

PAYSON CITY
ECONOMIC DEVELOPMENT BOARD MEETING
Payson City Center, 439 W. Utah Avenue, Payson UT 84651
Wednesday, September 11, 2024

CONDUCTING	Brian Hulet, Director
MEMBERS PRESENT	Brian Hulet, Economic Development Director/City Council William R. Wright, Mayor Dave Tuckett, City Manager Jim Rowland, Payson Santaquin Area Chamber of Commerce Kris Phillips, Stadium Cinemas Lynn Abplanalp, PPC Flexible Packaging Todd Brightwell, Utah County Economic Development/Colliers David Charles, Business Owner Mark Kershaw, Resident Larry Skinner, Resident
EXCUSED	Ben Ford, Nebo School District Taresa Hiatt, City Council Tyler Jones, Business Owner Kevin Johnson, Mountain View Hospital Dan Herbert, Resident
STAFF	Kim E. Holindrake, City Recorder Robert Mills, Development Services Director

Brian Hulet called this meeting of the Economic Development Board of Payson City, Utah, to order at 7:35 a.m. The meeting was properly noticed.

1. Welcome

Brian Hulet welcomed everyone and excused those not present.

2. Thanks

Item not addressed.

3. Monthly Meeting Schedule

Brian Hulet noted there were quite a few present and asked if this was a good time to meet. He questioned if lunchtime or in the evening would be better.

The consensus was this is the best time. The Committee will meet the second Wednesday of each month.

4. Golf Event

Brian Hulet passed out some Golf Event invites for board members to pass out to promote the event. He suggested retail entities, nice restaurants, and business park business prospects. The helicopter ride will be done differently and run from 7:30 to 10 a.m. because it slowed things down. The Travis Mathews tent will be open from 8 to 10 a.m. Waffle Love and Jimmy Johns will be there. Invite those who want to come to Payson. The tee off will be at 10 a.m. There are lots of sponsors and interest.

Kris Phillips stated the sponsors include UTOPIA, Republic Services, Bennion Veterans Home, Impact Utah, South Haven Homes, Mountainland Association of Governments, Intermountain Nutrition, Zions Public Finance, Olson Gardens, Russler Investment (Dan Shaw), MTECH, Mountain View Hospital, Utah County Commissioners EDC Utah, UDOT, UTA, MJG, Lowes, Jones Paint and Glass, True Religion Restaurant, WIPC, Woodbury, Todd Brightwell. There are currently 25 teams. The date is Wednesday, September 25.

Brian Hulet noted he has been trying to get WINCO and Home Depot to attend. There is a lot of local support, but they need to bring in businesses.

Dave Tuckett stated the limit is about 30 teams.

5. Committee Reports and Assignments (7:42 a.m.)

UVU/MTECH Committee – Mark Kershaw stated the online survey is allowing businesses to tell their needs, special projects, and internships to help their businesses to grow. Students are interested in getting class credit and being paid. Currently, the committee is working with Dori Parris who has a high need and is a big player in Payson City. She needs techs to work on the RVs. There really isn't a good local educational program. Texas and some other places have training available. It's cost prohibitive for her to do it herself. She would like to partner with MTECH and UVU for auto work or construction classes. The committee is going to do a tour the Parris RV facility to see the shop and get to know them better. The committee wants to use them as a first run and a success story to meet their needs to get techs. They also need people in sales and accounting. Dori Parris is going to meet with the instructor at the auto shop at Nebo School District to see if there is an interest to crossover to working on RVs. The committee is still reaching out and making connections.

Business Retention Committee – Jim Rowland stated this committee hasn't met in a few months. His focus has been on chamber retention lately, which is related. Brian Hulet noted a monthly report of new businesses and those who dropped off is really helpful to keep a running tally of what is happening. Robert Mills can provide an active list of businesses in Payson.

Downtown Committee – Brian Hulet stated the new streetscape is complete, which has received some complaints but not many. Mayor Wright noted some feel it's beautiful but not practical and the creek is hard to get over. It's a matter of opinion. It's functional and beautiful. He is only aware of one business that has closed, which wasn't related to the construction project. A new business has moved into the space as well as other spaces. Brian Hulet stated to keep the synergy going in the downtown, staff is working on beefing up the ordinance to allow services on the upper and basement floors and retail on the main floor. UVU has an upper-level class that will be working on design guidelines for the downtown buildings. Hours of operation is more of an educational thing for the businesses. Robert Mills noted the downtown is covered in the Central Commercial Zone, which permitted uses

were recently updated in the zone to allow specific businesses on the first floor that are engaging. Current businesses are grandfathered when the code changes. Brian Hulet explained the Utah Main Street Program and EDC Utah work together. There are three tiers, and Payson is at tier 1 and working toward tier 2. The UVU class is coming through the Utah Main Street Program. Mayor Wright noted the city is also part of the National Main Street Program. Brian Hulet stated the downtown will be the heart and soul Payson and will become a destination point for visitors and residents. It will be the hometown feel along with Memorial Park. String lights, trash containers, fire pits, and pole banners are still coming.

Strategic Plan/Web Site/Messaging Committee – Brian Hulet noted there needs to be work on the strategic plan and web site. Dave Tuckett stated a person has been hired to help get posts out on social media, which is working well and getting positive information out. Four or five things are posted every week. The Payson Yard of the Month was conducted this summer. The city is doing a yard of the month for Halloween and Christmas to get people involved. This will do a better job letting people know what's happening in the city.

