

PAYSON CITY
ECONOMIC DEVELOPMENT BOARD MEETING
Mountain View Hospital, 1000 East 100 North, Suite 325, Payson UT 84651
Thursday, October 4, 2018

CONDUCTING Brian Hulet

COMMITTEE MEMBERS Brian Hulet, Payson City Council, Dave Tuckett, Payson City Manager; Kris Phillips, Stadium Cinemas; Shelly Thompson, Chamber of Commerce; Scott Wilson, Nebo School District; Winthrop Jeanfreau, UVU; Mike Hardy; Andra Cefalo, Chamber of Commerce. Ric Johnson, Mountain View Hospital

EXCUSED Bill Wright, Payson City Mayor. Lyn Ablanap, Temkin International

STAFF Amanda Baker – Secretary,

Meeting began at 8:00 am

GOLF EVENT

We did cancel the golf event because of the fire situation. There were 6 or 8 teams that were signed up that participated anyway. They seemed to have a wonderful time. We received several compliments. Wynn reported that it was great and a very beautiful day, it was a clear day with no smoke. Brian expressed that we still got a good value out of it. The Hospital & Woodbury have a few people they are trying to recruit so it was a good day. The next even is scheduled for September 25th 2019. Dave stated the people that did come had a great time, and it was a great time for networking.

PAYSON PROJECTS

Brian reported that KFC plans on starting in November. Ric asked what kind of parking issues they have had. Dave reported they want a cross parking agreement but Walmart has some restrictions on that parcel.

Tri-State metal building is a really nice building. Brian reported we really loosened the building requirements in the business park and they weren't happy about some of the requirements that were still in place but now that they have built the building they really are happy with their building and are looking to build more just like it in different locations.

BUILDING PERMITS

Brian reported on building permits.

BUSINESS ASSIGNMENTS

Brian went through the list of businesses and made assignments. Ms. Cefalo reported they have been in contact with Walmart and they have agreed to give them a \$1,000 donation which they are happy about.

BRANDING

Wynn reported on the branding status. He stated it's really about the way people perceive you as and that is your brand. He stated there seems to be a disconnect about how people see Payson and how we see ourselves. He stated the next step are the brand promise, visual voice and spoken voice. Which includes, font, color, logo etc. He mentioned they met with a couple of companies that are very qualified to do the rebranding. After meeting with them the committee really felt good about Jed Morley. Wynn explained that Jed is highly qualified and they all feel he will do really well. Wynn stated the next step is to appropriate fund for the launch. Mayor Wright said the one thing we know is we get what we pay for so appropriating the funds is important.

Motion by Mayor Wright to move forward with Jed Morley . Seconded by Scott Wilson.
All voted Aye.

FIRE FLOODING UPDATE

Dave reported that we got through the fire and now working on the mitigation. The city, county and state have all declared it an emergency. Dave reported the sand bagging efforts went really well. The military was having a problem with their machine and so we asked for more help doing the sandbags and we had a great turn out. He also reported they have jersey barriers have been put in place to help with the flooding and we are working with the highline to allow the water to flow through the canal .

ECONOMIC DEVELOPMENT STRATEGIC PLAN

Brian stated he would like to move forward on the economic strategic plan. He asked how we could tackle this project, do we use the Economic Development Board and take our time or meet more often with additional people? Plan work session first meeting in November. Branding, economic development strategic plan.

Meeting adjourned at 9:15am