

MINUTES FOR THE
BUSINESS ADVISORY BOARD
Wednesday, December 13th, 2023

1. Roll Call

The following members of the Business Advisory Board were present:

Jeff Carleton, Chair	Andy Robertson, Vice-Chair
Jocelyn Kearn	Pook Carson
Darin Piccoli	Sue Rice
Karen Gunn	Scott Lyttle

The following members of the Business Advisory Board were absent:

Alfonso Brito	Abudujannah Soud
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Also Present:

Veronica Cavanagh, Department of Economic Development; Roberta Reichgelt, Department of Economic Development; Peter Makowski, Department of Economic Development; Will Wright, Department of Economic Development; Todd Andersen, Department of Economic Development; Ibrahim Ramazani, Department of Economic Development; Andie Feldman: Department of Economic Development; Edward Bennett, Suazo Business Center; Kristen Lavelett, Downtown Alliance; Anne Olson, Young Professionals of Salt Lake City; Allison Rowland, City Council Office; Victoria Petro, Salt Lake City Council; Chris Wharton, Salt Lake City Council; Megan Jones Shiobani, Dig Studio.

1. Approval of the minutes

Ms. Gunn made a motion to approve the minutes from October 11th, 2023, meeting. Ms. Rice seconded the motion. Upon roll call, the motion passed unanimously.

2. Briefings by the Staff

SAA Manager

Ms. Reichgelt announced Ms. Andie Feldman's promotion from Project Coordinator to SAA Project Manager. The SAA Project Manager will be managing business districts and special assessment areas.

EDLF Updates

Ms. Reichgelt said the City Council just approved a \$90,000 loan for Ocean City Market, an Asian and seafood grocery store.

Ms. Reichgelt also discussed Eats Bakery, a vegan bakery, that is currently selling at the Farmer's Market but will also have a food truck. A loan of \$100,00 was recently approved by the EDLF Loan Committee and will be in front of City Council for approval in the next few weeks.

Construction Mitigation Program

Ms. Reichgelt emphasized the unprecedented level of outreach undertaken for the Construction Mitigation program, highlighting the collaborative team effort that the Business Development did with the involvement of community organizations, particularly the Chamber and Community Council in Sugar House, and the Downtown Alliance in the Downtown area. She noted the slowdown in construction activities due to a moratorium in November but highlighted the anticipation of a resurgence in spring. The completion of certain projects, such as 900 South, was also acknowledged.

3. Business

A. Council Member Petro Introduction

Council Member Victoria Petro introduced herself, and focused on her role in District 1, including Fair Park, Jordan Meadows, Rose Park, and West Point. She highlighted her focus on macroeconomic factors such as the Inland Port, global trends, and the need to understand water safety. She discussed her commitment to economic independence, mobility, and prosperity, especially in historically redlined areas. Additionally, Council Member Petro shared her personal background, detailing her election in 2021 and representation of the Rose Park area in the Northwest Quadrant.

Council Member Petro's delved into her priorities, covering a broad spectrum of issues from construction costs to supporting local businesses. Her discussion centered around the importance of destigmatizing specific areas and nurturing community involvement.

Council Member Petro elaborated on the potential synergy between the upcoming Olympics and MLB events and the City's economic development. She stressed the need for strategic planning to maximize the positive impact of these major events on the local economy. She concluded with suggesting proactive measures in economic development, touching on the importance of playing both offense and defense to create opportunities and protect local interests.

Ms. Rice reflected on her experience as a small business owner and the challenges faced when competing against larger companies. Ms. Rice suggested the possibility of implementing a pre-qualification process and policy at the City level, inspired by a suggestion made in a previous study the BAB did. She proposed creating a list of qualified small businesses that large companies must consider before undertaking projects in the area. Council Member Petro acknowledged the difficulty in developing such a program but sees it as a way to support and

prioritize local businesses in economic development initiatives.

B. Street Pedestrian Mall Study Stakeholder Presentation

Mr. Makowski, Project Manager for Economic Development, resumed the Main St Pedestrian Study presentation, previously left unfinished at the November BAB meeting. He highlighted the downtown revitalization project, presenting new designs and additional information. The Mayor's 2022 work plan, influenced by successful Open Streets events and the COVID-19 pandemic, played a pivotal role in the ongoing exploration. The team showcased the commitment to building on Open Streets' momentum, emphasizing increased business sales during these events.

