

## **Historic Downtown Economic Meeting**

Thursday, March 7, 2019, 5:30 PM

**Council Present:** R. Scott Phillips

**Historic Downtown Economic Committee Present:** Jennie Hendricks, Michelle Jorgenson, Chris McCormick

**Staff Present:** Brad Abrams, Danny Stewart

**Others Present:** Justin Stein

**Call to Order:** Chris McCormick

**Pledge of Allegiance:** Chris McCormick

**Approval of Minutes:** N/A because meeting didn't have a quorum.

**Public Agenda:** None

**Business Agenda Item One:** Update on last HDEC Meeting

**Chris McCormick:** Let's start with the first item on the agenda, which is an update on last month's meeting from Jennie Hendricks.

**Jennie Hendricks:** We had a productive meeting last month and moved much through. We wanted to deal with low-hanging fruit type items for our downtown, such as benches, trash receptacles, decorative pots, flowers, etc.

**Scott Phillips:** What we were talking about on the benches was to take our existing benches and move them back against the buildings. And the need for additional trash receptacles, which I'm planning to ask for in the 2018-19 budget. We've had numerous requests for trash receptacles from businesses. I'll let Jennie talk about the flowers, etc.

**Jennie Hendricks:** We never really resolved that. We are not going to be able to rely on the business owners to maintain flowers. I think we need to figure out a way for the City employee to be responsible. Maybe that would be something that we charge the downtown businesses for. We can explore that.

**Scott Phillips:** Some kind of assessment of sort because I'm sure that the Parks Department is going to say that their people are stretched. If they were to take it on, they would possibly need another person or more hours.

**Jennie Hendricks:** I think that you could talk most of the downtown businesses into contributing a small amount. The consensus was that it will be inconsistent if we rely on the business owners to maintain the flowers, etc.

**Chris McCormick:** Do we have any idea of costs for the blade signs, trash receptacles, etc.?

**Scott Phillips:** I don't know about blade signs, but the trash receptacles are about \$500.00 each.

**Jennie Hendricks:** Evan Vickers paid \$1,000 a piece for his blade signs. We talked about exploring if there is a way to get the same look at a lower cost or is there a way to give businesses seed money?

**Chris McCormick:** My thought is that if we can get 10 or 20 of these and maybe get some assistance from the RDA.

**Jennie Hendricks:** I will call Decorworx and find out.

**Scott Phillips:** Danny, as far as you know, we haven't had any major expenditures with the RDA in the last year?

**Danny Stewart:** There have been expenditures with the downtown Christmas lights. There haven't been any huge ones, except for Lins.

**Scott Phillips:** Do you think that there a possibility of having some type of funding source for a sign program to assist businesses in the future?

**Danny Stewart:** I'll have to look at the budget and talk with Jason. I would be happy to do this. We may want to look at the sign ordinance in case it needs to be adjusted.

**Jennie Hendricks:** Is this something that the City Council wants to take on this year?

**Scott Phillips:** If the funding is there, I think that there might be an appetite for it. I just don't know.

**Jennie Hendricks:** Maria, sent out this fabulous spreadsheet and it refers to some of the funding opportunities and grants available.

**Chris McCormick:** Another thing I wanted to bring up was that when the Mayor put together this committee, did she allocate any funding for this committee?

**Scott Phillips:** No, they didn't, and another request this year will be to ask if we could get an allocation for this committee. Because when organizations come before us and ask us for support, we should be able to help them out with an amount. I'm going to request money for this committee. They can't expect us to do some economic enhancements without some type of collateral to go through with it.

**Michelle Jorgenson:** Who does the grant writing for the City?

**Danny Stewart:** Each department manages its grants. We don't have a City grant writer.

**Michelle Jorgenson:** Have you had success in obtaining those? Would it be better to have a grant writer?

**Danny Stewart:** Some departments rely on those— for example, the Leisure Services, the Police and Fire Department.

**Scott Phillips:** Yes, and unfortunately those go back to that department, but it's not for the general community. The City did have a grant writer at one time, but the position was eliminated during the recession.

