

Historic Downtown Economic Committee Meeting

August 6, 2020 5:30pm, Cedar City Council Chambers

Council Present: Scott Phillips

Committee Members Present: Chris McCormick, Maria Twitchell, Mark Baruffi,

Staff Present: Danny Stewart

Minutes: Megan Anderson

Call to Order: Chris McCormick

Pledge of Allegiance: Mark Baruffi

Approval of Minutes:

Not enough in attendance to approve minutes, move to next month

Public Agenda:

None in attendance

Business Agenda:

Item #1 – Money available to committee and how to prioritize it – Chris McCormick

Do we still want to apply the \$10,000 to the wayfinding signs? Maybe we should finalize those decisions after we discuss item #2. It is a feeling that Items #1, #2, and #3 could all run together on this agenda.

Item #2 – Overview of discussion of goals and strategies for Committee Objectives – Jennie Hendricks

Members of this committee have discussed in the past, what really our goal with this committee is. Should we get back to basics? What really are our goals and what are we trying to accomplish? Previously our goals were first to raise sales tax revenue in the Downtown 15% in 24 months. Second, raise commercial space occupancy rate to 90% during the summer months. Finally, it was a goal to be able to raise pedestrian traffic by 10% during the summer months and 20% in the winter over 24 months. The problem we had was how to count the pedestrian traffic and increase this also within the summer months. It seems now technology has options that are a lot more readily available to be able to measure pedestrian traffic. Are these still the goals we want to continue with as a committee?

It seems that over the last couple years the conversations we have had as a committee have gone between helping downtown businesses, beautify the downtown, zoning – retail, dining, entertainment,

housing on upper floors. None of the things we have discussed have been put into ordinance. How can we influence ordinances to be able to really back up our goals? It would be good to revisit and see if these are still our goals and objectives. Maybe even reset some specific goals and back up those goals with ordinances.

Scott recalls that there was a time that this committee made a list of types of businesses that were permitted in the downtown area. At one point this committee did suggest changes and then it went to planning commission, which then went to the City Council meeting and that is where it stopped. One of the major landowners of downtown being the Leavitt's were represented on the committee, so adjustments were made to the committee. The Chair of the planning commission and Jennie have had conversations, and she is supportive of bringing anything like this to the Planning Commission. It is supported as well to include the Leavitt's as they should be invested in the success of our Downtown as well. What is going to draw people into our downtown area. There were other businesses that the committee did not feel fit into what they wanted downtown: like blood banks, Adult bookstores, tattoo parlors. Not just focusing on office buildings. More of a focus on what do we want in our Downtown. We are the Historic Downtown Economic committee; we need to drive the business and stimulate and strengthen our Downtown economy. We need to look at our goals and work backwards from there.

What do Downtown businesses want? We need to assist them in being a bigger, stronger voice.

Danny Stewart wants us to be aware that Allan Jones did speak with Danny pre-COVID and said that he would like to swap his position with someone else at The Leavitt Group. Suggesting Brent Drew from the Leavitt Group.

What do we want to do first? There is already a list of all the businesses that are and are not allowed, should we start there? Retail, dining, mix of residential on the upper or other types but not dining or retail. Once we've done that and can get it through planning commission, then to City council, then we can get a move on it. Can we use our money to offer an incentive with the money we do have available once we get that all approved?

We as a committee do need to get this going. Can we just revise the previous ordinance that was prepared to go to Council and revise it? Next Planning Commission meeting will be the 18th of this Month. We need to try and get this ready by then. Danny will do some research on finding minutes and the agenda item that was originally prepared for this. We should ask Don Boudreau to help us with this. Can we make this positive and exciting to bring to the Downtown businesses? Brand it, sketch it out to keep everyone excited. Create maybe a rendering to excite these businesses, until it can come to fruition. There is some of this in the old 2011 Charette, sketches of downtown. We should look at those and maybe update them or go from them.

