

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
TUESDAY, AUGUST 27, 2013**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday August 27, 2013 at 4:00 p.m. in the Town Hall Office Building at 2603 Santa Clara Drive, Santa Clara, Utah.

Present: Commission Members: Doug Clove, Miriam Rawson,
Denise Webster

City Council Representative: Herb Basso
Secretary: Ditzie Whitehead

1. Call to Order: Doug Clove welcomed the EDC members. The meeting was called to order at 4:05 p.m.

2. Approval of Minutes:

Doug asked for motion to approve Minutes of June 25, 2013 with following changes: A. 1. Radio ads best to promote events; and A. 4. Country Inn would provide more rooms than Bed and Breakfast.

Motion to approve the Regular Meeting Minutes of June 25, 2013 by Miriam Rawson; seconded by Denise Webster; with all members present voting aye.

3. Working Agenda:

A. Old Business

1. Review and Discuss Business Survey Update

- Herb shared first survey draft with City Council and reported they approved survey questions asked.
- Doug shared revised survey and asked commission to read and let him know if any other changes. Herb will take revised draft back to City Council for approval and then can get survey in use. He noted the survey was a good educational piece.

2. Review and Discuss Updates of Welcome Packet

- Have existing "Doing Business in Santa Clara" information document to start packet.
- Add a list of local commercial businesses; include business names, owner names and contact information. These existing, established business owners can serve as good source of information to new business owners getting started.
- Packet to serve as a help to recruit new businesses-help make easier to get started and open business
- Miriam added the packet can be created as visual presentation: create packet folder possibly using mural picture as packet cover.
- Business and general welcome packets could be created. Put Business Packet information on website as well as having printed version. Work with Bradi Eardley to create web version.

- Other sites to make packets available: St. George Chamber of Commerce good place to have packets available to promote opportunity for new and existing Santa Clara businesses and let consumers know what is here.
- Cost to consider for Welcome Packet includes printing cost for information documents, pocket folders, artwork for cover. Folders could be multipurpose.

3. Review and Discuss Program to Attract New Business & Consumers and Develop Existing Business

- Includes the ideas discussed above: Business Survey and Welcome packet.
- Denise also suggested creation of a perpetual fund or grant to restore older homes for business use. Promote historic downtown district to new businesses and the potential of our older homes to be converted to attractive, productive businesses. The best way to save our old buildings is to convert them to commercial use.
- Herb informed commission of "Historic Preservation Workshop" coming Oct. 2, 2013 to be held in the Santa Clara Town Hall Banquet Room. Topics will include Tax Credits, grants to restore older homes, benefits of Historic Preservation, as well as lunch and tour of local businesses. Workshop will feature speakers from Utah Heritage Foundation.

B. New Business

1. Recommend City Participation on Santa Clara Business Ad

- Herb was going to ask City Council for the go ahead to match businesses for share of costs for the ad in the "Where It's At" insert in the Friday Spectrum as done in the past. If city to participate in this ad should be open to all commercial businesses in the community—not just downtown.
- Preferably, businesses pay for their ads and City pays for promotional ads for the City generally. City promotions for non-commercial attractions like the museum, historical sites or events attract tourists into town who will in turn discover and shop local businesses. City promotions attract people to Santa Clara supporting all local business in and out of the downtown district.
- Denise said we need to get more advertising out through tourist information sites and packets.

2. Discuss Acoustic Concert Series

- Herb had owner of a St. George pawn shop approach him with the idea of starting an ongoing acoustic concert series in Santa Clara. Evening concert series—could be concert at local business (Ex: dinner and music at local restaurant) or concert on city property; start on small scale and could become larger event as series interest and participation develops. Herb presented the idea to City Council.
- Cost to promote: if community event Herb hoped EDC budget could be used to print flyers and support advertising. City & businesses could both help promote concert series.
- Miriam noted music would draw people out into the community, as would other performing arts, visual arts and other special events.
- Herb summarized purpose for City to support acoustic series: series would support local businesses by bringing more people in to town promoting business and community activity. Concerts and other such events provide

memorable experiences in Santa Clara that will draw people back to town and help them to discover more about the community and what we have to offer.

- More frequent smaller events are beneficial as they have potential to bring more people in to town more often. Large events like Swiss Days bring a big crowd at once and though large events don't necessarily bring a lot of business to local merchants at that time, the large events help make visitors aware of local businesses that they will want to come back to and let others know about.
- Miriam suggested a Quilt Show as another idea for a future event— she has seen quilt show in Paducah, KY. and said it is very popular, drawing a large crowd.

3. Discuss Huntsman World Senior Games Sponsor Exhibit

- Herb let commission know we had applied for Exhibit space at Dixie Center during Huntsman World Senior Games. The exhibits will be open 9 am—5 pm Oct 6—18th. Great opportunity to hand out business flyers and community information to the many out of town visitors who will be in the area for the games. Need volunteers to help man exhibit space—asked commission to help recruit volunteers and for their help as well.

4. Adjournment:

Doug adjourned meeting at 5:20 p.m.

Next meeting scheduled for Tuesday October 1, 2013 at 4:00 p.m.

Ditzie Whitehead—EDC Secretary

Date Approved