**Chris McCormick:** I just looked at what we've been doing. With Better City, we went out and raised the money, and when the Cedar City Music Fest came to us, it was the people on this committee that spent their own money. This will be short-lived.

**Scott Phillips:** I think that this is the kind of thing that needs to come before the City Council so they can act on it.

**Chris McCormick:** Let's go back to the things we've been talking about. The blade signs are one thing, but have we identified how many trash receptacles we want and where we want them?

**Scott Phillips:** I don't know that we've identified exactly where we want them, but I do know that we need at least ten more.

**Chris McCormick:** In order for us to make the best case, we probably need to have a map that shows the current ones etc.. Do we know how often they have to be emptied?

**Scott Phillips:** I've asked that question before, and there isn't much clarity from the City on who empties them. The Parks Department isn't sure who empties them. I'll follow through on this and get with the City Planner and come up with a map of suggested locations.

**Chris McCormick:** And the same with benches. Do we want just to move the original ones back?

**Scott Phillips:** Initially, I think so, but I'd like to see them extend down 200 South and along Center Street. Danny would we have any information on how much those benches would cost?

**Danny Stewart:** If anyone has that it would probably be Kit.

**Scott Phillips:** Would you check with him about this?

**Chris McCormick:** What if somebody wanted to purchase a bench and put it in front of their shop. We probably should reach out to the business owners and see if they would be interested.

**Scott Phillips:** I don't see a problem with this.

**Chris McCormick:** I'm just looking for that low-hanging fruit that we can do quickly. Another thing for us to look at again is the downtown cleanup. It's amazing the difference after you clean up the street.

**Scott Phillips:** Is that something that we need to do in the Spring?

**Chris McCormick:** I would rather do this in Spring than the Fall. Spring will have the best impression on people.

**Scott Phillips:** If that is something that we're going to follow through on we better look at a date right away. The University is out earlier this year. How do we want to follow through on this? What about the weekend of April 27th?

**Chris McCormick:** Yeah, I think that this would work great. I'll get with Maria and talk with her about this, and then send out an email.

**Jennie Hendricks:** Do we have an agenda of what we are going to talk about to City Council. Do we need to put together a subcommittee?

**Scott Phillips:** I think that you should put together a subcommittee to present this to City Council.

**Chris McCormick:** I'm willing to do this with Jennie.

**Scott Phillips:** See if you can get Mark Baruffi to come because he has some good ideas.

**Jennie Hendricks:** That was the next part of reviewing last month's meeting. I did send an email regarding Center Street to Mark Baruffi and Steve Nelson. Is that still moving forward?

**Scott Phillips:** It's still moving forward. I was waiting to find a time that will work for both of them.

**Jennie Hendricks:** We had also talked about reactivating the Downtown Alliance. Heather Richmond and I have taken this on, and we've got a packet of information to help guide us, but I don't know that we will follow this. My vision for what the downtown business group needs to be is, speaking with one voice on behalf of the downtown area to help streamline things with this committee and the City Council. Also, we want to be a conduit for accomplishing the sort of things we've been talking about—bedrooms, signs, etc. In regard to the RDA grants, we need to make sure that the money handed out to businesses is put to the best use, and not just handed out to businesses that won't be around for a while. If the Downtown Alliance is organized, I would like to offer the possibility of running those grants through this organization and then setting some criteria to guide this process.

**Danny Stewart:** I could get you the information on the entire program. There were fairly extensive criteria involved. There were four types of grants offered. The downtown business group at the time was pretty thoughtful and followed some models. We had a sign grant to bring signs into compliance. We had a tenant improvement grant, where businesses had to match 20% to 80%. We had a lease grant, which was eventually pulled. And then we had another grant for bike racks, benches, and those sorts of things. I can get you the applications and data on this program. The interesting thing is, that the one that proved to be the most valuable was the tenant improvement grant.

