



**Minutes of the
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING**

AUGUST 27, 2013 – 6:30 p.m.

Committee Members in attendance: Rick Salisbury, Ruth Morrison, Craig Conover, Mike Snelson, Kevin Jennings, Kristian Kallaker, Dan Bott, Elizabeth Elder, Shirlene Jordan, and Dave Nemelka. Committee Members absent: Alan Shurtliff and Clair Anderson. Also in attendance were Mayor Wilford Clyde, Councilmember Mark Packard, and Councilmember Dean Olsen. Staff in attendance included: City Administrator Troy Fitzgerald, Administrative Services Manager Rod Oldroyd, and Executive Secretary Hilary Barksdale.

Mayor Clyde called the meeting to order at 6:30 p.m. He asked the Committee to elect a chairperson in the near future and stated he would serve as the chairperson until another member is appointed. He asked the Committee members to introduce themselves as Manager Oldroyd distributed a list of Committee members with email and phone information. Each Committee Member shared a short biography.

Mayor Clyde said that he would like to keep the meetings short, one hour to one hour and fifteen minutes, and stated that at each meeting the City would like to share information with the Committee for approximately half the meeting time, and he would like the Committee to brainstorm the remainder of each meeting. He asked Administrator Fitzgerald to talk about the City structure on economic development, the ordinance that was put together to form the economic advisory committee, economic areas of focus, and what is happening now in the City with economic development.

Administrator Fitzgerald stated that the City has upped its involvement in economic development more recently. He said his responsibility with economic development is trying to get other businesses to the City, and he wanted feedback from the Committee for that process. He said that Manager Oldroyd and he have been specifically tasked to go after economic development, and they were the contacts at the City for this. Mayor Clyde interjected that the City had re-organized Administrator Fitzgerald's assignments with the creation of two Assistant City Administrators that some directors and department heads now report to, in order to free up Administrator Fitzgerald's time for focus on economic development. Administrator Fitzgerald said an ordinance had been passed by the City Council for the formation of the Economic Advisory Commission. He called the Committee's attention to Section 5-15-104 of the ordinance entitled "Powers and Duties".

Administrator Fitzgerald called the Committee's attention to a map of the City delineating various zones. He noted that he was looking at focusing efforts in different areas of town, and noted different areas have different needs. He stated that one of the challenges the City is facing is the 'hole' in housing around the commercial area, most of which is owned by PRI, a property holding arm of the LDS church. He said one of his primary goals is to get housing moving, particularly around the prime commercial area.

Manager Oldroyd stated one of his responsibilities was to go to existing businesses in Springville City. He noted that the visits were very positive, but Springville has a reputation for not working well with businesses. He said the City is doing its best to change that perception and to create relationships with existing city business.

Ms. Jordan asked what was happening with the old Berg Mortuary building. Manager Oldroyd said that no decision had been made on that building as yet.

Mayor Clyde said that he had visited the Springville WalMart and talked with the manager there to inquire about the proposed WalMart in Spanish Fork. The WalMart manager said that his store was far exceeding expected business, and that the area needed another store. He said WalMart was happy in Springville and had no plans to leave. Mayor Clyde discussed the decision made by Costco to locate in Spanish Fork, and commented that, in demographic studies, Spanish Fork comes out better than Springville, but that the City will do everything it can to attract business here.

Mr. Kallaker inquired about the transfer station and the train station, and commented that it was a hindrance to housing in the West Fields. Administrator Fitzgerald responded that the transfer station must be moved, and that there was a study done with an eye to moving it further west. He said the transfer station would move, but the timeline was not known. He said it was bad news for the train coming to Springville, as UTA was out of money. The Frontrunner coming to Springville would probably be 2030 or later. Mayor Clyde noted that the challenge was that the route is expensive to build for UTA.

Administrator Fitzgerald brought the Committee's attention to a list of projects under construction and projects approved. He said that housing construction remained fairly consistent through the recession starting in 2007, and that currently the City has less than 200 developed residential lots ready. He said that we need to see residential growth and that is why the City is putting pressure on PRI. He noted that PRI is bringing people in from out of state and wants to actively market their property on 400 South. Administrator Fitzgerald said that the City is working with larger developers that have holdings in town. He has worked with Boyer and Wadsworth Development. In the last two weeks there have been discussions with Smiths and LHM theatres. Other small and medium type box stores are willing to locate here, subject to anchor stores being in place. Boyer's challenge is finding two anchors ready to go at the same time. Mayor Clyde gave a brief history on Boyer's property in Springville and Boyer's developments.

