

Historic Downtown Economic Meeting

Thursday, April 4, 2019, 5:30 PM

Council Present: R. Scott Phillips

Historic Downtown Economic Committee Present: Jennie Hendricks, Michelle Jorgenson, Chris McCormick, Alan Jones, Mark Baruffi, and Mindy Benson.

Staff Present: Brad Abrams, Danny Stewart, Paul Bittmenn

Call to Order: Chris McCormick

Pledge of Allegiance: Chris McCormick

Approval of Minutes: Approve January, February, and March Minutes. Approved Unanimously.

Public Agenda: None

Business Agenda Item One: Downtown Cleanup

Chris McCormick: Last Wednesday we presented to the City Council about the downtown cleanup. The city is fine with the Sat, April 27th date. The city staff has gloves, vests and trash bags, and will schedule the street sweeper the day after the cleanup. The police department has a power washer, and Chief Adams said they would either do it themselves or someone could use the power washer.

Scott Phillips: I would love to have them do it. It's good PR to have them out there working on it with us.

Chris McCormick: We need to go out and identify what curbs we need to have the paint removed.

Scott Phillips: What areas are we looking to tackle in this cleanup?

Chris McCormick: Last time we did this cleanup, it was from 200 N to Center Street. Maria said that she would like us to go down Center Street and 100 West.

Scott Phillips: So, I guess that would depend on how many volunteers show up.

Chris McCormick: We need to find a time to meet with the Fire Chief and make sure we have defined where to paint the red paint for the fire zones.

Scott Phillips: I will meet with Chief Phillips and see what ones need to be painted as well as which ones are too long. I also know that there was a discussion of painting red between Centro Pizza and the French Spot, between the two drives, to help prevent people aren't parking there.

Mark Baruffi: I think that those areas are red. It's the curb in front of the mailbox right off the corner of the Boomer's building. If we had red in front of the mailbox...

Scott Phillips: I don't know who would make that call, whether it's the police or fire.

Jennie Hendricks: We just painted red last time, maybe you can just paint it.

Scott Phillips: I'll mention it when I meet with Chief Phillips because I just don't know.

Chris McCormick: And regarding the city benches and trash receptacles, the city doesn't want us to paint those because they have been powder coated. So, we just need to let them know if we see any bad or damaged ones.

Scott Phillips: I think Danny is our point of contact; we should just let him know.

Mark Baruffi: Can I make a suggestion on the painting? Why don't we rent a sprayer, and spend the time taping off the curb that we are going to do, or maybe we can get a painter to help us out with this?

Chris McCormick: Does anybody know a painter?

Mark Baruffi: I can talk to the guy that painted Centro and see how much.

Danny Stewart: Are you looking at cleaning and sandblasting?

Chris McCormick: Chief Adams thinks that the power washer is powerful enough to take the old paint off.

Mark Baruffi: I have a heavy-duty power washer that I can bring down.

Chris McCormick: We might want to put a crew together the night before to clean off the sidewalks.

Mark Baruffi: We will want to clean up those areas the day before and power wash the areas. We would just need to purchase the paint.

Chris McCormick: Maria said that they have a whole bunch of red paint leftover from the last time.

Scott Phillips: We need to reach out to the University and the Youth Volunteer Core for volunteers, etc.

Chris McCormick: I reached out to the Youth Volunteer Core today. We also need to reach out to our downtown business owners.

Scott Phillips: How do we do that?

Jennie Hendricks: I have an email list of business owners that I can reach out to.

Scott Phillips: Where are we going to meet?

Chris McCormick: Let's meet by Coldwell Banker in the parking lot.

Mindy Benson: Do you want me to reach out to the university students, volunteers, and Community Engagement Center?

Chris McCormick: Yes, that would be great.

Scott Phillips: Are thinking 9 am to noon?

Chris McCormick: We also need to think about the work we do the day before, etc.

Scott Phillips: What else do you see us doing, besides the power washing, the sidewalks, painting the curbs—are we going to try and do weeding, etc.?

Chris McCormick: Last time we did this, we cleared out leaves and debris in the doorways.

Mark Baruffi: I have a leaf blower.

Chris McCormick: Maybe we could send out a list of equipment that we need and invite people to bring it along with them.

