

PAYSON CITY
ECONOMIC DEVELOPMENT BOARD MEETING
Payson City Center, 439 W. Utah Avenue, Payson UT 84651
Wednesday, May 14, 2025

CONDUCTING Brian Hulet, Director

MEMBERS PRESENT Brian Hulet, Economic Development Director/City Council
 Lynn Abplanalp, PPC Flexible Packaging
 David Charles, Business Owner
 Jim Rowland, Payson Santaquin Chamber of Commerce
 Tyler Jones, Business Owner (7:50 a.m.)
 Kris Phillips, Stadium Cinemas
 Mark Kershaw, Resident

EXCUSED William R. Wright, Mayor
 Ben Ford, Nebo School District
 Kevin Johnson, Mountain View Hospital
 Larry Skinner, Resident

STAFF Dave Tuckett, City Manager
 Jill Spencer, Development Services Director
 Kim E. Holindrake, City Recorder

OTHERS Kirk Beecher, Payson Planning Commission
 Taresa Hiatt, City Council/Business Owner

Brian Hulet called this meeting of the Economic Development Board of Payson City, Utah, to order at 7:38 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

Item not addressed.

10. Golf Event (7:40 a.m.)

Brian Hulet reported the golf tournament event is Thursday, October 2. The City is looking for businesses that employ people with higher paying jobs over minimum wage including retail. Board members have been tasked on finding entities/people to attend. He asked that he be informed of the

entity/people prior to inviting them. Each hole will be beefed up to portray the Home to Adventure theme. The new golf carts have video capability to promote Payson.

Kevin Johnson reported a lot has been done on position recruitment and attempting to align practices to the Payson area. This event introduces people and entities to the Payson community and shows plans for growth, amenities, and city strategic planning. It brings an excitement to the community. Half of the hospital team are staff that can help partner with the hospital such as physicians. AS a result of the tournament, two physicians from Lehi now have block time in the OR and are seeing patients in the medical office building. The CEO of Valley Women's Health was contacted and is looking at an office in Payson.

7. Innovation Center (7:45 p.m.)

Brian Hulet reported the MTECH building should be completed shortly, which includes the Innovation Center with 3,000 square feet. He asked for any ideas that would be good in the center such as small equipment like laser cutters and 3-D printers to help businesses in Payson and the surrounding area. A tour is scheduled today at 11 a.m. at MTECH with CC Bank, who is donation \$10,000 to the center. MTECH will purchase the equipment for the center and pays all the utilities

Discussion that digital printing is used a lot for labels, boxes, bags, and to customize products.

The Innovation Center has six rooms to rent for startup businesses, a podcast room, telephone booths for privacy calling, small conference room, and a bigger classroom (100 people). The City approved a budget to hire someone to help run the center. Any materials for equipment will be charged but not the use of equipment. The podcast room may have a small fee. A plan is being created with all the details.

6. Swag bags (7:50 a.m.)

New businesses will receive a swag bag with a Payson head lamp, puzzle, luggage tag, wrist band, etc. and a letter from Mayor Wright.

11. Vision Statement (7:53 a.m.)

Brian Hulet explained that the city rebranded with Home to Adventure so a vision statement is needed.

Vision Statement:

- Ideas to incorporate included core values, small town or hometown feel (survey years ago), Home to Adventure (adventure in all aspects of life).
- A vision statement guides decision making, builds community identity, attracts investment and talent, supports funding and grants, and unifies city projects.

Proposed Vision Statement for Payson, Utah

Payson will preserve its small-town charm while embracing smart growth. As the "Home to Adventure" we will build a thriving community rooted in outdoor recreation, education, and business opportunity – a place where residents want to live, work and play.

Discussion that is needs to include recruiting and retaining businesses, use “the City” instead of “we,” start with Home to Adventure, change small-town to home-town. For branding, use three or four core values i.e., adventure, community, opportunity, and stewardship. Then define and build on those core values.

As the Home to Adventure, Payson City builds a thriving community rooted in outdoor recreation, education, and business opportunity. Payson City preserves its home-town charm while embracing smart growth. A place where residents want to live, work, and play.

Core Values – Payson, Utah

1. Adventure – The City embraces its identity as the “Home to Adventure” by promoting outdoor recreation, exploration, and active lifestyles that connect people to nature and each other.
2. Community – The City values strong relationships, volunteerism, and a welcoming spirit that preserves its small-town charm and fosters a sense of belonging for all.
3. Opportunity – The City supports growth in education, business, and innovation to ensure that every resident and entrepreneur can thrive here.
4. Stewardship – The City is committed to thoughtful planning, responsible development, and protecting the natural and cultural resources that make Payson special.

