

PAYSON CITY
ECONOMIC DEVELOPMENT BOARD MEETING
Payson City Center, 439 W. Utah Avenue, Payson UT 84651
Wednesday, October 9, 2024

QUORUM NOT PRESENT

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 Mark Kershaw, Resident
EXCUSED	Lynn Abplanalp, PPC Flexible Packaging Todd Brightwell, Utah County Economic Development/Colliers David Charles, Business Owner Ben Ford, Nebo School District Taresa Hiatt, City Council Tyler Jones, Business Owner Kevin Johnson, Mountain View Hospital Dan Herbert, Resident Larry Skinner, 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. Prior minutes approval

Brian Hulet noted the December 6, 2023, and September 11, 2024, minutes need to be approved. He recognized that a quorum was not present so these will be addressed at the next meeting.

4. Golf Event (7:36 p.m.)

Kris Phillips stated the golf event was a success with 29 teams and only two people who had signed up but didn't make it. This year it was done a little differently with the fun things at the beginning including massages, Waffle Love, helicopter rides, and Travis Matthew Golf Store until 10 a.m. The Golf Event Committee has already met and discussed changes for next year.

Mayor Wright reported there were a lot of influential people there and a good support from Payson businesses who sponsored the event. Sponsors were staged at seven holes, which included Payson Fruit Growers, Mountain View Hospital, Payson/Santaquin Chamber, South Haven Farms, Chip Shot Golf Simulators, Paris RV, and Rocky Mountain ATV. Representatives with Lowes attended. It was a good event and good things will happen because of it.

Dave Tuckett noted that everyone liked it, and the weather was great. He attended a Zions Bank economic meeting yesterday and they enjoyed it and rode in the helicopter.

Brian Hulet explained that the helicopter rides were at the beginning, so it didn't slow things down. There was still a line waiting for the helicopter so next year two helicopters will be scheduled. The helicopter has become a brand for this event. as well as the store. He discussed trying to fill all the holes remaining holes next year with something about Payson such as the business park.

Kris Phillips noted that Kevin Johnson mentioned using a tag beginning with "home" such as Home to Business, Home to Adventure, and Home to Recreation. Then the holes could be named the same. He suggested someone at every hole promoting Payson.

Jim Rowland stated they had good interaction at the Chamber hole and gathered 51 names, emails, and phone numbers from those who signed up for the \$50 VISA card. It was a really good event.

Robert Mills said the development services hole focused on Main Street and interaction was great. Photos were taken of each teams and then sent to them.

Brian Hulet read comments he received following the event. Good comments and feedback. This Committee was asked to be more active and tasked to invite someone to the event. Robert Mills and David Charles invited people. He asked how everyone did.

Jim Rowland said Mayor Wright got Chip Shot Golf Simulators to attend just by talking to them at their ribbon cutting.

Brian Hulet asked Jim Rowland to email the council and department heads to the ribbon cutting events. It should come as a calendar event.

5. Committee Reports and Assignments (7:45 p.m.)

UVU/MTECH Committee:

Mark Kershaw reported the Committee has processes in place for businesses to marry up with potential students. They wanted to do a proof of concept with the first business for a success story and chose Parris RV. They were trying to set up a tour, but Dori asked to hold off because of the economy. Parris RV has picked up some great technicians in sales and accounting. Dori noted that

they have an intern that she has heard good things about. The Committee will probably focus on a new business.

Jim Rowland noted they are going to try working with PPC Flexible Packing.

Discussion that interning isn't always working for free and can be included on a resume. Many intern positions can fall into a full-time position. The hope is to get someone that can give a shoutout to the business community on their experience as an interns. The website is set up with the information.

Brian Hulet reported that UVU has an upper level class working on the downtown area, Main Street, and UVU campus area by the new interchange. On the downtown, they will work on design guidelines for building and help to fix up old buildings, which the city has grants available.

Discussion regarding the statement that businesses were going out of business. Some are the travel and leisure businesses. Brian Hulet has talked to them, and they are doing fine. Part of the issue is high interest rates and previously it was COVID. This Committee needs to think about the businesses and check to see if they are doing okay.

Downtown Committee:

Discussion that the ribbon cutting for the downtown Main Street is October 16 from 5 to 7 p.m. There will be a very small parade and a car show. Businesses will put tables outside with quick and easy food and samples and gift card giveaways.

Business Recruitment Committee:

Brian Hulet, Dave Tuckett, Jill Spencer, and Robert Mills meet every Wednesday. There are a couple big boxes looking at Payson.