Scott Phillips: Do we somebody that can bring donuts, etc.?

Danny Stewart: The Office of Economic Development can bring water and donuts.

Chris McCormick: Anything else on the downtown cleanup?

Alan Jones: Does Parks and Rec use Roundup? This could happen a few weeks ahead of time.

Chris McCormick: Who do we need to talk with?

Scott Phillips: Wade Orme

Mark Baruffi: Maybe we could come up with a good neighbor list for the business owners to stay on top of. At least they would know that we're watching and looking.

Chris McCormick: It might be a good thing to mention in the email we send out that it's a good time to freshen up for Spring. Anything else on this?

Business Agenda Item Two: Trash Receptacles

Chris McCormick: On trash receptacles, we asked the city for ten more, and they asked us to identify where they should go.

Scott Phillips: I talked to Jeff Hunter in the street department and he would definitely like some additional trash receptacles. We need one somewhere between Pastry Pub and Centro.

Chris McCormick: It would be good to get 2-3 of us together to walk the area so we can identify where and map it out. Are there any us that want to do this?

Scott Phillips, Danny Stewart and Mark Baruffi expressed a willingness.

Mark Baruffi: The biggest thing for me is that the receptacles that are not emptied cause flies and other problems.

Scott Phillips: I did find out who empties the trashes. The street department is responsible for emptying them. They do it on Mondays and Wednesdays. If they're not emptied, then at least we know who to talk to about it.

Business Agenda Item Three: Benches

Chris McCormick: We asked the city to remove the benches near the curb and place them up against the buildings. There wasn't a lot of talk about this, so I'm not sure where the city stands on this.

Danny Stewart: Maybe you should take pictures and find the best spaces when you look at the trash receptacles and send this information in the same email.

Chris McCormick: I think that this is a good idea. We can identify where to put them and also where we need new ones as well.

Business Agenda Item Three: Bicycle Racks

Chris McCormick: We also asked for these as well. We did have a map and identified where these should go. Do you have an update for us Scott?

Scott Phillips: It's been made a request to be in the budget. Hopefully, it will happen. We also talked to Todd Hageman who is the new Event Director, and he agrees. I think it will move forward. Locations include Pastry Pub area, The Grind, Bulloch Drug, Lins, Charlies, and one near the City Offices.

Chris McCormick: Great start! It will help people to see that are downtown is bike friendly.

Business Agenda Item Four: Blade Signs

Chris McCormick: We asked the city to grant a partial match for businesses to install blade signs. They came back and said that we need to put together what this will look like.

Scott Phillips: Rather than reinvent the wheel, don't we have information about how we did this last time?

Danny Stewart: We do. I think we take our last sign application and just rework it. We might want to get information from Evan Vickers who has several blade signs and may know the specifications. Let me find those documents. It would probably be wise to meet with Jason and look at the best direct funding source. We also might want to look at the city ordinance and make sure it's clear.

Chris McCormick: Excellent.

Scott Phillips: If it's contradictory we may have to make some changes.

Danny Stewart: Let me meet with you on that.

Business Agenda Item Five: Building Improvement Program

Chris McCormick: We also looked at the building improvement program, and the city requested that we also put something together on that as well.

Danny Stewart: This would be the same process as the blade signs.

Chris McCormick: Do you just want to help with this as well? Whatever we decide to do to incentivize businesses in the downtown, we just need to put something together and take it before the Council for their approval.

Danny Stewart: We can put this together.

Business Agenda Item Six: Flower Pots

Chris McCormick: There was some discussion on flower pots, but not a lot. But after the meeting, it was brought up that the businesses should be billed yearly and not monthly. Every year each business would sign up to have the city maintain the flower pot. We need to identify what type of flower pot we want, so there's a matching theme.

Scott Phillips: And then we also need to come up with an estimate, so we can judge how many man hours may be required for maintenance. Then we can go back and finalize how much per pot.

Business Agenda Item Seven: Requesting \$10,000 for HDEC budget

Chris McCormick: We also requested \$10,000 as an ongoing budget item for this committee each year to help us with developing downtown events, incentivizing businesses, field trips, etc. After the meeting, Paul Bittmenn said that he and the Mayor had found a way to fund this out of other existing budgets.

