



## Mayor's Economic Advisory Commission Meeting Minutes

1 May 13, 2014 7:00pm

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3 Springville City Civic Center Multi-Purpose Room

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5 **In Attendance**—Kevin Jennings, Shirlene Jordan, Mike Snelson, Rod Oldroyd, Councilmember Craig  
6 Conover, Mayor Wilford W. Clyde, City Administrator Troy Fitzgerald, Brian Johnson

7  
8 **Absent**—Liz Elder, Dan Bott, Allan Shurtliff

9  
10 Mike Snelson conducted this meeting.

11  
12 The minutes approved in the joint council meeting, earlier today, were from February 11, 2014. They were  
13 included in the council packet for tonight's council meeting and are available online. Both the February  
14 and March minutes will be sent out.

### 15 **City Update**

16 Rod Oldroyd

17  
18  
19 Bike with the Mayor is this Saturday, May 17, 2014 at the Springville Civic Center, sponsored by UTA  
20 and Springville City.

21  
22 Main Street repaving will start after Art City Days They will mill down the existing asphalt about 2  
23 inches and make repairs from the pipe installation.

24  
25 Rick Salisbury "Legends" Vintage Motorcycle has the GRAND OPENING and RIBBON CUTTING  
26 celebration of their new location at 1715 West 500 South on Saturday June 12<sup>th</sup>, 2014 at 1 o'clock  
27 after the parade. The motorcycle museum opening will be a BIG draw for motorcycle aficionados.

28  
29 Art Ball will be on May 17<sup>th</sup>.

30  
31 Holiday Inn opens in June.

32  
33 We are waiting for the final date announcement for 260 apartments under construction at 2600 W  
34 which will be a plus for businesses in this area.

35  
36 Wal-Mart had its re-grand opening on April 24, 2014. They added new fixtures and paint. Since 2002,  
37 Springville Wal-Mart reports over 1.0 billion in sales and 27.0 million customers.

38  
39 Tunex ribbon cutting succeeded with a large crowd including Mayor Clyde.

40  
41 Chamber built a new website and their new office is at the Civic Center.

42  
43 The old Berg Mortuary building on 400 South was razed.

44  
45 Property owned by the LDS church (Daniel Wright) reports there are parties interested in their  
46 property. Boyers report some interests in their property as well. Smaller retail stores are choosing  
47 between Springville & Spanish Fork.

50 City Administrator Troy Fitzgerald

51  
52 Roundabout Update—Construction starts May 27th at 1700 East and 400 South. Some of the east  
53 side commercial businesses will be affected. Ream's is concerned that canyon travelers will  
54 struggle to find them, so they need a sign indicating that they are still open for business and local  
55 traffic will have access. Contract for roundabout construction and pavement awarded to Morgan  
56 Asphalt at council meeting this evening.

57 New businesses—old Strong yard, city property north of McDonald's, has sold, and there is a new  
58 business moving in called Rustica. It will be a showroom for high-end wood products/production  
59 facilities, such as barn doors and woodwork products. Many developers are contacting the city—  
60 some confidential, just engineering is aware. Developers are looking at areas outside of the  
61 interchange.

### 62 63 **Review of progress on past issues**

64 a. Councilman Conover, who is looking into the sign ordinance, is waiting on the Mayor, who is in  
65 contact with facilitators and boards.

66  
67 b. American Furniture Warehouse— Alan is not here. Trust that purchased the Christensen  
68 property, RDA, is ready to go. This could be a good possible site for American Furniture  
69 Warehouse.

70  
71 c. We should have a concept to maximize RDA value by the end of the year. The tax entity  
72 members are on the board. The city needs to maximize the money investment from the RDA.

73  
74 d. Update on Larry H. Miller Theaters—Mayor Clyde called but received no response. Mayor  
75 Clyde contacted an associate, the legal counsel for LHM. When he asked 2 years ago, LHM  
76 was not ready to build a location in Springville.

77  
78 e. Real Estate property near the interchange, owned by Boyer and the LDS church, needs  
79 development. The EAC needs to spearhead this project. The owners are more interested in  
80 selling now. The city/EAC can help by utilizing the large study paid for by the LDS church. The  
81 debate is whether a walkable community dependent upon a future UTA FrontRunner stop is  
82 feasible in Utah's auto centric culture. A new interchange for Mapleton/Spanish Fork is being  
83 vetted. All projects depend on economic development. Springville Main St. has failed the UDOT  
84 examination meaning the intersection at Main St and 400 South inhibits rather than facilitates  
85 traffic flow.

### 86 87 **Assignments**

88 City staff will prepare presentations for EAC meetings in the future to encourage the commission in its  
89 objectives. Possible projects include the 4th south corridor, I-15 interchange, museum district and new  
90 business incentives. Staff will lay out several months of presentation and deliver to Mike Snelson.

91  
92 Councilman Conover assigned to present a PowerPoint/sales pitch/story of Springville.

### 93 94 **Final Comments**

95 Planning Commission had a presentation from Farmington about their development called Station Park.

96  
97 Springville City brand needs a new symbol, but a tag line and a story first. A style guide for the whole city  
98 will unify the city identity.

99  
100 Chamber has revitalized the planter boxes. Mrs. Giffing and the Springville High School FFA, will plant  
101 the boxes. Sunroc supplied the paint and Merit Academy painted the boxes.

102  
103 Rod welcomed Jennifer Grigg, who will be taking minutes, and Kim Rayburn to the meeting.  
104 The next meeting of the Mayor's Economic Advisory Commission will be on June 10th, 2014, 7pm.

105  
106 Mike Snelson will send out a weekly reminder.

107 **Adjourn meeting at 8:15 p.m.**