

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

February 16, 2021

The North Ogden City Economic Development Committee convened in a virtual meeting on February 16, 2021 at 6:36 p.m. at <https://us02web.zoom.us/j/85357475904> or by Telephone: 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 or +1 646 558 8656. 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 February 11, 2021. Notice of the annual meeting schedule was published in the Standard-Examiner on December 13, 2020.

Committee:

S. Neal Berube	North Ogden City Mayor	
Blake Cevering	City Council Member	excused
Ryan Barker	City Council Member	
Terry Bexell	Committee Chairman	
David Gordon	Committee Member	
Brandon Fessler	Committee Member	
Jenice Jones	Committee Member	
Jay D. Dalpiaz	Committee Member	
Bruce Sherrod	Committee Member	absent

Staff:

Jon Call	City Manager/Attorney
Evan Nelson	Finance Director
Katie Gerard	City Recorder

Visitors:

Brenda Ashdown
Stefanie Casey

Committee Chairman Terry Bexell called the meeting to order and Committee Member David Gordon offered the invocation and led the audience in the Pledge of Allegiance.

CONSENT AGENDA

- 1. DISCUSSION AND/OR ACTION TO CONSIDER NOVEMBER 17, 2020
ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Committee Member Jenice Jones motioned to approve November 17, 2020 Economic Development Committee meeting minutes. Committee Member David Gordon seconded the motion. All in attendance voted in favor. The motion passed unanimously.

ACTIVE AGENDA

2. PUBLIC COMMENTS

No public comments at this time.

3. DISCUSSION REGARDING THE “WELCOME TO NORTH OGDEN” SIGN

Committee Chairman Bexell began this discussion by thanking Committee Member Jenice Jones for her work on the “Welcome to North Ogden” sign, as well as for her work on the banners project. He turned the time over to her to discuss other ideas to brand the City and help it grow together.

Committee Member Jones outlined a type of scavenger hunt in which participating businesses welcome those who come in by stamping or giving out stickers. This is to encourage the idea to “spend it local.” At the end, there would be a reward. She indicated she is trying to work up an idea for a sign.

Committee Chairman Bexell stated he had the idea for members of the committee to pair up and go into these businesses and ask them what the committee can do to help their business. He asked the Mayor to share his thoughts.

S. Neal Berube, North Ogden City Mayor, stated it is important to communicate to each business what’s in it for them. Many of the business owners don’t live in North Ogden. COVID-19 could make personal contact more difficult. Also, when talking to businesses it is important not to commit, as there are budget issues that would have to be discussed. For example, there could be some kind of a discount for businesses. Above all, help them understand what’s in it for them.

Committee Member David Gordon suggested a scavenger hunt, perhaps even a Bingo game, that could be announced on the City website. Prizes for winning could be varied, such as “Fastest” or “Mostest.” It could be an activity people would like to participate in. Another idea was a hidden medallion somewhere in the City, with clues given each week. Clues could be in certain businesses. It becomes an incentive to go into these businesses.

Committee Chairman Bexell asked whether there would be enough budget to help businesses with discounts. Someone reported on the activities of Salt Lake City and South Jordan. Salt Lake City businesses gave discounts. Once redeemed, the businesses were reimbursed a certain percent by the City. In South Jordan, they had something

catchy that encouraged people to shop in the City. He wondered aloud what it would take to get increased sales tax dollars to pay for the program.

Committee Chairman Bexell pointed out that downtown businesses have really been hammered during COVID-19. Businesses often are willing to do things that will ultimately increase business. Businesses might be willing to accept RDA money to fund discounts.

City Manager Jon Call stated it would have to be approved on the RDA side. The goal of the plan would be to invigorate business. Miscellaneous budget money might qualify based on that. They would have to know exactly what is being proposed.

Committee Chairman Bexell stated he would get back to City Manager Jon Call and Finance Director Evan Nelson on the specifics. He then asked Committee Member Fessler what he thought of Committee Member Gordon's idea.

Committee Member Fessler stated he liked the scavenger hunt/Bingo idea. It would take little effort. He suggested adding hashtags and a social media element to it. Social media generates discussion, as well as foot traffic.

It was noted that some businesses have been negatively impacted by COVID-19 while others have been positively impacted by COVID-19. It would be important to find out which businesses have been negatively impacted, and focus on them.

It was then reported that information about the COVID-19 impact is available. The amount of \$500,000 was distributed through the CARES Act, and a list was made that identified businesses that were negatively impacted. All businesses should be successful, and North Ogden is in need of increased sales tax dollars. Property tax alone will not fund the City and infrastructure. All businesses should be vibrant. It would be important to help all businesses increase their revenue, but a list would be a great way to reach out to certain businesses proactively. City Manager Jon Call reported that he does not have the list, but will get it and forward it along. Committee Chairman Bexell pointed out, for example, that sit-down restaurants are hurting under COVID.

Committee Member Jones had done some research on what Draper and Herriman Cities are doing and summarized as follows: Draper did \$10 redeemable coupons, while Herriman did a buy one-get one free promotion. Businesses provided W-9 information. They did a bulk mailing campaign, with the outside of the envelopes indicating that valuable coupons were inside. Recipients were directed to the City's website to the list of all businesses participating. In Draper, those who signed up received a weekly e-mail from the City with current information as to which businesses were involved. They started with 70 businesses and ended with 100. There was at least one grocery store. There were two lists on the website; 1) Businesses by name; and 2) Businesses by type. They mailed 17,000 envelopes and got back 40%-50% on their investment.

