

**NORTH OGDEN CITY
ECONOMIC DEVELOPMENT COMMITTEE
MEETING MINUTES**

November 17, 2020

The North Ogden City Council convened in a regular meeting on November 17, 2020 at 6:32 p.m. at <https://us02web.zoom.us/j/82794709954> Webinar ID: 827 9470 9954 or Telephone Dial: US: +1 669 900 9128 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 301 715 8592. Notice of time, place, and agenda of the meeting was posted on the bulletin board at the municipal office and posted to the Utah State Website on November 12, 2020. Notice of the annual meeting schedule was published in the Standard-Examiner on December 22, 2019.

Committee:

S. Neal Berube	North Ogden City Mayor	
Blake Cevering	City Council Member	
Ryan Barker	City Council Member	excused
Terry Bexell	Committee Chairman	
David Gordon	Committee Member	
Frank Hare	Committee Member	
Jenice Jones	Committee Member	
Shawn Maynard	Committee Member	
Jay D. Dalpias	Committee Member	
Brandon Fessler	Committee Member	
Bruce Sherrod	Committee Member	

Staff:

Jon Call	City Manager/Attorney
Annette Spendlove	City Recorder
Evan Nelson	Finance Director

Chairman Terry Bexell called the meeting to order and Committee Member Jay D. Dalpias offered the invocation and led the audience in the Pledge of Allegiance.

Chairman Bexell mentioned that last month's meeting was a "bust" as there were only a couple of people involved, and they adjourned early because there was not a full quorum. Three more are leaving the committee: Frank Hare, John Boyer, and Lisa Dahl. Chairman Bexell acknowledged a combined time of 15 years of service and stated the Mayor and the entire City would like to thank them for their time, ideas, and participation. There was then a brief discussion on term limits.

Some new committee members joined tonight including Jay D. Dalpias, Brandon Fessler, and Bruce Sherrod. Chairman Bexell expressed appreciation for their commitment and expressed a hope that they would be able to get some things accomplished. He mentioned he had been

involved for three months. He watched a lot of good things that EDC has done over the years. He noted that there would not be a meeting in December.

CONSENT AGENDA

1. **DISCUSSION AND/OR ACTION TO CONSIDER SEPTEMBER 15, 2020
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTE**

There was no discussion.

2. **DISCUSSION AND/OR ACTION TO CONSIDER OCTOBER 20, 2020
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

There was no discussion.

Committee Member Jenice Jones motioned to approve September 15, 2020 and October 20, 2020 Economic Development Committee meeting minutes. Committee Member Dave Gordon seconded the motion. All in attendance voted in favor. The motion passed unanimously.

ACTIVE AGENDA

3. **PUBLIC COMMENTS**

Chairman Bexell asked if there were any public comments.

Frank Hare then asked if he could make a comment. He thanked the committee for having him as a member. He talked to Mayor Neal Berube yesterday and left a couple of ideas with him. Frank Hare expressed a desire to continue to help in some capacity.

Blake Cevering then asked if the new members could introduce themselves and give a brief background explaining why they thought they had been selected for the EDC.

Jay Dalpiaz stated it was great to be a part of the committee. He was involved in North Ogden City matters for the last few years. He spent his whole life in the Ogden area. As for his background, he is in sales, with Market Star in Ogden. He said he could bring to the table the business development side of things. If the committee should need any help calling on businesses, he would be happy to help in that way.

Brandon Fessler stated he was relatively new to North Ogden. He originally grew up in Salt Lake City. He spent some time in Seattle. He came from a long line of people who believed in getting involved in the cities in which they lived. He said he had fallen in love with the North Ogden area and he wanted to give back. He noted that he had a strong finance background. He spent time with Rocky Mountain Power and G.E. in Salt

Lake, and then he found himself in the ski industry. He was currently the general manager at Nordic Valley.

Bruce Sherrod stated he has lived in North Ogden for twenty-six years. He works for Granite Construction, operating one of their facilities in Willard, Utah. He said he brings construction skills to the committee. Granite took care of some of the work on 1700 North. North Ogden means a lot to him and his family. North Ogden would probably always be home to them. If there was any aspect he could bring to the table to help develop the area and bring some revenue, he would do so.

Mayor Berube inserted that he would like other members of the committee to introduce themselves as well.

David Gordon is the owner of DML/Quality Quick Print, which is located behind Lee's Grocery Store.

Jenice Jones lives in Pleasant View and has a business in North Ogden called Jones Shirts and Signs. She's has had that business for 20 years. She has been on the committee for quite a while. Former Mayor Harris had invited her to be on the committee.

Blake Cevering is a member of the City Council. He has been a resident of North Ogden for 54 years of his life and was proud of that fact. He is a broker of his own real estate company, the Blake Cevering Realty Group.

