

CITY OF OREM  
SPECIAL MEETING  
SCERA Center for the Arts, Room 201  
745 South State Street, Orem, UT 84058  
May 14, 2014

*This meeting was for discussion purposes only. No action was taken.*

CONDUCTING	Mayor Richard F. Brunst, Jr.
OREM ELECTED OFFICIALS	Mayor Richard F. Brunst, Jr. and Councilmembers Hans Andersen, Mark E. Seastrand, David Spencer, and Brent Sumner
OREM STAFF	Jamie Davidson, City Manager; Brenn Bybee, Assistant City Manager; Steven Downs, Assistant to the City Manager; Scott Gurney, Interim Public Safety Director; Karl Hirst, Recreation Director; Richard Manning, Administrative Services Director; Jason Bench, Planning Division Manager; Jennifer Sisoutham, Administrative Secretary; and Taraleigh Gray, Deputy City Recorder
EXCUSED	Orem Councilmembers Margaret Black and Tom Macdonald

### **Welcome**

Val Hale welcomed those in attendance at the meeting.

### **Introductions and Agenda Review**

Mayor Brunst introduced Treeo. He asked Don Potter, GM of Treeo, to come forward and give a brief overview of what Treeo was.

Mr. Potter said Treeo was a smart retirement community. Treeo was changing the stereotype of what a retirement community must look like. Treeo would teach the senior population what technology could do for them. Each member of Treeo had an iPad. The building was very modern, bright and open. A large part of Treeo's mission was to connect with community.

Mayor Brunst reviewed the items listed on the agenda.

### **Utah Valley Chamber Introduction**

Val Hale provided an introduction and brief history of the Utah Valley Chamber. He said the Chamber wanted to be more active and visible within the community. Mr. Hale said he appreciated the meeting that was being held and spoke about the possibility of putting together a quarterly forum, similar in structure to the Orem Forum.

Mr. Hale introduced Donna Milakovic. Ms. Milakovic encouraged businesses to think about challenges each of the businesses faced and asked that the businesses allow the Chamber to employ its tools to help local businesses to grow and succeed.

### **Economic Development Division Introduction**

Brenn Bybee introduced the Economic Development website and directed those in attendance to pay attention to the handout that was distributed. Mr. Bybee said in addition to the website featuring real estate, the site would also feature businesses. Mr. Bybee said utilizing the site could be an exciting synergistic opportunity for both the businesses and the City.

Mr. Bybee explained that the City was trying to align marketing strategies with local businesses similar to how the State did.

Ms. Milakovic said the website provided a free service and resource for businesses to connect to other businesses.

### **Goldman Sachs 10,000 Small Businesses Program**

Thomas Longenecker introduced the Goldman Sachs' Small Business Program. The program was a \$500 million investment to educate small businesses with the purpose of bringing existing business owners in to teach classes, and to provide advisors that went out and advised businesses over the course of a sixteen week period.

In order for businesses to work through this program they must meet certain requirements:

- Businesses must be in business at least two years
- Businesses must have revenues totaling between \$150,000 to \$4 million per year or more

The program was offered on a 100 percent free scholarship and was valued between \$18,000 to \$20,000. Mr. Longenecker said the program was like a miniature MBA for the individual business owners.

Mr. Longenecker said the program was very competitive. A prominent program goal was to encourage businesses to grow so they could grow economic development within each community.

The program encouraged training and evaluated people on business performance. Through the program businesses worked closely with local banks and other resources so businesses could grow when they were ready to scale.

The program suited a variety of business owners ranging in age from twenty five years old to seventy years old. The past cohort was comprised of 50 percent women participants.

Mr. Longenecker said the program was not about who had the best business, but rather it was about what businesses were the best fit for the group.

### **Sign Ordinance Introduction**

Jason Bench, Planning Division Manager, presented an overview of the sign ordinance passed by the Orem City Council on October 22, 2013.

### **Introduction of the State Street Master Plan**

Mr. Bench provided an overview of the City's process of generating a State Street Master Plan. There were coordination efforts in play with UDOT, MAG, and other organizational key players. The City was in the process of sending out the RFP as quickly as possible. Mr. Bench said the City anticipated submissions to be returned in June.

### **Q & A and Closing Remarks**

Cameron Martin gave remarks on current happenings at Utah Valley University (UVU). Mr. Martin said UVU had a presence at the last legislative session which proved successful in securing appropriated funds referred to as acute equity. He said the acute equity would help address the bottleneck effect with regard to students coming in and going out.

Mr. Martin gave an update on the new Student Life and Wellness Center at UVU, which focused on student wellness through spirit, mind, and body.

A business member in the audience asked Mr. Martin if the completion of the new classroom center would pave the way for more faculty jobs at the university. Mr. Martin said it would have a positive impact on faculty job openings.

Mr. Martin said UVU was a workhorse institution. He referenced the Academy of Creativity and Technology, which was a program driven by seniors and faculty, and said it was a great resource for the school and the students.

Mayor Brunst said Orem was a recent new member of EDCUtah (Economic Development Corporation of Utah) and asked Russ Fathering to come forward to introduce the corporation. Mr. Fathering said EDCUtah was happy to have Orem and Provo as new members of the organization. He said EDCUtah operated out of offices located at the Business Resource Center (BRC), which was part of UVU. He said the BRC was a great resource as it acted as a business incubator.

Mayor Brunst noted an update on the status of Midtown Village. He referenced an article in the Daily Herald about the happenings at Midtown Village. The development was under contract with a group of investors who were seasoned and well financed. The groups were comprised of the Richie group from Heber, and the Evergreen group out of Provo. The two groups had a track record in developing apartments and retirement communities.

Mayor Brunst said the investment groups were hoping to close on the project at the end of June, 2014.

### **Adjournment**

The meeting adjourned at 1:06 p.m.

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Donna R. Weaver, City Recorder

Approved: May 27, 2014