

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
TUESDAY NOVEMBER 17, 2015**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA CITY, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday November 17, 2015 at 5:00 p.m. in the Town Hall Office Building at 2603 Santa Clara Drive, Santa Clara, Utah.

Present: Commission Members: Doug Clove (Chairman), Lance Allred, Rex Oliver,
Alan Madsen
City Council Representative: Herb Basso
Others Present: Swiss Days Coordinators Lainee Frei & Brooke Ence
City Manager Ed Dickie; Assist. City Mgr. Brock Jacobsen
EDC Secretary: Ditzie Whitehead

1. **Call to Order:** Chairman Doug Clove welcomed those present and called meeting to order at 5:05 p.m.
2. **Approval of Minutes:** Doug asked for a motion to approve the Minutes of January 21, 2015 **Motion to approve the Regular Meeting Minutes of January 21, 2015 by Lance Allred; seconded by Rex Oliver; with all members present voting aye.**
3. **Working Agenda:**

A. Business

1. Swiss Days Discussion, Evaluation, Suggestions

Introduced 2015 Swiss Days Coordinators Lainee Frei & Brooke Ence; attending meeting to address business owner concerns during Swiss Days event and how to work together going forward as they plan 2016 event. Lainee asked for EDC input.

Doug-Clover Patch owner said the idea of the street closure this year was a concern to him beforehand, but after the event felt it hadn't effected business negatively. However, he did say some customers struggled with the detour through the heights and back to downtown. Need to work on improved, easier to understand signage.

Herb said signage at Lava Flow should include downtown businesses open throughout the event.

Lance: need signs directing where downtown turn around locations are; not just for event but all the time. Visitors not familiar with downtown either go as far as Frei's Fruit Market and then turn back to St. George or just pass thru town as they aren't familiar with turn arounds. Lance also asked if Swiss Days is a profitable event with the idea of directing profits to a charity. Helping a charity would contribute to the appeal of the event. Brock Jacobsen-City Finance Director explained to Lance and commission that Swiss Days typically generates only enough to cover expenses of putting the event on. Brooke and Lainee told commission there are two particular fundraising aspects of Swiss Days; the Volunteer Firefighter Dinner which benefits the Volunteer Fire Department for

needed equipment purchases and the Historical Society Silent Auction which benefits the History Museum.

Lance inquired about the reasoning to move part of the event onto the drive creating the partial road closure. Laine and Brooke, as new event coordinators, explained they decided to make the move on to the street to help lessen congestion within the past vendor area (previously all vendors have been in the parking lot-crowded for patrons to get around and hot on the parking lot pavement). Also wanted to use the back parking lot to create more and closer handicap parking which has always been a concern. City Manager Ed Dickie also commented that the feedback during the event about moving on to the street was very positive, people attending loved new set up. Also closing the street in front of Town Hall made event area safer without the worry of people, especially children, trying to cross the street with the heavy event traffic we have had in the past.

Alan Madsen asked what the objective of Swiss Days is. Laine and Brooke explained Swiss Days is celebration of city's heritage and community event to bring people together. Alan asked them to consider how they want to market the event going forward—could be as more of a fundraiser, what makes Swiss Days unique. Ed asked what the next step is—do we want event to grow bigger and if so should location be re-evaluated.

Rex Oliver commented event an opportunity to attract new people to Santa Clara, creating commercial purpose by bringing potential new customers to local businesses. Doug asked how Swiss Days can be relative to Economic Development of City.

Lance commented that most of the bigger event sponsors were not local sponsors.

Brooke asked how Swiss Days can be an opportunity to bring more business to local merchants; suggested free booths to local business where they could showcase their merchandise and what their businesses are about.

Herb said it is hard for small businesses to have staff to run regular business location and man a booth at event. He also commented that his business saw decreased business Friday, but better on Saturday and commented parade creates good exposure. Herb shared feedback from several other downtown businesses. Old Bodega would rather road not be closed, but was better with closure once the closure was moved further east of their business entrance. Frei's Fruit Market told Herb Saturday business better than Friday. Herb also said Swiss Days celebrates history, culture and heritage of Santa Clara and should be a means to help expand downtown commercial potential. Swiss Days does bring added exposure to local business, but still concerned that road closure hurts local business.

Brooke asked again, as event coordinators, how they can help local business as they move forward with 2016 event planning.

Rex suggested a card with all local businesses on it that event attendees could take to each local business and have punched or stamped; when have visited all businesses card would be returned to be eligible for a drawing.

Lainee mentioned the Mayor's Walk at Thursday Opening Ceremony takes walkers thru downtown and Mayor Rosenberg is good to point out talk about local businesses.

Herb suggested a special Thursday night "businesses open night" to coincide with event Opening Ceremony activities.

Lance: how do visitors know who-what businesses on the other side of the road closure? Need updated business map and information pamphlet. Herb said hard closure on street only at immediate vendor area and barricade at end of drive saying open to local traffic and inviting visitors in, make sure message conveys local businesses open.