Chairman Bexell has been a resident of North Ogden for over 40 years. He has been a personal financial planner for about 36 years. He noted that he has an automotive background. He moved to North Ogden in 1978, when Washington Boulevard was just two lanes each way with no center divider, with canals running on both sides. He said there were very few businesses in North Ogden at that time.

Chairman Bexell asked Mayor Berube to introduce himself. Mayor Berube said he has been a North Ogden resident since 1982. He lives by the mouth of Coldwater Canyon. He went to school with Chairman Bexell and Annette Spendlove at Ben Lomond High School. He graduated from Weber State University and is a CPA. He is currently the Chief Executive Officer of Associated Food Stores. He raised his family in North Ogden, and it is a great place to live. He has three grown sons and a few grandchildren.

Annette Spendlove, City Recorder, moved to North Ogden in 2001. Like the mayor said, she went to Ben Lomond High School, and graduated from Weber State University. She is the mother of seven boys and one daughter and became the City Recorder three weeks after moving to North Ogden.

Jon Call, City Manager/Attorney, moved to North Ogden in 2012. He grew up in Plain City. He is an attorney by training and a city manager by day. He enjoys the City and does not plan to leave.

4. **DISCUSSION AND/OR ACTION TO CONSIDER THE ECONOMIC DEVELOPMENT COMMITTEE CHARTER**

Chairman Bexell mentioned there had been discussion regarding the charter in the September meeting, noting it had been approved, except for a change to the first sentence which now included the words “increases sustainable economic growth.” As far as the grid went on the lower part of it, Chairman Bexell was going to sit down with the Mayor and the City Manager and talk about goals and budget. He would also like to pick the brains of staff with regard to finances. He asked if there were there any questions/comments on the charter before it was recommended for City Council to consider.

David Gordon suggested it might be a good idea that out of the eight members of the committee, 50% need to be business owners, not including the City Manager and other officials. Jenice Jones agreed.

Chairman Bexell admitted he did not think that should be in the charter, because by stating 50% should be business owners, it was implied that 50% should be just citizens. He stated that it would be a good goal even if it was not specifically outlined in the charter. Chairman Bexell asked the Mayor what he thought.

Mayor Berube stated that a percentage goal would be a good guard rail so there was a good representation from business people, but it was unwise to put that into the charter as it becomes limiting.

Jay Dalpiaz asked David Gordon to explain his reasoning more thoroughly. David Gordon explained that when business owners got together, they discussed how to get more business to come into the City. Non-business owners did not always see the unique problems associated with that goal such as signage, speed limits, etc. Business owners pay a lot of taxes to be in the City. He believes the unique perspective business owners should be prevalent on the committee.

Jenice Jones mentioned, as an example, that non-business owners wanted a tree lined street, but did not realize the impact on businesses of having signage blocked from view. If you're not the one running the business, you probably don't understand those things. Bruce Sherrod had been a business owner for ten years, owning Rhino Linings of Willard. He understood the perspectives and could see the issue from both sides. Brandon Fessler emphasized balance—seeing the world from both sides. As long as there were people who represented both sides, there would be balance and variety, and there would be better decisions.

It was noted that all committee members were approved by the City Council, and at least right now, the Council and the Mayor were very business oriented. He liked the term

balance but preferred to let the committee police itself rather than dictating through the charter.

Chairman Bexell pointed out that economic development was the main purpose of this committee, yet they were not the decisive body; that would be the City Council. Even if this committee were heavy on either side of a balance, it would not make a difference, because it was not up to the committee, ultimately. The committee's job (whether comprised of business owners or not) was to promote business inside North Ogden to the entire community. There are a lot of businesses that people of the City do not understand. The idea of mandating that the committee be comprised of business owners at a 50% rate had merit, but he did not want to limit the committee.

Blake Cevering recommended that it might be good to bring some individuals who owned businesses outside of North Ogden into the meeting to discuss with them their perspective on working with other cities. There may be some things done in other cities that might complement efforts of the North Ogden EDC.

Chairman Bexell summarized his position by stating that even if someone did not live in North Ogden, but had a business there, they were valuable to this committee. Alternatively, perhaps they lived in North Ogden, but operated a business elsewhere. He was not in favor of limiting this committee by residence inside the City limits of North Ogden, nor by whether they were a business owner. Names of people to serve could come from Bexell or others, but they were always approved by the City Council. There is plenty of oversight on this, so we do not want to impose restrictions.

Mayor Berube said the idea of a balance was particularly good, and that he would keep that in mind as he recommended names to the City Council, even if not mandated by charter. Chairman Bexell underscored his appreciation for the input from David Gordon.

Mayor Berube noted there may be businesses who want to come into the City as competitors for businesses already there. They needed to be all-inclusive and open it up to all businesses that made smart growth in the City. Chairman Bexell proposed a motion on the charter so the Mayor could present it to the City Council.

