

**SANTA CLARA CITY
ECONOMIC DEVELOPMENT COMMISSION MEETING
THURSDAY MARCH 24, 2016**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA CITY, WASHINGTON COUNTY, UTAH met for a regular meeting on Thursday March 24, 2016 at 5:00 p.m. in the Town Hall Office Building at 2603 Santa Clara Drive, Santa Clara, Utah.

Present: Commission Members: Rex Oliver (Chairman), Alan Madsen (Co-chair),
Lance Allred, Doug Clove, Aron Baker, Brian Graf
City Council Representative: Herb Basso
Others Present: City Manager Ed Dickie
EDC Secretary: Ditzie Whitehead

1. **Call to Order:** Chairman Rex Oliver welcomed those present and called meeting to order at 5:03 p.m.
2. **Approval of Minutes:** Rex asked for a motion to approve the Minutes of January 26, 2016
Motion to approve the Regular Meeting Minutes of January 26, 2016 by Lance Allred; seconded by Alan Madsen; with all members present voting aye.

3. **Working Agenda:**

A. Business

1. **Introduction New EDC Members: Aron Baker, Brian Graf, Neil Walter (not present)**
Rex asked all present to introduce themselves to new EDC members. He also recognized and expressed commission's appreciation to Doug Clove for his service on EDC as a member and past chair. Doug is selling his Clover Patch business in Santa Clara and will no longer serve on EDC. Rex then asked new members Aron Baker and Brian Graf to introduce themselves.
Aron Baker: Studied Civil Engineering at BYU. Worked in Los Angeles in consulting world as a civil engineer working with small municipalities helping them with engineering and planning. Engineer Planning Consultant for St. George City for 14 years involved in development as businesses and residential came in and looking at traffic and transportation and how it impacted roads and streets. Has been with Horrocks Engineering for 8 years consulting with other cities in the county working on planning documents, road transportation, impact fee studies, master planning and road design.
Brian Graf: Attorney; attended BYU and Creighton University in Omaha, Nebraska. Has been working for law firm of Farris and Utley and moving on to the County Attorney's Office in the Civil Division. Expressed desire to be involved in helping with Santa Clara's growth and improving the community.
2. **Discuss Tourism Opportunities related to Petroglyphs and Scenic Byway-moved up from item 6 on agenda**
Herb Basso let commission know he needed to leave meeting early and asked for tourism item to moved up for discussion while he was there. He emphasized tourism opportunities and the need to facilitate the tourist attractions in our area. He noted the

South Hills is becoming a multi-use destination area. Has become especially attractive as cycling destination and has been site of several large cycling races already, including last 2 years of the True Grit Bike Race. Also is a popular shooting area and OHV use area. Planning Commission and City Council have heard proposal for Vacation Rental Resort complex that would include a pro shop for cyclists. Also has been discussion of a designated shooting range, for long range shooting. Herb expressed that different recreational interests should work together, not against each other to promote overall recreational development of South Hills.

Herb also talked about the Petroglyphs in Ivins, they are world class petroglyphs and need to promote and protect as such. It is hard to protect this area, but more tourists and scheduled, programmed tours to the site would attract more visitors to the area and naturally create more protection. Vandals less likely on site when more tourist are present. Herb also talked about the Scenic Byway loop following Highway 91 to Gunlock to SR 18 and back to Santa Clara. Promote tourists attractions along the route that would increase local vacation rental use, and promote patronage of local restaurants and shops. Herb said people want to be here and we need to develop accordingly.

Alan commented that good planning and analysis is essential to facilitate development and programming.

3. Update and Recommendations SITLA Property East end of Santa Clara Drive Relating to USU

Last EDC meeting discussion focused on SITLA property at east entrance of Santa Clara of which the University of Utah is the beneficiary and of the possibility of a USU Extension on that site. Herb expressed the need to pursue that use and to move forward with drafting a letter to USU expressing the City's interest of having an extension here. The number of people that would come to and use that type of facility outweigh the lack of tax revenue to be generated from such use. The people coming to the USU Extension would bring increased traffic flow and new visitors to Santa Clara's local businesses.

City Manager Ed Dickie entered the meeting during this discussion (5:44 pm). USU may only be interested in renting space in an existing building for class space and offices.

Alan noted that the SITLA land needs to be carefully considered and developed with the right use as it is the main gateway in to the city and the right use there will have a big impact on the city's economic growth.

