

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

September 21, 2021

The North Ogden City Economic Development Committee convened in a regular meeting on September 21, 2021 at 6:30 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 September 16, 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	joined at 6:45
Jay D. Dalpias	Committee Chairman	
Blake Cevering	Committee Member	
Ryan Barker	Committee Member	
Brandon Fessler	Committee Member	
David Gordon	Committee Member	excused
Jenice Jones	Committee Member	
Dave Meents	Committee Member	excused
Bryan Crowell	Committee Member	excused
Cody Watson	Committee Member	

Staff:

Jon Call	City Manager/Attorney
Scott Hess	Planning Director

Committee Chairman Dalpias called the meeting to order and Committee Member Jones offered the invocation and led the audience in the Pledge of Allegiance.

CONSENT AGENDA

1. DISCUSSION AND/OR ACTION TO CONSIDER JULY 20, 2021 ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES

There was no discussion or corrections to the minutes of the July 20, 2021 meeting.

Committee Member Jones moved to approve the July 20, 2021 Economic Development Committee meeting minutes. Committee Member Cevering seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

ACTIVE AGENDA

2. PUBLIC COMMENTS

There were no public comments.

3. INTRODUCTION OF NEW COMMITTEE MEMBERS

Committee Chairman Dalpias introduced a new committee member to those in attendance.

Cody Watson introduced himself to the group and announced that he lived up by the North Ogden Divide, and grew up in North Ogden. He stated he worked for Kelly Blue Book, for consulting auto dealers. He started washing cars in 1995 for a small dealership in Ogden and worked his way up. He stated he knew what it was like to run a small business and bring people in locally. For a long time he had been in charge of the digital aspect of advertising. He had a concern for North Ogden and its economic well-being, and for bringing in the right kind of businesses.

4. INTRODUCTION OF NEW NORTH OGDEN BUSINESSES

Committee Chairman Dalpias told what he knew of a new business called Empire Barber Shop. He stated the owner's name was Isaiah, and that the business had a nice old-school vibe to it. He hoped to invite Isaiah to one of the meetings in the future to help him feel the support of the committee.

Another new business mentioned was the Slop Shop, which was a food truck whose owners reside in North Ogden. Committee Member Jones mentioned they were still waiting for news on a start date from North Ogden Yogurt Company. Committee Chairman Dalpias stated he would check with the owner, Ryan Forsyth.

5. REPORT ON "SPEND IT IN NORTH OGDEN" FACEBOOK PAGE AND VIDEO PRODUCTION COSTS

Committee Member Cevering invited all present to access the newly created Facebook page, "Spend It In North Ogden." There were some questions on how to make it work individually as each played with it for a moment.

Following this brief introduction was a discussion on how to best utilize the page to foster business success. One particularly exciting feature was that a video could be produced and posted to the site for \$150. Some of the ideas that came from this discussion included the following:

- Businesses could be contacted with a lottery-type offer to post a video.
- The cost of the video could be split in half, with the business owner paying half and the City paying the other half.

- The focus could be, “What do you sell that people might not know about?”
- Businesses could be grouped by service, such as dining, and the video could pose the question, “Why spend your money in North Ogden?” then dining establishments could be showcased.
- They could have an annual approved budget for videos, where each year the videos change on a first come, first served basis. Someone mentioned that it was important for a business to help pay for the cost of a video, rather than to have the City pay for it all.
- They could focus first on the hometown businesses.
- The focus for now should be on brick and mortar businesses, until they have a better feel for how or if to include home businesses.
- Not only should new businesses be highlighted, but also existing businesses.

It was noted that for this to be effective advertising, they must build the followers first. All on the committee were encouraged to share the page to help build it up. Once the followers were built up, it would be very cheap advertising for a business to be able to reach so many people at one time. The question was raised: What would bring people to the page in the first place? The suggestion was raised to make a “deal of the week” available there. Furthermore, perhaps if all new businesses were listed there, that would draw people to the page. Another idea was to invite feedback such as what businesses people would like to see come to North Ogden.

It was stated that new businesses were at one time going to be announced on the City’s webpage. That had fallen as the person responsible had been very busy with other work. Another space for highlighting businesses mentioned was the *Connection* magazine.

