

# HISTORIC DOWNTOWN ECONOMIC COMMITTEE MEETING

1/6/22 5:30–7:00

**Councilman Present:** Scott Phillips

**Members Present:** Jennie Hendricks, Danny Stewart, Brent Drew, Evan Vickers, Ron Cardon, Maria Twitchell, Chris McCormick,

**Staff Present:** Anthony Pearson

**Public Present:** Sophie Kronick

**Minutes:** Megan Anderson

**Call to Order:** Jennie Hendricks

**Pledge of Allegiance:** Evan Vickers

**Approval of Minutes:**

***Motion:** Scott made a motion to approve December minutes as written. Evan seconded this motion. All present unanimously approved.*

**Public Agenda:**

**Business Agenda:**

## **Downtown Main Street Tree Trimming and Replacement**

Maria reached to Candace Scheibel with USU extension office, and she connected her with Ryan Johnson from the forestry office, the Dept. of Natural Resources. He is the County Forester. He sent back an email with a list of trees that he would recommend. He also suggested varying the trees so that if one species gets a certain disease it doesn't affect them all. He offered a grant opportunity that we could use as we are a Tree USA City, and he can help coordinate with that grant. Candace however, had recommendations of trees that were different than what Ryan offered.

Anthony Pearson spoke with Ryan Johnson as well and he was hoping to be in attendance tonight, but he had other commitments. Anthony also spoke to Barry Pearson, and he offered some tree suggestions that he has had great success with on campus. Anthony offered a handout of images (attached) of some of the suggested trees. Obviously, some would not work for the space we are considering. Barry did have a lot of information regarding planters, trees are not going to go well in planter boxes as the roots strangle out the other trees within the planter. They get too large.

Ron Cardon spoke to Ross Murdock, and he mentioned that the life cycle for a tree in the setting we have is really only 7-10 years, and the current trees have not grown for several years now. Hand watering trees is not a great long-term fix for replacing trees. They will not get the amount of water they need to establish deep roots and they will grow to find water, buckling the sidewalk. What we have on Main Street was not designed by a landscape architect. If you look at Richfield Main Street, it was redone to keep vegetation in mind. It was done by a landscape architect. Ross recommended an Elm tree as it is a tolerant and hardy variety. There is a snow crabapple tree that is very pretty as well as a frontier elm.

If we can move forward with replacing trees and the water system, we should work in the watering of the hanging flower pots also.

The next step would be to talk to Paul Bittmenn about our plan for hiring a landscape architect and a plan to move forward. Danny mentioned the money that he received for the Rural County Grant could be funneled into the same area. Anthony, Scott, and Danny will make an appointment to speak to Paul, then we will make a plan to speak to the City Council about moving forward.

***Motion:** Maria Twitchell made a motion to speak to Paul Bittmenn regarding our desire to hire a landscape architect. Chris McCormick seconded this motion and all present unanimously approved.*

Scott asked that in the meantime we should get the few trees trimmed that need it, when the weather permits.

### **Discussion Regarding Legislation to Remove Economic Incentives for Retail**

This is a Bill that would change the incentives for retail development. This is mainly from things that have occurred in Northern Utah, with the competition between cities for box stores. Smaller retail incentive is the way to go and to spell it out so that it can still cover all cities and sizes. The desire to include affordable housing into these retail spaces as a mixed-use area is a plus too.

### **Utah Main Street Program**

We are going to apply for this grant which should allow us to hire a person to administer all the things we have planned and discussed in this committee. Chris mentioned that Sophie would be able to assist in writing this grant as part of her Vision 2050 position as it aligns with the Vision 2050 Iron County project, but it should not take away too much time from her already busy schedule.

This Admin position and a Façade Incentive Program are what Maria feels like we should use this grant for. Using some of the RDA funding was our previous discussions. Submit grant for \$30,000 for admin and façade incentive program. This admin position includes assisting with administering grants, which may be project based, travel and attendance at the Main Street Program Conference. It would be great to have the admin assist with the creation of a 501c3 or a 501c6. This way we would be able to get more funding.

Chris McCormick mentioned that Carter Wilkey would be a good contact for grant writing. He has been attending some grant writing courses and he could be valuable.

A lot of discussion on if this is even enough to offer for incentives. Danny feels that even last time, the façade improvement grant they did through the CRA was 80% up to \$50,000, where it ended up the business or property owner put far more investment into their property than we gave back in incentives.

***Motion:** Scott Phillips made a motion that we move ahead with the grant application for \$30,000 with \$10,000 going towards an Admin position/consultant and \$20,000 to go towards a façade improvement program. All of these will need matching funds. Evan Vickers seconded this motion and all present approved unanimously.*

We will need a contract for this. Danny mentioned we could talk to Tyler Romeril about this.

#### **Other Business:**

**Update on Downtown Sign** - Danny offered some updates on the sign. He originally reached out to Decorworx and Kolob, they both worked on some different options, and we got a bid back from Decorworx and Kolob responded back that they are not equipped to do it and are not interested. Decorworx said they would come and present their options with opinions of what would work. He wanted to reach out to Kolob again but feels it would be in vain. So, without going with an outside source. Decorworx is the option we have. They gave us two options with color. Also, there is a light that is out on one side of the current sign that needs to be replaced. Maria mentioned it would be nice to see what kind of options and even ideas they may have. This has been a very popular spot for selfies and pictures. It would be good to have this updated well.

**Downtown Involvement** - Scott Phillips would like to know what we can do to help these downtown businesses to decorate and be a part of the downtown scene. Jennie thinks maybe some peer pressure. Success breeds success. Evan Vickers mentioned that he has tried to get businesses involved. There are some so supportive and others that are not. It is this committee's opinion that if we were able to hire an admin for the downtown, they could help administer the downtown businesses and try to drum up their support. Jennie has spoken to Brent regarding the Leavitt Group offices in the downtown about when they will be out of that building and he said 3-5 years. It would be nice to have that space back for dining or retail. We as a committee should try and decide what we want in that area and see if we can entice someone or incentivize what we do want in that space. To get those downtown businesses involved we should pound the pavement and not just expect them to be involved without some push on our end.

***Motion:** Scott Phillips made a motion to adjourn. Jennie Hendricks seconded this motion. All present approved.*