



**ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA  
SEPTEMBER 15, 2020 - 6:30 PM  
NORTH OGDEN, UTAH**

**PUBLIC CAN ATTEND BY:**

Click the link to join the webinar: <https://us02web.zoom.us/j/85769000253> Webinar ID: 857 6900 0253  
or Telephone Dial: US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 9128 or +1 301 715 8592 or +1 312 626 6799

**Welcome:** Chairman Terry Bexell

**Thought & Pledge of Allegiance:** Committee Member Jenice Jones

**CONSENT AGENDA**

1. Discussion and/or action to consider August 18, 2020 Economic Development Committee meeting minutes

**ACTIVE AGENDA**

2. Public Comments\*
3. Committee Membership Update  
Presenter: Terry Bexell, Chairman
4. Discussion Concerning EDC Charter  
Presenter: Terry Bexell, Chairman
5. Discussion Concerning Spend It in North Ogden  
Presenter: Jenice Jones, Committee Member
6. Public Comments\*
7. Committee/Staff Comments
8. Adjournment

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***\*Please see notes regarding Public Comments rules and procedure***

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Public meetings will be held electronically in accordance with Utah Code Ann. §§ 52-4-210 et. seq., Open and Public Meetings Act. Pursuant to a written determination by the Mayor/Council finding that conducting the meeting with an anchor location presents a substantial risk to the health and safety of those who may be present due to infectious and potentially dangerous nature of COVID-19 virus, public meetings will be held electronically until further notice. The Economic Development Committee at its discretion may rearrange the order of any item(s) on the agenda. Final action may be taken on any item on the agenda. In compliance with the American with Disabilities Act, needing special accommodation (including auxiliary communicative aids and service) during the meeting should notify Annette Spendlove, City Recorder at 782-7211 at least 48 hours prior to the meeting.

**CERTIFICATE OF POSTING**

The undersigned, duly appointed City Recorder, does hereby certify that the above notice and agenda was posted within the North Ogden City limits on this 10<sup>th</sup> day of September, 2020 at North Ogden City Hall, on the City Hall Notice Board, on the Utah State Public Notice Website, at <http://www.northogdencity.com>, and faxed to the Standard Examiner. The 2020 meeting schedule was also provided to the Standard Examiner on December 22, 2019. S. Annette Spendlove, MMC, City Recorder

## **Public Comments/Questions**

- a. Time is made available for anyone in the audience to address the Council and/or Mayor concerning matters pertaining to City business.
- b. When a member of the audience addresses the Mayor and/or Council, he or she will come to the podium and state his or her name and address.
- c. Citizens will be asked to limit their remarks/questions to five (5) minutes each.
- d. The Mayor shall have discretion as to who will respond to a comment/question.
- e. In all cases the criteria for response will be that comments/questions must be pertinent to City business, that there are no argumentative questions and no personal attacks.
- f. Some comments/questions may have to wait for a response until the next Regular Council Meeting.
- g. The Mayor will inform a citizen when he or she has used the allotted time.

**NORTH OGDEN CITY  
ECONOMIC DEVELOPMENT COMMITTEE  
MEETING MINUTES**

August 18, 2020

The North Ogden City Council convened in a virtual meeting on August 18, 2020 at 6:32 p.m. at <https://us02web.zoom.us/j/88492767821> Webinar ID: 884 9276 7821 or Telephone: US: +1 346 248 7799 or +1 669 900 9128 or +1 253 215 8782 or +1 312 626 6799 or +1 646 558 8656 or +1 301 715 8592. Notice of time, place, and agenda of the meeting was posted on the bulletin board at the municipal office and posted to the Utah State Website on August 18, 2020. Notice of the annual meeting schedule was published in the Standard-Examiner on December 22, 2019.

Committee:

|                  |                        |           |
|------------------|------------------------|-----------|
| S. Neal Berube   | North Ogden City Mayor |           |
| Blake Cevering   | City Council Member    |           |
| Ryan Barker      | City Council Member    | (excused) |
| Terry Bexell     | Committee Chairman     |           |
| Bob Buswell      | Committee Member       | (excused) |
| Christian George | Committee Member       | (excused) |
| David Gordon     | Committee Member       |           |
| Frank Hare       | Committee Member       |           |
| Jenice Jones     | Committee Member       |           |
| John Boyer       | Committee Member       |           |
| Kirk Chugg       | Committee Member       |           |
| Lisa Dahl        | Committee Member       |           |
| Michael Carter   | Committee Member       | (excused) |
| Shawn Maynard    | Committee Member       |           |
| Troy Cutrbus     | Committee Member       | (excused) |

Staff:

|                   |                           |
|-------------------|---------------------------|
| Jon Call          | City Manager/Attorney     |
| Annette Spendlove | City Recorder/HR Director |

Visitors:

|                |             |                |
|----------------|-------------|----------------|
| Stefanie Casey | Kevin Burns | Brenda Ashdown |
|----------------|-------------|----------------|

Chairman Terry Bexell called the meeting to order and Lisa Dahl offered the invocation and led the audience in the Pledge of Allegiance.

