



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

December 10, 2013 7:00p.m.

Committee Members in attendance: Craig Conover, Mike Snelson, Rick Salisbury, Shirlene Jordan, Kevin Jennings, Alan Shurtliff, Clair Anderson, Liz Elder, Dan Bott and Ruth Morrison. Members absent: Kristian Kallaker and Dave Nemelka. Also in attendance: Mayor Wiford W. Clyde. 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 6:59 p.m. Mr. Anderson motioned to approve the minutes of the November 12th meeting, Mr. Jennings seconded, and all voted aye.

Chair Snelson welcomed everyone to the meeting. It was noted that the motion submitted to the Council from the Committee regarding branding had not yet come before the Council. Mayor Clyde was asked to update the Committee on any progress with the Larry H. Miller (LHM) Group. Mayor Clyde said that he had called but his calls had not been returned. He said that he had a contact at the LHM Entertainment Group that could possibly help. Administrator Fitzgerald noted that Boyer Company was having regular conversations with the LHM Group.

Manager Oldroyd was asked to give an update on businesses within the City. He distributed a handout listing business license applications for the month. He noted that Tunex should be opening in the next couple of months, Jimmy Johns has resumed building and has their license; Holiday Inn Express is scheduled to open in May; Love's Truck Stop is opening in January; and Legends remodel would be completed in March.

Administrator Fitzgerald said he had received a report that financing was almost complete for a mixed use development on the west side of the freeway, and there was some movement on the property between 950 West and 1250 West, north of 400 South. Mayor Clyde stated that we must build a case to bring economic development to the City, as demographic studies say building in Spanish Fork is more desirable. Manager Oldroyd noted that of 4,300 Wal-Marts around the nation, the Springville Wal-Mart is ranked in the top 2-percent of the entire company at number 84.

Chair Snelson asked Administrator Fitzgerald for an update on his sub-committee's plans for 2014. Administrator Fitzgerald said his committee did not have a chairperson but had kept in touch via email.

Chair Snelson said that his sub-committee had talked about visiting businesses after the New Year for feedback.

Mr. Conover opined that the City should have something to take to LHM when they are visited. He presented a list of ideas for presentation to entities interested in locating in Springville. He asked the Committee for ideas to nail down talking points to present to businesses. Administrator Fitzgerald noted that the City has a highly educated citizenry. Mayor Clyde asked what Springville wanted to attract—retail or industrial business? Professional or high tech industry? He said we should have a story geared to the business the City was trying to attract. Mr. Conover agreed that presentations must be tailored to the specific audience. Administrator Fitzgerald offered that there is just one entity to deal with for utilities, and that infrastructure is mostly developed in prime commercial areas. Ms. Jordan suggested that the fire/ambulance and police department should be added to the list of draws in Springville. Administrator Fitzgerald said the survey results showed that people enjoy the quality of life in Springville and want new business in town. He said that details on services were online and maps on the City website indicated who owned vacant property.

Mayor Clyde suggested that major developers be invited to present to the Committee. He suggested asking them what is needed to get businesses to come to Springville, and in the process, introduce them to our community. He suggested inviting EDC Utah, Spencer Eccles, Boyer, Woodbury, and Wadsworth. There was a discussion on businesses that Mayor Clyde had visited in recent months and their operations.

Chair Snelson added that the first step now should be to invite developers to meetings. Administrator Fitzgerald indicated that staff would extend these invitations. Mr. Shurtliff added that American Furniture Warehouse is looking to build in areas whose demographic profile matches Springville's. He said that he would contact the company.

The meeting concluded at 7:47 p.m.