

## **Historic Downtown Economic Meeting**

**Thursday, June 6, 2019, 5:30 pm**

**Council Present:** None

**Historic Downtown Economic Committee Present:** Jennie Hendricks, Michelle Jorgenson, Chris McCormick, Mark Baruffi, Evan Vickers, Alan Jones, Mindy Benson, Maria Twitchell

**Staff Present:** Danny Stewart, Brad Abrams

**Others Present:** Brigham Nelson

**Call to Order:** Chris McCormick

**Pledge of Allegiance:**

**Motion for approval of minutes:** Michelle Jorgenson

**Alan Jones:** Second

**Unanimously approved.**

**Public Agenda:**

**Brigham Nelson:** I'm the Assistant Director of the Utah Summer Games for the past year. I'm coming here on behalf of the Summer Game's expanded mission to create more events, tourism opportunities and economic development outside of June. Any questions about the summer games?

**Mindy Benson:** Can I also add that they're tasked with taking on all the tournaments that Dr. Lunt did. They will produce the 4A basketball tournaments and are looking at a tennis and football tournament as well.

**Brigham Nelson:** We hosted the basketball tournament back in February, and everything went very well. Lots of good feedback. We are also bringing in a fitness festival from September 5-7th. The long-term plan with this festival is to celebrate and encourage CrossFit culture and alternative forms of fitness. We have partnered with the Cedar City Half Marathon for this weekend. Long term we want to bring in more events, such as the powerlifter, etc. We want to create a downtown with people invested in fitness which we feel fits into (1) our mission as the summer games and (2) what is a great opportunity in regard to the outdoor recreational opportunities nearby (i.e., National Parks, etc.). We've partnered with CrossFit Cedar City, Charlies BBQ and others to put on this event. It will run all day Friday and Saturday. Thursday we will have a seminar-type event. That's the main scope of the event. We do want close down Main Street for the event in coordination with the half marathon bib pickup, which would bring at least 5,000 people downtown. Any questions in general?

**Mindy Benson:** Do you want to talk about the Summer Games?

**Brigham Nelson:** So, summer games wise, we will have over 10,000 athletes, which has been a 5-year goal, but we're hitting it in 2 years. Getting the Plain White Tees was a big deal. I just got off the phone with two YouTube vloggers that are coming to film the event. They are going to film opening ceremonies, and we're going to honor a veteran, Travis Wood, who was injured in war. We will have the Jazz Bear down here. We've also partnered with SUU Aviation to get the vloggers in a helicopter, which will pull a lot more people and help spread the tourism vision.

**Brigham Nelson:** I wanted to come down here and ask for support with bringing the Fitness Festival to Main Street and driving commerce. We want to create a fun atmosphere.

**Chris McCormick:** So, what would take place on Main Street?

**Brigham Nelson:** On Main Street, we will doing a heavy lifting event. We would also put vendors specific to the CrossFit event, but also ones that want to be involved in general. My vision is to do the heavy lifting in the middle turning lane,

and then the vendors could be on the sides. We want to stay away from blocking storefronts. From what I've experienced on Main Street at 6 pm, there's not a lot going on when our event would be taking place. I've talked to companies such as the axe throwing company, Ninja Grip, and they want to be involved. I've also spoken to our arm-wrestling coordinator for the Summer Games, and he wants to participate as well. We are potentially going to have a handful of people with anywhere from 100,000-1,000,000 followers on Instagram. There will be a lot of eyes on Cedar City.

**Chris McCormick:** Excellent, any questions? I think—knowing this committee—we're all pretty much in favor of seeing this happen.

**Brigham Nelson:** Awesome. Are there any issues with it happening on a Friday night? I did talk with a police officer who had some concerns with shutting down Main Street for the entire day on Friday. He didn't say no but wanted me to come and speak with this group.

**Danny Stewart:** The police don't generally deal with closing down the street; it requires a UDOT permit.

**Chris McCormick:** What if you were to close Center Street for the first part of the day and then as the evening comes close the rest of Main Street.

**Brigham Nelson:** I'd have no problem going to Center Street, but I don't know if it's best for the City.

**Michelle Jorgenson:** The event doesn't start until 6:00 pm, right?

**Brigham Nelson:** The event Friday night would need time to move the athletes through and would need to start around 3-4pm and go until 7-8pm. We also want to have the athletes and their families to have time to catch the show and go to restaurants. CrossFitter's eat their face-off after an event. We want to end early enough for the stores to catch some of the traffic.