**Jennie Hendricks:** That would be great. Any information you've got would help.

**Danny Stewart:** I can get that information and make a presentation at this meeting.

**Scott Phillips:** I support the notion of having the Downtown Alliance be a conduit for this, but I would warn or suggest that those recommendations then come to this group since we are the ones making the recommendations to the City for the RDA funds.

**Chris McCormick:** One of the things that the Chamber did for years was the business of the month, and then after granting the award the next year they would be out of business. We changed the criteria on this, making it a requirement to be in business for two years. Perhaps we should have a similar business requirement to protect any investment made.

**Chris McCormick:** I think that we need to put together a meeting, so we can present this before City Council. Let's get this on the agenda for March 27th.

**Scott Phillips:** Do you mind if I give a quick update on bike racks? I just returned from the Utah Bike Summit, and I think that we are going to get at least six bike racks in the downtown area in the Spring. There may be some push back. I know the NACo group would like artistic bike racks, but the bicyclists want functional. We are going to come up with something functional that includes the City seal. We have identified the six installation spots.

**Danny Stewart:** Let me suggest before you send that in. I know that a lot of the light poles were done, and Festival City was more prominent in the seal. However, in the recent change, Cedar City is more prominent. I can get you the updated seal.

**Scott Phillips:** I'm going through the City Planner, so maybe you can coordinate with him. In the future, we would like to install bike racks once each year. We would let businesses request them and the City would install them during a specific time each year.

**Business Agenda Item Two:** Develop a list of "low-hanging fruit" projects, identify who will be taking responsibility for each project, and develop a timeline.

**Chris McCormick:** The next agenda item we have already covered, which was to develop a plan to take care of the low hanging fruit.

**Scott Phillips:** One question that I had was with Downtown Business Alliance, we need to see if the businesses would be willing to kick in money for the plants and other things downtown, and then I would sit down with Leisure Services and the Parks Department and address what type of compensation and time requirements may be needed.

**Jennie Hendricks:** Can we work on this in a parallel fashion? I'll try to get some input from the business owners.

**Scott Phillips:** Yes, absolutely.

**Business Agenda Item Three:** Discussion of Presentation for Mayor/Council

**Chris McCormick:** We have also discussed the 3rd agenda item as well, which was putting together a presentation for the Mayor and City Council.

After we meet about this, I'll send out an email to everyone.

**Scott Phillips:** I would reach out to Maria Twitchell about this as well. She would be a great one to have on your subcommittee. It would also be great if as many members as possible could be at the March 27th City Council meeting.

**Business Agenda Item Four:** Update on Opportunity Zones

**Danny Stewart:** I have copies of the maps for everyone, but I also wanted to share this online map at [locate.utah.gov](http://locate.utah.gov), which is really the best map of them all. Did everyone here attend the Opportunity Zone meeting and get a chance to meet Patrick Mullen. I make it a point to meet with Patrick on a weekly basis. He will be in town next Tuesday. We also have an intern working on several things, he is working on getting our downtown businesses list up-to-date, but he will also be working on an inventory of the most shovel-ready projects within our Opportunity Zones.

**Scott Phillips:** Just looking at this map, I would suspect that the area around Cedar Middle School and the Aquatic Center are not in the Opportunity Zone.

**Danny Stewart:** That's correct. I think that the areas that we have in Iron County are very ripe for development.

**Jennie Hendricks:** In one of the presentations that I attended, it seemed like there were some approaching deadlines that we should be aware of.

**Danny Stewart:** Yes, those are the deadlines for investors to take advantage of the 5 and 7-year investments. I think that the majority of investors are going to be looking at the 10-year investment, but you're right, they are coming up, not this year but the following year. I'll make you aware of one more thing. You have probably heard something about the hub-and-spoke model for the inland port— the idea of reaching beyond Salt Lake City into other areas of the state with the inland port. With our opportunity zone along our rail spur we may have an area for an inland port. I've been in communication about this with the interim director and board members of the inland port. Do you have any further questions about the Opportunity Zones?

