



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

October 8, 2013 7:00p.m.

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

Chair Mike Snelson brought the meeting to order at 7:00p.m. He asked the Committee to suggest future agenda items, and then turned the time over to Administrator Fitzgerald to clarify restrictions for the Committee regarding communication outside of the meeting. Administrator Fitzgerald expounded upon the Open and Public Meetings Act with regard to posting agendas, recording meetings, minutes, and transparency. He confirmed that disseminating information to Committee members outside of meetings was okay, but that conversations outside of a public meeting were restricted. He said that discussions leading to a recommendation that may result in the expenditure of public funds should take place at a public meeting and were prohibited outside of that forum. Chair Snelson confirmed that those same rules applied to email conversations. Administrator Fitzgerald replied that this was accurate.

Chair Snelson asked if it was possible to create a link with the Planning Commission. Administrator Fitzgerald replied that members can serve as voting members or representatives, joint meetings could be scheduled, or staff could communicate ideas. He said the efforts of this Commission and the Planning Commission could be coordinated. He said that he and Manager Oldroyd receive reports from the Planning Commission, but they are not present for Planning Commission meetings.

Chair Snelson moved to the second agenda item to discuss terms of service on the Commission. He advised that half the Commission should serve a 2-year term and the other half a 4-year term. Chair Snelson said he had volunteered for a 4-year term, Ms. Morrison for 2-years, Mr. Jennings for 2-years, and Mr. Conover tentatively for 4-years pending results of November's election. Mr. Bott volunteered for 4-years, Mr. Kallaker for 2-years, Ms. Jordan for 2-years, Ms. Elder for 4-years, and Mr. Salisbury for 4-years.

Chair Snelson reported on feedback from the Committee regarding sub-committees to work with Manager Oldroyd and existing business, and with Administrator Fitzgerald for new business. He said the sub-committee assigned to Manager Oldroyd included Ms. Jordan, Ms. Elder, Mr. Jennings, Ms. Morrison,

Mr. Anderson, and Chair Snelson. Working with Administrator Fitzgerald was Mr. Salisbury, Mr. Shurtliff, Mr. Bott, Mr. Kallaker, Mr. Conover, and Mr. Nemelka.

Chair Snelson asked Mr. Conover to take some time to share his views on agenda item #3, regarding City branding. Mr. Conover stated that he works with branding and various businesses every day. He said the branding utilized by Springville City was very confusing. He said he did not understand why the City currently has two logos, and that Springville should either represent itself as the Art City or not. He mentioned that both Provo and Spanish Fork had recently re-branded themselves, and that Springville needs to decide on one brand. Mr. Conover stated that it was confusing to people when they come to the City as to what Springville is, what it represents, and what it wants to be. Administrator Fitzgerald commented that in discussions at staff level, different departments want to brand themselves. He added that the library has its own brand, as does the Museum; and that Hobble Creek Golf Course has two different brands. He said that Council direction after the newer logo was added was not to change the logo on City vehicles. Administrator Fitzgerald added that staff agreed with Mr. Conover's stance. Mr. Conover said that a decision needs to be made on a logo and how the City presents itself. Chair Snelson added that branding is more than just a logo, it is who we are and what we want to look like, and the City needs to zero in on one logo. He asked for the reason behind the addition of a second logo. Administrator Fitzgerald answered that it was a service logo, and that in reality, Springville City is really eleven different businesses. He said when pushing one logo to various departments, there is push back, because for example, the golf course and the museum market themselves to people outside of Springville, in addition to marketing to the community. Administrator Fitzgerald concluded that he supported a recommendation to the Council regarding the logo, as currently, our branding is very disjointed. Ms. Elder motioned to make a recommendation to the Council for consistent use of one brand and logo as the Art City. Ms. Jordan seconded the motion. All voted aye.

Addressing agenda item #4, Ms. Jordan said that she had asked her friends on her Facebook page what they would like to see in Springville. She reported that overwhelmingly people replied that they would like to see Target come here, along with entertainment and fine dining. She said most people that she had talked to have the perception that the City was not doing anything to capture business, and was letting new business slip away to Spanish Fork. Ms. Jordan related Heber City's campaign to shop downtown, and offered to email details to Chair Snelson. Mr. Kallaker asked what the City was doing to protect and encourage small businesses outside of the I-15 interchange area. Administrator Fitzgerald answered that the City was protecting zoning around Main Street, had located government offices here, and was improving infrastructure. He added that years ago the City had tried to introduce a downtown RDA to offer incentives to businesses, but that the citizenry came out against offering tax-based incentives. He explained the state limitations on tax incentives. He added that commercial zones can be established, and then incentives can be offered. Chair Snelson noted that there is a ripple effect from larger businesses that keeps people in town to shop at the smaller businesses. Ms. Elder noted the concerted effort of the City of Provo and their downtown alliance. Chair Snelson noted that the Chamber of Commerce is having regular activities in the downtown area.

Ms. Elder reported that in her research she found people's perception was that the City is anti-business, and she suggested more public relations. People she contacted suggested that a theatre, bowling alley, restaurants, and Target store were most desired. Ms. Elder suggested that the City create a vision that will

help to retain the power to say no to certain development or businesses. She said it was hard to settle on a vision, as currently the City needs any kind of business. Mr. Kallaker asked about Springville's competitive strength. Ms. Elder noted that many citizens feel Springville is a great place to recreate and that this could be a niche the City could build on. Mr. Kallaker noted that we are a hub for recreation, and asked what businesses we could attract to build on and reinforce that image.