Brian Hulet will work on this with staff and bring it back for approval prior to taking it to the city council.

(Kevin Johnson and Kirk Beecher excused)

4. Committee reports, assignments and goals (8:02 a.m.)

Downtown Committee - Tyler Jones attended the Main Street Conference in Ogden where visions were discussed and broke down setting goals and creating vision statements. The committee is hoping to start First Fridays beginning the first Friday in June where the two blocks of Main Street are closed down to traffic. About six people are interested in volunteering. The committee focuses on the economic vitality, design, promotion, and organization of the downtown and is working on a director for each of those areas.

Brian Hulet noted PARC tax funds were acquired to help with these events and hire an intern from the ALC to coordinate and help every month. The downtown keeps thriving.

Golf Event Committee – Kris Phillips reported invitation cards have been printed and are available digitally. The committee’s focus is on organizing the holes to promote adventure in education, in health care, etc. There will be two helicopters, massages, and a tent for the marketplace/swag store.

Discussion to include name tags.

UVU/MTECH Committee – Mark Kershaw reported the priority is getting the word out to businesses regarding resources with UVU, MTECH, and Nebo School District. The three goals are to get to Adventure Days, chamber meetings, and the golf event. In the process of developing a trifold

pamphlet and a banner for events. He's hoping for some funding for pamphlets and banner from the City. Attendance at these events can showcase what the students have done.

Strategic Plan/Web Site/Messaging Committee – Brian Hulet noted the committee is meeting and working through the last phase of the plan, which will be presented to this group, then the planning commission, and city council.

Business Retention Committee – Taresa Hiatt stated she met with Paul Johnson about networking, which he can analyze who is and isn't getting information. They discussed retaining businesses and reaching out to the Pizza place on Main Street as to why it left. Marketing is a big thing and getting the business name out there. The Chamber has someone who helps with this. To her, marketing is number one. Anyone can start a business, but then there is accounting and legal needs. Shop local is important. The Innovation Center needs someone strong in marketing to help businesses.

Tyler Jones noted when he was the chamber president, he wanted to put out a graphic on statistics on social media about keeping a dollar in the community. People don't conceptualize how it helps the businesses. The idea was forgotten when he left as president.

Discussion on getting business groups together to discuss challenges and how the city can help as well as working closely with the chamber. Information can be put in the city newsletter.

Business Recruitment Committee – Brian Hulet reported he and Mayor Wright will attend ICSC this Saturday and have appointments with Stewart Adams the president of Smith, Texas Roadhouse, and others. The city is working closely with Woodbury, and things are happening. He's been in contact with the person over site selection for Sams Club. Final approval was given for the hotel site plan and will get a building permit shortly. Maverik is building, and Mo'Bettahs ribbon cutting is tomorrow at 5:30 p.m.

Dave Tuckett noted there is a lot of good synergy happening. Contacts have been established, Woodbury is stepping up, the lobbyist is getting more funding. The City received over \$5 million for the Main Street project.

Jim Rowland noted the ribbon cutting for Memories on Main is June 5.

5. EDCP/GOEO (8:25 a.m.)

Brian Hulet explained there were changes with EDCUtah and GOEO in high-level management.

8. ICSC

Item not addressed.

9. Strategic Plan

Item not addressed.

12. Report on things happening in Payson (8:28 a.m.)

The Payson Sewer Plant upgrade is progressing. Anyone is welcome to tour the facility; it's interesting.

Business Spotlight - Taresa Hiatt noted her business is Copy Central and Scrapbook at 875 East 400 Noth, which she has owned for 25 years. She reiterated that marketing is the challenge. Mailers don't work that well, but Google works and her business is #1 for copy stores in the area. The first three years it was just a copy store until businesses got their own copy machines. Then scrapbooking was added, which is up and down. She's now getting into board games and card games such as Pokemon and Magic. She has a lot of wood projects. It's more crafting than scrapbook. She offers oversized color copies such as blueprints. The staff has been there for quite a while. It's a good business and takes care of the community. The majority of her customers are not from Payson. She tries to use vendors from Utah.

13. Report from City

Item not addressed.

14. Other

Item not addressed.

15. Adjourn

This meeting was adjourned at 8:50 a.m.