Committee Chairman Bexell stated he really wanted to hear from the businesses in North Ogden, as success will depend on their support.

4. **UPDATE ON NEW BUSINESSES IN NORTH OGDEN CITY**

Committee Chairman Bexell began this discussion by referring to the development that is taking place on the block where O'Reilly's is located: 2550 to 2600 North, from Washington to 300 East. He has been in contact with the developers, a father and son team named Chris and Ryan Forsyth, from Perry. He is really excited about what the future holds for this location. He couldn't name names of the businesses that have shown interest in that development, because letters of intent haven't been signed yet and no licenses have been issued. Build-up will hopefully start in 60-90 days. One of the businesses that have shown interest is a Thai restaurant.

He continued by mentioning the area where the King's Plaza used to be. That's got some action going on, too. He stated it would really be something if that area could be built up, maybe even to include some apartments. Also, at 1500 North, Cooperstown is going in. He mentioned the need to figure out what kind of sign to put up there. Cooperstown could put up \$2500 and the City could match that amount.

Committee Chairman Bexell encouraged everyone to get onto Google and look up what kinds of signs other cities have. He invited everyone to come to the next meeting prepared with sign ideas.

Committee Member Gordon stated that several years ago a sign design had been created, and he wondered whatever happened to that design. City Manager Call stated he had that file and could put it up on screen, which he did. Some discussion ensued regarding the pluses and minuses of that design, and it was considered a good starting point. Call pointed out that some people are going to like one thing, and others will like something else.

Committee Chairman Bexell pointed out that this commission is the "thinking group," and they should decide on something to send to the City Council for approval. He wants a design that people would be pleased to stop and take a picture in front of.

It was noted that if a city promotes the year it was founded, it could be a put off. For example, North Ogden was formed in 1851, but that seems to focus on something old rather than something progressive. To blend old with new, perhaps they could use an old tractor that has been re-furbished.

Committee Member Jones formulated a quick design with a picture of a tractor. Everyone present liked it.

Committee Chairman Bexell suggested including a cluster of cherries, as North Ogden is known for its cherries.

It was stated it would be good to come up with four to five reasonable options, and then let the public vote on them through social media.

5. **ACTION ITEMS TO ALIGN WITH THE MISSION OF THE COMMITTEE**

Committee Chairman Bexell opened this discussion by stating that he has always liked to patronize Home Depot or Lowe's for his home improvement needs, but those businesses are not in North Ogden. Recently, he needed something he thought Ace (which is in North Ogden) might have, so he stopped by. He was very pleased to find exactly what he needed, at a reasonable price. He summed this experience up by reminding the committee that their job is to make people aware of the businesses in North Ogden and to support those businesses. People don't need to travel extra miles to go to bigger businesses. North Ogden has what they need. (Though there is no steakhouse yet!)

He invited everyone to do their homework before the next meeting. They need to figure out how to start. He invited all to text or call him, but stated he prefers a call. He wants input. He wants to get more businesses in North Ogden.

6. **PUBLIC COMMENTS**

Stefanie Casey, a citizen attendee, had a suggestion about how to spread the word for any of the ideas the committee may decide to pursue. She suggested utilizing the magazine, *The North Ogden Connection*, which she stated is mailed to every resident. There is probably enough space allotted to the City, and it wouldn't cost extra.

Committee Chairman Bexell suggested Lynne Bexell could be consulted regarding the magazine.

It was noted that many businesses pay to advertise in that magazine, so probably the City could not name businesses in any kind of promotion. There will be an answer regarding this in the next meeting.

Brenda Ashdown was another citizen attendee. She remarked that it would be great to use the magazine, if possible, though on February 16 she had not yet received her February edition. If the magazine is used, its tendency toward lateness would need to be considered in anything that involved time spans for contests, etc.

7. **COMMITTEE/STAFF COMMENTS**

There were none.

8. **ADJOURNMENT**

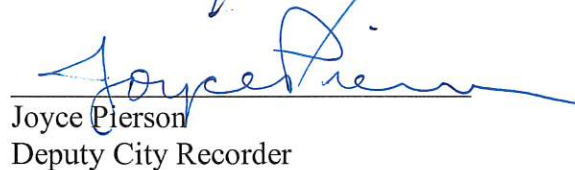
In closing the meeting, Committee Chairman Bexell expressed that he felt it had been a very good one. He expressed concern about Committee Member Bruce Sherrod, and suggested he should be contacted to see if he is okay. He also was very positive about the future. He mentioned that they are moving forward with a COVID-19 vaccine. Future meetings will be held on the 3rd Tuesdays at 6:30 p.m.

Committee Member Jenice Jones motioned to adjourn the meeting. A second on the motion was overlooked. All voted in favor. The motion passed unanimously.

The meeting adjourned at 7:25 p.m.



Terry Bexell, Committee Chairman



Joyce Pierson
Deputy City Recorder



March 16, 2021
Date Approved