Chair Snelson asked if the Committee had the opportunity to read an email sent to each member by Mr. Shurtliff, and asked for feedback. He noted one important item was a deal with Larry H. Miller (LHM), and that should be focused on more than anything else; he asked what Administrator Fitzgerald's sub-committee could do to move this along. Administrator Fitzgerald responded that the City could email LHM, and let them know where they could locate given the zoning. Chair Snelson thought it an excellent idea to pay LHM a personal visit. There was a discussion on locating retail versus housing in the area west of the freeway.

Mr. Jennings noted that the conversation indicated a need for a regional pull. Administrator Fitzgerald agreed with a recreational regional pull, but noted that it is difficult to land a regional draw being on the south end of the valley and south of Salt Lake. Mr. Kallaker said that businesses south of Springville may want to locate closer, and asked what businesses are to the south that Springville could draw on. Administrator Fitzgerald said that Wiggy Wash was a good example of this, that they had started in Spanish Fork and had located secondly in Springville. Neways was also listed as an example of businesses locating here from the south. Fastest growing businesses in the area were discussed. Administrator Fitzgerald stated that the Committee had great ideas, but asked what the City can do to be proactive and convince business to locate here. The City can build infrastructure, make sure property is available, discuss incentives, etc., but what beyond that? Mr. Conover replied that Mayor Clyde needed to be persistent; he has "pull" in the marketplace as a big business owner.

Administrator Fitzgerald informed the Committee that businesses have specific business models, which was a challenge to the City. He stated that the owner of a retail pad between Allen's Market and Burger King was unwilling to rent the space. He asked how the City can make things happen when an owner will not. He stated that no matter how much the City pushes, if locating in Springville doesn't fit a business' model, they will not come. Administrator Fitzgerald continued that the City must address water and power rates; the Committee may want to make recommendations immediately to the City Council as the City's commercial power rates are thirty to fifty percent higher than market. Mr. Kallaker responded that our city needs a competitive edge; match what other cities have done and more. Administrator Fitzgerald said that the Council has tried to define what they want Springville to be, but this definition comes at a cost. Is demanding higher quality building in the west fields more important than just getting housetops to get building going? He said that, in fairness, the Council is considering the long-term benefit by not sacrificing quality.

Ms. Elder asked Mr. Salisbury if Springville was competitive with other cities for development. Mr. Salisbury replied that it cost a little more to develop here. He said the hard thing in Springville is working with the Planning and Zoning Commission. He said the Building Department was among the best he has worked with, but noted that other developers had let him know that they had problems with the engineers and Planning Commission at Springville City. Administrator Fitzgerald replied that the

process had been streamlined dramatically in the last five years, and agreed that we must be competitive within the marketplace. Ms. Elder asked who can fix the problems with the Planning Commission. Administrator Fitzgerald replied that the Mayor makes appointments to the Planning Commission, which are ratified by the City Council. Mr. Kallaker asked if there were performance metrics for the Planning Commission. Administrator Fitzgerald replied that performance is measured at the staff level. Mr. Conover asked Mr. Salisbury if he could get more information from fellow developers as to where the problem lies--with the Commission or personnel. Administrator Fitzgerald emphasized that from a systems standpoint, the City is absolutely competitive. Mr. Salisbury responded that the Commission sends too many items back to developers that go unresolved.

Chair Snelson said the discussion on the economic development portion of the General Plan would be delayed to the next meeting's agenda. He asked what needs to be done regarding the discussions of the meeting this evening. He noted some assignments: research and bring back findings regarding the top 50 growing businesses in our area; get feedback from L.H. Miller; have a list of 5-10 companies that the City should pursue from Administrator Fitzgerald's sub-committee; and each Committee Member should think about City branding, slogan, and logo, so that the Committee has a recommendation to the Mayor and Council.

Chair Snelson closed the meeting at 8:11p.m.



Letter of Recommendation to City Council

Springville City Board Name: Economic Development Advisory Committee

Applicant: Economic Development Advisory Committee	Request: Recommendation to the Council for consistent use of one brand and logo as the Art City.	Date of Meeting: 10/8/2013
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Motion by: Committee Member Ms. Liz Elder	Second by: Committee Member Ms. Shirlene Jordan
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RECOMMENDATION	<input checked="" type="checkbox"/>	APPROVE	<input type="checkbox"/>	DISAPPROVE	<input type="checkbox"/>	OTHER:
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CONDITIONS OF APPROVAL:

Voting Record:

Member Name	APPROVE	DENY	ABSTAIN
Rick Salisbury	X		
Ruth Morrison	X		
Craig Conover	X		
Mike Snelson	X		
Kevin Jennings	X		
Dan Bott	X		
Liz Elder	X		
Kristian Kallaker	X		
Shirlene Jordan	X		
Committee Members absent from 10/08 meeting include: Dave Nemelka; Alan Shurtliff and Clair Anderson.			

Mike Snelson
Chair

11/06/2013
Date