## **CONSENT AGENDA**

### **1. DISCUSSION AND/OR ACTION TO CONSIDER JUNE 30, 2020 ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Committee Member Frank Hare motioned to approve June 30, 2020 Economic Development Committee meeting minutes. Committee Member Lisa Dahl seconded the motion. All in attendance voted in favor. The motion passed unanimously.

## **ACTIVE AGENDA**

### **2. PUBLIC COMMENTS**

There were no public comments.

### **3. DISCUSSION ON MEETING LOGISTICS**

#### **a. Meeting date, place, and time**

Chairman Terry Bexell stated that this group would be meeting on the third Tuesday of every month. Meetings would take place via Zoom until further notice. The meeting time would be at 6:30 pm. He stated that he would like meetings to not exceed one hour.

#### **b. Prayer, thought or reading and Pledge of Allegiance**

Chairman Terry Bexell stated that one person would be assigned at random to offer opening remarks and lead the group in reciting the Pledge of Allegiance.

#### **c. Term limits**

Chairman Terry Bexell stated that he and Mayor Berube had discussed term limits for Committee positions. He then turned the time over to Mayor Berube, who was present on the call, to make additional remarks on the matter.

Regarding term limits, Mayor Berube stated the importance of citizen involvement and explained that he wanted as many people as possible to have opportunities to participate. He did not want the Committee to exceed seven members. Due to this limited size, it was therefore important to rotate through those positions in order to give others a chance to serve. Moving forward, they would need to discuss best practices for rotating these positions efficiently. Mayor Berube suggested that terms last for two years with a maximum of up to two terms.

Committee Member Shawn Maynard expressed support for having term limits. He then stated it was often a challenge recruiting committee members to serve. Mayor Berube stated he hoped the charter would encourage other residents to participate in the committee. However, if this were not the case, this would at least offer input with regard to rotating committee positions.

Committee Member John Boyer asked how a person could join the committee. In other words, would they be appointed by the Mayor, City Manager, or the Committee? Mayor Berube stated that the Committee Chairperson would make recommendations to the Mayor; the Mayor would then present this information to the Council for its review and approval.

Committee Member Frank Hare stated that as the Economic Development Committee, he asked if two-year terms were long enough to see certain projects through to the end. Mayor Berube clarified that technically a person could serve up to four years, should they be appointed for two terms.

Committee Member Kirk Chugg agreed with the proposed term limits as previously stated.

4. **DISCUSSION ON THE PURPOSE OF THE ECONOMIC DEVELOPMENT COMMITTEE**

Chairman Terry Bexell briefly reviewed the purpose of this Committee and explained the role it had historically played in the City. He then explained that one problem currently facing the City was the cost of running it, noting that North Ogden currently had around 20,000 residents. He stated that while the population had grown, there was not very much new revenue coming in. There were a couple of ways of changing this: 1) the City could raise its taxes; or 2) the City could expand its economic base.

Chairman Terry Bexell stressed that as part of its duties, the Committee needed to ensure that North Ogden's existing business remained successful. He suggested that Committee Members team up with Members of the City Council in visiting businesses to determine ways in which the City could offer support. He said he recently reviewed the City's General Plan and that due to economic gaps in North Ogden, residents were shopping outside of the City. For example, he noted that the City lacked grocery stores, hardware stores, and restaurants. He asked the Committee Members for their input.

Committee Member Shawn Maynard stated that the objectives presented by Chairman Terry Bexell had always been the charter. He explained that several measures had been taken including the distribution of brochures and videos to recruit new businesses into the City. He was concerned that the City was giving away the only land available as a business district, and the City needed to reserve that space.

Mayor Berube agreed with Committee Member Shawn Maynard's comments. He noted having asked Chairman Terry Bexell to coordinate with the General Plan Steering Committee and the Planning Commission. At the last City Council meeting, the group announced that it would not be interested in rezoning any land within the next six months until the General Plan Steering Committee had ample time to chart out some zones. Mayor Berube also suggested reenergizing the "shop local" campaign. Additionally, the City had RDA funds that needed to be spent, and the purpose of those funds was to support economic development. Mayor Berube explained that another important measure to take was a review of North Ogden's ordinances to ensure they would be supportive of developers' proposals.

Committee Member Shawn Maynard was concerned with existing properties having been zoned incorrectly. He suggested that steps be taken to rezone those areas. He also noted that two years ago, he along with several other City representatives, walked into every business in the City and invited each entity to attend an economic development meeting; only one entity showed up.

Committee Member Jenice Jones stated that the plans for renovating the North Ogden Plaza looked good. However, the problem was that once RDA funds were spent on renovation, the landlord would then bump up rental prices to business tenants. This affected business operations because they were then put in the position to modify product and prices being sold in order to afford higher rental costs. She asked if a compromise could be determined that allowed for renovation of store fronts while providing existing business owners with a tax benefit that incentivized them to stay at the plaza.

Committee Member John Boyer stated that the Committee should decide what kinds of businesses they were interested in soliciting to come into the City. Chairman Terry Bexell noted that residents had expressed interest in having more sit-down restaurants in North Ogden. In general, he said commercial businesses that directly benefitted citizens would be the most desirable for the City, as opposed to manufacturing development projects. He stated that ideally, they could attract businesses local to Utah that would be interested in opening another location in North Ogden.

