

## HISTORIC DOWNTOWN ECONOMIC COMMITTEE

5/6/21 5:30-7:00, COUNCIL CHAMBERS

**Board Members Present:** Chris McCormick, Maria Twitchell, Mark Baruffi, Mindy Benson, Jennie Hendricks, Danny Stewart, Jeff Corry, Brent Drew

**Excused:** Evan Vickers

**Public Present:** None

**Minutes:** Megan Anderson

**Welcome:** Chris McCormick

**Pledge of Allegiance:** Danny Stewart

**Approval of Minutes:**

***MOTION:** Jennie Hendricks motioned to approve April's minutes. Mark Baruffi seconded this motion and was unanimously approved by all.*

Public Agenda:

None present

**Business Agenda:**

### American Rescue Plan – Projects and Ideas

Jennie would like to talk about doing possibly the backside of Main Street, making a pedestrian corridor and be able to shift some of the traffic off Center St and shuffle them into the back side of Main Street where all those businesses open up (West side of Main Street, Downtown) – the issue has been the power lines. Can we use this money to fix these power lines and clean it up and do some façade work? Danny agrees this would create some good momentum there. We are still waiting on all the details of the American Rescue Plan to see if it would be available for this type of work. We would need to incentivize the businesses to update their power. Maria is curious - If the money comes through does the city already have plans for it? The power fix would be nice to have on the wish list.

The Downtown Theater and the Jolley's building – does it make sense for the City to be involved in purchasing or subsidizing or somehow helping with that (Theatre) building? The theatre building would be a great one to be able to get in the city's hands. Could we use the funding to save that building and or put a tenant in that space? Where the city could get someone in the building that could use it, Simonfest or something similar to go in there. Maybe use this money to help bridge the gap for an entertainment group to be able to use that building instead of having to find new space when their

money runs out. Jason Norris would be supportive of a larger project like this for the City. This funding might be possible or waiting until the lease ends with the Lin's building to use that money. There are a few things lining up and if we can secure some of those things, we could have some buy in from an administrative level. It is this committee's job to create something that is going to be transformational and once we get a better understanding of what that funding is and what its restrictions are then it would be a great opportunity to look at these possibilities and see how much might be usable for stuff like this. Historic Theater's really can only be saved by the public acquisition in which the private sector is invited at some point. Private sectors solely do not necessarily have a need for these buildings. The Electric Theater and what they did there in St. George sets a great precedence for us in which we could easily follow. The Rescue Plan money is also going to the County and so there are other partners that can be brought in. The Tourism Bureau looked at it and they have a desire for it, but they do not need all of it. There is a possibility of working something out together. Maria suggests we make this a priority so we can move forward and look at how we can make it happen. We could see if Justin Stein could do some work for us on this Theatre to show what is savable and not.

MOTION: Jennie Hendricks motioned to communicate to Cedar City, Iron County and any other entities that are involved with the American Rescue Plan, that this body wants to make the Downtown Theatre a priority in budgeting and refurbishing knowing that we will probably have to own it as a municipality or a county, in the hopes of bringing in someone to rent it. It would be purchased by an entity. Maria Twitchell seconded this motion. All unanimously approved.

We need to put together a letter to send to the City and the County to show our desire.

MOTION: Jennie Hendricks motioned that as a lessor priority but still important priority we fix the power and the façade on the West side of Main Street. Brent Drew seconded this motion. All unanimously approved.

We still have the Center Street project. Can we include this in our letters? We let them know they are main priority projects.

Other budget areas we can look at obtaining money from to go towards these priorities; CRA in the downtown or other area CRA's coming in. Main Street America money could be a start (very small start). Active Transportation has money from the government that we can use for Center Street too.

We need to find out when these UDOT meetings are and show up with an army instead of one person. Then we can hope for more money. When St George shows up to these meetings, they have so many people attend, and we only have one or two. This committee needs to decide on a plan for the Center Street and show up to these meetings.

### **Cedar City Parking Ordinance**

It is known this issue needs to be addressed. Donald Boudreau is the one we should talk to, but he has his plate very full of numerous projects right now. The parking lot on 100 W owned by Leavitt and

Summer Games; is there an opportunity to allow for public parking? Brent will go speak with the management and come back with answers next month.

### **Discuss Possible Incentive Program**

Chris passed around some examples of Main Street façade programs. He has seen programs where there is a one-to-one match or a dollar amount cap. We should put this in the letter to the City and the County as well. Façade and signs and downtown improvements. Façade/Tenant improvement grant makes the most sense and would be the most impactful. Blade signs and uniform lighting could fall under that category as well. Brent suggests adding to the incentive – do a larger CRA area so you could do other lighting. The City RDA has done some things to improve the lights and tree grates – we need to note in the letter that we recognize these things have been going on and getting done.

We could go back to the previous tenant improvement grants and see what the others that have done with these and use them as examples. Some did put the power in the ground then.

This letter can be general, and they are expecting this letter from us.

### **Other Business:**

Jennie was at the Farmers Market Saturday and they may be losing the ability to be in the space they are currently using. Jenny wants to make sure that we can keep this in the Downtown. Years ago, they did it in the Bulloch Drug parking lot. There was some business pushback as they did a midweek and Saturday market. Can we go back to that? It is possible since they will not be doing Wednesday. Mindy Benson mentioned the Beverly Center area would also be a nice space for them as well.

Danny has an update on the Downtown sign. He took it back to the sign companies and is waiting on bids back from them. Numerous options. Entrance sign going in at the county using the same design.

There are 90 teams in town this weekend. Let the restaurants know. Staffing is currently a problem at our restaurants.

### **Adjourn:**

Motion Chris McCormick motioned to adjourn this meeting. Jennie Hendricks seconded this motion. All unanimously approved.