

PAYSON CITY  
ECONOMIC DEVELOPMENT BOARD MEETING  
Payson City Center, 439 W. Utah Avenue, Payson UT 84651  
Wednesday, March 12, 2025

CONDUCTING                Brian Hulet, Director

MEMBERS PRESENT      Brian Hulet, Economic Development Director/City Council  
Dave Tuckett, City Manager  
Jim Rowland, Payson Santaquin Area Chamber of Commerce  
Kris Phillips, Stadium Cinemas  
Mark Kershaw, Resident  
Tyler Jones, Business Owner (7:40 a.m. online; in person 8:00 a.m.)  
Lynn Abplanalp, PPC Flexible Packaging  
David Charles, Business Owner (online)

EXCUSED                    William R. Wright, Mayor  
Taresa Hiatt, City Council  
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, Assistant City Manager/Alternate Board Member  
Jill Spencer, Development Services Director/Alternate Board Member

OTHERS                    Kirk Beecher, Payson Planning Commission

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

3. Prior minutes approval

**MOTION: Mark Kershaw – To approve the November 13, 2024 minutes.** Motion seconded by Jim Rowland. Those voting yes: Brian Hulet, Dave Tuckett, Jim Rowland, Kris Phillips, Mark Kershaw, Lynn Abplanalp, David Charles, Robert Mills, Jill Spencer. The motion carried.

4. EDBPayson Board

Brian Hulet noted the city council passed a new ordinance for the Economic Development Board. The biggest change is it's now an 11-member board, and members are appointed by the city council through an application process. Terms will be for 3 years beginning with 1-year, 2-year, and 3-year terms. To ensure a quorum, Dave Tuckett, Robert Mills, and Jill Spencer are ex officio members and can vote. All are welcome to attend and participate. He reviewed the new board members and terms.

<u>New Board</u>	<u>Term Yrs</u>	
Bill Wright		Mayor
Brian Hulet		City Council
Ben Ford	1	Nebo School District
Lynn Abplanalp	1	PPC Flexible Packaging
David Charles	1	Business Owner
Tyler Jones	2	Business Owner
Jim Rowland	2	Chamber of Commerce
Kevin Johnson	2	Mountain View Hospital
Kris Phillips	3	Business Owner
Mark Kershaw	3	Resident
Larry Skinner	3	Resident

**MOTION: Lynn Abplanalp – To approve the new changes to the board members.** Motion seconded by Mark Kershaw. Those voting yes: Brian Hulet, Dave Tuckett, Jim Rowland, Kris Phillips, Mark Kershaw, Lynn Abplanalp, David Charles, Robert Mills, Jill Spencer, Tyler Jones. The motion carried.

##### 5. Committee reports, assignments, and goals

Golf Event Committee – Kris Phillips reported the golf tournament is Thursday, October 2. There are no changes to the sponsorship packet, and the committee is working on sponsorships. Last year the tournament functioned pretty good so it will be close to the same. The plan is to have two helicopters.

Brian Hulet noted the tournament has done fairly well, but the emphasis is to invite businesses that want to move to Payson.

Strategic Plan/Web Site/Messaging Committee – Kirk Beecher noted the committee has met a couple of times. About one-third of the existing documents have been updated, which will be completed and presented to this Board.

Business Retention Committee – Robert Mills reported the committee met yesterday focusing on business retention and networking with existing businesses to understand the business world and get information out on what the city is doing on business retention and development planning.

Brian Hulet noted each committee has been asked to provide two or three goals to review and going out once a month as a group and bringing a business owner into these meetings.

Robert Mills will work on the goals and inviting someone.

UVU/MTECH Committee – Mark Kershaw explained the committee has created three goals and has been working on one for development, marketing, and outreach materials. Traditional, members would talk to businesses to get to know them better, but it's not fast enough to get the word out. Through association and collaboration with Utah Valley University (UVU), there is an online presence on the Payson City website to get information; but no one knows about it. The realization is to make people more aware of this. Collaborating with the education partners on a brochure. The second goal is to engage businesses through the chamber and committee meetings to increase connectivity with the businesses and education partners. This will bring an awareness of the resources available. The third goal is to participate in the economic development golf tournament with a booth to share the vision of Payson. He is hoping to have the booth fee waived.

