

Council Present: Craig Isom

Historic Downtown Economic Committee Present: Dave Nakken, Maria Twitchell, Mark Baruffi, Scott Phillips, Rich Wilson, Ellen Treanor, Jonathan Smith, Michelle Jorgenson, Evan Vickers

Staff Present: Danny Stewart, Cameron Christensen,

Call to Order:

Dave Nakken: Chris McCormick gave the pledge.

Dave – been a hectic summer and spent time with Danny and Cameron and glad to discuss some of the issues to get resolved.

Others Present:

Administration Agenda:

Downtown Update: Cameron Christensen, discussing Main Street Square, Rapid City, SD and Roger Brooks' suggestion for town square. Dan ?? is consultant and director of Rapid City project. His cost is \$50,000. He helps with plan, helps identify funding sources. Roger Brooks suggested a plaza or a square in the downtown. He said the parking area adjacent to Sonny Boy's BBQ and also the Festival Hall Properties. Dan ?? has helped with other projects in Idaho and Wyoming. He has been able to get projects started in about a year. In Rapid City, they are seeing great success. They have experienced triple the business because of the downtown project. In South Dakota, the project was approximately \$4 public funding and \$3-\$4 private investment. In Casper, WY, they anticipate a \$9 million project. Dan and Roger have some sort of partnership. They are hosting dozens of events and looking to increase the area of their downtown. Rapid City has about 70,000 people. We have I-15, SUU, Jon Smith brought up Better Cities and the concept that they proposed. Scott Phillips said there are many, many contractors that do this sort of thing. Steve Nelson likes Better Cities approach of implementation. Dave Nakken, one of the challenges with Better Cities is the \$100,000 fee, in addition to more money. Some 50% of that can be from grants, but grant money is restricted. Their objective is not so much focused on retail, as some grants cannot support retail projects. Dave talked about visits to other communities that are similar, including University Bookstores with business centers in the downtown that might qualify for some grants. Better Cities, in my opinion, is quite expensive. Cameron, how I interpreted this committee is that this group is in favor of a plaza or a project that brings people into the downtown. This committee's developing a plan that someone can help us implement. Steve says Better Cities' proposal could help us implement a plan. Scott Phillips, we don't want to put the cart before the horse. We've been down this road before. We don't want to just build a plaza and assume that people will come. Dave Nakken, the city doesn't have redevelopment funds available. Evan Vickers said we need to look at these plans and others and find money to implement. Steve Nelson said that he likes the concept of having public-private partnerships, like Better Cities has proposed. He does not want to see the city invest in this kind of project alone. Jon Smith asked whether Better Cities can help you identify grants and can help you get grants to help pay for them and for implementation. Cameron said the other company works similarly. Evan, having been involved with projects like this in the past, we need to make sure we have a public-private partnership to make sure such a project would be successful. I would recommend that we spend some time, even if it means flying to South Dakota, then we can facilitate that. I also agree that we need to continue to look at Better Cities. With Better Cities, they help us identify what the city needs, for example, what core businesses does your city need, and they help identify the projects we can work on.

Evan, we need a return on investment. We need to be able to capture money from the groups that are coming here as tourists, to visit the temple, etc.

Dave, how do we want to move forward on this? Do we want to have actual proposals from both companies? Evan, we need full-fledged proposals from both companies. Steve, create a subcommittee to investigate the actual options and bring info back for the whole committee.

Mark Baruffi. Let's really look at what has happened and what has and hasn't worked. We can investigate a lot of work that has already been done. We should really study all of these issues. We all want a destination downtown. We want a place that locals and tourists will want to visit. But there are so many other things that need to be addressed before we decide on a proposal.

Evan, propose that we move forward gathering information on these projects, but maybe in next meeting we examine what has been done. Next meeting will be a work meeting, identify goals and create a working document moving forward. From there we can go back to these companies and look at them.

Tom Jet, the answers to your problems are usually within. A professional counselor helps you identify the answers. I think that's what we need is to ask ourselves, what are we looking to become as a community? Do we want to be Park City, St. George? St. George has no heart. It is confused. We are becoming the same as St. George. The downtown is the heart of any community. Second point, we need to discuss, that many of the ideas, such as the plaza, that we are looking at private property. One idea was to put something on the parking garage, assuming that it is feasible to use, to attract people downtown.

Evan, is there anybody in the community who could help facilitate our next work meeting. Chris McCormick, we need to have a long-term vision of what we want to become, like the Shakespeare Festival did. We need cohesion for a long-term vision and a long-term plan. Mark, interesting thing to think about concerning Sonny Boys' plaza idea. Roger Brooks said we are the Festival City – without a lot of money spent, we need to go back to the past, learn from mistakes of the past and find what we need to do to get events 270 days a year. We can do that now without a consultant. We have existing facilities. Let's bring events to town. Our downtown is beautiful. I never have customers who complain about what downtown looks like, only that there is nothing to do.

Ellen Treanor, what is our brand position. Where are we now, where do we want to be and how do we get there? I would be happy to facilitate this discussion. We need to identify where we are, what is our objective, and how do we get there, in the scope. We need an objective and we need to be able to set quantifiable goals, then develop the tactics to get there. I don't know that we know what we want. We don't want to run down blind alleys. In a working meeting, we can set three objectives then we can develop a plan. We need a map to lead us. Ellen would like to facilitate the discussion.

Evan, I recommend that we accept Ellen's offer. If we can stimulate the beginning then we can get some direction.