Maybe as a sequence of events we should start with the old ordinance, that was originally brought forward, review it, and make any changes we feel needed. See if these are what we want as the driver moving forward. Then make a visual for them and a budget and even if we have to spend some money to market and get support and excitement from the whole city.

Once we've got something together of what our vision is, we should plug in some of those numbers that Maria has provided. Our sales tax numbers, to show some of the economic benefit of downtown vibrance. If we can get that list of ordinances emailed out to everybody and then do an email okay on it, so we can get this going on the 18th. Michal will need 7 days to get this on her agenda. Danny will work to get the old ordinance out to everyone on Friday the 7th.

We as a committee should spend some money to update the Charette. Because that visual is going to be a big part of what gets everyone excited and on board. We should also get an update from Steve Nelson and SUU on the corner lot area. There has been a lot of discussion on it, that Danny has not been a part of. To update the Charette it would be about a year out before they could look at it. So, we may want to consider someone else to do some renderings. It is a possibility Maria can ask Farah LeFevre from the Historic Preservation Committee to assist with some renderings.

Scott will follow up with Steve to get an update on that corner lot area. With mixed use area. Jennie will talk to Mary Pearson at SUU to get their update as well on that corner lot area.

We will plan on doing a zoom meeting at 9am, Tuesday morning. A zoom invite will be sent out.

Scott was working on the Center Street update and waiting for Rachel Gail to send the designs so we can make some decisions to give them updates for changes. The city has started on the sidewalks and trimming the large trees and they look good. Bringing it back around to updated renderings, we should include this Center Street update in with these updated renderings. Share this with the public and the other business owners. We need to raise real estate value so that it attracts the right people and businesses.

Item #3 – Influence with passing ordinances through City Council – Jennie Hendricks

Included above.

Item #4 – Update on Downtown Sign – Danny Stewart

Danny wanted to give us a quick update on the Downtown area music. From 8am – 9pm, Monday – Saturday, the music will be playing. Maria would like to see about updating this system and assisting in paying to update it. It would be great to include the Center street update to include speakers as well. There were some hiccups on updating the actual system and relocating it to the City building. Still trying to get that to move forward.

He received a bid to update the Main Street sign. There are 2 options: Option 1 is solid with black and gold with no vinyl. His concern is that the sign will have vinyl on option 2, and it would not weather well. Unsure on how long the vinyl will last. Can we look at another sign company to give a bid and other options? It is a possibility to get a warranty on it to make sure it lasts. The actual sign ordinance states

that they should be carved. Maybe we should look at addressing the sign ordinance. Do we prefer the color over the gold? The preferred option is the one with the green to separate the top and bottom is the preferred. Can we incorporate both raised HDU with paint? Needs to have the 3D look. There are some on local businesses that are HDU and painted, so we know it is possible.

Other Business:

Chris met with Frank Mack about the Christmas committee and he would prefer to hold off this year. But they really want to do it and they want to do it right, but this is just not the year. They would like to have nightly entertainment and little shops. This year they want to hire a guy that does lighting and design around it to adapt it into next year. They really want true artisans to participate.

SUU students are assisting in calling all businesses about the Iron County CARES grant program. They want to make sure everyone knows about it. The application process is a simple process. Businesses can still apply even if they have received PPP. Please encourage everyone to apply.

We would like to get some ideas of where to place the Historic Downtown signs on the East side maybe somewhere near the 5th District Court area. North side area – Coal Creek in the Nature Garden. South side of town– where do we want to put it on the South end? Not sure where to place it as the businesses are not all that Historic. By Lunt Motor or the Arts Supply place? Maybe even in the middle of the street like there is one further down Main St. Because of UDOT, it is a little more difficult if it is not in the Master plan.

Scott wants to make us aware that the Historic Preservation Committee is looking at a Native American Mural and he would love some suggestions on where to place it. It needs to be on a wall or upright area. The burned-out space by Centro was given as a possible option.

Can we look at how other cities work with situations of buildings that are becoming no longer viable for businesses? Can the city purchase these types of properties and make the updates needed to turn around and sell again?

Meeting Adjourned 6:41