There was continued discussion about marketing via the Facebook page, and questions were raised about ease of posting. City Manager/Attorney Call stated he would find a City employee who could be responsible for the page. As for keeping it up-to-date and keeping it cleaned up, that could be managed by someone on the Committee.

6. REPORT ON SURROUNDING CITIES AND THEIR ECONOMIC STATISTICS

Committee Member Fessler presented his research comparing cities comparable in size to North Ogden, their median income, their sales tax revenue, and their property tax revenue. His research was summarized in the following table.

Rank	City	2019 American 2020 Census Community Survey				Sales Tax vs Property		Property Sales Tax	
		Population	Median Income	Sales Tax	Property Tax	Tax	per Citizen	Tax per Citizen	
38	South Salt Lake	25,017	\$ 47,813	\$ 17,080,729	\$ 5,805,091	75%	\$ 683	\$ 232	
39	Farmington	23,847	\$ 106,488	\$ 5,747,907	\$ 7,343,359	44%	\$ 241	\$ 308	
40	Clinton	21,890	\$ 82,161	\$ 3,917,639	\$ 1,943,715	67%	\$ 179	\$ 89	
41	North Salt Lake	20,402	\$ 85,185	\$ 6,593,491	\$ 4,966,739	57%	\$ 323	\$ 243	
42	Payson	19,842	\$ 67,272	\$ 3,836,223	\$ 1,509,673	72%	\$ 193	\$ 76	
43	North Ogden	19,395	\$ 81,198	\$ 3,487,685	\$ 2,129,777	62%	\$ 180	\$ 110	
44	Brigham City	19,150	\$ 53,504	\$ 5,176,000	\$ 2,394,000	68%	\$ 270	\$ 125	
45	Highland	18,726	\$ 139,451	\$ 4,010,672	\$ 2,353,357	63%	\$ 214	\$ 126	
46	Centerville	17,404	\$ 93,344	\$ 4,895,912	\$ 1,844,873	73%	\$ 281	\$ 106	
47	Hurricane	17,212	\$ 55,190	\$ 4,032,655	\$ 2,725,169	60%	\$ 234	\$ 158	
48	South Ogden	17,063	\$ 68,585	\$ 5,689,298	\$ 3,416,243	62%	\$ 333	\$ 200	
	Average	19,995	80,017	4,738,748	3,062,691	61%	\$ 245	\$ 154	
	North Ogden Delta	(600)	1,181	(1,251,063)	(932,914)	1%	(65)	(44)	

*Averages do not include South Salt Lake

Committee Member Fessler pointed out that he had compared the five cities just larger than North Ogden to the five cities just smaller than North Ogden, by population. He pointed out that this was only Phase 1 of his research, and that it could be built upon. Land use surveys could also be consulted. He planned to dig into the analysis further in the future. For example, he wanted to be able to figure out how to pull children out of the population data. He stated he may need help with it. He also said that the numbers don't differentiate how much of the sales tax revenue was from residents versus those from out of town.

Committee Member Fessler stated he was a firm believer in numbers. It was suggested that Zion's Bank had done some studies on similar topics and might be able to help provide numbers to add to what Fessler had begun, which was an impressive start.

Committee Chairman Dalpiaz asked how the research had struck Committee Member Fessler. Committee Member Fessler commented on the differing amounts of sales taxes revenue. He wondered if that could be because some cities had better planned zoning, or whether they had more land available for commercial enterprises, or whether they had really big retailers that were collecting a larger amount of sales tax by their volume. Car dealerships in North Salt Lake definitely contributed to the amount of sales taxes they collected. He emphasized that having metrics by which to measure North Ogden was very important for goal-driven decisions. Without goal-driven decisions, the good ideas were harder to nail down and implement.

There was some discussion on whether to try to increase sales tax or property tax. City Manager/Attorney Call pointed out that the property tax figures Committee Member Fessler was able to access showed all property tax, not just real property tax—which goes to public safety. It was noted that Farmington, for example, had very expensive housing so their property tax income was higher. As North Ogden prepared for a higher

population they would need to balance decisions to meet their goals. City Manager/Attorney Call also pointed out that of their total sales tax income, 30% came from the State, and 70% came because the sales were local, and that last year's pandemic actually increased the local amount so they made more than they had expected.