Brooke asked how businesses might do more to market themselves ahead of the event. Lance said event planners and businesses must develop spirit of working together. With road closure business need brochure that lists and tells about businesses and includes walking map. Lainee suggested handing out brochures at Swiss Days information booth. Info. Booth might also be opportunity for businesses to have small display to help event attendees learn more about businesses.

Doug asked how the shuttle operates. Brooke explained shuttles ran on east end of town. Main shuttle parking at High School and other parking areas east of event. Riders get on at parking areas and are dropped off at event at intersection of Santa Clara and Heights Drives. Brooke suggested special shuttle that would run to all local business west of event site. Commission members all suggested the business shuttle should be more unique form of transportation, like the horse drawn wagon we use to have; an attraction visitors would want to ride and be more likely to really see local businesses and want to stop and shop. Doug wondered how Swiss Days effects east end businesses.

Brock: need to address negative comments from downtown businesses and how to make it a win-win situation for event and local businesses.

Rex asked why not move event back to the park? As Ed said event attendees like location; opportunity to highlight downtown. Herb said as consider event location must consider challenges of road closure or moving back to park. Said is City Council decision.

Lance would like sign at fruit stand letting shoppers know there are businesses open beyond fruit market. He thanked new coordinators for meeting with them and caring about impact on businesses. Brooke said would like to meet again with plan on how to better work with businesses; need to meet with business owners. Alan said need to create business plan for Swiss Days.

Lainee and Brooke left meeting at this point. (6:10 p.m.)

2. Discuss Existing Economic Development Environment-Infrastructure & Regulatory

INFRASTRUCTURE:

Alan: need to identify what kind of businesses we want; he has ideas of what type of new businesses we should be looking to bring into city. Need to make sure fiber optic, technology capabilities in place.

Doug: work to attract clean businesses that provide jobs and services. Need to identify what resources are available regarding infrastructure, travel routes.

Lance: City needs to make effort to attract new businesses

Rex: need to generate economic foundation with sustainable businesses. Identify viable business sites-areas of city that can accommodate future economic development, and what services available.

Lance: asked what the city's plan for economic development is-what does city have in place? Herb told commission they need to look at the City's General Plan. It is easily available on the City website and hard copies at office. It identifies areas currently zoned commercial and also where the Western Corridor will eventually come into the City and provide access from the freeway to the city that is important to future economic growth.

Alan: commented that Santa Clara not suited as a hub for large warehouse businesses, but attractive location for technology based businesses that only require the right infrastructure services and office space—we have that more laid back, pleasant atmosphere suited to these types of business. Also attractive for restaurants and other visitor, tourist type services. We need to develop a commitment plan.

Lance mentioned he was concerned about Paradise Village at Zion, the short term-vacation rental development, on the NW heights area. Herb explained the development was specifically planned for the short term use and provides tax revenue through the transient room taxes.

Doug asked how we move forward to grow business environment. Herb reiterated the need to study and become familiar with the General Plan. Identify what we have and what EDC objectives are. Become trained ambassadors to promote Santa Clara to new businesses.

Rex suggested looking at the Dixie College Road Scholar Program (coordinator-Elaine Esplin) as a model to bring new people and business to Santa Clara.

REGULATORY ENVIRONMENT:

How City can help attract new business. Suggested City offer incentives such as property tax and impact fee reductions.

Consider how does city staff treat new business inquiries and how city staff helps new businesses through licensing process and business startup. Herb explained how city worked over time to bring Harmon's to Santa Clara and said EDC needs to play active part to help City promote new business growth.

FUTURE ECONOMIC DEVELOPMENT INITIATIVES

Rex submitted a business plan guide to help commission work on economic growth plan. He also commented on a need for change of attitude for economic plan to represent community as a whole—must consider all commercial areas in growth plan not only downtown.

Herb commented need to dream bigger as we identify where new businesses can locate.

Doug: what can we offer new businesses? Study Rex's guide, look at what is already in place, what possibilities are, what can be offered.

Herb: reiterated need for EDC to familiarize themselves with General Plan, identify commercial space we have, what kind of businesses we want to attract, and become ambassadors to attract new business.

Rex mentioned Neil & Mark Walter are commercial realtors that would be good contacts as we look to attract new business to Santa Clara. Talk to them about quarterly reports regarding local commercial development.

Doug: need to come back to next meeting with concrete economic development proposals to recruit new business to Santa Clara. Think about what Santa Clara does better than anywhere else.

Need to get commission copy of Historic District Guidelines for review.

Doug would like to have new chairperson assigned. Herb said chairperson's job is to give direction and provide leadership to commission. Rex would like to see more commission members be brought on board who also have vision and help create a cohesive team.

Motion to appoint Rex the new EDC chairperson by Herb; seconded by Alan; with all members voting aye.

Motion to appoint Alan vice chairperson by Rex; seconded by Lance; with all members voting aye.

Commission expressed gratitude to Doug for his service as EDC chair.

Next meeting scheduled for Tuesday January 26, 2016 at 5:00 p.m.

Adjournment: Doug adjourned meeting at 7:05 p.m.

Ditzie Whitehead EDC Secretary
Ditzie Whitehead—EDC Secretary

January 26, 2016
Date Approved

