

CONSIDER RFP FOR OFFICE 365. TREVOR MCDONALD: Trevor – last week we discussed, we have a recommendation. We looked at the proposals, we had 5 ranging from MD, TX, CA and UT. There were two highly qualified but they required IT staff on site to prepare and do some of their stuff on site. It limited to a local IT Team to work with highly qualified or look at Mountain West and Symtec. Mountain West was the

proposal we recommend over Symtec. They agreed to give us training and they know our network better than anyone else.

Councilmember Cozzens moved to approve the proposal from Mountain West Computers; second by Councilmember Adams; vote unanimous.

CONSIDER AN ORDINANCE AMENDING THE CITY'S RAP TAX ORDINANCE RELATED TO DISTRIBUTION OF UNALLOCATED RAP TAX FUND BALANCE. PAUL BITTMENN: Mayor – we talked about this last week. Once we get a fund balance that is a substantial amount it would be allocated through the application process and would be used only on City facilities that fall within the parameters of what RAP Tax funds can be used.

Councilmember Adams moved to approve the ordinance related to distribution of unallocated RAP Tax fund balance; second by Councilmember Cozzens; roll call vote as follows:

Ron Adams	-	AYE
Paul Cozzens	-	AYE
Terri Hartley	-	AYE
Craig Isom	-	AYE
Fred Rowley	-	AYE

CONSIDER FARMERS MARKET ON 100 EAST FOR ONE SEASON – RICK HOLMAN: Councilmember Cozzens moved to approve the location of 100 East for the Farmers Market during the 2016 season;

Hartley – did she contact residents? Rick – she distributed flyers and only the one lady showed up.

The motion was second by Councilmember Hartley; vote unanimous.

ADJOURN: Councilmember Isom moved to adjourn and move into the RDA meeting at 6:08 p.m.; second by Councilmember Adams; vote unanimous.

Renon Savage

Renon Savage, MMC
City Recorder

4/14/2016

Local First Utah is a non-profit organization with the mission to educate the public, the government and business owners about the value and vitality of locally owned businesses to our economies and community.

What Constitutes a Local Business?

- A business must operate independently.
- At least 51% of business ownership must be held by Utah residents.
- The business is privately held (not publicly traded).
- The business is registered in Utah with no corporate or national headquarters outside the region.
- The business pays all of its own rent, marketing expenses and other expenses without assistance from a corporate headquarters.

10 Reasons for Buying Locally

Economic Impact of Buying Locally

Economic Impact of Buying Locally

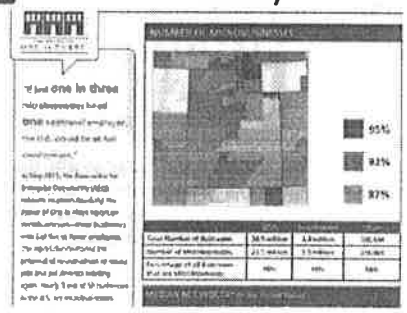
Reason #3: You Create Jobs

Local businesses are better than chains or giant online retailers at creating more jobs per consumer dollars spent. As well, independent businesses provide a diverse array of job opportunities and wages.

Local entrepreneurship matters for local economic performance and smaller local businesses are more important that larger local businesses for local economic performance.

- In most counties in the U.S., the percent of workers employed by locally or resident-owned businesses outweigh the percent of workers employed by nonresident owned businesses.
- The presence of large corporations may intentionally or unintentionally result in lowering the local employment diversity, and the local economy may become tethered to the actions and fate of a single large employer in the global economy.

Economic Impact of Buying Locally



Economic Impact of Buying Locally

Economic Impact of Buying Locally

Reason #6: You Keep Your Tax Dollars Here

Buying from locally owned businesses that are rooted here in Cedar City ensures that sales and property tax dollars are reinvested where they belong– in your community!

Whether a purchase takes place in another town, or online, the loss of that tax revenue has a profound impact on city services.

- In 2014, Amazon sold $337.4 million worth of retail goods statewide, all while avoiding $22.6 million in state and local sales taxes.
- That is the equivalent of 237 retail storefronts, 0.8 million square feet of commercial space, which might have paid $2.0 million in property taxes.
- A total of more than $24.6 million in revenue lost to state and local governments, $27.47 for every household in Utah.
- Having no Amazon distribution centers to offset retail job losses, Amazon sales produced a net loss of 2,066 retail jobs in Utah

Economic Impact of Buying Locally

Reason #7: You Encourage Innovation & Product Diversity

Independent businesses are able to identify the niche markets in their communities, and expand from those niches into broad markets creating diverse products.