Rex took the opportunity at this juncture to let the commission know about new member Neil Walter who was absent due to travel. Neil works for NAI in commercial real estate attracting new businesses to Southern Utah and is also an adjunct professor at Dixie State University. Rex expressed that the new EDC members along with current members bring a wide variety of experience to the commission as they consider how to facilitate economic growth. Rex also let commission know his experience has been in financial services and insurance. He reminded the EDC that they are a recommending body only, but EDC still has the potential to have a huge impact and influence on economic growth as they formulate and take ideas to Planning Commission and City Council.

4. Santa Clara City Code Review Relating to EDC-moved from item 2 on agenda

Rex reviewed the current ordinance regarding EDC, Title 2 Chapter 2.36. Ordinance currently states commission shall consist of 5 members appointed by the mayor with advice and consent of city council. At the March 23rd City Council Meeting Rex proposed having a 7 member commission. Mayor Rosenberg said should keep as 5 member commission with additional 2 members as alternates. All would be voting members and have the same authority, but would only require 3 for a quorum to hold a meeting in case some members are unable to attend a meeting. Each member serves a 5 year term and can serve 2 consecutive terms. Terms of members should be staggered so not more than 3 members terms expire at the same time. Vacancies shall be filled for the unexpired term of any member whose term is vacant. The mayor shall appoint one member of EDC to be the chairperson of that body, so Mayor Rosenberg made Rex's appointment as chairperson official at the March 23rd 2016 City Council meeting. The chairperson shall call and conduct all EDC meetings and serves a 2 year term as chair and may be reappointed for an additional 2 year term as chairperson. The ordinance goes on to state the EDC is an advisory body to City Council and cannot take final action on any substantive matters which could be legally binding upon the city. The EDC shall take action to place in effect an acceptable plan for orderly economic growth of the city.

In prior January City Council Meeting Mayor Rosenberg had asked Rex what the EDC's mission statement was and then challenged Rex to formulate a mission statement and bring it back to council. Rex asked all EDC members to consider what their mission statement should be and communicate with each other to formulate a mission statement they can present to mayor and council and for EDC to use as a planning guide.

5. Discus Possible Annexation into Santa Clara of Western Corridor South of City Limits

Only a small percent of undeveloped commercial property currently available within city and limited uses within the Downtown Historic District and by General Plan which provides direction, goals and policies regarding economic development in the city. Rex displayed city zoning map and identified areas available for economic development, including commercial sites near Harmons, the east entrance of city, and the Historic District.

Rex expressed need to investigate other possible economic growth areas and referred to existing Santa Clara annexed area in South Hills (shown on city map). Because of BLM restrictions that area can mainly be developed for residential uses. Mentioned the Sycamores residential development currently underway across the bridge in to the South Hills.

Lance asked about future industrial development when the proposed western corridor comes in. Rex explained that hasn't been talked about because that type of use would have to be beyond the current annexation line. The city map doesn't show that area so Rex displayed a county map showing possible area to be considered for annexation. Shows proposed western corridor and south hills area outside of SC city limits. Need to consider annexation of land south of Santa Clara boundaries to AZ border and west to NV

border. Brian referred to MPO planning map that shows area more clearly. Rex and Alan visited with Hurricane Mayor John Bramall about annexation process since Hurricane has annexed large amounts of land surrounding their city to the extent that their city encompasses an area larger than greater Chicago and is one of largest and most successful annexations. Talked with Mayor Bramall about the opportunity to develop and grow thru annexation, including how to supply infrastructure which would be huge undertaking.

Alan noted that Mayor Bramall recommended filing intent to annex to keep other cities from being able to annex. Then we could annex sections at a time as possible.

Rex asked City Council where they would like EDC to head in pursuit of such annexation. Rex wants to open minds to the possibilities and commercial opportunities of annexation for city's future. Many square miles of commercial opportunity that in the future could ease resident's tax burden. Alan pointed out that Park City is good example of such commercial development and helping to keep property taxes in check.

