

PAYSON CITY
ECONOMIC DEVELOPMENT BOARD MEETING
Payson City Center, 439 W. Utah Avenue, Payson UT 84651
Wednesday, November 13, 2024

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

Brian Hulet called this meeting of the Economic Development Board of Payson City, Utah, to order at 7:33 a.m. The meeting was properly noticed.

1. Welcome

Brian Hulet welcomed everyone and excused those not present.

2. Thanks

Brian Hulet thanked everyone for attending and noted a quorum was present.

3. Prior Minutes Approval

MOTION: Bill Wright – To approve the December 6, 2023, September 11, 2024, and October 9, 2024, Minutes. Motion seconded by Jim Rowland. Those voting yes: Brian Hulet, William Wright,

Taresa Hiatt, Jim Rowland, Kris Phillips, Mark Kershaw, Tyler Jones, Lynn Abplanalp, David Charles. The motion carried.

4. Wal-Mart

Kevin Forsgren stated he enjoys being here in Payson. He has been at the Payson store for five years and commutes from Herriman. Walmart is Payson's Walmart. He wants to keep the small-town feel and not be seen as a global superpower. He appreciates the support from the City and wants to support the City. He likes to keep the community grants local as much as possible. Walmart employs around 400 to 425 people; they are great employees. The building was remodeled last year adding 6,100 square feet on east side where the online grocery pickup and delivery is run. Pickup and delivery serves upwards of 600 orders a day. The Saratoga Springs store does more volume with online picked, but he hopes to catch them. With the new store in Eagle Mountain, he hopes Payson will become the highest volume store. With the new fuel station, the Walmart plus card gives 10 cents off per gallon and has other benefits as well. Walmart is working hard to be an omnichannel retailer by offering products across multiple channels. Walmart supports the Shop with a Hero that provides children at Christmas. Shoppers come from Payson and surrounding areas as well as Springville and Spanish Fork. The Payson store brings in about \$45 million a year in volume, and there wasn't much drop when the Spanish Fork store opened. It was tough getting employees in some areas until the minimum wage was increased to \$15 per hour. He doesn't have interns at the store level. Interns work in corporate or regional positions and recruit heavily out of Brigham Young University for the home office. Walmart recently removed the college degree requirement for 70% of its jobs. Positions are more experience based. Walmart's biggest need is knowing how it can help the community. The closer people relate to the store the more they will shop at Walmart. He has a yearly grant budget for service opportunities that is spent by October. Walmart planted trees and shrubs at Peteetneet and helped with Kevin Bacon Day. He likes to focus efforts on education to support kids before and after school, first responders and military, and those in need providing food, etc. In-kind donations are around \$100 and easy to do. Larger amounts go through the Walmart Foundation.

Mayor Wright noted that Walmart is always willing to donate to the community and for city functions.

Brian Hulet stated it's nice to have Walmart because the City is trying to recruit another big box. He asked if Sams Club and Walmart could be in the same location.

Kevin Forsgren noted Sams Club is building stores again. Sams Club will deliver and put the groceries right in the customer's fridge. West Haven and Eagle Mountain have stores coming. Sams Club and Walmart sometimes build together. He can get the city a contact and where they request to locate. Walmart works closely with Home Depot; he is happy to help in any way. Walmart is working hard hiring drivers for distribution centers, which provides training and a CDL. Many Walmart associates move into the driver program because it pays an average of \$110,000 per year. Walmart is investing more and more in its associates. There are three distribution centers in Utah, Corinne, Grantsville, and near St. George.

5. Committee Reports, Assignments and Goals

Item not addressed.

6. Christmas Gifts

Brian Hulet will send out a list for gifts.

7. Report on things happening in Payson (8:00 a.m.)

Assistant City Manager

Brian Hulet announced that Robert Mills is the city's new assistant city manager and assigned to economic development. Also, economic development is more than bringing in restaurants or a big box but includes recreation and tourism. Karl Teemant is here to discuss an event.

Gran Fondo National Series

Karl Teemant explained the city was awarded a Gran Fondo National Series cycling race event in June 2025 and is part of the USA cycling. It will include 30, 60 and 100 mile events and includes Olympic, collegiate, and local athletes. He hopes to tie the event in with Adventure Days. The event will draw 500 to 1,000 riders with 8% traveling over 400 miles to participate. It's anticipated to go up over Nebo Loop. The award is for one year and renews yearly. He hopes it will go three years or more.

