

Dave Nakken, Maria Twitchell, Craig Isom, Mark Baruffi, Evan Vickers, Jonathan Smith, Steve Nelson, Emily Ronquillo for Ellen Treanor

Danny Stewart & Cameron Christensen

Better Cities: Matthew Godfrey, Adam Hughes, Kelby Bosshart

Matthew Godfrey introduced the members of Better Cities. They focus on downtown redevelopment. They work with the community to provide recommendations and help implement their ideas to help the downtown area. A lot of experience between within the organization.

Danny Stewart – I've worked with them and they are a good group. Any other comments regarding the Better Cities?

Dave Nakken – No. However, I would like to bring to the group that we have talked about the surrounding area of the downtown. Companies who drive around the downtown then drive around the block, would they feel they want to stay in the downtown or would they look elsewhere? As a result, we need to really define the area of the downtown and perhaps incorporate other areas that way we are making main street more viable.

Danny Stewart – The original Hyatt Palma study was originally confined to a limited space. There was some work done with signs to help improve the signs of the downtown. In the end, does this committee want to focus on the Hyatt Palma or do we want to focus on the other areas of the downtown i.e. north, south, east, west, but we should be careful on the size so we don't set up ourselves for to be in trouble.

Dave Nakken – The downtown is the most important part and is top priority, but we should at least focus on the other areas.

Mark Baruffi – Perhaps we look at it in a step approach, but we should identify what areas we want to address.

Danny Stewart – There have been some implementations from the Hyatt Palma, i.e the banner poles and the street lights. But there are areas that we can address

Steve Nelson – we need to be careful because if we begin to talk about expanding the area and telling individuals that their property is not great, they may get offended. Plus we need to keep the ideas of property rights. Would a consulting company help?

Dave Nakken – No public comments. Did every receive a copy of the minutes. Motion to approve.

Even and Steve seconded approved unanimously

Dave Nakken & Cameron Christensen – We put in the recommendations for the bylaws

John and Steve by laws approved unanimously

Dave Nakken – We want

Emily – Business building becoming bio sciences building. Expanding student housing to the south, athletic field house off the I-15. New business building will go in the parking lot of the administration building.

Dave – Any questions?

Danny – how many parking stalls will be affected by that new business building?

Emily – Not sure.

Dave – we should look into the future and take into account the impact that SUU and their expansion plans, that way we can keep our plans up to date. Let's turn the time over to better cities.

Adam Hughes – I am grateful for private sector committee, and I commend you on that. In our experience the private does things very well. The opportunity that Cedar city has are good ones because Cedar has strategic growth.

We want to talk our experience, approach, and deliverables. What do you want in the downtown?

Mark – Destination downtown. People plan their trip around the downtown.

Evan – We've done some great things, but we need some retail in the downtown. Offices are renovating the downtown with great buildings, and a number of us have worked together and we are doing well, but things can be improved.

Steve – My vision is the sense of place where people want to work, play, and visit.

John – The catalyst businesses, instead of office space, but companies that develop synergy into the downtown. There are several things we need to accomplish, but with the right tools, we can get it done.

Dave – If we can raise the level of retail it would enhance the downtown and provide shopping for the students at SUU. My objective would be to try to exhaust opportunities for federal funding. If we can get some type of incentive for businesses who renovate their space, perhaps that will be much more attractive. Plus, maybe we should get some type of ordinance to help keep retail in the downtown.

Craig- I've been in places that have great downtowns and they are destination points. I want that for Cedar City.

Maria – We need to maintain the authenticity of the downtown. Perhaps not national chains, but local individuals that will keep the authenticity of Cedar City.

Adam – We have a unique team from public sector to private sectors, including NYU and Harvard graduates. Our experience begins in Ogden. It was an old railroad town and as Matthew went around asking what do people want, they want railroad back. However, we need to keep things realistic. Ogden has suffered from decades of decline. We had a salvage yard, but it now a vibrant building with 1,000 jobs. Criminal activities were taking place in this specific area, the commercial core, tens of millions of dollars we renovated it to a great shopping center and recreational center. These were big investments

we believe would pay off. Private sectors engage when there are recreational areas close. At the end of Matthew's term as mayor, we had over two dozen brands.

Evan – How much money did the city have to put in?

Adam – The Salomon Center was funded with tax increment dollars. The Junction was a public/private partnership, tax increment financing and millions of dollars was leveraged for the investment. Each of the projects were funded with public/private partnerships. It is very important that market rate of investment can be returned. \$1.3 billion in investment, over 6,000 jobs created, over 130 acres redeveloped, 80 acres underway, and Ogden led the nation in job growth in 2011. When we focused on something that is attractive to the employees, we approach the decision makers and they want to move here. Ogden is now one of the top 10 markets in the nation. Focus on the Commercial core and people want to move there. Several national media outlets praise Ogden for its work with the middle class.

Dave – What influence did the Ogden Temple renovation have on the downtown?

Matthew – once the temple was rededicated it outperformed in one weekend than the temple did in two years.

