

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

June 30, 2020

The North Ogden Economic Development Committee convened in an open meeting on June 30, 2020 at 6:34 p.m. at <https://us02web.zoom.us/j/89306201396> Webinar ID: 893 0620 1396 or Telephone: US: +1 346 248 7799 or +1 669 900 9128 or +1 253 215 8782 or +1 312 626 6799 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 June 25, 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	
Bob Buswell	Committee Member	
Christian George	Committee Member	absent
David Gordon	Committee Member	
Frank Hare	Committee Member	
Jenice Jones	Committee Member	
John Boyer	Committee Member	excused
Kirk Chugg	Committee Member	
Lisa Dahl	Committee Member	excused
Michael Carter	Committee Member	absent
Shawn Maynard	Committee Member	absent
Terry Bexell	Committee Member	
Troy Cutrbus	Committee Member	absent

Staff:

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

Visitors:

Jay D. Delpias
Stefanie Casey

Mayor Berube called the meeting to order and Council Member Cevering offered the invocation and led the audience in the Pledge of Allegiance.

CONSENT AGENDA

1. DISCUSSION AND/OR ACTION TO CONSIDER NOVEMBER 26, 2019 ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Committee Member Blake Cevering motioned to approve November 26, 2019 Economic Development Committee meeting minutes. Committee Member David Gordon seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

ACTIVE AGENDA

2. PUBLIC COMMENTS

There were no public comments.

3. SWEARING IN OF ECONOMIC DEVELOPMENT COMMITTEE MEMBERS

City Recorder Spendlove administered the Oath of Office for newly appointed Economic Development Committee Members. Mayor Berube noted he has asked Terry Bexell to serve as the Chair of this Committee and he asked Committee Members to support him in that role.

4. DISCUSSION ON AN ECONOMIC DEVELOPMENT COMMITTEE CHARTER

Mayor Berube stated it is important for this Committee to have a charter to provide Committee Members with direction and clarification on the duties that have been assigned to them. He invited input from each Committee Member regarding their ideas for the types of things that should be included in the Charter. There was a focus on the need to define the area of the City that the Committee should focus on; opportunities for beautifying the commercial areas of the City; being cognizant of the fact that this Committee is intended to be advisory in nature – the Committee only recommends policy matters to the Planning Commission or City Council and cannot effect policy implementation or change; and considering opportunities for making the City more business/development friendly. Mayor Berube indicated he will use the feedback provided by the Committee to work with staff to draft a charter for the Committee to consider at future meetings.

5. **DISCUSSION ON FEEDBACK FROM EXISTING BUSINESSES AND HOW THE BUSINESS ENVIRONMENT CAN BE IMPROVED**

Mayor Berube stated he would like to develop some sort of survey by which a member of this Committee along with a member of the City Council could visit with existing businesses to gather their feedback regarding opportunities for improving the business environment in North Ogden. Committee Member David Gordon stated that several years ago the City conducted a survey of businesses and the data gathered may still be retained by the City, but he is unsure it was ever analyzed, used, or acted upon. Council Member Cevering stated that he created the old survey; the data that was received in response to the survey may be outdated, but it could still be helpful for the group in developing an updated survey. Mayor Berube stated that the information may be helpful, but the results of the survey were never acted upon.

The Committee then engaged in high level discussion about the feedback they have already received from local businesses in the community and opportunities for considering programs aimed at encouraging residents to shop local. They concluded to develop a questionnaire that can be used to solicit feedback from businesses about things the City can do to support them.

Chair Terry Bexell inquired as to funding available to the City for business recruitment. Finance Director Nelson stated that the City has access to RDA funding, but there are some limitations on use of that funding for business recruitment. Any effort to improve the City's redevelopment area is an allowable use of RDA funds, but business recruitment programming would need to be evaluated to determine if it is a qualifying expense. Mayor Berube stated that the City could hire consultants to help with those endeavors and that should be a qualifying expense. Chair Bexell stated that some cities offer tax incentives to businesses they are trying to attract to the community and that may be something for North Ogden to consider. Mayor Berube stated that past leadership of the City did not want to use that approach, but it is something that North Ogden can certainly consider. He indicated he will confer with City staff to determine the City's tax incentive/investment options.

Committee Member Jenice Jones stated that she would like for the City or this group to create a website that would include information about all North Ogden businesses; this website could be advertised in order to give residents information about all the services or products they can access through North Ogden businesses. The Committee discussed this idea and Mayor Berube stressed the importance of networking with the business community to be helpful in advertising local businesses.

6. **DISCUSSION ON CREATING A SUBCOMMITTEE FOR THE PURPOSE OF PURSUING NEW BUSINESSES**

Mayor Berube discussed his idea for creating a subcommittee charged with pursuing new businesses. He asked for feedback from the group about this concept. The Committee commented on the desires that have been expressed by residents for certain types of businesses to locate in the community. Mayor Berube noted that it would be helpful for this Committee and other leaders in the City to understand the types of things that a business considers before determining to locate in a certain community, i.e., population, demographics, and income levels. This information will be helpful in responding to residents' requests for businesses like craft stores, fast food restaurants, sit-down restaurants, or larger retail establishments.

