

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

September 15, 2020

The North Ogden City Council convened in a virtual meeting on September 15, 2020 at 6:31 p.m. at <https://us02web.zoom.us/j/85769000253> or by Telephone: US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 9128 or +1 301 715 8592 or +1 312 626 6799. 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 September 10, 2020. Notice of the annual meeting schedule was published in the Standard-Examiner on December 22, 2019.

Committee:

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|----------------|------------------------|--------------------|
| S. Neal Berube | North Ogden City Mayor | arrived at 6:42 pm |
| Evan Nelson | Finance Director | |
| Blake Cevering | City Council Member | |
| Ryan Barker | City Council Member | |
| Terry Bexell | Committee Chairman | |
| David Gordon | Committee Member | |
| Frank Hare | Committee Member | |
| Jenice Jones | Committee Member | |
| John Boyer | Committee Member | excused |
| Lisa Dahl | Committee Member | |
| Shawn Maynard | Committee Member | |

Staff:

| | |
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| Jon Call | City Manager/Attorney |
| Annette Spendlove | City Recorder |

Visitors:

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| Brenda Ashdown |
| Stefanie Casey |
| Jay D. Dalpias |

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

CONSENT AGENDA

1. DISCUSSION AND/OR ACTION TO CONSIDER AUGUST 18, 2020 ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Committee Member Jenice Jones motioned to approve August 18, 2020 Economic Development Committee meeting minutes with changes as noted. Committee Member Blake Cevering seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

ACTIVE AGENDA

2. PUBLIC COMMENTS

David Gordon asked for updates on various business development projects happening around the City, including construction happening on Washington Boulevard.

3. COMMITTEE MEMBERSHIP UPDATE

Chairman Terry Bexell noted that changes had been made to the Committee. He thanked Kirk Chugg, Bob Buswell, Troy Cutrubus, Christian George, and Michael Carter for their service.

Blake Cevering asked how many people would be left on the Economic Development Committee. Chairman Bexell said there were eight or ten remaining members, plus two Council Members.

4. DISCUSSION CONCERNING EDC CHARTER

Chairman Terry Bexell asked Committee Members who had had a chance to review the EDC Charter. Dave Gordon stated this was a document that would need to be developed over time. He was concerned that the Mayor was not as involved with this process, stating that the Mayor was an integral part of the City's economic development.

Chairman Terry Bexell said Mayor Berube may or may not be involved this evening due to other commitments. He noted that he would debrief the Mayor after these meetings, and unless requested he would not be involved as a panelist.

Note: Mayor Berube arrived at 6:42 pm.

Mayor Berube responded to Dave Gordon's concerns by stating his confidence in Chairman Terry Bexell's leadership, as well as the Council representation on the Committee. He noted he would be more of a resource provider and supporter.

Blake Cevering read a statement from the document where it stated “promoting healthy economic growth” within the City of North Ogden. He asked what was meant by the term “healthy.” He also asked for clarification regarding the local sales tax base, which was also mentioned in the document. There was brief discussion on the matter.

Shawn Maynard stated that in addition to RDA and CDA funds, there were also COVID relief funds available. It was noted there were some restrictions regarding COVID relief, or CARES Act Funds, regarding usage. These revenues could be used to support businesses that had lost revenue during the pandemic; however, further investigation would need to take place to determine if those funds could be used for new development.

Mayor Berube suggested that instead of using the term “healthy” in the document’s mission statement, as noted by Blake Cevering, they use the term “sustainable” instead. Frank Hare commented that it needed to be clear that the EDC was striving towards commercial economic growth. Mayor Berube asked if their concentration was on sales tax and/or property tax. Frank Hare suggested they focus on both types of revenue bases.

Dave Gordon added that the businesses coming in should be acceptable for the community’s standards, as he felt there were some businesses that would be detrimental to the community. Chairman Terry Bexell stated that North Ogden had ordinances and codes for businesses to abide by in order to operate within the City. As a City, they could not handpick businesses; if businesses met the requirements set forth by codes and ordinances, they were allowed to operate within the City. He explained that by allowing a variety of businesses into the City, they were supporting the diversity of its residents. Mayor Berube concurred. He suggested they review the City’s codes and ordinances if there were concerns about what types of businesses were currently allowed or not allowed within the City, and make recommendations to the City Council accordingly.

Ryan Barker agreed with what had been stated, emphasizing that the charter needed to be more concentrated on commercial economic growth.

Frank Hare requested that modifications to the charter document be sent in advance so Committee Members could review it prior to the next meeting.

5. DISCUSSION CONCERNING SPEND IT IN NORTH OGDEN

Jenice Jones was asked to set up a committee to promote shopping locally in North Ogden. As part of that initiative, she was tasked with designing a campaign logo. She presented the logo to the Committee, explaining that the mountains in the design would be modified to match the mountains adjacent to the City. Three logo samples would be presented to the Committee from which to choose. There was brief discussion on potential design elements to integrate into the logo.

Frank Hare asked where the logo would be placed, to which Jenice Jones responded online and in printed materials. Frank Hare suggested placing banners up on busy

intersections in the City as well. Mayor Berube added that the key to these efforts was awareness. He suggested that businesses place a “Spend It In North Ogden” sticker in their windows as well. Jenice Jones agreed with the suggestions made by both Frank Hare and Mayor Berube. She explained that regarding banners, there had been discussion about rotating them seasonally with the City’s military banners.