Scott Phillips: My only concern with this, is it doesn't empower this committee with any real strength. I thought we were charged with bringing economic viability to the downtown, and if somebody comes to us and requests money then we will have to go to the City Council and get permission from the Mayor. It's good that they support the notion; it's just how to get it accomplished.

Chris McCormick: Personally, I would like us to receive a \$10,000 allocation. I think that we are a pretty prudent group of people. I think that we would look at the return-on-investment for the community.

Scott Phillips: We do have one question that maybe you [Paul Bittmenn] can clarify. There is some concern over one place that isn't currently marked behind Boomers in front of the mailbox on Center Street. It's very difficult for people to see when they pull out. We are trying to figure out if paint that area red, who decides this?

Paul Bittmenn: How wide those zones are? They're all spelled out in the statute and the manual of uniform traffic control devices. It's the big book up on Kit's shelf. I can ask engineering to go spray paint the edges.

Scott Phillips: The other item we talked about was the \$10,000 for this committee. My concern is that this committee feels that they are empowered to do what's appropriate economically for the downtown area—unless the city doesn't feel confident that this committee would be prudent enough.

Paul Bittmenn: I have two issues with your proposal. 1) Nobody on the committee is familiar with our purchasing policies. 2) I hope that when you do make a decision with the money that you come to us and tell us.

Alan Jones: That makes a lot of back and forth, can the City Council appropriate that \$10,000 to Danny's department for use.

Paul Bittmenn: Part of it is already in Danny's budget, part of it is in Administration's budget, and part of it's in Events budget.

Alan Jones: I presume that Danny has some authority to spend money, rather than this committee saying we want money...

Paul Bittmenn: You would have to tell Danny, and he would tell me, and we would figure out which budget it should come out of, and it's done.

Alan Jones: That would be a lot easier than going back and forth to City Council.

Paul Bittmenn: If the majority of you say Danny we want \$1,000 bucks, then tell Danny and staff can figure out which budget it will come from. There are ways to work together to make this process really slick.

Mark Baruffi: I know we're talking about events, but if we have a \$10,000 budget, why don't we look at ways to use that for ongoing upkeep in the downtown throughout the year. It's something to think about, even if it's something that we do monthly.

Michelle Jorgenson: We talked about the business owners participating in the cost of that.

Mark Baruffi: But we may not get buy-in from all them.

Chris McCormick: We probably we need to sit down and figure out exactly what it is that we want with the budget, and then see what fits.

Scott Phillips: Yes, and assuming that we get the budget. This is a request.

Business Agenda Item Eight: Focus Going Forward

Chris McCormick: Next thing we shared with the City Council was our focus going forward, which included three things: economic development, marketing our downtown, and assisting in efforts on the opportunity zones. Anything else on this?

Scott Phillips: No, I think that you did a good job on the presentation. I hope it was helpful. Paul was the presentation helpful for the staff and City Council?

Paul Bittmenn: It was helpful, and it generated some discussion. There will be some items that we'll need to bring back before the Council.

Chris McCormick: Yes, and we talked about the need to do due diligence on our side.

Paul Bittmenn: The flower pot idea will need to come back before Council because it costs us more money. The person who does these doesn't just water them, but they dead-head them, and take care of Veteran's park and go up to the mouth of the canyon.

Scott Phillips: Right, that's why we said that we would have to have some type of assessment of sorts. We recognize that there has to be compensation to somebody for the work.

Paul Bittmenn: At that point, would it be cheaper to hire a private company to come in and do the work?

Scott Phillips: Maybe, but it still has to be hired. One way or the other it will have to be an outside source because we're afraid that many of the businesses might not take care of them.

Michelle Jorgenson: I think that you need to identify who is going to participate right now.

Mark Baruffi: I was going to talk with Everything Exterior and see if they could help with the downtown cleanup. We could tell them to give us a proposal.

Scott Phillips: But I think the business owner's first question will be how much it would cost. We have to figure out the costs of purchasing the pots and maintaining them.

Mark Baruffi: We should come up with a package of what it is to keep it looking nice downtown, and if they come back with \$20,000 a year, then we can figure out if we can get buy-in from the businesses. Just make it simple for them.

Scott Phillips: Well, if you want to reach out to them for a proposal, let's talk about what the proposal would include right now.

