

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

July 20, 2021

The North Ogden City Economic Development Committee convened in a regular meeting on July 20, 2021 at 6:32 p.m. The meeting was also held virtually on Zoom. 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 July 15, 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	
Jay D. Dalpias	Committee Chairman	
Blake Cevering	City Council Member	
Ryan Barker	City Council Member	
Brandon Fessler	Committee Member	
David Gordon	Committee Member	
Jenice Jones	Committee Member	
Dave Meents	Committee Member	excused
Bryan Crowell	Committee Member	excused

Staff:

Jon Call	City Manager/Attorney
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Visitors:

Stefanie Casey

Committee Chairman Jay D. Dalpias called the meeting to order and Committee Member Brandon Fessler offered the invocation and led the audience in the Pledge of Allegiance.

CONSENT AGENDA

1. DISCUSSION AND/OR ACTION TO CONSIDER MARCH 16, 2021 ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

Committee Member David Gordon motioned to approve March 16, 2021 Economic Development Committee meeting minutes. Committee Member Jenice Jones seconded the motion. All in attendance voted in favor. The motion passed unanimously.

ACTIVE AGENDA

2. PUBLIC COMMENTS

There were no public comments at this time.

3. DISCUSSION ON AN RDA AMOUNT TO BE REQUESTED THROUGH THE RDA BOARD TO BE USED FOR “SPEND IT IN NORTH OGDEN” AND OTHER INITIATIVES

Committee Chairman Jay D. Dalpias shared that he had previously discussed with Mayor Berube the need to have an official budget line item taken to the RDA board requesting a specific dollar amount per year to cover the initiatives brought forth by the committee. He reviewed some of the ideas from prior committee meetings such as the Spend it in North Ogden window stickers to be distributed with new business licenses, welcome signs at major entrances to the City, and Spend it in North Ogden banners. He asked the committee to remember and review other ideas in order to make an intelligent decision on how much money they would need to request from the RDA board.

Committee member David Gordon reminded the committee that the RDA money will expire and needs to be allocated. City Manager Jon Call clarified that the funds expire each year on June 30, any money not spent must be budgeted for the next year, and also that the RDA expires in 2024 in general, and that all funds must be allocated by that time. He pointed out that when an RDA expires, a new state law allows for some of the money to be kept for economic development, but he didn't know of any other city that's done it yet. He said he will find out more and discuss options in a future meeting.

The committee discussed that it wouldn't need to be a large sum of money, that “a couple thousand” dollars should suffice.

Committee Member Jenice Jones brought up the videos that were made to promote North Ogden and bring businesses to the area. She said they would still be beneficial to have, to put on social media, on a business's website, and could still be used to court businesses to come to the area.

It was suggested that a Spend it in North Ogden Facebook page be created.

Mayor Berube shared that sales tax revenue has been really great. He suggested brainstorming ways to help local businesses advertise their products/services so residents don't need to go to other towns to purchase the same product/service. He said that it would need to be done in a way that doesn't appear to favor any specific business. Several committee members agreed that many residents don't realize what's available in North Ogden.

Committee Member Jenice Jones suggested having a list on the city website of all the businesses, searchable by the products and services that they sell. Committee Chairman Jay D. Dalpias added that a physical copy of that list—like a brochure—could also be helpful for the portion of the population who doesn't use the internet, as long as the printing cost was reasonable.

Two ideas were pitched to drive awareness. First, a sidewalk sale where all the local businesses set up a table outside their storefront to showcase their products/services and perhaps offer a promotion. It could be a fun community event, similar to what Bountiful has done. Second, a Taste of North Ogden event where local restaurants set up a booth in the city park and serve small entrées so people could taste and get to know what kind of food was available right in their own community.

Committee Chairman Jay D. Dalpiaz recalled a discussion from a previous meeting regarding a Spend it in North Ogden Day, similar in concept to Small Business Saturday. There could even be a passport and stamps from each business that wants to participate, and then a raffle or prize.

Committee Member Brandon Fessler brought the discussion back to the budget. He suggested that the committee answer the broad question: “what are we trying to accomplish?” He asked if there was a mission statement or list of goals that they could lean on to assist in determining which ideas and propositions most closely aligned with their goals, which would, in turn, assist with budget requests and allocation of funds.

Committee Chairman Jay D. Dalpiaz said that a mission statement document was produced a few months ago by former Committee Member Kirk Chugg. Mr. Fessler wondered aloud if now would be a good time—with a new committee chairman—to evaluate the direction of the committee and adopt or modify the mission statement.

Committee members thought they remembered reading and adopting the charter. The charter was found and displayed for the committee. Chairman Dalpiaz asked the committee members to digest and think about it for review and discussion at the next meeting.