Jimmy Johns

Brian Hulet stated Spring Lake was voted on at the election and will become a city. Jimmy Johns held a grand opening yesterday. Jimmy Johns attended the golf tournament the last two years, which influenced it coming to Payson. The City is working on a couple big boxes to come to Payson; it's very optimistic. Jim Rowland noted that Jimmy Johns has a large room for 30 people with a TV and fireplace. Jimmy Johns caters as well.

8. Visits (8:10 a.m.)

Everyone enjoyed having Walmart attend today.

Brian Hulet suggested visiting Cornaby's or the new MTECH building next month on December 19. He asked for suggestions on businesses who could attend a Board meeting.

Suggestions included:

- Visits:
 - Temkin, which isn't just here in Payson but worldwide.
 - Payson Fruit Growers.
 - Liberty Safe, who is a great member of community as far as employment.
- Attend a Board meeting:
 - Rocky mountain ATV
 - Olson's Garden Shop. Mayor Wright will see if they can come in December.

9. Goals 2025 (8:17 a.m.)

Golf Event Committee - Kris Phillips stated the golf tournament will be Thursday, October 2, 2025. There will be two helicopters.

Strategic Plan/Web Site/Messaging Committee – Brian Hulet noted the Committee is working on the website and messaging. The strategic plan will be finished by February 28, and then a work session will be held with the city council in Spring 2025 to finalize the plan. The plan is to put two things on the website every month and two messages through social media or the newsletter.

Business Retention Committee - Jim Rowland sent an email to the committee to see who was committed. He is waiting to hear back. He received a list from Development Services that there are 623 businesses licensed in Payson. The goal is to go through the list to figure out who is who and categorize them. Brian Hulet would like a monthly list of new businesses (home businesses or commercial) that open or businesses that close to see what's happening over time. He suggested mailing a thank you letter to every new business from this Board. Some may receive a welcome package. Taresa Hiatt suggested including Board contacts. Robert Mills is working to put all the businesses on the city's website with a map. He's not going to replace what Google does best in providing information, but this will provide the businesses in Payson.

UVU/MTECH Committee - Mark Kershaw stated the committee has several goals. Most importantly is understanding this organization's need as far as education but understanding business needs is better. Creating a list of businesses that can work with interns. The Advanced Learning Center is on there with a discussion to attend teacher conferences and sponsoring a hole at the golf tournament. Elementary school trips to local business falls in line with adventure and education. The next committee meeting will be in January because of the holidays, but the committee is continually in contact. Kris Phillips suggested bringing in bank representatives that can provide information on scholarships, grants, and changes they see coming. The information can be given to the businesses. The banking industry can be scary because of interest rates. Brian Hulet noted all this information is provided at the Advanced Learning Center. Discussion to get youth to the Center for information before they reach high school. Youth need to be exposed to businesses. Some youth think they need to know what they want to do beforehand.

Business Recruitment Committee – Working on finding a new location for Smiths.

Downtown Committee - Tyler Jones stated they are working with the state program for the downtown to reach the Tier 2 designation. Tier 2 allows and opens grant funding for projects such as the Huish remodel and the food hall. They are working on hiring a director for the downtown, which could be funded through dues. Two transformation strategies have been designed. Transformation Strategy #1 – Placemaking/community serving/tourism updates the downtown zoning ordinance so businesses can't change building facades or colors that don't meet the downtown criteria and creates an ambiance of experience-based retail. They want to incentivize businesses to use buildings for retail and not manufacturing. Transformation Strategy #2 – Business Activation and development establishes comprehensive design guidelines to support the aesthetic and functional enhancement of Historic Downtown buildings and fosters growth and development of existing businesses. He noted there is a lot of red tape with the federal grants. Robert Mills noted the City budgeted \$100,000 for building facades that isn't strict like the federal grants. Brian Hulet stated there is also funding for the interior of historic buildings through the Paul Bruhn Historic Revitalization Grant Program.

Discussion regarding smaller goals including creating a business improvement district, which is a tough sell and has to be a united front to work. A Downtown Business Alliance gives strength in numbers. This would help when movies are filmed in Historic Downtown. Robert Mills will contact

the Film Commission to come see the revised downtown. Jim Rowland stated there is an event on November 30 with the downtown businesses with Santa Clause attending. The businesses are all excited, will set up booths, and were encouraged to offer gifts. A grant was received from GOEO for a Small Business Saturday event next year. Tyler Jones mentioned a goal to have regular monthly activities in Historic Downtown from May to November.

10. Report from City

Item not addressed.

11. Other

Brian Hulet asked that each committee create a goals spreadsheet with time frames and responsibilities.

12. Adjourn

This meeting was adjourned at 8:45 a.m.