

MINUTES FOR THE
BUSINESS ADVISORY BOARD
Wednesday, January 8th, 2025

1. Roll Call

The following members of the Business Advisory Board were present:

Andy Robertson, Chair	Scott Lyttle, Vice-Chair
Jeff Carleton	Jocelyn Kearn
Brittany Reese	Isaac Atencio
Abudujaannah Soud	Barri Allaire
Alfonso Brito	Sheridan Mordue

Also Present:

Peter Makowski, Department of Economic Development; Will Wright, Department of Economic Development; Kiara Polee, Department of Economic Development; Ibrahim Ramazani, Department of Economic Development, Andie Feldman, Department of Economic Development; Austin Kimmel, Salt Lake City Council; Victoria Petro, City Council Chair; Jake Maxwell, Deputy Director of Economic Development; Lorena Rizzo Jensen, Director of Economic Development; Katherine Matheson, Department of Economic Development; Dr. Sidni Shorter, PsyD, President and CEO of the Utah Black Chamber.

Absent:

Pook Carson

1. Approval of the minutes

- a. Review and Approval of December 11th, 2024, BAB Minutes.

Ms. Reese made a motion to approve the minutes of December 11th, 2024. Mr. Carleton seconded the motion. Upon roll call, the motion passed unanimously.

2. Briefings by the Staff

- a. Report from the Director.

Ms. Reichgelt, Director of Business Development, provided updates to the Business Advisory Board on the Department of Economic Development's recent initiatives and Board accomplishments for the year 2024. She updated agendas to include members by district, connecting them with City Council members and major projects in each area. The Board sent a letter to the Mayor and City Council outlining potential partnerships between Salt Lake City and the business community. The department also continued engagement with elected officials, inviting all Council members and the Mayor to Board meetings. In response to concerns about homelessness, Andrew Johnston was invited to speak at meetings. Additionally, the board featured and highlighted local small businesses, participated in the EDLF Loan Committee, distributing 10 loans totaling \$1.6 million, and provided feedback on program updates. Other key efforts included reviewing the food truck ordinance, zoning consolidation, and permitting processes for small businesses.

Minerva Jimenez-Garcia, Business Development Manager focusing on Workforce Development, introduced herself to the Board and discussed her role. She explained that her work involves meeting with organizations and corporations to assess workforce needs and aligning them with potential partners like schools and training programs. Additionally, Ms. Jimenez-Garcia will work closely with companies such as Boeing to understand workforce pipelines and explore partnerships with technical colleges to support job opportunities for Salt Lake City residents. The meeting concluded with reflections on the department's accomplishments and optimism for the future, with an emphasis on leveraging new leadership to drive further progress.

3. Business Items

A. Shop Sugar House and Shop Small SLC Marketing Updates

Katie Matheson, Economic Development Manager of Marketing and Research, updated the Business Advisory Board on two major marketing campaigns conducted between October and December. The first campaign, "Support Sugar House Businesses," was launched urgently in response to ongoing construction impacts on local businesses. With support from the Mayor, City Council, and the Business Development team, the campaign utilized digital ads, radio promotions, and a revamped website, ShopSugarHouse.org, to drive traffic to local businesses. A key feature was the Sugar House Savings Pass, powered by Utah-based Bandwango, offering discounts to customers at participating businesses. The campaign generated 1.3 million impressions, 22,000 likes, and a 1.91% click-through rate, with over 400 sign-ups for the savings pass.

The second campaign, "Shop SLC," expanded the city's shop-local initiative beyond Sugar House, featuring businesses from all seven council districts. The campaign introduced a new, permanent logo and branding, along with a launch event at Game Night Games, attended by city officials and local media. Social media and digital ads promoted 15 small businesses, encouraging residents to shop locally. This campaign achieved 1.68 million impressions, with a 2% click-through rate. Both efforts highlighted the collaborative efforts of city departments, marketing agencies, and local businesses in supporting economic development and strengthening community engagement.

B. Utah Black Chamber of Commerce

Dr. Sidni Shorter, PsyD, President and CEO of the Utah Black Chamber, presented the Chamber's work and its partnership with Salt Lake City Economic Development. She emphasized the Chamber's statewide focus, countering the perception that it is solely Salt Lake City-centric. Over the past year, the Chamber has experienced remarkable growth, increasing its membership by 275% and expanding funding by 516%. The Chamber successfully improved SBA loan approval rates for Black-owned businesses by working directly with SBA applicants and SBA lenders. Additionally, they have supported businesses in securing brick-and-mortar locations and established strong financial capacity programs in partnership with local banks to help small businesses navigate financial barriers.

Dr. Shorter also highlighted the Chamber's efforts in youth entrepreneurship through the "Be a CEO" program, which introduces students as early as sixth grade to business fundamentals. The success of this initiative has led to the development of an adult version. Dr. Shorter stressed the Chamber's commitment to economic inclusion, exemplified by the Black Wealth Conference, which provided funding and investment opportunities for small businesses. Furthermore, she shared a success story of a Utah-based Black entrepreneur who transitioned from mixing spices at home to running a manufacturing facility and securing an Amazon Canada partnership. Dr. Shorter concluded by emphasizing the Chamber's mission

to create sustainable business opportunities, foster economic empowerment, and expand local and global business networks.

C. BAB elections for Chair and Vice Chair

The Board held elections for its 2025 leadership, unanimously appointing Scott Lyttle as Chair and Sheridan Mordue as Vice Chair. The process began with nominations, with Mr. Lyttle accepting the nomination for Chair. Following his approval, Ms. Mordue was nominated and confirmed as Vice Chair. Ms. Reichgelt discussed the responsibilities of the Chair and the Vice-Chair, including leading monthly meetings, collaborating on agendas, and guiding the Board's initiatives throughout the year.

4. City Council Announcements

Austin Kimmel provided updates on the following items.

Austin Kimmel from the Salt Lake City Council provided updates on key developments, including the Council's first meeting of 2025. During this meeting, the Council appointed its leadership for the year, naming Chris Wharton from District 3 as Chair and Alejandra Puy from District 2 as Vice Chair. Additionally, the Council received a briefing on a public utilities study assessing water rates and structure. Conducted every five years, this study ensures that water rates remain fair and affordable while generating sufficient revenue for operations. The results will be incorporated into the annual budget, which the Council will review in May.

Mr. Kimmel also highlighted an upcoming presentation by the Downtown Alliance to the City Council on January 21. The Alliance routinely provides updates on its initiatives, and the meeting will offer insights into their ongoing projects. The Business Advisory Board will receive a high-level update on this presentation during its February meeting. Mr. Kimmel concluded by welcoming questions from attendees before handing the floor back to Economic Development staff.

5. BAB Member Announcements

A. No BAB announcements.

Adjournment

There being no further business, the meeting was adjourned.


Andy Robertson (Feb 18, 2025 23:17 MST)
Andy Robertson, Chair

This document and the recording constitute the official minutes of the Economic Development Business Advisory Board meeting held on January 8th, 2025.