

MINUTES OF
THE SALT LAKE CITY
BUSINESS ADVISORY BOARD
Wednesday, April 14th, 2021
8:30 a.m. – 10:00 a.m.

Chairperson Piccoli read the following statement:

I, Darin Piccoli, Chairperson of the Business Advisory Board, hereby determine that conducting the Business Advisory Board meeting at an anchor location presents a substantial risk to the health and safety of those who may be present at the anchor location. The World Health Organization, the President of the United States, the Governor of Utah, the Salt Lake County Health Department, Salt Lake County Mayor, and the Mayor of Salt Lake City have all recognized a global pandemic exists related to the new strain of the coronavirus, SARS- CoV-2.

Due to the state of emergency caused by the global pandemic, I find that conducting a meeting at an anchor location under the current state of public health emergency constitutes a substantial risk to the health and safety of those who may be present at the location.

1. Roll call

The following members of the Business Advisory Board were present:

Darin Piccoli, Chair
Abudujannah Soud
Sue Rice
Alfonso Brito
Karen Gunn

Kestrel Liedtke, Vice-Chair
Jeff Carleton
John Lair
Angela Brown

The following members of the Business Advisory Board were absent:

JD Smith

Also Present:

Rachel Molinari, Department of Economic Development; Ben Kolendar, Department of Economic Development; Lorena Rizzo Jenson, Department of Economic Development; Roberta Reichgelt, Department of Economic Development; Will Wright, Department of Economic Development; Peter Makowski, Department of Economic Development; Sofia Fouquet, Department of Economic Development; Veronica Cavanagh, Economic Development; Allison Rowland, Salt Lake City Council Office; Captain Lance VanDongen, Salt Lake City Police Department; Edward Bennett, Suazo Business Center; Derek Deitsch, Downtown Alliance (DTA); Kristen Lavelett, Local First Utah.

2. Announcements

City Council Announcements

Ms. Rowland made the following announcements:

- The City Council adopted an increased annual minimum funding from 1% to 1.5% for public art through the Capital Improvement Program (CIP) funding.
- The City Council has agreed to expand the Downtown Ambassador program in the North Temple area.

Ms. Rice asked for an explanation on the Downtown Ambassador Program. Ms. Rowland explained that the group has been in existence in the Central Business District (CBD) area for the past 4 to 5 years and that it is a non-police group available to answer questions and be a resource to the community. This group also helps to take some load of the police department for intervention.

Mr. Deitsch provided the following link to the Mayor's press release about the program:
<https://www.slc.gov/mayor/2021/04/06/slc-downtown-ambassador-program-expands-to-the-north-temple-area/>.

- The City Council received an overview of the Japan Town Design Strategy.
- The City Council received a written briefing of the finalized design and cost estimate of the 650 South Main TRAX Station.
- The City Council is considering an ordinance that would amend off street parking regulation. They want to update requirements to better reflect actual demand.
- The Council is in the midst of the budget season where they review and approve each City Departments budget.
- The City will also receive \$87M in federal funding from the American Rescue Plan for pandemic related expenses. However, Treasury needs to release guidelines before those funds can be spent.

Economic Development Announcements

COVID Updates

- Director Kolendar explained that the HB 294, ended the mask mandate on April 10, 2021. However, through the City's executive power the Mayor extended mask mandate for Salt Lake City.

Director Kolendar provided more information in regard to HB294. To end the emergency orders certain thresholds, need to be met:

- (a) the state's 14-day case rate is less than 191 per 100,000 people
- (b) the statewide seven-day average COVID-19 ICU utilization is less than 15%; and
- (c) the Department of Health provides notice that 1,633,000 prime doses of a COVID-19 vaccine have been allocated to the state.

Director Kolendar made the comment that the 9th and 9th area mask incident which was a mental illness challenge and not just a mask challenge.

Director Kolendar discussed feedback to see what we can do with the narratie as most of the Press are identifying with the County and not the City. This is causing confusion for the business community.

Ms. Lavelett asked where the City were on meeting those thresholds. Director Kolendar responded saying the City has two out of the three criteria. He provided the following link to follow the metrics: <https://le.utah.gov/~2021/bills/static/HB0294.html>

- Ms. Reichgelt asked BAB members if they had any question for Captain VanDongen regarding Covid related issues and small businesses. Mr. Bennett replied wanting more information regarding the west side of the City and the response time. Ms. Lavelett wanted to know what the right avenues for small businesses are on how to report and what to report.

Outdoor Dining Campaign

- Mr. Makowski stated that the Outdoor Dining Guide was released last week. The guide encapsulated all the information needed for a business owner to expand an outdoor dining area. He explained that the guide could be access at www.slc.gov/ed.

DED Deputy Director.

- Director Kolendar introduced Lorena Rizzo Jenson as the new Economic Development Deputy Director. Ms. Rizzo Jenson said she was excited to join the team and shared her work history and background.

John Lair Last BAB meeting

- Ms. Reichgelt announced that today would be John Lair's last meeting and she thanked him for his years of service.

