

**SANTA CLARA CITY  
ECONOMIC DEVELOPMENT COMMISSION MEETING  
TUESDAY, JUNE 25, 2013**

THE ECONOMIC DEVELOPMENT COMMISSION OF SANTA CLARA, WASHINGTON COUNTY, UTAH met for a regular meeting on Tuesday June 25, 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,  
Miriam Rawson

City Council Representative: Herb Basso  
Secretary: Ditzie Whitehead

1. **Call to Order:** Herb Basso welcomed the EDC members. The meeting was called to order at 4:10 p.m. EDC member Denise Webster was not present. Herb asked Doug Clove to serve as Chair Person for Commission and to conduct meeting proceedings.
2. **Approval of Minutes:**  
Doug asked for motion to approve Minutes Feb. 26, 2013  
**Motion to approve the Regular Meeting Minutes of February 26, 2013 by Miriam Rawson; seconded by Pat Johnson; with all members present voting aye.**
3. **Working Agenda:**
  - A. **Old Business**
    1. **Business Survey Update**

Doug created a draft Business Survey to help determine what the actual needs of local businesses are. Doug asked those present for their input as to which survey questions to keep, add or delete. Want to keep survey concise and pointed.

      - Doug suggested tax questions probably could be removed as there is little flexibility for change or control.
      - Herb suggested adding the question "What is the best way to market Santa Clara business climate?"
      - What marketing trends can be shared with new and existing businesses
      - What are best ways to market & advertise?
        - Social media; suggested City needs to consider Facebook page as a promotion and education median to let public know what Santa Clara has to offer and to feature and promote our local businesses
        - Pat said she thought "Where it's At" insert in the Friday Spectrum provided good promotion of both City & the businesses
        - Herb suggested a "Shop Santa Clara Alliance" of City & businesses
        - Miriam said need to promote "charm" of Santa Clara as destination, promotion of City benefits business as well
        - Consider more use of radio advertising to promote special events; Doug felt you get most "bang for your buck" using radio ads for event promotion like Swiss Days, May Art Show, Flower Show, etc.
      - Pat said need to give consideration to the difference in advertising to promote businesses & advertising that promotes city in general- businesses have different needs

- Doug: need to promote overall image of city and businesses; City participation in "Shop Santa Clara" promo OK—helps new businesses want to locate in here; City should not participate in individual business advertising
- Survey to target existing businesses, but benefit future business
- Doug will update survey draft for Herb to present to City Council

## **2. Business Parking Ordinance**

How to provide more off street parking-

- Corey Bundy—Zoning Admin. was out of town. Referenced to Business Parking addressed in Municipal Code Title 17 Chapter 32—see ordinance attached. Shared parking is specifically addressed in section 17.32.090
- Herb: businesses with more parking space agree to share their space with businesses that have less parking space. Could have a parking credit plan or contractual parking for use of another's parking spaces
- Future parking plan—would like to see City parking lot(s) to help provide for multiple business parking; public parking include street and city provided lots. Pat noted the more people use public parking, the more walk and shop opportunities are created
- Commission agreed should recommend public parking lot to City Council & Planning Commission
- Herb will also recommend parking credit ordinance for businesses to lease extra parking from another businesses that has extra space; consistent with existing shared ordinance 17.32.090 line C.

## **3. Welcome Packet**

- Discussed creating a specific "Business Packet" to be handed out in conjunction with new resident packet or welcome packet to help new residents learn about business opportunities and how to start a business in Santa Clara
- Business packet could be as a handout or electronic format or both.
- Asked Ditzie to email Business License Information & Contacts document given to new business applicant's for EDC to review and refine information. Add introduction to document.
- Packet help encourage people to check out Santa Clara as business location-why it is good place to locate, potential for growth

## **4. Program to Attract New Businesses & Consumers and Develop Existing Businesses**

- Suggested Bed & Breakfast type establishment would bring people in to stay in town, and in turn they would be more inclined to shop and dine here. Doug remarked that Bed & Breakfast is a mission of love and is full time job for owners. He suggested the concept of a "Country Inn" that provided more rooms and greater revenue opportunity than a smaller Bed and Breakfast. An inn might also allow for separate inn fees, shop fees, and restaurant fees—multiple businesses operating within one establishment.
- Shape regulations to promote vacation rental properties
- Regulations to control type of building to conform to Historical District guidelines (guidelines currently being re-evaluated by Heritage Commission). Doug commented that need to consider height restriction. Guidelines should be balanced but not too restrictive.
- Was asked who should promote new businesses to Santa Clara?

1. Existing businesses
  2. City—including City Council, staff, and residents. Staff needs to be trained to promote the city to potential new businesses and consumers when they come to office for information—we are better ambassadors when we are better educated.
  3. Area Chamber of Commerce-Santa Clara member thru the St. Geo. Area Chamber. EDC rep. should attend their lunches and meetings to report on and promote business opportunities in Santa Clara
- New Business Program packet or document should include:
    1. feature highlights or attractions of Santa Clara,
    2. an education piece (training) about Santa Clara
    3. business reports from existing individual businesses—their positive growth reports help promote Santa Clara to new business and consumers—existing businesses should foster and encourage new businesses to locate here.
    4. Need an introduction—an “opening article” for the packet—Miriam will work on the article
  - Miriam suggested a press release in a magazine or other periodical, including an article and photo’s to let readers know about Santa Clara as a unique place to shop and dine, include historical information about Santa Clara and tourism promotion. Mentioned Sunset Magazine, St. George Magazine. Could ask local writer and resident ,Lyman Hafen, to write an article.
  - Team with neighboring entities to promote complimentary businesses: example partner with Ivins for “have dinner in Santa Clara—then see a show at Tuacahn” package. Could also do similar advertisements partnering with Red Mountain Health Spa, Inn in Kayenta, etc. Advertisements highlighting what there is to do and where there is to go in our area.
  - Doug brought up need to involve Santa Clara Business Alliance in program to attract new business and develop existing business. The alliance has been an independent entity encompassing businesses in Historic District, but needs to include all commercial businesses. Suggested meeting of Business Alliance and City Council to demonstrate City’s interest in Santa Clara’s economic growth and development. (Ask City to waive fees to hold Business Alliance meeting in Town Hall Banquet Room). Pat concluded we need a Business Alliance working together for common goal—working to better what businesses we have now and foster new business growth. Doug will talk to businesses about reactivating the Business Alliance as an integral part of our economic development plan.

**4. Adjournment:**

**Herb adjourned meeting at 5:25 p.m.**

**Next meeting scheduled for Tuesday August 27, 2013 at 4:00 p.m.**