The presentation delved into the economic impact of pedestrian zones, global case studies' lessons, and the societal shift towards pedestrian-friendly spaces. Critical aspects like parking solutions, management, maintenance, and safety considerations were addressed. Parking availability and strategies, along with educating the public about options, were discussed, emphasizing public engagement, and preserving Main Street's unique character.

Ms. Jones Shiotani highlighted the urgent need for upgrades due to deteriorating materials and outdated utilities. The study considered infrastructure improvements and preserving the tree canopy to tackle challenges like street configuration, business struggles, and conflicts with Trax and emergency services. Various options, including potentially removing passenger vehicles from specific blocks, were explored to enhance safety, service, and emergency access, envisioning a vibrant and inclusive Main Street.

The presentation emphasized three key lenses: addressing day-to-day needs, establishing Main Street as a global destination, and enhancing the wintertime experience. Proposed enhancements included outdoor workspaces, children's gardens, and play areas to create a lively environment. Positive feedback from stakeholders during the second engagement round was highlighted, with ongoing collaboration with organizations like the Downtown Alliance and the Salt Lake Chamber. The next steps involve refining concepts based on input and finalizing design recommendations by the end of February.

Mr. Lyttle raised the question of removing tracks from Main Street for aesthetic and practical reasons. He suggested exploring alternatives such as rerouting or placing the tracks underground. Peter Makowski acknowledged potential challenges and costs but mentioned ongoing efforts with the Utah Transit Authority to mitigate the impact through signal timing and additional stations.

C. Council Member Wharton Introduction

Council Member Chris Wharton, member of the Salt Lake City Council representing District 3, provided a comprehensive overview of his background, noting his role as the most senior Council Member and his profession as an attorney. He discussed his priorities and challenges and delved into key areas such as housing affordability, sustainability, and equity issues. He specifically highlighted his interest in supporting renters, initiating a robust mural program for

businesses to partner with the City, and advocating for historic preservation and adaptive reuse, notably for a block of historic buildings on Main Street.

Council Member Wharton addressed diversity of needs within his district, ranging from affluent neighborhoods like Federal Heights to underrepresented areas such as Old Swedetown. Responding to questions, he identifies traffic, transportation, and parking as significant challenges but underscores the deeper issue of balancing the needs of well-represented neighborhoods with those historically underserved. He emphasized the importance of equitable representation and resource allocation, showcasing a commitment to understanding and addressing the unique challenges faced by different neighborhoods within District 3.

4. City Council Announcements

Ms. Rowland provided a high-level summary of the following items:

- A. Election Results – A new Council Member has been voted for District 4, Eva Lopez Chavez. She will replace Ana Valdemoros on January 2nd.
- B. Affordable Housing Incentives – The City Council has approved affordable housing incentives involving zoning changes to encourage affordable housing construction citywide. The aim is to address the concentration of affordable housing on the West Side and promote mixed-income neighborhoods for better access to services.
- C. Fleet Block Zoning - The adoption of new zoning for the Fleet Block, an area south of Fisher Brewing Company, was also approved by City Council. The zoning, called Form Based Mixed Use, establishes a public square commemorating lives lost and allows for commissioned artwork and open space. The new zoning expands the types of development allowed, including community-oriented spaces, affordable family housing, and public spaces.
- D. 900 South HTRZ (Housing and Transit Reinvestment Zone)

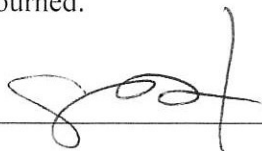
5. BAB Member Announcements

- A. Board Member Applications and Position

Chairperson Carleton let the BAB know that they will be having BAB elections in January 2024. BAB has three openings though two of those may be filled by the next meeting. MS. Reichgelt asked the BAB if they knew of anyone to represent district 2, to please reach out to her.

Adjournment

There being no further business, the meeting was adjourned.



Andy Robertson, Chairperson

This document and the recording constitute the official minutes of the Economic Development Business Advisory Board meeting held on December 13th, 2023.