Board Announcements

- Ms. Lavelett announced Local First's Spring Stroll has begun and will end on April 25, 2021. She explained that multiple businesses will offer QR codes for customers to scan for a chance to win prizes. More information can be found here: <https://www.localfirst.org/springstroll>
- Mr. Deitsch said last year's Open Streets event provided area businesses with a 30% increase in sales and given that success, the DTA will bring the program back this summer and expand its footprint and duration. He explained that the event will start on May 27th and will occur Thursday-Saturday from noon to close of business. He said that they hope to continue the program until Labor Day but will have to receive additional funding to do so.

Mr. Deitsch also stated that while DTA was focusing on Main Street for Open Streets activation, it is also trying to work with other downtown areas with retail concentration to build off the activity, such as Regent Street, Gallivan, and The Gateway.

3. Approval of the minutes of the March 10th, 2021 meeting

Mr. Carleton made a motion to approve the minutes from the March 10, 2021 meeting. Mr. Lair seconded the motion. Upon roll call, the motion passed unanimously.

4. Business Item

A. Delivery Services Fees in SLC – Wrap Up and Recommendation from BAB –
Roberta Reichgelt

Ms. Reichgelt provided an overview concerning previous discussions on the delivery service fees. She then asked for a recommendation from BAB concerning the topic. BAB members felt that a fee cap was not necessary but did suggest that putting regulations on the delivery service companies and its requirement of a contract being needed to use its service. They also stated a food handlers permit through ordinance might be hard to tackle through the legal side, so for the short term, educating businesses and helping them understand what the costs are may be helpful. For long term, addressing the issue of needing more parking spaces should be worked with Transportation. BAB gave the recommendation for DED to move forward to investigate the City's authority to regulate contracts between businesses and delivery services.

Ms. Reichgelt thanked BAB. She said she would provide this information to the Attorney's Office.

B. Inland Port Discussion on BAB priorities and participation – Ben Kolendar & Darin Piccoli

Director Kolendar stated that DED staff would like to have the Inland Port Board provide regular updates to the BAB.

He asked BAB members to narrow down a list of priorities or information that BAB members would like to hear about, that fall within the scope of BAB. Ms. Rice suggested the following three items: 1) environmental, 2) health, and 3) logistics. She stated it would be helpful if there is a business plan that shows job creation which includes high skilled jobs. She also added that there are traffic concerns for the area.

Director Kolendar shared a link in the chat: <https://inlandportauthority.utah.gov/business-plan/> which is the business plan for the Inland Port through 2024. He suggested that it may be helpful for a representative from the Inland Port to discuss their business plan.

Ms. Gunn asked if the Inland Port would cause any tax burdens. Ms. Rowland responded that James Rogers serves as a board member on the Inland Port Committee. She explained that the Inland Port has been structured to take the 75% of all new taxable revenue for the next 20 years.

Mr. Lair recommended to stay on top of the transportation sector. He is worried about City business missing out in opportunities and unexpected threats.

C. Outdoor Dining Restrictions – Peter Makowski

Mr. Makowski presented the "Outdoor Dining Guide" to BAB members. He explained how the guide is meant to assist restaurants and retail businesses in the expansion of its operation on private property, public right of way, and details the process for closing streets during the pandemic. He added that the guide has been sent to the Restaurant Association.

Director Kolendar brought up that when the proclamation ends the provisions the guide will change and DED staff are working on options for extending some of these programs. Mr. Makowski mentioned that the guide is a living document and more changes will be made so everyone is up to date. Mr. Deitsch suggested BAB members to review the guide and address anything that is not clear or how it can be improved.

Ms. Gunn asked if the options are only for the emergency order or can they be expanded through the course of the summer. Mr. Makowski refers to the memo and said they are looking at this long-term and into all the considerations and regulations that can be extended or even make them permanent.

Director Kolendar asked BAB members for a recommendation to prioritize two items from the consideration list that would benefit our local business community.

Straw Poll: Use of property and public right of way/parklets are the two items that the BAB recommends extending. All members were in favor.

5. Adjournment

There being no further business, the meeting was adjourned.


Darin Piccoli (May 12, 2021 22:05 MDT)

Darin Piccoli, Chairperson

This document and the recording constitute the official minutes of the Economic Development Business Advisory Board meeting held April 14, 2021.

BAB MINUTES 4.14.21

Final Audit Report

2021-05-13

Created:	2021-05-12
By:	Veronica Cavanagh (veronica.cavanagh@slcgov.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAo3Q9Y7iysLtMDIGt18p2eNZQZ1YSfvyY

"BAB MINUTES 4.14.21" History

 Document created by Veronica Cavanagh (veronica.cavanagh@slcgov.com)
2021-05-12 - 8:50:44 PM GMT- IP address: 204.124.13.222

 Document emailed to Darin Piccoli (d@thestateroom.com) for signature
2021-05-12 - 8:52:35 PM GMT

 Email viewed by Darin Piccoli (d@thestateroom.com)
2021-05-13 - 4:05:00 AM GMT- IP address: 73.63.53.65

 Document e-signed by Darin Piccoli (d@thestateroom.com)
Signature Date: 2021-05-13 - 4:05:31 AM GMT - Time Source: server- IP address: 73.63.53.65

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2021-05-13 - 4:05:31 AM GMT