Rex asked Brian to look over Utah Code regarding Annexation Policy Plan and explain to the policy to EDC. Brian said the state policy plan can help EDC formulate their plan to present to City Council regarding the possibilities of an annexation plan. City must develop their own Policy Plan to include certain procedural elements as the following:

- Map of the expansion area
- Statement of criteria guiding municipalities decision whether or not to grant future annexation petitions addressing matters relevant to those criteria including: character of the community, need for municipal services in developed and undeveloped unincorporated areas, municipalities plans for extension of municipal services and how the services will be financed, estimate of the tax consequences to residents both currently within the municipal boundary and in the expansion area, and interests of all effected entities.
- Justification for excluding from expansion area any area containing urban development within half mile of municipality border
- Statement addressing any comments made by effected entities at or within 10 days after the Public Meeting
- Planning Commission and Municipal Legislative body need to consider an attempt to avoid gaps between or overlaps with the expansion areas of other municipalities, consider population growth projections for the municipality and adjoining areas for the next 20 years, consider current and projected costs of infrastructure, urban services and public facilities necessary to facilitate full development of area within municipality and to expand infrastructure services and facilities into the area being considered for inclusion in the expansion area
- Planning Commission to consider in conjunction with the municipality's General Plan the need over the next 20 years for additional land suitable for residential, commercial and industrial development. Consider reasons for including agricultural lands, forests, recreational areas and wildlife management areas within the municipality and be guided by the principals set forth in the section.

Brian told EDC this is starting point and these are some of things EDC will need to bring to the Planning Commission because they will have to follow the points Brian has outlined.

Rex asked commission for their thoughts on expansion.

Doug said he felt we are more likely to control our own future growth if we can annex the area under consideration, not just to improve growth but for the transportation corridor. If we lose control of that area then we lose ability to have a life line for future industrial development; requires transportation corridor that comes directly south from Santa Clara and connects with I-15. Annexation area and corridor allows growth path for future while protecting the Historic District.

Rex said in speaking with Neil Walter in regard to development of any commercial enterprise, companies are looking at how close they are to I-15 or access to it.

Alan said Mayor Bramall said he would provide Santa Clara help regarding how they effectively accomplished annexation and suggest ways to make it easier for us.

Rex expressed need to overcome attitude of people in decision making positions and to overcome our own fears and apprehensions and look at this as a long term plan that has potential to take place even though it will likely be after we are gone from our EDC positions. Important as current EDC to initiate the process for the impact it will have on the long term plan of Santa Clara's economic development and future. Need to be forward thinking.

Rex said right now land is owned by BLM. Aron said BLM are land managers and alright to annex area they own because they will continue to own it. It is the development of the land that we would be concerned with. BLM is the land manager until developer approaches them.

Alan commented, plan or not plan or try to clean up afterward. Need to get ahead of it. St. George has planned well, and it is a healthy thing for us to plan for annexation.

Brian added development will happen, if Santa Clara misses this opportunity we won't have the say, why not Santa Clara.

Lance appreciates forward thinking but also need to remember more timely concerns, need address what is in front of us. A lot of work to do within current Santa Clara boundaries. SITLA property meeting was great meeting coming up with alternative uses for the SITLA land. Concerned about creating a beautiful gateway into Santa Clara City that is done right and keeping in mind our role for the necessity of economic revenue. Need to consider how we are going to get Harmons block filled up, work with Ivins or marketing program to expand thought of a Scenic Byway and promoting what we already have.

Rex agreed we don't want to lose sight of immediate needs, but also need to consider larger picture for the future. He mentioned Ivins has attracted new medical facility. Lance said Ivins makes best of what they have and does a good job in attracting new business.

Rex charged EDC to bring back thoughts to next meeting regarding immediate development needs and long range projects. Told EDC the mayor and council asked EDC to develop mission statement-know exactly what EDC's purpose is and how to go about accomplishing those purposes. Had asked Alan to bring mission statement ideas to the commission to start draft of the statement. Meet again on May 24th with ideas. Rex encouraged commission to communicate with each other through emails to develop mission statement together.

Doug suggested when EDC has come up with a mission statement and submits to City Council for review-make sure council and EDC in agreement.

Lance agreed with Doug and said council will be looking for what EDC's thoughts are, what we want to accomplish and display a spirit of wanting to work together. Decide as a group what we want to accomplish and participate in and keep statement simple and direct.

Rex reiterated that EDC should work together on mission statement through emails until next meeting scheduled for Tuesday May 24, 2016.

Closing Remarks: Rex again expressed gratitude to Doug for his service on the commission and the good work he has done. Again, he encouraged commission to share their thoughts through email over the next 2 months as they work together on their mission statement.

Adjournment: Rex motioned to adjourn meeting at 6:57 p.m. Seconded by Aron

Ditzie Whitehead—EDC Secretary

Date Approved