Committee Member Gordon asked if there has been interest in the City owned property on 2700 North. Mayor Berube stated the City has been approached by a developer who made an offer to purchase the property and provided some information about the type of development he would pursue on the property. The City Council is vetting that information to determine its viability; the property is a very important component of the City's commercial area.

Chair Bexell then stated that he is not sure a subcommittee is needed for the purpose of pursuing new businesses; rather, he feels the entire Committee can work on that task as each Committee Member has a strong business background. Mayor Berube stated he is not recommending the creation of a new Committee, but selection of a few members from this Committee to serve on a subcommittee that will be assigned a very specific task. Chair Bexell stated he will reach out to each Committee Member individually to determine which members have an interest in serving on a subcommittee.

Committee Member Frank Hare stressed his feelings that this Committee needs to work with the Planning Commission and City Council relative to preserving the assignment of commercial zoning to certain parcels along Washington Boulevard. If the zoning of these properties are changed to allow high density residential or even mixed-use projects, the City will lose the ability to pursue commercial development of those parcels. The best opportunity for improving the tax base of the City is to pursue commercial development.

Committee Member Gordon stated that one thing that seems to impact economic development is negative public response to projects that have been proposed in the past; developers and businesses are keeping an eye on what is happening in North Ogden and they have done their research on projects that have been proposed in the past. If they feel that the community and City leadership is not welcoming, they will pursue other locations. Mayor Berube agreed that it is important for the City to send the message that it is friendly to businesses; there may even be some ordinance requirements that are viewed as being unfriendly to businesses and he is working to evaluate those ordinances to determine if amendments should be proposed to the Planning Commission or City Council.

Finance Director Nelson stated that the City could pay for a market or feasibility study to determine the types of businesses that the community is lacking, but that could be supported; he wondered if that would be helpful in recruiting businesses. Mayor Berube stated that he would like to provide resources to the community for those types of things and if the Committee supports that type of study, he would be willing to recommend it to the City Council.

Committee Member Jones stated that former-Mayor Taylor worked with a class at Weber State University to survey residents about the types of businesses they desire and would support in North Ogden. She advised the Mayor to review the results of that study as she feels that it could be helpful. Mayor Berube stated he will review the study and asked that Chair Bexell do the same.

7. **DISCUSSION ON HOW TO USE RDA FUNDS TO ATTRACT BUSINESSES AND/OR IMPROVE THE BUSINESS CLIMATE**

The Committee revisited the topic of business attraction, which was briefly touched upon earlier in the meeting. Finance Director Nelson noted the RDA has approximately \$1.5 million available and by the year 2023, there will be \$2.9 million available. This is after meeting debt obligations for the Aquatic Center. Administration sees great opportunity for reinvesting the money to generate a return that will support the City in the long-term. He reviewed a map to orient the group to the boundary of the City's current RDA and CDA areas and discussed expenditures that have been made in the past for projects in these areas. He also reviewed a list of ideas for projects that could be completed in the RDA and CDA areas to incentivize economic development or redevelopment of properties. Mayor Berube facilitated philosophical discussion and debate among the Committee regarding the projects that would have the greatest impact on North Ogden's commercial district and that would also be eligible for use of RDA funding. The Committee focused on the need to involve existing business owners in planning of future projects to ensure that perceived property improvements will not negatively impact them as a result of adjusted signage allowances and parking accommodations.

8. **PUBLIC COMMENTS**

Jay D. Dalpiaz stated that he was frustrated recently by the City Council's denial of the 7-Eleven proposal, even though the Planning Commission recommended approval of the plan. He understands there are various reasons for that denial, but wants to try to understand the disconnect that has led to differences between the City Council and Planning Commission. He is concerned about the rejection of good businesses that are interested in coming to North Ogden.

Mayor Berube stated he believes there is a disconnect between the City Council and Planning Commission; since becoming Mayor, there have been three instances where the City Council has taken a direction different than what was recommended by the Planning Commission. He has asked Council Member Barker to serve as a liaison between the Planning Commission, General Plan Steering Committee, and this Committee so that he can keep the Council informed of what is happening in those Committee meetings so that they are not surprised by a recommendation that they receive. Whether it is liked or not, the City Council does have final legislative approval, but better coordination may help to address the concerns that have been expressed by the City's receptiveness of business proposals.

Mr. Dalpiaz stated it may be helpful for the City Council to listen to the audio recordings of Planning Commission meetings to understand the basis of the recommendations they are making. Mayor Berube stated that may be a good idea; he has listened to all the meetings and knows that some Council Members have as well.

9. COMMITTEE/STAFF COMMENTS

The Committee discussed their meeting schedule and concluded to meet more regularly and consider specific tasks and assignments with the purpose of making the work of the Committee more meaningful.

Mayor Berube stated takeaways from this meeting include developing a Committee charter document, analyzing data generated by past business surveys; considering development of a subcommittee charged with business recruitment; and generating new ideas for use of RDA funds that will incentivize economic development in the City.

10. **ADJOURNMENT**

Committee Member Frank Hare motioned to adjourn the meeting. Committee Member Terry Bexell seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

The meeting adjourned at 8:39 p.m.


S. Neal Berube, Mayor


S. Annette Spendlove, MMC
City Recorder

30 June 2020
Date Approved