Social Impact of Buying Locally

Reason #2: You Embrace the Character of our Community

Terrior = "sense of place"

Independent businesses both emerge from a sense of place, they are fed by the nature of the community, and contribute to sense of place, defining the unspeakable attributes of a town.

Social Impact of Buying Locally

Reason #4: You Help the Environment

You conserve energy and resources in the form of less fuel for transportation and less packaging. Walkable business districts reduce sprawl and automobile use.

Social Impact of Buying Locally

Reason #5: You Benefit from Our Passion & Expertise

To thrive as an independent business, many owners have spent years honing their craft. Often it is the intangibles that set local businesses apart – their dedication, the quality of their personal character, and their commitment to customer service.

Social Impact of Buying Locally

Reason #8: You Love Your Neighbors

In Utah, independent businesses contribute to charities at **three times** the rate of chains.

Social Impact of Buying Locally

Reason #9 You Keep the American Dream Alive

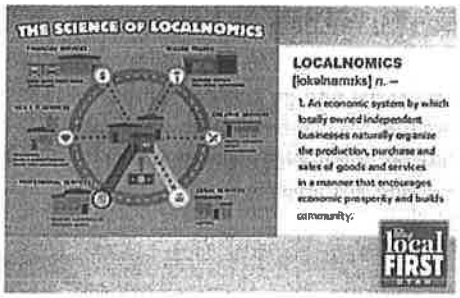
Buying locally nurtures entrepreneurship, which fuels prosperity by serving as a means for families to move out of low-wage jobs and into the middle class. This is the foundation of our American economy.

Social Impact of Buying Locally

Reason #10: You Make Us a Destination

Cedar City is already a world class destination. A vibrant, active independent business community will amplify life in Cedar City for visitors and new neighbors alike! This benefits everyone!

Benefits of Independent Businesses to Small Towns & Cities



Benefits of Independent Businesses to Small Towns & Cities

- Communities with more small businesses also benefit from an increased support for civic institutions and participation in civic activities.
- Communities characterized by local ownership and local flavor are more attractive for the highly skilled or overqualified to work in, shop in, or reside near.
- An environment not indicative of "anywhere America" helps residents feel that they could not replaces their current place of residence with anywhere else in America, and keeps those citizens in the community.
- Locally oriented capitalism is an indication of more than community cohesion. Locally rooted businesses also help shield communities from the potential perils of a fluctuating global economy.

Partnership with Local First Utah

Tools for Locally Owned Businesses

- Authorization to display the Local First Utah logo, and "co-brand" with Local First Utah messaging.
- Statewide educational campaigns that amplify the collective voice of independent businesses
- Social media tool kits
- Community-training opportunities on a wide range of topics

Co-Branding with Local First Utah

Bottom Line Impact

Bottom Line Impact

Bottom Line Impact

Statewide Educational Campaigns

Statewide Educational Campaigns

If every household In Utah shifted just 10% of their shopping toward locally owned businesses, $1.3 billion would stay In our economy.

City-Crafted Campaigns

10 Reasons for Buying Locally

Thank you for shopping locally.

Here's what you just did!

1. **YOU KEPT YOUR MONEY IN OUR ECONOMY.** The Civic Economics Utah Study Series found that on average, locally owned retailers return *four times* the rate of their revenue to our Utah economy, when compared to national chains.*
2. **YOU EMBRACED THE CHARACTER OF OUR COMMUNITY.**
3. **YOU CREATED LOCAL JOBS.**
4. **YOU HELPED THE ENVIRONMENT.**
5. **YOU BENEFITED FROM OUR PASSION AND EXPERTISE.**
6. **YOU KEPT YOUR TAX DOLLARS HERE.**
7. **YOU ENCOURAGED INNOVATION AND PRODUCT DIVERSITY.**
8. **YOU LOVED YOUR NEIGHBORS.** Studies show that locally owned businesses in Utah donate to community causes at nearly *three times* the rate of national chains.*
9. **YOU KEPT THE AMERICAN DREAM ALIVE.**
10. **YOU MADE US A DESTINATION.**

Join the Local First movement!

Visit us online at **LocalFirst.org** to learn more.

*Based on the Civic Economics Utah Study Series available on our website.