The members discussed tying in the Home to Adventure theme with the golf tournament with lines such as Home to Education. The possibility of a booth at Onion Days and Adventure Days. The Onion Days information booth can incorporate economic development information. The general public would be interested in the city's future and maps including Main Street and the new interchange. The Innovation Center will be open at MTECH for people to tour. These events lead to an environment of dialogue and conversations. Manpower is a key; empty booth isn't good. It's a good time to draw the line on what the Chamber is doing, what the City is doing, and drawing the line. Handouts and graphics are needed.

Downtown Committee – Tyler Jones noted Brian Hulet has done a lot of work to get Payson to tier 2 with the state program. There is a lot of responsibility with tier 2. Several committee members have moved on so he is trying to replace them as well as build community members through Jotform. Monthly activities are planned beginning in May through November in downtown. Goals included getting to tier 2 and monthly activities.

Brian Hulet explained that grants is a big thing with tier 2. One grant available is funding up to \$50,000 for building interiors. The National Main Street Program is available and coming up next month.

Jim Rowland noted the Payson Christmas Festival (was Small Business Saturday) will be Friday and Saturday after Thanksgiving in conjunction with the Santa Dash on Friday and the Christmas tree lighting on Saturday.

#### 7. Report on things happening in Payson

Item not addressed.

#### 8. Alpha maps (8:05 a.m.)

Brian Hulet is working with Alpha Maps to collect data on Payson.

#### 9. State real-estate website

Brian Hulet reported GOEO now has a website with all the properties for sale and rent. He asked to be informed of any properties or space for sale or rent in Payson to get on this website.

## 10. Report from City

Item not addressed.

## 11. Other

Brian Hulet asked if the Board wants a retreat this year; he will work on a time. One person can't meet on Wednesday mornings so he will look at other times for EDB meetings, but it may stay at this time and day. He doesn't want to do online because he wants people to be in a room together. If a member is out of town, he could give permission to be online.

## 6. Development Services update (8:09 a.m.)

Jill Spencer reviewed the featured projects including redesigned freeway interchange, Southern Farms, Red Bridge Village, Historic Downtown, and new businesses.

Redesigned Freeway Interchange:

Future interchange and connectivity with Main Street interchange reviewed. There are four different phases.

- Phase 1 includes constructing a partial interchange/beltway. Funding is secured, design scheduled, and construction begins in 2027 (subject to change). There are on (north) and off (south) ramps to I-15 and a connection from I-15 to Arrowhead Trail to SR-198, but no connection to north Main Street Interchange. Horrocks Engineers and others are designing phase 1, which should be done by the end of this year. Other agency approvals are required including reevaluation of the environmental impact statement and FrontRunner. The area also includes the Payson sewer plant upgrade, Payson power plant upgrade, and WICP buildings.
- Phases 2 – 4 is unfunded with no timeframes identified.

Southern Farms:

This area is located between Payson and Benjamin encompassing about 450 acres. Payson, Salem and Spanish Fork have an interlocal agreement identifying who has what corners of the Benjamin interchange i.e., southwest corner – Payson, southeast corner – Salem, and north corners - Spanish Fork. The developer has a conceptual layout and ties to the FrontRunner Station area. A work session was held with the city council for direction and making adjustments.

Red Bridge Village:

This area includes the MTECH main campus, which opens the fall of 2025 with many programs available. There are additional building to accommodate cosmetology and nail technician courses. The area includes the expansion of 800 South, which is not funded; and the expansion of residential and commercial. Several phases have been approved along 1700 West including approval of a townhome development further west. Several millions in infrastructure will be installed.

Historic Downtown:

Phase 1 is completed on Main Street between 100 North and 300 South with a northwest parking lot. Phase 2 is under construction and includes Main Street between 300 South and 500 South with the library parking lot reconstruction and estimated completion July 2025. Future phases include additional infrastructure upgrades and northeast parking lot upgrade but have no timeframe or

funding. There has been new interest in the downtown, and staff is working to ensure the right mix and types of businesses. There are new expanded business opportunities for façade improvement. Staff is working with a firm on public engagement to get information to businesses and the public with information available on the city's website and via email.

New Businesses:

New businesses include Mo'Bettahs Hawaiian style food in the Walmart area, McDonalds (second location by Café Rio), Golden West Credit Union, Fairfield by Marriot Hotel by Walmart, and Maverick Gas Station on north interchange by WICP buildings. Staff is working with Woodbury to get businesses in the pit as well as an Atlanta group that does big sport complexes.

12. Adjourn

This meeting was adjourned at 8:42 a.m.