**Chris McCormick:** I like that you're thinking in terms of the stores. Any other questions, comments, concerns?

**Michelle Jorgenson:** You were at City Council last night; did you present this same thing there?

**Brigham Nelson:** We did not, because we didn't want to overwhelm with the Summer Games presentation, and there seemed to be a more pressing issue that needed to be discussed.

**Michelle Jorgenson:** I think that we can reach out to Scott and have him pass the information along to the City Council. I'll send him an email.

**Brigham Nelson:** And to create a picture, think about a small-town homecoming football game, where everybody shuts down and goes to the game. We want to do the same thing but keep these stores open. What this can grow into is 50,000 people, eventually. I'm not saying this is going to happen next year or even in five years, but I am saying that it can grow into that. The demographics on CrossFit games is that most of them tend to be between the ages of 22-45, with an average salary above \$60,000, but a large part are above \$100,000. If anyone wants to see this information, I have an email I can send out.

**Chris McCormick:** Perfect. Thank you.

**Brigham Nelson:** Yes, what do I need to do now to work with police, gain support, get things signed off, etc.

**Danny Stewart:** From the City side, did you get an event permit?

**Brigham Nelson:** Yes.

**Danny Stewart:** If you've got the UDOT closure and the event permit, that's the business end of things. The other part is PR wise. I know you're working with Todd, but it would probably be wise to get on the City Council agenda and get the word out to the civic groups as well.

**Chris McCormick:** Are we going to have somebody draft a letter of recommendation to City Council or are we going to give a presentation?

**Evan Vickers:** You really can't take an official position on a public item, but you could write a letter.

**Jennie Hendricks:** Can we just do a letter of support?

**Brigham Nelson:** I can get you information on that.

**Chris McCormick:** Yeah, just send me a summary, and I can put together a letter of recommendation and send it to the City Council.

### **Business Agenda:**

#### **Item 1: Update on Downtown Alliance**

**Jennie Hendricks:** Just a quick update. I've had some roadblocks in terms of legality and the LLC. setup, etc. I sent an email to all of the downtown businesses that I have emails for. I also set up a Facebook page that will be a way to communicate with the downtown businesses. Maria, I need to get with you and get all the back-end stuff.

#### **Item#2: Update on Mural Project**

**Chris McCormick:** Excellent, thank you. Alright, Maria, do you want to give us an update on the mural project.

**Maria Twitchell:** We have acquired funding from the Spike 150 event, which was in celebration of the transcontinental railroad. They have given us \$5,000 to put a mural in the downtown. We've selected a concept that is replicating the sign that used to be out there by Lund to greet visitors coming to see the national parks. It will be updated to read, "Cedar City, Utah, Gateway to the National Parks." It will have three paintings of Zion, Bryce and Cedar Breaks. We're going to have this mural completed in time for a week-long Spike 150 Celebration, which will take place in October and culminate with the unveiling of this mural.

**Evan Vickers:** What week will that be?

**Maria Twitchell:** October 12-17th. Starts on a Saturday and ends on a Thursday. With Thursday being the day that we unveil the mural. We've reached out to the artist who did the reproduction of the sign for the Frontier Homestead. We've also applied for some additional funds through AARP to see if we can't maybe do some other things around the area.

**Evan Vickers:** Where did you say it was going to be?

**Maria Twitchell:** It will be on 100 West on the big blank wall where Studio West is located. Part of the event will include a commemorative item, and we were thinking about a reproduction of the historic brochure. These are some of our thoughts.

**Chris McCormick:** Another thing that we've discussed is the idea of getting some benches to put near the mural. Do you remember the numbers?

**Maria Twitchell:** We've put in the grant with AARP for four benches down Center Street. The cost per bench is \$1800, and then a possible crosswalk being painted on Center Street and the corner of 100 West. And a bus shelter for Center Street and 300 West.

**Chris McCormick:** So how big of a match do we need to come up with to help with that program?

**Maria Twitchell:** It seems like we were looking for \$5,000.

**Chris McCormick:** The Chamber's committed \$500. Is it something that our committee would like to take a look at? I think that this would be good for our community. Do we want to explore the idea of taking some of our funds? We got

approved for \$10,000, even though it's not an official allocation, they told us that fund would be available. Is that something we want to consider helping with part of this?

