

**MINUTES OF THE MEETING OF THE
PLEASANT VIEW CITY REDEVELOPMENT AGENCY (RDA)
PLEASANT VIEW, UTAH**

January 27, 2026

The public meeting was held at the city office at 520 West Elberta Dr. in Pleasant View, Utah, commencing at 6:56 P.M.

CHAIR:

Steve Gibson

BOARD MEMBERS:

Ann Arrington (via Zoom)
Johnny Ferry
David Marriott
Sara Urry
Sean Wilkinson

STAFF:

Andrea Z Steiniger
Laurie Hellstrom
Tyson Jackson
Stetson Talbot
Tammy Eveson
Matt Wilson-attorney

VISITORS:

Matt Ryder
Scott Reittinger
Rob Sant
Brian Gray

Motion was made by BM Wilkinson to enter into an RDA meeting. 2nd by BM Marriott.
Voting Aye: BM Arrington, BM Ferry, BM Marriott, BM Urry and BM Wilkinson. 5-0

Johnny Ferry stated a conflict of interest and sat in the audience.

1. Consent Items - Minutes of November 18, 2025

Motion was made by BM Urry to table the minutes of November 18, 2025. 2nd by BM Marriott. Voting Aye: BM Arrington, BM Ferry, BM Marriott, BM Urry and BM Wilkinson. 5-0

2. Public Hearing - Rise Community Reinvestment Area Project Area Plan and Budget.

Rob Sant with Urban & Main gave a presentation (attached): I was retained by the Northern Utah Economic Alliance to assist the Pleasant View Redevelopment Agency in drafting and adopting a Project Area Plan and Budget for the Rise CRA. I will summarize the plan and budget rather than review the full documents in detail. The budget was included as an attachment to the resolution for adoption. In November the Agency approved a survey resolution granting permission to draft a project area plan and project area budget for the Rise Community Reinvestment Area. The draft was completed in December, followed by a required

30-day public notice period during which the plan and budget were available for inspection. There were no public comments received during that period. Tonight is the public hearing to adopt the plan and budget. Rob Sant reviewed the background information about community reinvestment agencies (CRAs), explaining that the Pleasant View agency was created under prior law as a redevelopment agency and is now known as a reinvestment agency. He stated that such agencies are legal entities created by municipalities to promote economic development, job creation, redevelopment of underutilized areas, public infrastructure improvements, and affordable housing through public-private partnerships. He explained that agencies act as separate limited-purpose local governments and reinvest property tax increment revenues to grow the city's tax base. Rob Sant explained tax increment financing (TIF), does not involve a tax increase and does not use general fund revenue. Property taxes are frozen at the base year when the project area is created, and any growth above that base becomes tax increment. Project areas typically last 10 to 40 years, with participation ranging from 20% to 100% of the increment. The specifics of the Rise CRA, the project area consists of a 21.64-acre parcel currently occupied by Rise Bakery. The 2025 base value is \$9.6 million, generating approximately \$103,000 in property taxes annually, with just under \$8,000 allocated to Pleasant View City. The proposed expansion would include a \$61 million capital investment, 116,000 new square feet, and 170 new jobs. The estimated incremental value from the expansion would be \$15.3 million, bringing the total assessed value to just under \$25 million. The proposal included a 15-year term at 50% participation in tax increment. He noted that Weber Area Dispatch does not participate in such agreements per its policy. Projected revenues during the life of the project area, Pleasant View City would receive approximately \$132,000 over 15 years, and the total increment allocated to the agency would be approximately \$1.7 million, subject to administrative costs and a required 10% affordable housing set-aside. He explained depreciation of personal property and clarified that equipment depreciation follows a statutory schedule, beginning at 97% of value and depreciating to approximately 21%, at which point reinvestment would reset the value upward. Rob Sant referenced a letter provided by Rise in December addressing the necessity of the incentive. He stated that the company was deciding whether the new 116,000 square feet would be used for warehousing or manufacturing expansion, with manufacturing bringing significant personal property investment and 170 jobs. Scott Reitinger, Plant Manager for Rise: the company is still evaluating options and locations. Warehousing would generate approximately 15 jobs, while manufacturing would create 170 jobs. My goal is creating jobs in smaller communities. The company is considering Pleasant View but has alternative locations under review. Production positions wage ranges start around \$17–\$18 per hour and go up to nearly \$24 per hour, with supervisors earning approximately \$80,000 and managers starting at \$110,000. There is a strong local interest in employment. The decision between warehouse and manufacturing would depend in part on the outcome of the CRA process. Matt Ryder of Frameshift Consulting, representing Rise, confirmed that the company would wait for the outcome of the CRA process before making a final location decision for production capacity. He noted that the State of Utah had preliminarily offered an EDIF incentive for the project. Councilmembers discussed the total CRA value, participation from other taxing entities, and the process for negotiating interlocal agreements. Rob Sant explained that after plan and budget adoption, negotiations would occur with entities including the county and school district, each of which must adopt its own interlocal agreement. Councilmember comments reflected differing viewpoints. Some members expressed support, citing low risk and potential economic upside, including job creation and local spending at nearby businesses such as Chick-fil-A. Others expressed concern about the benefit to Pleasant View residents and whether the incentive was necessary for a company of Rise's size. Scott Reitinger: emphasized local contractor usage and capital expenditures exceeding \$2 million in recent upgrades, as well as continuous improvement initiatives and employee engagement.

Motion was made by BM Urry to enter into a public hearing regarding Rise Community Reinvestment Area Project Area Plan and Budget. 2nd by BM Marriott. Voting Aye: BM Arrington, BM Marriott, BM Urry and BM Wilkinson. Passed 4-0.

Brian Gray: referenced Rise's proposal to the State mentioning bulk material storage and reduced waste through silos. The proposal sounded more like a storage facility. No other comments given.

Motion was made by BM Marriott to end the public hearing. 2nd by BM Wilkinson. Voting Aye: BM Arrington, BM Marriott, BM Urry and BM Wilkinson. Passed 4-0.

Rob Sant clarified that adoption of the plan and budget initiates negotiations but does not guarantee revenue.

3. Project Area Plan. Discussion and possible approval of Resolution 2026-A(RDA) adopting the Rise Community Reinvestment Area Project Area Plan.

Motion was made by BM Urry to approve Resolution 2026-A(RDA) adopting the Rise Community Reinvestment Area Project Area Plan. 2nd by BM Wilkinson. Roll call vote. Voting Aye: BM Urry and BM Wilkinson. Voting nay: BM Arrington, BM Marriott. Tie vote. Mayor Gibson voted aye. Passed 3-2.

4. Project Area Budget. Discussion and possible approval of Resolution 2026-B(RDA) adopting the Rise Community Reinvestment Area Project Area Budget. (Presenter: Rob Sant)

Motion was made by BM Urry to approve Resolution 2026-B(RDA) adopting the Rise Community Reinvestment Area Project Area Budget. 2nd by BM Wilkinson. Roll call vote. Voting Aye: BM Urry and BM Wilkinson. Voting nay: BM Arrington, BM Marriott. Tie vote. Mayor Gibson voted aye. Passed 3-2.

5. Adjournment: 7:54.

Motion was made by BM Marriott to adjourn the RDA meeting. 2nd by BM Wilkinson. Voting Aye: BM Arrington, BM Ferry, BM Marriott, BM Urry and BM Wilkinson. 5-0