Business Recruitment Committee – Brian Hulet stated this is mostly with the golf event.

Todd Brightwell stated Utah State decided not to renew the recruitment contract with EDC Utah as of July 1. At that point, Dojo began building its own economic development team with the intent to focus on primary industries, financial services, technology, aerospace and defense, life sciences, and advanced manufacturing. These are the only industries that can receive incentives. EDC Utah from that point scrambled a bit, and there was a need to have the Salt Lake Chambers step in to help. EDC Utah and the Salt Lake Chamber have effectively combined. Derek Miller, Salt Lake Chamber, is not interested in running EDC Utah so they will still need to have a value proposition. Brian Hulet noted Payson is a member of EDC Utah and will work with Goyo on any incentives such as advanced manufacturing. EDC Utah will work with Payson on retail. Both EDC Utah and Goyo have reached out to Payson and are strong resources. Todd Brightwell stated there is going to be a strong push towards regionalism for economic development. There are now five rural outreach managers for the Rural Outreach Program, which covers the entire state and needs to be leveraged. Northern Utah Economic Alliance was established about five years ago and knit EDC Utah, Weber County, and Davis County together for recruitment. These entities are now independent of EDC Utah. The St. George area will be a regional area in a couple of months. He questioned if there is a push for Utah County regionalism. Brian Hulet stated we still need EDC Utah for site selectors and to bring people in. There is a company out of France that turns waste into hydrogen, which is looking at the Payson landfill. A site visit is scheduled in October.

6. Report on Happenings in Payson

Mayor Wright stated positive things are happening with Woodbury (Pit area). Maverik is coming on north end, and Jimmy Johns is coming on 800 South. Mo' Bettahs is coming by Sip-N and America First Credit Union. He's excited about these coming, which brings more interest. There are other things going on in the background.

Brian Hulet stated the city is still working with Marriott, which has some infrastructure issues.

Brian Hulet noted next to the Plunder Building there is a building that is condominiumizing so if anyone knows of any businesses looking for smaller units. There are 16 units of about 2,300 square feet.

Robert Mills reported the interchange RFP went out. He and Travis Jockumsen were on the UDOT selection committee, and a team has been selected. Design will be moving forward October 1. Phase 1 construction has been funded, which is the off ramps on the west side of I-15, the new overpass, and the Nebo Beltway connection to Highway 198. The FrontRunner Station is in this area, and meetings have been held with UTA, PRI, and UVU to finish the Station Area Plan, which is a state requirement. UTA helped out with funding the study, which will be reviewed and then go to the public, then the Planning Commission, and City Council for adoption. There is quite a bit of space between the city and the new interchange and UVU that needs to be connected. Mountainland Association of Governments (MAG) provided grant funds to develop the Gateway Plan, which provided an economic analysis from the station area to the historic downtown area. The Gateway Plan is almost complete. There is about half a million in planning work with Payson providing about \$50,000. This sets the stage to show entities the perfect spot for their business. The final leg is to study the entire Nebo Beltway corridor for uses from the Station Area to Highway 198, which is funded through a grant from MAG. Mayor Wright noted that UDOT is hinting for Payson to take over north Main Street so the city will need to take a good look at it. Robert Mills stated the north Main Street corridor really sets off the look and feel of the city. We want to keep the look and feel but recognize additional businesses moving in. It's essential to the future. He, Dave Tuckett, and Mayor Wright attended the Utah League of Cities and Towns conference where Payson was highlighted in several meetings about investment in the city, downtown, and planning. Mayor Wright noted the city doesn't owe a penny on what has been done. The citizens have benefitted greatly. Many projects have been completed with many more to come. Growth can only come when the infrastructure can handle it.

Brian Hulet voiced that Spring Lake City is on the November ballot. The gun range pulled out of Payson and Utah, which the biggest reason was the difficult BLM process. The city is moving forward with other things such as a motocross track. MTECH is moving along and will be done early next year including the innovation center.

Todd Brightwell noted that AI is influencing cities, which isn't always accurate. He typed in what are the economic strengths of Payson, Utah, and it was relatively accurate. The more accurate information that gets into the system the better it is for the city.

7. Review Retreat (8:32 a.m.)

MOTION: Mark Kershaw – To approve the April 15, 2024, Retreat Minutes. Motion seconded by Lynn Abplanalp. Those voting yes: Brian Hulet, William Wright, Dave Tuckett, Jim Rowland, Kris Phillips, Lynn Abplanalp, Todd Brightwell, David Charles, Mark Kershaw, Larry Skinner. The motion carried.

Brian Hulet stated a question asked at the retreat was how this committee can be better. The main category was assignments with accountability, creating actionable items, document and follow through. He would like to spend some time at the next meeting on being an effective committee.

Everyone's assignment is to find one person to invite to the golf event that will help Payson be more economically viable.

Discussion regarding the accolades the city has received and putting them together for board members to share when speaking to people. They could be put on the city website also.

8. Report from City

Item not addressed.

9. Other

No other business.

ADJOURNMENT

MOTION: Mark Kershaw – To adjourn. Motion seconded by Lynn Abplanalp. Those voting yes: Brian Hulet, William Wright, Dave Tuckett, Jim Rowland Kris Phillips, Lynn Abplanalp, Todd Brightwell, David Charles, Mark Kershaw, Larry Skinner. The motion carried.

This meeting was adjourned at 8:40 a.m.