Mark Baruffi: Maybe keeping the curbs freshened up...

Scott Phillips: Do they do that as well?

Jennie Hendricks: They are Everything Exterior.

Chris McCormick: It's in the name.

Scott Phillips: Let's ask those questions. Do we want them to do windows as well?

Mark Baruffi: Windows can get expensive.

Mindy Benson: I wouldn't. I would let businesses know we have that service and let them do their own.

Chris McCormick: Okay, so we need to figure out what the pots are going to look like. I don't own a downtown business, but the downtown business owners in the group should get together.

Jennie Hendricks: I wonder if Everything Exterior would have a suggestion?

Mark Baruffi: They probably would. Maybe we just give them the boundaries—200 N to Center, 100 W to Main. I'll give them those boundaries and let them know about the weed control, plants, pressure washing, and paint—quarterly.

Scott Phillips: And we also make sure that the trashes get emptied by the Street Department. Mr. Hunter told me that they do that on Mondays and Thursdays.

Business Agenda Item Nine: Downtown Committee Members

Chris McCormick: The last few meetings we have struggled with getting quorum which has made it a challenge to move forward with anything. I think it would be good to look at whose terms are about to expire, and if they are interested in staying on.

Scott Phillips: I didn't know we had terms.

Chris McCormick: I think they are two years.

Brad Abrams: Two years. We actually just looked at expiring terms, and most of the committee members renewed. Evan Vickers asked to be replaced at the first of the year because of his new obligations in the legislature.

Chris McCormick: We just need to see who is not renewing and get the Mayor a list of names.

Scott Phillips: Michael Bahr said to me that he feels very bad because he likes serving on the committee and feels it is very important to have a festival representative, but 5:30 pm is a terrible time for him. I don't think it's good to have these meetings in the daytime. So, would it greatly alter the meeting if we moved it to 6:00 pm instead of 5:30 pm? He's happy to step down, but he can't be here at 5:30 pm.

Michelle Jorgenson: I'd be fine with 7:30 am or 8:00 am

Scott Phillips: We've had a hard time getting people here.

Chris McCormick: The last four months we've struggled. What is the best time for everybody?

Jennie Hendricks: I agree with Mark, the later we go, the harder it is. Is there somebody else that can be here instead of Michael?

Danny Stewart: The way the statute was written for this committee is that one of those spots must be reserved for someone from the Shakespeare Festival.

Chris McCormick: I think if Don Jersey would be a good addition committee, we could give his name to the Mayor. And if Evan wants to step down, then we need to find somebody to take his place.

Scott Phillips: Maybe it's Heather Stein?

Jennie Hendricks: I think that Heather would be a good choice.

Chris McCormick: Should we submit these names to the Mayor?

Scott Phillips: If Evan, indeed, wants to step down.

Brad Abrams: I believe he did say he would like to step down.

Danny Stewart: Before we submit the names, it might be good to talk with both them to see if they're interested.

Chris McCormick: I can call Evan and Michael Bahr and see if they would like to stay on. And if they don't, then we will get the other names to the Mayor.

Jennie Hendricks: If they don't, let me know and I'll talk with Heather before we give her name to the Mayor.

Business Agenda Item: Review of the committee mission statement

Chris McCormick: Next, we want to review the committee mission statement and submit any changes we have to the Mayor.

Scott Phillips: Is it handy, Brad, that you could read it.

Brad Abrams: Generally held on the first Thursday of each month, the purpose of the Historic Downtown Economic Committee is to provide input and advice to the Cedar City Council on the following:

1. Propose innovative and efficient ways to effectively invest in the Historic Downtown district.
2. Propose economically viable policies that are conducive to the economic health and preservation of Historic Downtown.

The Historic Downtown area currently includes the entire block of Main Street from 200 South to the Iron County Tourism Building and 100 East to 300 West.

Scott Phillips: Well we haven't done too much about policy.

Jennie Hendricks: One of the things that came to my mind when I read that, is that we were supposed to find innovative ways to invest. In my mind, what are we investing in? I think that our mission should state what we want to accomplish with the investing as a means to that end. The investing shouldn't be the end itself. We need to decide what we are creating and doing, and then find the investors to support that.

Scott Phillips: This may include saving and renovating historic buildings. Once we decide what that is...

