

HISTORIC DOWNTOWN ECONOMIC COMMITTEE

February 4, 2021

5:30pm – 7:00pm

Council Member Present: Scott Phillips

Members Present: Christopher McCormick, Brent Drew, Jennie Hendricks, Maria Twitchell, Mark Baruffi

Excused: Mindy Benson, Evan Vickers

Staff Present: Danny Stewart

Minutes: Megan Anderson

Call to Order: **Chris McCormick**

Pledge of Allegiance: **Maria Twitchell**

Approval of Minutes:

***MOTION:** Scott Phillips made a motion to approve December and January minutes as written, Jennie Hendricks seconded this motion, and this motion was unanimously approved by all.*

Public Agenda:

None Present

Business Agenda:

Follow up on committee Ideas for Cinco de Mayo and New Year's Eve Event

Scott feels like it should be a "Spring Fest" as Cinco de Mayo will fall on a different day every year. It would be much more beneficial to have it occur on the weekend. We need to find someone to chair it. Mark suggests starting small in the Farmers Market area and keep it small and simple for now, then grow it into a street festival over the years as seems fit. Derek Morton would still like to be able to do the Dodgeball Tournament at this event if possible. Brooke Twitchell would be good to contact to get this moving. Emily with SUMA has décor and contacts from the Day of the Dead event, maybe she could assist. Jaden at the Winery would be a good person to speak to also. That weekend is scheduled for the Slow Roll Event already scheduled with City Events on Friday night that is around the University.

Brad said that next year we could definitely work together to put the two of these together. As of now, he already has the road closure requests in place.

Other Business:

SHD zone:

Danny will address the SHD zone that was addressed at City Council the night before – This is a proposal by Councilman Melling who is interested in allowing the SHD zone to support mixed use. This would mean Commercial on the ground floor levels in certain parts of the Student Housing District. The idea is using the zoning and parking requirements of the SHD zone to allow business operations on certain parts of the SHD zone. The list of what would be allowed really needs to be narrowed down. As it is written, only 25% of the ground level space could be commercial. The area that it is allowed in, is very small amount of area.

The question is, if this project were to move forward does the committee feel it will impact our Downtown? Will it be negative, positive, or will not bother it at all? There is a common feeling that it probably will not make that much of a difference especially with the tight restrictions. Some are in favor and some uncertain. Even the businesses on campus are not all that successful. If there were clusters of businesses along 200 N or Center St, that might be a little more successful and it is along the way to our downtown and a way to keep the momentum and energy going. For Center Street to be viable we have to have commercial along part of it as well and we should work together with the University on this as they own some of it, if they could keep the lower level commercial and the upper be office or classroom space.

Main Street Program:

The Bill is being prepared to go forward. Currently they are looking at putting \$500,000 in ongoing money for this program. It is suggested to contact them to show our support.

Outdoor recreation

The office of Rural Development and the Utah Outdoor Recreation Grant, would it be possible to use this money towards bike lanes to connect our trails to Downtown. This is not a grant that would support bike lanes, only trails. However, there are groups within the city that are working on asking for the Grant for more trails through that office. Then the Active Transportation Committee is looking at how we can connect bicycle trails to Downtown. A lot of it is, we just need to paint them. It is suggested as a committee that we need to encourage the city to complete this. Councilman Phillips points out that every year they resurface part of the city streets and this is the time to have this done as they are already in the process of resurfacing/repainting the streets. All the Southeast portion of the City will be this year and the Active Transportation committee is working on where these bike lanes should be and intersect in that area. Also, we need to push to have Center Street down to two lanes to be able to have a bike lane on that road.

As a committee we should draft a letter of support to the Mayor and city Council with making Center Street down to one lane in each direction. Strongly suggesting that we consider moving Center Street from Main Street to 300 West to one lane of traffic in each direction to allow for improvements on that road such as bike lanes, different parking, and street improvements. All members present are in support of this.

Additional:

Get additional Downtown banners (10) made up for Center Street, as well as the flower Baskets on Center Street.

Downtown Sign? Can we make it a kickoff to these things we have been talking about? Make it big and draw the public's attention to it. If we had an idea of when the tree grates get put in just to celebrate the completion of all the new here in the downtown.

We as an Economic Development department are working on updating our website and want to get back to like we have in these meetings to get the "sizzle back". We see all the things we are lacking but all the visitors see all the cool things that they like. So, let us take those cool things and embrace them and promote them and promote all things we must do.

Jolley's Building:

Jenny wanted us all to know that the Jolley's building fell out of contract again. The Cedar City Theater has had a lot of people look at it. Between the two of them, there is 25,000 square feet. A restaurant wanting to serve alcohol might have issues getting a permit with the location so close to the Rock Church. There is just so much work that needs to be done to these buildings to make them workable. There is a feeling that the City is going to have to get involved. Maybe a grant through the state or incentivize an investment into the properties. Maybe a CRA could be put on it. It is determined by the taxing entities. Once that is determined the possibilities are endless on what you can do with that money.

The Historic Preservation Commission is working on getting the Downtown Main Street area on the Historic Registry and that should help with tax credits and funding assistance. Also, there is a variance for historic buildings within the International Building Code for Historic Buildings, but we have not adopted that here in Cedar City. Is that an actionable item that we can take to the City to be approved.

Danny wants to propose to having Adam Long join our meeting next month to offer some options of what might work for us in our downtown. Maybe Nan Anderson as well. Offer an invitation to The Historic Preservation Commission to attend our next meeting.

The City's finance director, Jason Norris travelled to the Wasatch front with Danny and a group of others and it was eye opening experience and there have been several discussions since. He

may have a vision that cool things could happen here and could possibly be included in these discussions as well. The County could maybe in partnership willing to work on a project.

Adjourn:

MOTION: *Scott made a motion to adjourn. Mark seconded the motion. Unanimously approved by all.*

6:48