Adam – Brigham City, Utah lacked hospitality market. We are also working on a 350 acre industrial park. We are different because we not only provide a study, but we also implement. That is our specialty, implementation. The approach we take is working backwards. If we were to be engaged, we would be able to focus on the deliverables i.e. strategic redevelopment projects, project feasibility, and recruitment and pre-development. One thing that we find interesting in towns is integrating a student population in the downtown. Students want to be in urban environments and it helps local businesses. Better Cities is a unique company that will help your city with your downtown.

Craig – Do you have ways to help us get extra public money?

Adam – Yes. We can get tax credits, grants, and other economic development tools. We have experience in securing those types of resources.

John – In a town of our size, how do you find those private partnerships that have capital, but have invest in our town?

Adam – we have worked with a number different communities to find out what an entertainment project looks like. It's a very unique approach that a lot of consulting firms do not have an experience in securing a private/public partnership.

Dave – Can you qualify for money before the project area is defined?

Adam – we recommend that it be ready to go. Many granting entities will need to know that there will job creation, but there are planning grants out there that will help with the planning aspects.

Craig – How long do we have with the RDA?

Danny – We have an RDA already that is currently working, that is currently working

Craig – how is better cities compensated?

Adam – Typically, it is a monthly fee or milestones hit. Plus, we like recognition that the project was help implemented by us.

Evan – People in the state legislature think we are doing great. What do you think our potential is?

Adam – Cedar has a lot of great potential. I think what you have been able to a great job and SUU is great. Cedar City is gem that many people aren't aware of it. Recreational companies would be ideal for your downtown.

Evan – Timing is everything, and there are a lot of projects about to go online.

Dave – people in Ogden when they wanted retail would go somewhere else. How do we overcome that?

Adam – Retail focuses on housetops, and other factors. It wasn't until we created a destination downtown that retail caught wind of that. If you want certain retailers, you will need to work for their site requirements. The other thing as well is working with the development community.

Dave – Seems like with Ecommerce, it is pushing the requirements up for those big box stores.

Adam – Retailers are becoming more selective, 3 years ago they were very selective because of the recession. Retailers are going to pick large growing markets. If a retailer is strategic, they will locate before the housetops get there.

John – Someone told me to move somewhere else if nothing was happening within Cedar City.

Craig – If SyberJet could create those 1,200 jobs that would be huge for Cedar City.

Steve – What's the time frame?

Adam – 90-120 days for a unique analysis of your community. Implementation and pre-development would depend upon the resources the RDA has. Additionally, the political will is a large part.

Evan – The contract would be between the RDA and Better Cities.

Steve – Would we need a new RDA because the current RDA doesn't cover where want to cover.

Evan – We need to create a new one or expand the existing one.

Mark – How well do you sway public will can you do it?

Adam – Yes. It separates us from the rest of us.

Adam – The Chamber of Commerce and support from the private sector, along with key stake holders.

John – What are the questions we are not asking?

Adam – Rural communities are competitive. However, Cedar City is in \

Danny – have you worked with communities that are like us and that have momentum?

Adam – Yes. You can even demonstrate to private investors that you have momentum.

Evan – If we had a meeting with all these key members and the city council, we should

Steve – What do the political players need to know before we go with this?

Matthew – Political cover. You need political cover that will help the political officials coming from the other side of the bench. We find the appropriate balance between risk, and political opposition. Educating the public officials and the public with rational reasons to move forward with this and create the generational change.

Dave – I think it would be much more politically challenging

Matthew –

Mark – One more thing we should think about that if we create one thing in one area, perhaps we can say that this area will need this in this area. I think it will generate organically.

Evan – We have the RDA expand to include areas around the downtown. I'm sold on it.

John – I'm little concerned with the district by Little Caesar's. We will need to figure out a way to educate the tax payers that their money is going to a good investment and that business people are involved with it.

Mark – How on board will the property owners be? As property owners we will need to think about the big here and as long as we understand that.

Evan – Better cities focuses on jobs and that is what is good. If we could entice a 300 white collar job to come to downtown that would be a huge impact. We also need to know how much it is going to require. Now we should get the permission of the City Council to move forward.

Motion to move with pursuing Better Cities. Steve moved. Craig Seconded. Unanimous

Danny – Having a group like this would be much better to help that just a few people in Economic Development.

Evan – Where is the RDA boundary? We need to find that out. Timing is everything. We will need a full committee, including the council. They would be here as guests. We will have get help with the one on one leg work, Danny would have to do that.

Maria – Do we need to have an open bid or can we just bid with them?

Danny – Better Cities came to the Mayor first, but then referred them to me.

Evan – A lot of criticism came from the Ogden when they were going through this. A lot of political tools were used that the public wasn't in favor of.

Dave – We need to focus on the jobs, and someone needs to focus on the big picture with that. Let's make some assignments. Danny will get preliminary ideas of how they charge and we can get reimbursement for their fees. SUU should still come and present of where their future plans and their growth plans. Do we want our next meeting with city?

Evan – Depends.

Dave – Danny and I will sit down with the mayor and find out how the best way to approach the city council and other decision makers.

Mark – Is there a number that is too high?

Evan – We as a committee must decide if we should decide to approach the city council with this as a public meeting.

Dave – Move to adjourn. John motioned, Evan seconded.