

Historic Downtown Economic Committee

Thursday, July 2, 2020 5:30pm

Council Present: R. Scott Phillips

HDEC Members Present: Maria Twitchell, Evan Vickers, Jennie Hendricks, Chris McCormick

Staff Present: Danny Stewart

Minutes: Megan Anderson

Call to Order: Chris McCormick

Pledge of Allegiance: Michelle Jorgenson

Approval of Minutes:

Last month's minutes are not currently available, we will need to approve 2 sets of minutes next month.

Public Agenda:

No public in attendance

Business Agenda:

Item #1: Downtown Sign Update – Scott Phillips

Last month the sign was approved, now we move the approval process on to city officials to move on with it. We want to get the designer paid for his work. Currently looking at who can make it for us. Would like to get it done as soon as possible. Maria would also like to know where the other Historic District signs need to be placed as she has that money for that now in her budget. She will work with Don Boudreau on placement for those signs.

Item #2: Center Street Design Update – Scott Phillips

Center street design, as far as UDOT there is not any new information. However, the City has started getting ready to place the light poles and banner poles. They are expected to be done for the Christmas season to have the lights. From main to 100 W with trees as well. All Christmas lights will match the Main Street design. Looking forward to the lines across being able to be used for other things occurring in the area. The historic signs are expected to go near Coal Creek Rd and another on 200 S. Maria is certain that she will be able to get those extra signs needed. The committee would like Maria to work with Don to place these signs.

As far as the design on Center St. There was some confusion with UDOT. They thought that they asked UDOT to provide something different. However UDOT was expecting to hear back from us. They will

then move forward with the design the City provides to them. The City will also provide the budget for the changes. Discussion of making this a priority with the City so that we can get moving on a budget for this to happen sooner than later. Let us take the three versions the State provided and decide exactly what it is we want through that area. Scott Phillips will try to have these three versions available to us prior to next months meeting. Also, there will be iron grates around all the current trees soon, as well as the new trees. These grates will replace the bricks and rocks currently around the trees.

Item #3: CARES Act Funding for Businesses - Chris McCormick

CARES Act funding. Chris has met with Dan Jessen this week to set up a committee to start reviewing applications for the CARES Act money. They are looking forward to getting our local businesses some money in the way of grant form. The city is purchasing some hand sanitization trailers to have available at events with some of their CARES Act money. This CARES Act is very restrictive on what can be purchased. There is a timeframe of use for the money received and that is end of November. There is not any talk of more money becoming available but maybe some loosening of the restrictions. Dan is just going through all of it with a fine-tooth comb, because receiving the money would more than likely be an automatic audit.

Item #4: Downtown Business Alliance Meeting - Jennie Hendricks

Downtown Alliance meeting. They haven't met again. It is not looking like the CARES Act will really work with what their plan was. The plan was to assist these businesses on teaching them how to market differently now that things have changed for them with the pandemic restrictions. Suggested speaking to Steve Lisonbee with helping these businesses.

Item #5: Christmas Market – Chris McCormick

Christmas Market. Shakespeare is very eager to get this going, even if it is a small event. Thinking they will need to be very non-restrictive availability for those that want to participate. It will take place at the Beverly Center within the trees. The Chamber board supports this as far as on the Chamber side. This is planned to go for a period of two weeks, with some days off mid-week. No specific date yet. The Chamber was the group that put the idea of the Christmas Market out there. Yet, they want to get as much assistance as possible. Recommend having the Renaissance Faire group assist. There are people with the Shakespeare Festival that could build these things if there is the money for it.

The City has committed up to \$10,000 a year if we have a plan and can bring it to the City with a plan to see if this would be something, they would be willing to do. Marketing, building, and what it is they want would cost far more than the \$10,000. But, if we were to use that money to be a base, there could be some building upon that. Maybe this is something we could do in a step by step planning, starting this

year do something small, like build some of the buildings this year. Then something more as the years go on. Maybe have a meeting with Shakespeare and see what they are willing to do too. This would be something that would carry through the different seasons. Would CARES Act money be able to assist with the Shakespeare being able to use more throughout other seasons.

The question was brought up, "Is there anything else that this committee could use that money (the \$10,000) for between now and December"? Other events and venues? One of the things the committee has discussed using that money, is to create way-finding signs.

We do need to figure out what our priorities are as a committee, as well as with the money.

Item #6: Food Trucks Parking – River Tiffany

Food Trucks – River Tiffany – not in attendance

Evan Vickers mentioned that he attended a baseball tournament and without the snack bars being able to be open, why don't we make it available to have these Food Trucks be able to attend these events and other tournaments like it – could we get these food trucks to come to these events. It is believed that current ordinances make it so that is not something that can be done. We should really look at getting this ordinance changed.

Item #7: Other Business

Other Business:

Evan Vickers let us know that in the last special session adjusting the state budget. The money that goes to the small business from the state was cut. That is not all their funding, and they can still function to a certain extent. We will do what we can to restore that when things normal out. But for now, it has gone away. This is the BRC portion that was being administered through GoED. There is still SPDC Federal money, but the state money is gone.

The Rural County Economic Development grant program, some of the funding was cut but there is still some funding available. Our economic committee that has been formed to go along with that, has pointed out some areas for funding and part of that is to help BEAR and now they will have to reevaluate that with the committee.

Shakespeare money has been cut. Summer Games money is different because it is ongoing money and a little more secure. But it has been halted. Overall, the budget cut was less than 2%. Just went back to base budget and cut 2%. The new money never did materialize. Money being put into the working "rainy-day" money is something that is put into one-time projects and be recycled. These projects were postponed so that it could be used to restore a lot of the budget.

GoED has their programs coming out soon, Shop in Utah grant and Commercial Rental Assistance program that has been simplified. Do we want to pursue these? And we should make sure that businesses know about them? This is tied into the Legislature in a special session which is part of the CARES Act money. The Shop in Utah is a grant that entices small business customers with incentives. It seems it is a grant but in the end you as a business you would need to follow up with a discount that would match the amount of the grant.

What is the feedback from businesses? In a survey sent to the businesses, it was about 52% say that this was a major hit for them. For Evan front end was up in March, then down a little in April and May bounce back and June up 20%. Selling a lot of PPE. On state level, car dealers have sold a lot of their inventory and cannot get more. ATV's are sold out and dealers are taking money down on future orders. These sales are not going to repeat itself. Stephen Wade sold 864 cars in April. Forest Service and BLM have reported never seeing years like this in terms of use, in terms of recreation use. TRT is down, but restaurant tax is up. It seems the locals took it seriously in shopping local. It would be nice if this Shop local trend would stay.

Meeting adjourned 6:21