Committee Member Blake Cevering motioned to accept Economic Development Committee Charter for recommendation to City Council. Committee Member Bruce Sherrod seconded the motion. All in attendance voted in favor. The motion passed unanimously.

5. SPEND IT IN NORTH OGDEN SUBCOMMITTEE REPORT

Jenice Jones led this discussion, noting there was a "Spend It" subcommittee working on this item.

Banners promoting “Spend it in North Ogden” would be going up soon. There were 27 more banners than what they already had, which will be soon be distributed. Another idea was to have a form on the City website which businesses could fill out with information: Business name, address, e-mail, phone, website, any products/services they offered. There would also be a place for a picture. The subcommittee would like to put all that information in a searchable directory, so that if people were looking for something in North Ogden, they could see what the businesses offered. People did not always know what businesses there were and what they offered and might drive out of town because they knew of a business in the other town. Spend-It stickers that matched the banners could be given to the businesses as they renewed their licenses. It could bring unity. It would add about \$1.25 to each business license for this.

The subcommittee talked about doing a monthly spotlight on a business. The spotlights could go into water bills, magazine, or on Facebook. Finally, the subcommittee had the idea of a business directory that listed all the different businesses in the City. This could help meet the needs of those who were not relying on digital means to find out what businesses were available.

Chairman Bexell praised all the ideas and invited discussion.

Blake Cevering called to the committee’s attention what he had noticed in Draper City, which they call “Draper Deals.” With the Affordable Care Act money (for COVID relief), they were funding three \$10 gift cards per household to be used within Draper City. Jenice Jones stated her subcommittee had considered something like that but they were not sure how it was being funded. The problem they saw with that was how a business would process the gift cards. It might help to learn how from Draper City. Blake Cevering suggested looking at the Draper City website to learn of the details.

Chairman Bexell added that he had seen some money being used in Salt Lake City similarly. He asked Jon Call if North Ogden had any money available to be used like this. Mayor Berube interjected that this was something he and Chairman Bexell had talked about. The County received about \$500,000 from the ACA, but one of the provisions for a business to accept the money was that they had to have decreased revenues and profitability. Grocery stores in the area, for example, had not decreased revenue and profitability, so would not be able to accept the cards.

Jon Call then confirmed that the ACA funding was for businesses that had been impacted by COVID. He was not sure how Draper was running its program. They may have dedicated some other funds on top of the ACA funds. In general, the money the County had gotten from the Federal Government needed to go to the type of programs they had approved. The County was also on the end of the window of the time frame to spend the money and should be reporting use of funds in the next week or so. It might be a little too late to get a program off the ground, even if it did qualify.

Mayor Berube was eager to look at any program that incentivized people to shop in North Ogden. It was discouraging to see posts on Facebook about people shopping outside the City. There was much growth to be had organically if that leakage could be stopped. David Gordon asked if RDA or CDA would be a source of funds. Mayor Berube suggested Jon Call answer that question.

Jon Call replied that there might be potential with RDA money because of rules that were written back in 1991. There would not be any CDA money available because the rules were much stricter under the current community development area standards.

Mayor Berube noted that there was a list of businesses who qualified for grants from the \$570,000 given to the County. He was open to trying to find a way to incentivize. Sherrod then suggested that beyond the “how do we fund this?” question is a larger issue, which was the excitement of a few dollars of gift card money motivating people to walk into any business and spend \$30. So maybe there’s not a pot of money behind it, but the businesses themselves may be willing to take a \$10 hit to make \$30.

Mayor Berube suggested a “Shop North Ogden” day, in which the City contacts businesses in advance to see if they would participate on that day. In the grocery industry, there were days which were slower, so one of those days could be chosen. He expressed appreciation for the idea to try to incentivize people to shop at home.

Bruce Sherrod suggested printing an actual card for someone to have in their hand, which tends to be more motivational than a flier describing the deal. This could also help highlight businesses that are struggling.

Mayor Berube suggested that if they were all-inclusive (including grocery stores, which were not struggling) the amount of sales tax leakage that could be stopped would really help North Ogden.

Jenice Jones brought up the need for advertising. The subcommittee did not want to print a flier. They have considered Facebook and sending home information with school children.

Chairman Bexell thanked Jenice Jones for her time and effort. He asked when the banners would start going up. Jon Call answered that they had been picked up and they were just working out how they will be spaced evenly along Washington Boulevard.

Chairman Bexell mentioned the food trucks in the park that happened during the summer. He acknowledged they were a “COVID thing,” but they were fun, and he asked how they could use a similar concept to increase business in the City.