**Michelle Jorgenson:** Scott is not here, but did we get any information on the trash receptacles and how much they cost?

**Chris McCormick:** I don't know how those are being paid for. There are five new trash receptacles and several bike racks that are going to go on Center and Main in the next month or so.

**Jennie Hendricks:** That's not coming out of our budget.

**Chris McCormick:** I didn't think so, it's in addition to our budget.

**Danny Stewart:** It's possible that that might be part of our ask. We need to clarify that with Scott.

**Maria Twitchell:** I think the bike racks are included in that.

**Chris McCormick:** Are they buying the bike racks out of our fund? We need to find this out. If there are funds available still, is this something that we're interested in?

**Jennie Hendricks:** I think that we should look at least at doing a portion of it, maybe not the full amount. I think it falls underneath our goals.

**Michelle Jorgenson:** It was my understanding that we were involved with some of the other stuff downtown.

**Jennie Hendricks:** What's our deadline Maria to commit to that.

**Maria Twitchell:** AARP will let us know in mid-July whether or not we get the money. If you guys could help with the benches, that would be the greatest help.

**Chris McCormick:** How many benches are we looking at?

**Maria Twitchell:** There would be one bench in front of the mural and three benches on Center Street.

**Chris McCormick:** Do you know how wide the wall is over there?

**Maria Twitchell:** It will not be small.

**Evan Vickers:** Unfortunately, it couldn't be in another spot that was a little more visible.

**Maria Twitchell:** I think it will be quite visible because of the traffic from Southern Utah University, and that wall is really ugly. I think it's the start of many mural projects.

**Danny Stewart:** The one immediately south of the one on 100 gets a lot of attention and comments.

**Maria Twitchell:** But it doesn't say Cedar City.

**Chris McCormick:** It's just art. So, do we want to look at a proposal?

**Jennie Hendricks:** Let's find out how much money we have and where it is going first.

**Chris McCormick:** Okay, thank you. Maria.

### **Item#3: Moving the benches on Main Street**

**Chris McCormick:** They've moved the benches next to the buildings, but the challenge now is that the trash receptacles are in the way of the watering cart. We need to decide what we want to do? My suggestion is that we move the trash receptacle further down.

**Danny Stewart:** And I think that the Street Department may be working on that already. We just need to follow through with them and see what their plan is.

**Evan Vickers:** Did they move the trash receptacles?

**Danny Stewart:** No, but in a few instances, they are immediately across from the benches, and it's too narrow to get the cart through.

**Mark Baruffi:** So, now you're sitting on a bench looking at a trash receptacle?

**Danny Stewart:** Which is a big improvement from sitting right next to a car.

**Chris McCormick:** Is that something that you can follow up on and let us know?

**Danny Stewart:** I'll follow up with the Street Department.

#### **Item #4: RDA Incentive Work Meeting**

**Chris McCormick:** We've been trying to get an RDA Incentive work meeting put together, do we want to just do this in one of our sessions here?

**Danny Stewart:** It might be worthwhile to do this after the road trip that we've been mentioning.

**Chris McCormick:** Everyone okay if we table this until after the road trip?

**Jennie Hendricks:** Yes.

**Chris McCormick:** Another issue that has been brought to my attention was that the live music that we have in downtown is going away because some of the restaurants don't want to pay the BMI/ASCAP royalty fee of \$500-\$1,000 a year.

**Evan Vickers:** Can you help me understand this?

**Chris McCormick:** So, BMI and ASCAP are royalty companies that manage and collect the royalties for live music. So, if you play a band's music...

**Evan Vickers:** You mean like over the speakers?

**Chris McCormick:** If you're a musician playing the music live.

**Danny Stewart:** The City pays to play over the speakers.

**Chris McCormick:** That's for your outside. So, I've had a couple of restaurants call me up. They know we want to have live music, but their dilemma is that it's cost \$500-\$1000...

**Mark Baruffi:** Why would the restaurant have to pay for somebody playing music over the speakers?

**Chris McCormick:** No, it for live music. If you're a musician coming into a restaurant to play. Those musicians don't want to pay. These restaurants asked if this is something that might be considered underneath the RDA as a partial payment or something to encourage live music downtown.