The suggestion was made to change to the term limits outlined in the original charter document. It was noted there was value in longevity on such a committee: to preserve historical memory and institutional knowledge.

A discussion ensued regarding the Spend it in North Ogden banners along Washington Blvd. Feedback from residents said the banners are difficult to read at 50mph. Committee Member Jenice Jones shared a sample of a simpler, redesigned banner that was easier to read. Chairman Dalpiaz suggested a refresh cycle that refreshes any damaged or weathered banners and incorporates new banners sprinkled in over time to reduce the cost of printing a full batch of new banners. Ms. Jones pointed out that several new light poles would be going in near the Ultimate Express car wash, and suggested that banners for the new poles be included in the budget.

Chairman Dalpiaz asked City Manager Jon Call if there was insurance that covered damage to signs. Mr. Call responded that the deductible would be \$1000, so it wouldn't make sense for individual banners, but if a major storm damaged a lot of banners, that would be worth an insurance claim.

A citizen had previously asked how the impact of the banners will be measured. Chairman Dalpiaz had done some research and found that such signage typically increases a site's sales revenues by 5%-15%, but asked for Committee Member Blake Cevering's input, as someone who deals with marketing and signage. Mr. Cevering thought that what the chairman presented sounded good, but without a baseline metric, and having so many variables, it'd be difficult to determine exactly. However, based on the increase in sales tax revenue, there seemed to be some anecdotal evidence that the campaign was working. He suggested that interviewing residents about the banners could offer valuable insight, i.e., have they seen the banners, are they more motivated to buy locally, have they shopped more locally as a result, etc.

Jay D. summarized that it doesn't seem like the committee is ready to make a final budget decision. He asked the committee to come up with some total counts on stickers, banners, and videos needed, to determine costs. He would like estimates next meeting to compose an official budget request.

David Gordon suggested that, like the signs that show gas stations, restaurants, hotels, etc., the city could make an official sign featuring local businesses with directions and rotate the businesses on the sign.

The committee discussed ways to make selecting which businesses to do videos for more equitable. It was suggested that offering to split the cost of the video with businesses, similar to how the City benches and planters were done, would be a good way to increase engagement and avoid any favoritism. It was also decided that the stickers could be included in the envelope with new business licenses when they get sent out.

4. **DISCUSSION ON FORMING A "WELCOME TO NORTH OGDEN" SIGN SUB-COMMITTEE**

Committee Chairman Jay D. Dalpiaz pointed out that this discussion had been going on for a long time. Committee member Jenice Jones presented a sample design for the welcome sign. The cement and brick materials would coordinate with the city benches and planters. The company that built the benches and planters is no longer in business, but the city has the molds that were used.

A welcome sign is already approved to go in at 1500 N. Washington where the new Cooperstown Apartments will be built. The developer will pay for a portion (\$2500) of the welcome sign as part of the development agreement. There was concern about possible damage to the sign during construction of the apartments. Mr. Call clarified that the sign will be on the northwest corner, out of the path of construction.

Chairman Dalpiaz opined that the design for the sign looked good, that it kept a consistent theme with the city benches and planters, and asked for the committee's input. The committee suggested adding lighting to the sign. It was agreed that solar powered lighting would be the most cost-effective. There had been some previous discussion of a water feature, which was decided against given current drought concerns.

There was discussion on how many welcome signs were needed, and at which entrances to the city. It was decided that the first sign will be on Washington at the new Cooperstown development, with a second welcome sign at Mountain Road next year, and potentially a third welcome sign on 3100 N. the following year. Chairman Dalpias suggested budgeting for a refresh cycle annually. The committee agreed to start with two and move forward from there. City Manager Jon Call reminded the committee that the design for the welcome signs would still need the final approval of the City Council.

Chairman Dalpias shared that the roads department cautioned that if the sign were too close to the road, the salt they use could erode any mortar on the sign, so care should be taken when choosing materials.

5. UPDATE ON NEW BUSINESSES COMING TO NORTH OGDEN

Committee Chairman Jay D. Dalpias wasn't aware of any new businesses to announce. He shared that he recently spoke with Ryan Forsyth who is developing the property at 2700 N. and Washington, and will soon have an official announcement of some businesses that are proposed for that development. Chairman Dalpias invited Mr. Forsyth to present to the committee at their next meeting.

Committee Member Jenice Jones said that the North Ogden Yogurt Company still has signage for "coming soon" to North Ogden Plaza, but they don't have a timeframe yet.