Strategic Plan/Web site/Messaging Committee:

A meeting is planned for next week and then a work session will be scheduled with the city council.

Business Retention Committee:

Jim Rowland will get a meeting scheduled.

6. Report on things happening in Payson (7:55 p.m.)

Biran Hulet showed the new economic development video. The video is available on the city website under Economic Development. Brian Hulet asked everyone when talking to people to direct them to website for the video. It's good for the residents to see as well. Discussion to put on social media and in the city newsletter. The chamber will put it on its website as well. A QR code was provided at the golf event, and many viewed it right then.

The hotel is still moving forward.

A city council retreat is being planned in November to address needs and the future of Payson.

7. Review retreat (8:10 p.m.)

Brian Hulet noted this was discussed a little at the last meeting. He reviewed the following items that were discussed at the retreat and asked how the Board can implement them.

1. Assignments with accountability
 - a. Actionable take away items from each meeting
 - b. Document and measure progress clearly
 - c. Follow-through
 - d. Measurable progress in assignments
 - e. Focus and action
 - f. Know what our assignments are and follow through on them
2. Ask questions in the community
 - a. Educate citizens
 - b. Help with messaging to residents and businesses
 - c. To community-let people know everything we are working on
3. Communicate outside of meetings
4. Question businesses
 - a. Meet other successful businesses
 - b. Help develop a close-knit business community
5. Alignment with City Council goals
 - a. Align goals across the city
6. Improve use of committees
 - a. Split into groups and choose a few items to focus on
7. Survey citizenry
8. Choose a specific project and focus on completing it
9. Social media
10. Ensure connection with leadership
11. Educate on city focus and needs
12. Show how data is guiding activity

Discussion:

- The Board was divided into committees who report at each meeting.
- Some surveys have been done, which don't always show the full picture because many who take the survey aren't informed. A survey could be done with each business to see how they are doing and their needs.
- Board members were assigned businesses to visit, but it's unsure how well it worked. Should this continue? The high-end businesses that generate sales tax and have high employment need to be contacted, get to know them, and see if they need to expand. Four or five years ago, Tempkin was moving things out because it couldn't get employees, but it's doing well now. Tours of businesses were done individually but should be done with as many board members as possible.
- Businesses are visited at Christmas time, but it's usually a drop and run. An agenda is needed when visiting and bring Mayor Wright along. Visit three businesses per month.
- Align with City Council goals (#5) – The goals of this Board need to align with the goals of the city council. Visits to businesses can relay those goals to the businesses and ask what goals they would like the city council to be aware of. It's a two-way street and develops that rapport. It lets them know the city council is interested in their success. It ensures they know how the City intends to grow and the plans for success.

- Improve Use of Committees (#6) - Committees could be used more effectively. We talk about aligning with adventure and education. Businesses could be asked what students could line up with and then bring the students in for a tour. The Advance Learning Center with Nebo School District or MTECH could be asked if they have students that would align with a business. Tours don't need to be limited to high school and college but even elementary students. Tours should be conducted with the smaller businesses and fast food businesses as well. An internship may be done for free, but it pays dividends down the road.
- This Board meets monthly and talks about visiting businesses. What about bringing businesses here and having them do a short presentation to the entire Board on what challenges they are facing and what opportunities they could provide. Department heads could be invited to these meetings to provide helpful information and infrastructure restraints as this Board seeks economic development. Financial institutions could present information on what they can offer businesses.
- Social Media (#9) – Social media is a chance to expand the city's digital footprint. Many people are not aware of the video. Fresh content is needed regularly to get people interested in viewing. The more content out there allows AI to generate more for Payson. Many people are vested online, and the City needs to tap into that. Let people know where to go for information with regular postings. Good posts from other people can be tagged to the Payson Facebook page. Information could also be put in the city newsletter.
- This Economic Board Meeting is open to the public and could be moved to a larger venue. The Board members need to be here in person, but others could attend via Zoom. This wasn't happening five or six years ago; this Board is doing great.

Brian Hulet will arrange for a business to come in each month to this meeting and also a tour. The city council and board members will be invited to the tours.

8. Goals 2025

Brian Hulet asked each committee to come back with three goals and a plan to accomplish those goals. Once solidified, a work session will be scheduled with the city council and department heads to make sure these goals align with city goals.

9. Report from City

Item not addressed.

10. Other

No other business.

11. Adjourn

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