**Scott Phillips:** So, looking at this map here, everything we've been talking about downtown on this block would fit in the Opportunity Zone.

**Dan Stewart:** Yes, and we're making some good contacts in this area. One thing that's been discussed in regards to Redevelopment Areas, I spoke with the County, and from their perspective, it's extremely difficult to have a large project area defined, and then have multiple projects started within it.

**Scott Phillips:** Really.

**Dan Stewart:** I need to reach out to the State Redevelopment Association, but they've been busy with the legislative session. The County would like me to learn if it may be easier and more effective to create project-specific RDA's. If we designate a large area it can become difficult with the property tax collections and distribution, etc. That's some expert advice that I need to learn from the State Redevelopment Association.

**Scott Phillips:** That would be helpful to know because our intent is to try and have this ready-to-go when that large project comes along.

**Danny Stewart:** I've worked with a member of the Redevelopment Association, he actually works as their legal counsel, and has worked on multiple solar project areas. I'm putting a question together to send to him as well as the Redevelopment Association.

**Chris McCormick:** Let me ask a quick question. One of the things we are trying to do is protect and define an area so potential investors will realize the type of growth we are looking for.

**Danny Stewart:** What the City has done in the past to regulate this, is with City zoning where there is a specific zone for historic downtown. It's not formally a redevelopment area.

**Chris McCormick:** I think we need to define the area on the map, so people can see the City's intent.

**Danny Stewart:** And that exists right now, I can send you the links.

**Chris McCormick:** We just need a way to show the area that City intends to develop, so people see the potential.

**Danny Stewart:** That might be the best way to do this, instead of a state statutory project area plan.

**Business Agenda Item Five:** Update on Balancing Nature and Commerce Workshop

**Chris McCormick:** The last agenda item is an update on the Balancing Nature and Commerce Workshop.

**Brad Abrams:** I thought their discussion of Green Infrastructure was important, and how open space can be used with the principle of cluster development in neighborhoods. What resonated with me was the idea that we need to create neighborhood identities and a lot of the governance of these can be administered through CC&Rs and HOAs...

**Chris McCormick:** To his point, one of things they pointed out was that a lot of the builders just get in the habit of building and they don't really look at green space. They used the example of the golf course, and that 70% of people that live around it don't play golf, but they pay a premium for the green space. If you put houses back-to-back and have green space the value of the area may increase.

**Brad Abrams:** Yes, and I know the USU Charrette also looked at green space.

**Chris McCormick:** There was a lot discussed. I think a community style guide is very important whether it is mandatory or not. Maria has an example that I'll email out to everyone. One of the important things we talked about, was how do we incorporate Vision 2050 in a way that it blends with the City's general plan? Everything dovetails, we all cross multiple boundaries, and we need to work together collectively. How can we make this something that is a support body behind the City plan? If you read the City general plan there are so many things in there that have been missed over the years. If we can partner with the City, and other organizations collectively, it will be a real added value to the City in helping the plan move forward. This is how we can create a big win for everybody. The great thing was that this committee really came together and started putting timelines together.

**Brad Abrams:** We set timelines to make Vision 2050 a possible nonprofit that would then be able to maintain the vision over a longer period of time.

**Chris McCormick:** And one of the things in that, is that the Mayor could appoint someone from the City to be on the committee.

**Brad Abrams:** The main goal for the group was to materialize what Vision 2050 is, get it branded, presentable, and out there, so we can take it to City Council. One of our committee's tasks or tactics was to get an executive summary written to encourage buy-in.

**Chris McCormick:** We still have a number of focus groups to take place. We've had several people from the City, and I'm grateful for the support we have been getting. I see the potential for Cedar City.

**Scott Phillips:** Monday was the deadline for the outdoor recreation grants, and we could of received money, but I didn't know how to define the project.

**Chris McCormick:** There is always next year.

**Brad Abrams:** We should have a written summary of the committee's work sometime soon.

**Scott Phillips:** Motion to adjourn this meeting

**Jennie Hendricks:** Second.

Adjourned