Before moving on to the next agenda item, Mayor Berube asked City Manager Jon Call to share some recent data on sales tax with the committee. Mr. Call said that there's two components to sales tax: the point of sale tax here in the city, and a portion from the state based on the number of residents. The current breakdown is 32% from local tax, 68% from the state. He said that the State has started collecting sales tax for online purchases based on delivery address, which has also helped the city. The City Council is responsible for allocating the funds, and the sales tax collected is commonly used for discretionary spending. This year's budget was conservative, assuming the pandemic would reduce spending, but spending actually increased.

Chairman Dalpias then asked Brandon Fessler to share his idea to create a list of comparison cities that are similar to North Ogden in population and sales tax to see where North Ogden fits alongside these other cities. This data could assist the committee in making decisions and taking actions. Mayor Berube said he would like the report to include a comparison of property taxes vs. sales tax, that North Ogden relies heavily on property taxes and needs to develop appropriate commerce to create more of a balance between residential tax and sales tax. He said there is a challenge in attracting certain types of business being a destination city, and not a pass-through city. Mr. Fessler said that data showing how much land mass is dedicated to business vs. residential development will be part of the comparison report. City Manager Call shared that the city planning department recently completed a study about how much of the city was allocated to residential, institutional, and commercial purposes.

6. **PUBLIC COMMENTS**

North Ogden resident Stefanie Casey, who joined the meeting online, shared her opinion that the cement benches aren't user-friendly, that rain and sprinkler water puddles up and makes them unusable, and future designs should include some sort of drainage system. She also commented that the Spend it in North Ogden banners, based on cost, should be kept around for longer and not immediately replaced by the new design. She also suggested that a list of businesses in North Ogden broken into categories such as services, restaurants, retail, etc. would help the committee determine the best way to promote businesses as each category will have a slightly different way to best promote them. She said this will also help the committee understand which types of businesses thrive in North Ogden and which types of businesses should be courted to come to the city.

North Ogden resident Merrill Sunderland, present at the live meeting, said that he had some thoughts to share with the committee after the meeting, but said "keep up the good work, I really want to see a serious development committee moving North Ogden ahead."

7. **COMMITTEE/STAFF COMMENTS**

North Ogden has become known for its biking trails, but was concerned that the abundance of goat head sticker weeds causing flat tires may deter cyclists. Mayor Berube pointed out that the trailhead is one of the most popular destinations in the city and he would like to see a focus on making the city's trailheads more pristine and inviting. Improving the trailheads will be on the City Council agenda in the upcoming year.

Mayor Berube said that the city will be getting close to \$2 million in RDA money and would like community input on how to increase economic viability in the city.

Committee Member Jenice Jones mentioned that some of the city workers felt that the benches are too bulky and difficult to install, and requested something more manageable. She had sketched some possible re-designs for the benches, but there didn't seem to be an immediate need. The committee suggested that installing more garbage cans would be a better use of funds.

City Manager Jon Call said there had been many inquiries about the stump water running full time during the current drought. He said that the stump water runs full time because if it is shut off, it would have to run continuously for at least 20 minutes before it is viable for drinking again. However, it has been turned down to about 25% flow—as low as the state will allow. He said the runoff goes into the canal and is used as irrigation water downstream so it is being repurposed and not wasted.

Committee Chairman Dalpiaz had received a list of which businesses in North Ogden received relief money from the CARES Act. He said the committee had previously thought about proactively working with those businesses to help them recover, but the feeling was that things have generally turned around and he isn't aware of any businesses that are currently majorly struggling.

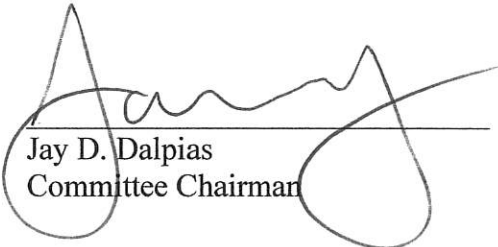
Mayor Berube announced a new Committee Member, Bryan Crowell, who will bring some marketing and development expertise to the committee.

It was decided to delay the sidewalk sale and Taste of North Ogden events until 2022, but start calendaring and planning them during upcoming meetings in December and January. It was suggested to potentially divide the events by the business categories suggested by resident Stefanie Casey (service, food, retail), and plan a separate event for each category.


8. **ADJOURNMENT**

Committee Member Jenice Jones motioned to adjourn the meeting. Committee Member David Gordon seconded the motion. All in attendance voted in favor. The motion passed unanimously.

The meeting adjourned at 7:51 p.m.



Jay D. Dalpias
Committee Chairman



Joyce Pierson
Deputy City Recorder

9/21/21
Date Approved