

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
TUESDAY, FEBRUARY 26, 2013**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday February 26, 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, Patricia Johnson
City Council Representative: Herb Basso
City Manager: Ed Dickie (not present)
Secretary: Ditzie Whitehead

- 1. Call to Order:** Herb Basso welcomed the EDC members. The meeting was called to order at 4:05 p.m. EDC member Denise Webster was not present.

- 2. Approval of Minutes:**

Motion to approve the Regular Meeting Minutes of _____ by _____; seconded by _____; with all members present voting aye.

- 3. Working Agenda:**

A. Elect Commission Chair

- Need to designate chairperson and appoint additional commission members to ensure quorum and expand representation beyond Historic District. Miriam Rawson was suggested: creative, open minded, artistic point of view. She lives in SC Heights.

B. Develop Economic Development Plan

- EDC is research and recommending body to City Council
- Determine EDC budget from City Council; Show City Council need to fund ongoing EDC budget.
- Create plan to develop downtown business district while maintaining small town ambiance. Also plan for economic development in commercial zones outside of Historic District.
- Identify commercial zones and what businesses permitted within those zones
- Commission should meet monthly till objectives are in place. Meetings on 4th Tuesday's of the month at 4:00 p.m.

C. New Business-specific recommendations for economic development plan

- **Parking:**

- Parking is a major issue that needs addressed in the downtown district. Herb said we need a long term vision for parking to develop sufficient public parking downtown. Need to develop and revise commercial parking regulations to accommodate businesses and take away obstacles that now exist with parking ordinances.
 - Explore possibilities of shared parking with other businesses owners, and use of vacant lots for parking—ask private property owners for permission to use their vacant lots.
 - Ask Zoning Official, Corey Bundy, to research Public/Private shared parking and revision of Parking Ordinance to better accommodate downtown parking. Will ask Corey to attend next EDC meeting to address parking issues.
 - Herb noted that although enhancing the downtown district, the streetscape project planter islands had reduced street parking and wondered about the possibility of removal of some of those islands in strategic areas to recreate more street parking near businesses.
- **Incentives for New Businesses to locate in Santa Clara; How to Promote, Sustain and Grow Existing Businesses**
- Mayor and Council and other City officials to serve as welcoming committee at new business openings—show city’s support and commitment to local business
 - Charm, appeal of Historic District—unique small own attributes attractive to small businesses as well as tourists and visitors. Work with tourist agencies to bring tour groups thru Santa Clara—market shopping, eating, & event opportunities available while visiting Santa Clara. Herb sited a traffic flow study that shows traffic coming down Sunset Blvd. drops off dramatically before entering Santa Clara—need incentive to keep traffic coming thru town.
 - Promote our great outdoor recreation attributes—resort destination qualities. Popular area for bicycling, hiking and other outdoor activities. Close to Santa Clara River Reserve, Petroglyphs, BLM South Hills. Parks Director, Brad Hays, is working to get Scenic By-way designation.
 - Develop Small Business Packet (package) to encourage new businesses to locate here. Define steps or process to opening new business; make opening and doing business more friendly process.
 - Also Welcome Packet for new residents to become more familiar with Santa Clara and what services, merchants, activities, amenities available. Include local points of interest like parks and historic sites, and local event info.
 - Promote fiber optics capabilities.
 - Utilize marketing resources: City website and newsletter features; create form for businesses to fill out to gather info for newsletter such as business

history, highlights, hours of operation, owners, etc. Use social media promotion like Facebook, Twitter, YouTube, etc.—need someone to oversee and keep current. Utilize local media and Chamber of Commerce to promote Santa Clara business opportunities. Chamber luncheons and literature good venues to let surrounding communities and tourists know who we are, where we are and what we have to offer.

- Doug Clove suggested creation of a Business Survey to go out to all Santa Clara businesses to gather their suggestions and ideas. Survey subjects:
 - What are local businesses biggest needs
 - Infrastructure to support business
 - Income needs to start and maintain business
 - Traffic count: vehicle and foot traffic
 - Best times; days and hours of operation for local businesses
 - How to convert property from residential to commercial
 - Role of City Govt. in Economic Development
 - How to attract new business: how to make business environment favorable to new and existing businesses

Doug, Pat and Herb agreed to work on survey draft for next EDC meeting

D. Final Remarks

- Herb asked what kind of businesses we want to come to Santa Clara.
- Pat Johnson noted importance of Health Care Industry to local economy.
- Doug Clove suggested small Hotels or Bed & Breakfast businesses would bring tourist to stay in town that in turn shop and eat in town. Also work toward attracting businesses not population based, rather professional based businesses where quality of life that exists here would be appealing.
- Herb talked about Harmon's store site near Pioneer Parkway and Rachel Dr. Harmon's owns the land where store is slated to be built. Need to let Harmon's know as new businesses open, when new building permits are issued, and new subdivisions approved so they know we are a growing area and economy. Other businesses will naturally follow when Harmon's comes in.
- Need to have "Shop Santa Clara" signs at Gubler Park to remind tournament attendees to shop locally. These frequent and well attended tournaments have the potential to have a positive impact on our local economy.
- Special Events draw people in to town, like Swiss Days, Red Rock Car Show, Art Show, and the Flower Show. Special events have the potential to bring in new patrons to local businesses and impact business growth. Herb and Pat will meet to discuss other Special Event ideas.
- Business License List identifying current commercial businesses.

4. Adjournment: Herb adjourned the meeting at 5:30 p.m.

Ditzie Whitehead-EDC Secretary

Approved

DRAFT