Mayor Clyde referred to the map showing the different economic development zones. He asked for the Committee's input regarding the zones. He asked what we should have in each zone? What would work? He asked the limitations of our community. What can we attract and what can we do to attract business?

Mr. Nemelka asked what is in the best interest of Springville? What are we looking for? Is the City looking for tax base and revenue, or is the City looking to create a certain type of community? Mayor Clyde replied that he looks at three things: 1) to provide jobs; 2) to provide income for the City; and 3) to provide conveniences for the citizenry—shops, jobs etc. Mr. Nemelka asked about the demographics of Springville. Administrator Fitzgerald replied that we are a young family community. Springville has higher incomes on average than the nation, but we have over 400 trailer units—Spanish Fork has just 40. He said that Springville is a community of differences, and that the key question is what do we want the community to be?

Mr. Nemelka said we should ask ourselves what is the competitive advantage that Springville has. Mayor Clyde asked what businesses would make sense here and what do we want to zone for. High density housing was discussed in the West Fields, and Administrator Fitzgerald said the pressure was for

more high density, as that is the demand. Mr. Salisbury commented that the overlay zone is hard to build in and needs to be reviewed. Mayor Clyde commented that the City did not want to have only starter homes on the west side.

Mr. Kallaker asked how much we are affecting the interchange area by having so much retail there. He asked if any thought was given to office complexes. Mr. Conover said that offices do not generate tax base, but Mayor Clyde noted that they do bring higher paid jobs to the City. Mr. Nemelka said that the South County area cannot compete with North County for professional office space, as companies cannot get people to work down further south. Ms. Morrison said that she thought some nicer restaurants would do well in Springville, and noted that more business would help existing business, not be a detriment. There was a discussion on the industrial park and the potential of attracting car dealerships.

Mr. Conover asked what the difference was between regional commercial and highway commercial zones along the freeway. Administrator Fitzgerald replied that regional commercial was clustered more around the off-ramps and has more travel-related businesses that might not be seen in the highway commercial zone. Mr. Conover stated that he did not see why different zones were needed by the freeway.

Mayor Clyde asked the Committee what would be the best time for them to meet. Mayor Clyde suggested the second Tuesday of each month at 7p.m. The Committee agreed. Mayor Clyde said that staff would communicate ideas to the Committee via email so that they could come prepared. Mr. Nelmelka asked that the Committee arrive at a clearly defined goal or mission with goals and objectives. Mayor Clyde said the City would send out an email asking each member of the Committee for recommendations for goals and that they would be collected and disseminated out to everybody. Mayor Clyde said that the discussion on goals and what the Committee is trying to accomplish would be the first order of business at the next meeting.

Mr. Snelson asked what the City Council would like to see the Committee work towards. Councilmember Packard said he thought it important to garner the thoughts and feelings of the Committee. He said it would be interesting to compare the thoughts of this Committee with other focus groups in the City such as the Planning Commission. Administrator Fitzgerald pointed out that the ordinance outlines what the Council would like the Committee to work on. Mayor Clyde said the planning commission agenda and minutes are available to view on the City website, and encouraged the Committee members to pull them up and read them. Mr. Snelson clarified that the assignment was to return at the next meeting with goals and mission ideas, and suggested that the Committee talk with people in their neighborhoods to get their feelings.

Mayor Clyde said that it had been suggested to him that the City's sign ordinance be reviewed. He said that ten years ago the planning commission and a sub-committee wanted to keep the historic feel of Springville, and that they did not want to see the City cluttered with signs. They came up with the idea of marquee signs and restrictions went into place. Mayor Clyde said it was time for the sign ordinance to be reviewed and asked if we could still keep the flavor of the community and allow signs to help businesses. Mayor Clyde thanked the Committee.

The meeting concluded at 7.52p.m.