Mark Baruffi: Can you read the first line again?

Brad Abrams: Propose innovative and efficient ways to effectively invest in the Historic Downtown district.

Mark Baruffi: Investing in the downtown district, you can invest in upkeep, etc. There are efficient ways to do that. Little things like that make a difference visually and make people want to spend time down here, versus that really broad investment that we all know about. I kind of like what we have right now. I think we are true to that statement.

Scott Phillips: You remember about two years ago we did talk about what type of businesses we want to allow and not allow in our downtown area, and it went to the Council and was tabled. That affected policy, and we've never revisited that. Stuff like that, are things we should look at as well. If we determine what kind of downtown we want, how we are going to get it, and what's it going to take, then we can make recommendations to City Council.

Mark Baruffi: I think that our meeting with UDOT is very important and is a decent investment that will pay dividends. I think the little investments will help get us to that point. We start with the little things and then ask support from the City to take it to the next step. It seems like the problem is getting it out of our heads and actually happening. We just need to keep pushing forward on these last few things we've talked about over these last few meetings. We just need to make it happen.

Scott Phillips: I look at buildings like the park office building, the old Lunt motel, etc. What I don't want is that building bought by somebody and torn down. That should be something that, we, as a committee, are committed to preventing when a building is being torn down in our historic downtown.

Jennie Hendricks: I went out and looked at what other downtown committees are using for their mission. We would have to modify this version. "The HDEC is focused on building a dynamic and diverse downtown that is a regional center for culture, commerce, and entertainment while preserving and promoting the historical attributes of Cedar City's downtown." And we might want to also include the geographic boundaries. I think if we have what our purpose is out there, UDOT and investors will more likely understand what we are about.

Mark Baruffi: And that sounds good, but at the end of the day we have to do something to make that happen. If we're going to say you can't tear this building down, it seems like we're never going to get anywhere with that. But if we can get these other points across, and what we're doing to preserve historic downtown and bring people down here, ultimately the property values are going to go up. And then it's up to those property owners to decide. As far as making those policy changes and telling people what they can and cannot do with their property, I think we would be spinning our wheels with this committee. But I agree that, somehow, we need to include historic preservation.

Chris McCormick: Part of this could be the incentives we've talked about with the RDA program where you help people have a matching fund to make improvements. I think we must define what this is and how it works.

Mark Baruffi: I think that the program needs to come back, and I would probably be the first to go for it.

Scott Phillips: I do think that we should make a statement about what the mission is and then our purpose in achieving the mission. I turn this over to Brad or Danny to wordsmith the statement. I would propose that we look at this seriously.

Chris McCormick: Let's send this out to all of us this month. And then we can come back next month and vote on it, before we send it to the Mayor for her approval.

Scott Phillips: That would be May 2nd. Is that commencement Mindy?

Mindy Benson: It's May 3rd, but May 2nd is a banquet. Can I add something, as the newest person on the committee? We have a very lofty mission statement. You have great minds around this table. In the time I've been here we've decorated, and we've cleaned up. That's so awesome to do, but we've been in the weeds. You have a great group of people that are so much more capable.

Chris McCormick: We've had the same conversation.

Mindy Benson: I don't want another lofty mission statement if we're just going to decorate.

Chris McCormick: No, we don't want to be another decorating committee.

Mindy Benson: I think that this is all that we can tactically see to do, but there is so much more.

Michelle Jorgenson: I think that requesting some funds from the committee and getting things in place changes a lot.

Jennie Hendricks: I one hundred percent agree.

Mark Baruffi: I think that we need to be prepared with this statement as well as prepared to talk about what we learned from UDOT, so we can make a proposal to move forward. Also, we need to move forward with the beautification program.

Mindy Benson: I don't know if you and I talked, but we did get permission from the cabinet on that piece of the street.

Scott Phillips: I'm working this out with Mr. Bittmenn right now on some ongoing maintenance issues.

Chris McCormick: Let's go back and approve our minutes for the last three months.

Jennie Hendricks: I make a motion to approve the minutes for the last three months.

Mindy Benson: Second.

Approved Unanimously.

Michelle Jorgenson: I make a motion to adjourn this meeting.,

Chris McCormick: Second.

Approved Unanimously.