Chairman Terry Bexell asked Mayor Berube to speak on tokens. Mayor Berube stated that in some southern cities, tokens were being sent with utility bills to encourage residents to spend money within their own cities. A cost-benefit analysis would need to be done should they want to implement something similar in North Ogden. Chairman Bexell suggested, as an example, that for a certain amount of money spent at Lee’s Market, shoppers could receive a coupon to spend at another business.

Evan Nelson explained in response to a question from Chairman Terry Bexell, that RDA money was used for items that would benefit the RDA area in question. He stated there was quite a bit of latitude on the types of programs in which they could invest; they just needed to demonstrate how the programs improved the economic return on investment for the City. The RDA Board—the Mayor (Board Chair) and City Council (Board Members)—needed to approve all projects, as there were restrictions for which RDA funds could be used.

There was discussion between the difference between RDA and Community Development Area (CDA) funds. Evan Nelson explained that these areas included separate parcels, but both areas were located at various parts along Washington Boulevard. The CDA fund account currently had a negative balance because it just recently started generating money and had taken on some debt.

Blake Cevering explained the importance of helping residents understand that by spending more in North Ogden, this increased overall revenue for the City thereby reducing the tax burden. He made suggestions as to how this information could be represented in the logo.

Jenice Jones noted a meeting had taken place the evening prior, and several of the talking points raised in this meeting were discussed then as well. She explained that if they did advertisement vouchers, they could purchase a page in the North Ogden Connection to promote this initiative. Additionally, there was discussion about hiring student interns to help with online promotion. They could take pictures and write short bios each month highlighting various businesses. Jenice Jones mentioned that they could work with Lee’s on vouchers, as well as pizza restaurants that could attach flyers to pizza boxes. She said another avenue of promoting spending in North Ogden was through the schools. As part of the initiative’s online presence, Jenice Jones suggested a “Where Is It Wednesday” snippet on social media about where residents could find a certain product within the City.

Chairman Terry Bexell requested that a formal proposal be presented at the next meeting. He stated that his wife worked for the City and managed its website and Facebook pages, which now had 2,000 followers; he noted that she could help with the initiative's social media presence.

Shawn Maynard asked if federal money was available to help fund this initiative. Mayor Berube stated that he would look into the matter. Shawn Maynard also asked if the next meeting could be held in person, to which Chairman Terry Bexell said he would investigate current health and safety guidelines on the matter.

There was further deliberation regarding the design of the "Spend It In North Ogden" logo.

David Gordon suggested a booth be set up during Cherry Days as a measure to help educate the public on this initiative.

6. PUBLIC COMMENTS

Stefanie Casey, 2444 Barker Park Way, was concerned with comments made about businesses associated with Asian products and professionals working in the City. She encouraged Committee Members to be mindful of their comments, as she would hate for any members of the community to feel excluded in any way. She was supportive of American-made products and North Ogden businesses; however, she wanted them to be considerate of partners overseas and of all professionals in the City. Chairman Terry Bexell thanked Ms. Casey for her comments.

Brenda Ashdown, 193 East Pleasant View Drive, was supportive of using the City's website to promote economic development. However, the website did not have the same information as what was posted on the City's Facebook page. She stated she would prefer to go to the City's website rather than on social media, so she encouraged that the website be updated to be more user-friendly.

7. COMMITTEE/STAFF COMMENTS

Jon Call provided updates on various projects happening around the City, including the widening of the intersection at 2600 North and 400 East. He noted that the project for the road heading up the hill and east toward the library would begin next spring. This project will happen in advance of a new water main. The project was currently out to bid but none had been received yet. Alternate roads to take throughout the duration of that project will be available on the City's website. UDOT and the City would also be hiring a PR firm to help keep residents informed.

In addition, Jon Call discussed a new water tank that would be installed to provide water to the downtown area. The current location for this tank would be on the east end of

2100 North. The third project was a joint use pond project on the Double Ott Ranch property. Ideally, construction for this project would start next year some time.

Jon Call also reported on several development projects that were currently taking place including Patriot Pointe at the south end of Double Ott Ranch, the construction of a 7-11 on 1700 North, Cooper's Town (a mixed-use development located on the south end of town), and North Hills project.

Mayor Berube stated there had been discussions about a 55+ multi-story complex at Prominence Point.

Frank Hare mentioned a large field on the south end of town with a lot of weeds, and he asked if there was any way to attend to it so as to help beautify the area. Jenice Jones noted this had been a problem in the past, and she suggested the weeds be cut down and the property owner billed for the labor rendered. Jon Call stated there was a code enforcement procedure to follow in order for action to be taken. Frank Hare then inquired about two properties and whether or not they were located in Ogden or North Ogden.

8. ADJOURNMENT

Committee Member Shawn Maynard motioned to adjourn the meeting. Committee Member David Gordon seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

The meeting adjourned at 7:50 p.m.



Terry Bexell, Committee Chairman



S. Annette Spendlove, MMC
City Recorder

17 Nov 2020
Date Approved