Committee Member Kirk Chugg discussed the zoning currently present along 2600 North and what would be preferable for that area. In prior discussions, it was determined that businesses that increased property value, in addition to bringing in sales tax revenue, was the best of both worlds. Reason being, the City would receive multiple streams of revenue from the same business. He listed multi-family with mixed-use, as well as professional office space, as potential development projects for the properties in question. The Committee discussed potential businesses that could be approached about developing in the City. Committee Member John Boyer suggested Toad's as one example.

Mayor Berube commented that consumer preferences had shifted dramatically over the last couple of years. He stated it was important they look to the future, rather than

focusing on the past or present, when considering potential projects. Chairman Terry Bexell encouraged Committee Members to email their ideas to him.

Committee Member Frank Hare reiterated Committee Member John Boyer's remarks. He also stated that, speaking to Chairman Terry Bexell's comments regarding restaurants, while he also would like more sit-down restaurants in North Ogden, only 10% of new restaurants were successful. He then also discussed the importance of wrapping utility boxes as part of the City's beautification efforts. There was further discussion regarding points previously made throughout the course of this agenda item.

## **5. DISCUSSION ON SETTING UP A CHARTER**

Mayor Berube suggested that as part of establishing a charter, a subcommittee be formed to help with the process. Chairman Terry Bexell stated that the Committee needed more guidance in terms of the direction the Council wanted the City to take with the charter. There was some discussion regarding the "shop local" campaign. It was noted that the URL to the City's website as well the "shop local" logo was recently updated and available. Additionally, posters listing reasons why someone would want to shop locally in North Ogden were also available at one point and could potentially be used again. The suggestion was made to encourage businesses to support each other through cross promotion: for example, by purchasing one product at one business, a person could get a discount on a service at a different business.

Committee Member Jon Call stated that it was important for existing business owners to understand how they were serving customers. To illustrate this point, he discussed how well, or not well various businesses supported their customers in ordering online and navigating contactless pickup and/or delivery during this time of a pandemic.

There was further discussion on matters previously noted, as well as with regard to RDA funding available to assist with economic development efforts throughout the City. Committee Member David Gordon remarked on the importance of good signage throughout the City used to direct traffic to businesses. In response to this comment, it was noted that the signs visible from the freeway were marketing efforts paid for by those companies being advertised.

Mayor Berube asked the Committee Members what resources they needed from the City and requested that the Committee communicate those needs to the Council. Council Member Blake Covering remarked that "none of us is as smart as all of us," and he mentioned that he had taken a lot of notes throughout the course of this meeting to relay information back to the rest of the Council. He stated that the Council would be supportive in establishing this charter and helping it be successful in the future.

Committee Member Lisa Dahl stated that the City's Facebook page was another great, low-maintenance resource at their disposal to use in highlighting local businesses and new projects taking place throughout North Ogden.

Committee Member Frank Hare stated that he would like this Committee to have mixed representation from both private citizens as well as the business community.

**6. COMMITTEE/STAFF COMMENTS**

Mayor Berube thanked everyone for their willingness to serve. Committee Members Frank Hare and Shawn Maynard, as well as Council Member Blake Covering volunteered to get started on the charter. Committee Member Jenice Jones volunteered to work on the “spend it” campaign.

**7. ADJOURNMENT**

**Chairman Terry Bexell motioned to adjourn the meeting. Committee Member Kirk Chugg seconded the motion. All in attendance voted in favor. The motion passed unanimously.**

**The meeting adjourned at 7:50 p.m.**

\_\_\_\_\_  
Terry Bexell, Chairman

\_\_\_\_\_  
S. Annette Spendlove, MMC  
City Recorder

\_\_\_\_\_  
Date Approved

## North Ogden Economic Development Committee Charter

**Mission:** Promoting business activity in North Ogden City that increases healthy economic growth and local tax base leading to maintaining and improving the livability and quality of life in the city.

**Purpose of Committee:**

- To increase public awareness of existing businesses and services within city boundaries through marketing and cross promotion
- To propose and implement a marketing plan to city council that actively educates the public on the effects of shopping locally
- To help actively promote the city as a desirable business choice to prospective businesses
- To promote usage of city resources to help businesses grow and stay in North Ogden
- To create a positive business atmosphere in North Ogden through recommending to counsel effective use of RDA and CDA funds

**Members of Committee:** 7-8 Members rotating on a 2 year term, renewable once for a total of up to 4 yr

**Monthly Meeting Agenda:**

1. Welcome (led by Chair or pre-assigned committee person)
2. Review and Approve Minutes
3. Public Comments
4. Review Action Items
5. New Action Items to align with mission.
6. Public Comments

### Measurements of Improvement

| Goals | Measurements        | Current Data |          | Goal |
|-------|---------------------|--------------|----------|------|
|       |                     | Current      | 2020 YTD |      |
|       | # businesses        |              |          |      |
|       | sales tax collected |              |          |      |
|       | other               |              |          |      |