**Jennie Hendricks:** Is it \$500 per restaurant?

**Chris McCormick:** Five hundred per year

**Evan Vickers:** What restaurants have been playing live music?

**Chris McCormick:** So, the Park Place and Das Nest restaurants have been the two that I've talked to.

**Mark Barruffi:** It's true, it's what ended live music at the Grind. We had attorneys calling every other day. So, what your saying is that if we want to get music for an event downtown, someone has to pony up some ASCAP fees. If that's the case, we might want to have this committee pay some of the fees.

**Jennie Hendricks:** Do we need to pay for individual businesses?

**Chris McCormick:** So, each business that brings in live entertainment has to pay those royalty fees.

**Mindy Benson:** The City already pays those royalty fees for playing the canned music. So, each business would have to pay the fee. SUU has a blank contract for Summer Games and the concerts that we have. We can use this for any events that we program on campus. Each business is going to need a license every time they have a band. The membership is for the year.

**Maria Twitchell:** I think that we could put this under the incentive program and have a discussion about it at that point.

**Mark Baruffi:** It's more about live music to help businesses sell their products, so it's really on them to make that business decision. I was thinking about July Jamboree; technically, they should be paying BMI and ASCAP fees.

**Mindy Benson:** That would fall under the City's license.

**Maria Twitchell:** Maybe if it was something that happens outside it could fall under that general license?

**Danny Stewart:** We would have to look at that contract.

**Chris McCormick:** If it's their own event, it will fall under the business. We can look at that when we look at the RDA.

**Alan Jones:** Or we just encourage original music.

#### **Item#5: Vision 2050 Update**

**Chris McCormick:** Moving on, right now we're putting together the Vision 2050 survey document that we hope to send out in the next 30 days. I've had several City employees looking at the questionnaire. We are trying to reach out to others, so they feel that they have buy-in on this.

**Jennie Hendricks:** What mechanism are using to send this?

**Chris McCormick:** We're looking at a couple of options. We talked to the Kem C. Gardner Policy Institute, and they want about \$10,000 grand to do the survey. We also talked with Kelly Goonan, and she is going to check with SUU about running the survey through their Qualtrics license.

**Mindy Benson:** It's pretty specific about what it can be used for, so I'm not sure that they could. We weren't able to use it for our Alumni Survey because it was a student survey tool, so they're pretty specific.

**Evan Vickers:** You could contact Qualtrics directly.

**Chris McCormick:** We're just looking at different options right now.

#### **Item#6: Downtown fields trip to Holladay and Provo.**

**Chris McCormick:** Danny, do you want to take a moment and talk about the field trip?

**Danny Stewart:** We've looked at several different things to see what would fit our community. We know, from our own experience, that we've had success with tenant improvement grants. I think that this is something we may want to revisit. Provo City has done a wonderful job with their Center Street, and we've talked to them and looked at that. As far as new development, such as the Better City Project, the City of Holladay has a really amazing development that they've done the last several years. Brad has talked with Paul Allred, the Community Development Director, and I've talked with Chad Thomas at Provo City. They are both on board. We've put together four different dates that they can meet. Do you have those dates, Brad?

**Brad Abrams:** We coordinated with both of them and these are the four dates that they can meet in order to make it a day trip. We would start in Holladay at 10:30 am, visit with them and do a brief walking tour. We will have lunch in Holladay. After that, we would meet with Chad in Provo at 2:30 pm. The four dates that they can meet our Mon, July 8th, Wed, July 10th, Thurs, July 11th, and Mon, July 15th. If it would be easier for all of us, I can send out a doodle poll?

**Danny Stewart:** We would get transportation to take everyone up. I've spoken with Jason Norris, our Finance Director, and he will be going with us as well. Distance and timewise these two locations work best.

**Mark Baruffi:** Would it be beneficial to get Rick Torgenson from UDOT involved?

**Danny Stewart:** Yeah, we can certainly invite him.

**Chris McCormick:** For me, I'm good with 3 of the 4 dates.

**Michelle Jorgenson:** I would send out the poll.

**Danny Stewart:** We have other committee members that are not here as well.

**Chris McCormick:** Any other business that needs to come before this committee? Motion to adjourn

**Jennie Hendricks:** So moved.

**Michelle Jorgenson:** Second.

**Adjourned.**