Committee Chairman Dalpiaz stated he felt it was easier to track the sales tax number itself rather than a percentage. They could potentially use the number to decide which businesses they should try to recruit for North Ogden. He asked that if they recruited a gas station, would that business be able to generate enough additional sales tax to meet a specific goal.

Committee Member Fessler re-iterated that it was very important to present to residents the "why" behind the push for them to spend their money in North Ogden, rather than just say, "We want more money." They should decide on what they want to build, or which infrastructure project to focus on, etc. They could then go to the public with that very specific "why." That would make it easier for the public to see how they would benefit.

Committee Chairman Dalpiaz expressed that he loved where this was all going. He stated that his "why" was because they needed more services. They couldn't achieve that through property taxes, but they could through sales taxes. For example, if they were able to take in a bit more sales tax every year, they could finish the Barker Park project by completing yearly goals.

Mayor Berube stated that they needed to have a plan for parks. Barker Park had been sitting for 15 years. They had talked about setting aside a certain amount of sales tax per year for park development. He also mentioned the new Public Safety Building, and that they would have to be committed to that for the next 20 years. They could set aside an annual increment to be spent on very specific things, and if they didn't get the sales tax they wanted, they would have to raise property taxes, which no one wanted to do.

Committee Chairman Dalpiaz asked how easy it would be to set money aside as the Mayor suggested. Mayor Berube answered that anything in excess of the projected budget that came in for sales tax they were putting in the capital projects fund. He didn't think they could restrict it, but they could assign it for that use. City Manager/Attorney Call agreed with the Mayor. He believed they should set goals, while keeping the vision alive. The Mayor mentioned that there were about seven items that could be considered for goals. He mentioned specifically trailheads and the commercial gateway.

Committee Chairman Dalpiaz noted that the Planning Commission and the City Council had been focusing their attention along the Washington Corridor, and certain areas were set up for commercial use. No homes should go in that area. This committee needed to make sure they were focusing on the same areas.

In an upcoming meeting, City staff will propose to retain existing commercial areas, with expansion on the southwest side. There would be some higher density housing added along with mixed use. The Planning Department had also looked at some very small neighborhood commercial centers. As the population of North Ogden increased, not all businesses would be funneled down to the Washington area. It would be a balancing act to drive commercial development along with residential development to accommodate expected growth. Grocery stores and restaurants were functional, but other businesses were important as well. Perhaps North Ogden could hire a market study to be done to know which kinds of businesses they should be targeting.

Committee Chairman Dalpiaz expressed excitement about the prospects of goal-driven decisions. He suggested that they could brainstorm further on specifics at their next meeting. He didn't know exactly how to make this all come to pass, but he could see that if they set goals for tax money raised, they could set goals for projects to match that. By visualizing the impact to sales tax revenue certain businesses could have, they could project better. He asked if that was easy information to find. City Manager/Attorney Call stated that specific information was very restricted. Only three people in the City had access to it, and he was not one of them. Committee Chairman Dalpiaz suggested that good guesstimates would also serve, though it might be tricky to figure them out.

Committee Member Fessler suggested prioritizing a list of goals, and that it could be worked on from the most important topic down—though not all in the first year. As a new goal rose to the top of the list, a new goal for increase in sales tax revenue could be set. If they broke it up into little chunks such as he suggested, they could go out into the world and solve the problems.

Committee Chairman Dalpiaz suggested that City Council Members attending could report to that body and ask what they would suggest to focus on for setting goals. Barker Park was mentioned again as a place that needed attention, but it would take up to \$20,000,000 to do everything. They could take one park project at a time, such as grass, bathrooms, water features, asphalt, and so forth. Once it started rolling, it would work. With that, Committee Chairman Dalpiaz assigned Committee Member Covering to take it to the City Council and report their reaction back to this committee.

The Committee as a whole felt very good about the concept of giving a “why” to their efforts in getting people to spend their money in North Ogden. They felt the citizens would be supportive. Furthermore, as they started rolling with some of the goals, they might find that citizens who were contractors would see how they could save the City money. Committee Chairman Dalpiaz commended Committee Member Fessler for his great work.

7. **DISCUSSION ON RDA BUDGET TO BE REQUESTED OF THE RDA BOARD**

Committee Chairman Dalpiaz stated that the City Council acts as the RDA board. Though the Economic Development Committee had discussed this several times in previous

meetings, he felt it was important to nail down a budget figure to be requested. He suggested \$2,000 for video costs on the Facebook page, and for replacement of “Spend It In North Ogden” banners. He asked for input from other committee members.