Mayor Berube suggested they ask the business for ideas on how to make it work and get the word out. Ultimately, they want the business to become strong and sustainable. He

would like to hear from the business owners on how to work out being in the “shop local” consortium.

Jenice Jones had talked to some businesses about whether they could accept gift cards with a redemptive value to the business. Reactions were mixed. She mentioned that there was a bank that encouraged shoppers to shop locally with a gift card, but there was software involved.

Blake Cevering suggested several advertising ideas. Once several days are chosen, advertising could be put into utility bills, Facebook, yard signs, and the North Ogden Connection. Jenice Jones made a note of all suggestions.

6. ACTION ITEMS TO ALIGN WITH THE MISSION OF THE COMMITTEE

Chairman Bexell led this discussion. Between now and January, he encouraged all committee members to think about what was discussed in this meeting, and come up with some other ideas. He wanted to hit the ground running in 2021. Hopefully, COVID would come under control so they could start getting out again. He wanted to strengthen the businesses they already had. If they were to get more business for the businesses they have, and added new businesses, it will help the tax base and take some of the burden off the residents. There is growth everywhere, and somehow, they needed to figure out how to fund needs with money other than property taxes.

Mayor Berube agreed that North Ogden could not sustain itself on property tax, or it would be an expensive city to live in. Organic growth was priority number one. Working with City officials to make it convenient for businesses to come into the City would be next. He looked at it as “smart growth.”

Brandon Fessler asked if there was anything in the charter about promoting new businesses to set up shop in North Ogden.

Chairman Bexell responded that he had been discussing this with developers. One developer mentioned that businesses being considered by Walgreens are a gym, Petco, Dollar Store, Bank of America, Zupa’s, and Panda Express. These are the kinds of things that would really help. By expanding business, it will encourage people to actually shop in North Ogden beyond just buying their groceries. Additionally, it is so important to support the businesses that are here now. It is a good idea for committee members to pair with a community member to go around to businesses to let them know how important their business is to the City, and what the City can do to help businesses. He would like to be doing this by next spring.

In summary, Chairman Bexell stated he wanted this committee to come up with additional ideas to talk about in January, and to understand their mission and the charter--all to help the citizens of North Ogden stay within the boundaries of the City to do their business.

7. **COMMITTEE/STAFF COMMENTS**

Annette Spendlove opened this segment of the meeting. Each year, by State Code, she had to notice, and the Council is to approve, the different committees and council meetings and their dates and times. She asked if this committee was going to keep theirs the same day and same time in the next year. Currently, this committee meets on the third Tuesday. The Committee members agreed they would continue meeting the third Tuesday of each month, at 6:30 pm.

Mayor Berube thanked the committee for their willingness to serve. North Ogden wants to grow in a way that fits the City. He mentioned the Council is very flexible. They are going to review the things that are inhibiting businesses that are not really protecting the City. The Mayor and the City Council are here to help.

Jon Call asked all to be looking for areas in the City that look nice and have worked very well, then call it to Staff's attention. We could use this to decide what kinds of ordinances we want to keep in place. If there are areas that are problematic, call that to our attention as well.

Mayor Berube reminded everyone that the City Council is looking for input on the plan of how to spend RDA funds to be used to increase business activity in the City. He asked for the dates and the amount of money involved. Jon Call responded that the RDA expires in 2023, and there is about \$2,000,000. This could be used for rehabilitating one of the existing developments, or to try to push one of the properties that have never developed as part of the RDA plan.

Jenice Jones asked if they were still looking at North Ogden Plaza. Jon Call responded that was a focus of their staff discussions.

Evan Nelson, Finance Director, pulled up a staff report and stated there will be about \$4,000,000 once the RDA stops generating money in December 2023. The City doesn't have to have it all spent by then, but they do have to have a plan.

Jay Dalpiaz commented on the list of businesses Chairman Bexell mentioned were coming to North Ogden. He mentioned that most large businesses had a comment button on their website where citizens could express a desire for a certain business to come to their town. He was willing to help get the word out so citizens of North Ogden could contact businesses in this way.

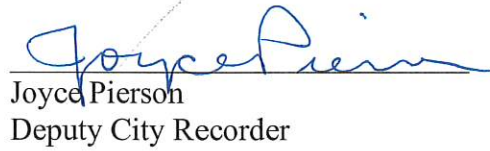
Mayor Berube stated he hoped all were talking to friends and neighbors about doing business within the City. Chairman Bexell also added his encouragement in this regard.

8. ADJOURNMENT

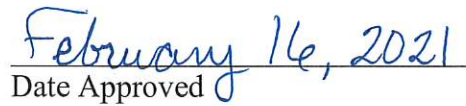
The meeting ended at 7:54 p.m.



Terry Bexell, Committee Chairman



Joyce Pierson
Deputy City Recorder



February 16, 2021
Date Approved