Dave proposed that Ellen outline and email to the group that asks for ideas. Ellen, first, what are the areas in which we want to set objectives, etc. Motion from Dave that Ellen recommend two categories and direct the group in suggesting objectives for a starting point. Emails should be shared with entire group. Second from Steve. Vote was unanimous.

Danny – the sign ordinance came before city council last night and we need some enforcement for snipe signs and the clean up strategy will come from council later on. Roger Brooks suggested some solutions. Evan – Roger Brooks brought up blade signs and we wanted to use them, however, all signs within the downtown have to be 3D. However, if I do them in non-3D it's about \$300 a piece, but if they are 3D they they are \$500 a piece and I wanted 3 of them. I just wanted to bring this up to the committee and see what they say. Scott – The real issue is how to control what they look like. Whoever produces them needs to know the specifications. Maria – There is supposed to be a sign committee, has that ever been established? Danny – the sign official is the building official. Evan – we are talking about reproducing a

sign and I would have no problem going before oversight committee to get some information. Chris – We need to take this before council sooner rather than later. Scott – We need to remove the building official from the equation. Dave – All the signs I put on my businesses I needed the city to approve the signs. Can you help me understand this a little better? Evan – I’ve been working with Danny and Cameron and it looks like blade signs need to be 3D. Danny – I can get meet with Drew and get that information to help you accomplish this issue. Evan – If we set a good example upfront with our signs, then everyone will follow and help the city up good practices. We want to create some good signs that are attractive to downtown. Dave – If anyone wants to watch the presentation, it is on YouTube. Scott – Where are we on the oversight? Danny – I will meet with the Tyler and get that updated. We are going to address the ordinance within the Downtown. Tom – There is a winery going into the downtown, I just encourage you to address the mix use zone within your downtown. Danny – The proposals we through tonight will happen sooner rather than laer. I

Sign Ordinance Update:

Public Agenda:

Business Agenda:

1. Discuss Downtown Ordinance Changes

First thing we need to approve is the proposed change in wording section 22-III-???

Proposed change at this time is “attractive, inviting.....are characteristic of this zone.” Change that retail/commercial will be on the ground floor and other uses on upper or basement floors.

We will need to address the residential references.

Cameron sent email to group and he and Danny tried to compile results.

gave a copy to each of the members and highlighted in color the items for discussion.

Discussing the items line by line.

First, there would be a grandfather clause.

Why would we want to eliminate banks? Banks generate traffic just like a retail store. There is another question with this designation “other financial institutions.” Evan, one of the first building in any downtown is a bank.

Committee voted to permit banks and credit unions. Other financial institutions would fit on upper floors. P with asterisk means “not on the street level floor.”

Page 39. Bowling alleys are currently permitted, should they be? The whole idea is to bring people into the downtown. The group agrees they should be permitted. Evan, in all likelihood, it would not happen.

Scott asked about beer parlor definition. Is Mike’s Tavern a beer parlor? The idea of allowing alcoholic beverages in the downtown is important. What we need to identify is the state code and make sure Cedar City’s code matches the DABC’s codes.

Brewery’s larger than and smaller than 3000 feet. Both are already permitted.

Broadcast studios proposed on the upper floor.

Clinics, medical and dental. Approved on non ground-level floors.

Caretakers should be permitted.

Change P* to P2

Clubs and fraternal societies should be P2. Maybe change definition to Organizations or Fraternal Societies.

Convenience less than 2400 square feet with fuel pumps. Add new category to include convenience store without fuel pumps.

Scott, comment on department store. We don't want it too big. Group agreed to keep it permitted.

Engraving and printing. The jewelry stores do engraving. Image Pro would fall into that. Engraving and printing should be permitted.

Dave, one thing that will have to be addressed is that if someone goes into improve a building, they need to bring it up to code. They won't spend money to improve building because they can't afford to bring building to modern standards.

Comments on furniture retail. Large mattress store vs. boutique furniture store. Do we want to specify this? Either by square footage or by title?

Mark, we don't want to limit the available retail space that is there by allowing larger furniture stores. Evan, I would much prefer 10,000 SF furniture store vs 10,000 SF of office. If we limit the size, then 10,000 SF is allowable.

Health Club – P2

Pawn Shops – No

Tattoo Parlors, Body Piercing discussion. Will attract a certain element into the downtown. What are we trying to accomplish? Currently they are permitted in all zones. Tough to take it out of one zone. We could make it a P2. Downtown should be held to a higher standard. Majority voted to change this to No.

Cameron will make all of these changes and send it to the committee.

Cameron will also visit with city attorney and also building and zoning concerning our current grandfather clause.

Public comment: Jennie Hendricks, owns a downtown business that would be grandfathered in. She has a real estate company on Main Street. She is glad to hear that the downtown is important and that this group is going down the path to improving and protecting the downtown. She is encouraged by what she heard tonight and is willing to volunteer to help. She doesn't believe that we should pay \$100,000 for consultants.

Dave, one of the benefits of some consultants is that they are only paid for performance.

Heather Stein, when discussing sign ordinances and other ordinances we need to have someone who is a trained aesthet to help with this.

How are we dealing with temporary businesses? The blanket guy, food trucks, the guy with sheets or orange salesmen, etc. Cameron will find out about these kinds of businesses.

Rich, these changes we are recommending still need to go to the planning commission and to the city council. I wrote this document 20 years ago. I know what is in store. How we take it forward is very important. The chair and co-chair should represent the group at these meetings, along with Cameron from city staff. Cameron recommends that we meet with council individually or 2 by 2 so they are not blindsided by this proposal.