Committee Member Jones suggested \$3,000-\$5,000, stating that there were other good projects to add to what Committee Chairman Dalpias had suggested. She named beautification, and the use of historic photos at places like bus stops. Committee Member Fessler suggested \$2,000 was enough. Committee Member Watson suggested starting with \$3,000 with a built-in equation for how the money could increase yearly. He suggested a percentage of the increase in sales tax revenue.

City Manager/Attorney Call did some verbal calculations. With the video cost being \$150 each, and if they did one per month, which would add up to \$1,800. He suggested they outline exactly what they wanted the money for in order to have the best chance of receiving it. It was okay to designate some of the money to be discretionary, to cover things such as replacing the occasional “Spend It In North Ogden” banner.

Committee Member Jones stated they didn’t have to replace banners too often. They’ve had them for about four years, and they’ve been ordering new ones as the need came up. They cost \$189 each. She also stated that in the beginning, the plan was to rotate them. That hadn’t happened, but they were holding up very well in spite of non-rotation.

Committee Chairman Dalpias agreed that \$3,000 would be a better starting point, and he added that they needed to decide about the videos—whether they would be funded in whole or part by the Committee. Agreed was that businesses should pay half. \$3,000 was a good place to start.

City Manager/Attorney Call suggested that the October 12 meeting of the City Council would be a good time to present this request, as there would be other budget decisions at that meeting. He also suggested tying the annual increase in budget funds to the annual increase in sales tax revenues. Committee Chairman Dalpias wondered if it would work to suggest going up \$500 per year until the RDA ceased to exist, which would be in a few years only. After a brief discussion with Call, Committee Chairman Dalpias assigned Committee Member Cevering to bring this up during the appropriate agenda item at their October 12 meeting.

8. **PUBLIC COMMENTS**

There were no public comments.

9. **COMMITTEE/MAYOR/STAFF COMMENTS**

Mayor Berube thanked all for their willingness to serve, and stated he liked the format of throwing out ideas for discussion. He felt the Economic Development Committee was valuable to North Ogden.

Committee Chairman Dalpias asked if anyone on the committee had a comment. The suggestion was made to drop in on a few businesses and suggest to them the Facebook video opportunity to see what they thought of it. Committee Chairman Dalpias thought that was a great idea, and suggested promoting the 50-50 cost they had decided about earlier in the meeting. If businesses felt that \$75 was too much, they would want to know that. Committee Chairman Dalpias also suggested asking businesses for ideas on what the Economic Development Committee could do to help them.

Committee Member Jones asked about signage that had been brought up at earlier meetings, wondering if there was information about cost available tonight. City Manager/Attorney Call reported that he had reached out to a couple of businesses to ask. The actual sign wasn't too expensive, but the mounting, installing, wiring for lights, permits, etc. added up. If they replaced all signs in North Ogden (so they would match) it could run as high as \$130,000. He felt one sign would be about \$12,000, and would be a good investment for the City. Jones mentioned that there was a new sign company in North Ogden called Davis Sign. Call wasn't sure if he had reached out to them or not, but he would check with them.

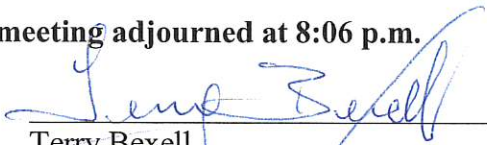
After a brief discussion, it was decided that Committee Member Cevering, in the agenda item that he would address with the City Council, would add that they would like to suggest a budget of \$15,000-\$20,000 for a sign. If the City Council thought that was a good price, the Economic Development Committee would bring back a firm amount for approval at a future meeting.


10. **ADJOURNMENT**

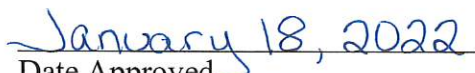
Committee Member Jones moved to adjourn the meeting. Committee Chairman Dalpias seconded the motion. All in attendance voted in favor.

The motion passed unanimously.

The meeting adjourned at 8:06 p.m.


Terry Bexell
Committee Chairman


Joyce Pierson
Deputy City Recorder


Date Approved