



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

November 12, 2013 7:00 p.m.

Committee Members in attendance: Craig Conover, Mike Snelson, Dan Bott, Kevin Jennings, Shirlene Jordan. Mayor Wilford W. Clyde was also in attendance. Committee Members absent: Rick Salisbury, Ruth Morrison, Elizabeth Elder, Kristian Kallaker, Dave Nemelka, Alan Shurtliff, and Clair Anderson. Staff in attendance included: Administrative Services Manager Rod Oldroyd, and Administrative Assistant Jackie Nostrom.

CALL TO ORDER

Chair Mike Snelson brought the meeting to order at 7:10 p.m.

APPROVAL OF MINUTES

He moved to approve the minutes of the October 8, 2013 meeting, and everyone voted aye.

DISCUSSIONS

**2. Update on City Branding Proposal to City Council and Progress on Larry Miller Project
– Troy Fitzgerald, City Administrator**

Chair Snelson asked Administrative Services Manager Rod Oldroyd if City Administrator Troy Fitzgerald would be in attendance to update the committee on the Larry Miller Project. Manager Oldroyd informed the Committee that Administrator Fitzgerald was ill, and unfortunately he had not been updated with the project. Mayor Clyde noted that he would try and contact the attorney for Larry H. Miller to set an appointment to discuss the proposal with the Larry H Miller group. He recommended that Mr. Craig Conover and Mr. Dan Bott be present for the proposal. He noted a profile should be compiled as to why businesses should be located off the 400 South freeway interchange. Mr. Conover recommended a presentation. Mayor Clyde agreed and noted that an argument needs to be made that patrons are willing to drive northbound, and not southbound.

Mr. Kevin Jennings indicated a car dealership in Springville would be successful. Mr. Conover explained the requirements of dealerships locating in towns and noted that because of the ten-mile radius requirement the only car dealerships that could potentially locate in Springville are

Kia and Subaru. Chair Snelson asked if Mr. Conover could put together a presentation. Mr. Conover responded that he has an acquaintance that creates design graphics that may have insight.

3. City Update – Rod Oldroyd, Administrative Services Manager

Administrative Services Manager Rod Oldroyd reported that his subcommittee met and discussed sign ordinance questions, business licensing fees, and “buy local” campaigns. He informed the Committee that Jimmy Johns has commenced construction, Stonehenge is closer to development, and that the South Valley Professional Plaza is beginning phase II of their project.

4. Discussion of Section 9 (Economic Development) of the City’s General Plan; Solidify Goals and Vision

Chair Snelson excused Mr. Alan Shurtliff and Elizabeth Elder from the meeting and relayed Mr. Shurtliff’s concern of Springville not being a development friendly city, and wanted to know why Springville has a “toxic” reputation. Chair Snelson reported Ms. Elder’s comment of resurrecting “Artie” to promote businesses and change the negative business climate. Ms. Elder questioned considering an Ombudsman. Mayor Clyde noted that role is part of Manager Oldroyd’s position.

Ms. Elder wanted to know what prospects Springville had of getting broadband installed. Mayor Clyde commented that a fiber network is through the City, and noted he would talk to Provo City about a contingency plan and partner up with Provo.

Mr. Dan Bott relayed his concern of sales leakage and focus on fixing the problem. Chair Snelson reported that the leakage is on a higher scale than notated in section nine. He observed the objectives and goals that were notated in the 2010 Master Plan. He commended Mayor Clyde for the progress that he has made with the development of the committee, and asked why there was a two-year time lapse. Mayor Clyde expressed his concern of the economic downturn and determined the time wasn’t adequate.

5. Discussion of Buy Local Campaign with Recommendations to Chamber of Commerce

Chair Snelson suggested a “Buy Local” info graphic that would be economically beneficial to the community. He explained the value of purchasing products from local merchants and the benefit that is distributed throughout the community. He asked about the feasibility of creating a campaign. Administrative Services Manager Oldroyd responded that he would handle this project and solicit recommendations. Mayor Clyde expressed his concern of offending larger corporations that have expanded their business to Springville. Mr. Jennings suggested advertising businesses with residents’ utility bills. Mayor Clyde observed that the City Recorder highlights businesses in the monthly newsletter. Ms. Shirlene Jordan asked if a sign could be available for all businesses to display encouraging patrons to buy local.

Chair Mike Snelson asked the Committee to suggest future agenda items. He noted the next scheduled meeting will be held December 10, 2013.

ADJOURNMENT

Chari Snelson adjourned the meeting at 8:21 p.m.