

1 **NORTH OGDEN CITY COUNCIL MEETING MINUTES**

2
3 May 1, 2012

4
5 The North Ogden City Council convened in a regular meeting on May 1, 2012 at 6:30 pm in the North
6 Ogden City Council Chambers at 505 East 2600 North. Notice of time, place and agenda of the meeting
7 was delivered to each member of the City Council, posted on the bulletin board at the municipal office
8 and posted to the Utah State Website on April 26, 2012. Notice of the annual meeting schedule was
9 published in the Standard-Examiner on January 16, 2012.

10
11 PRESENT: Richard G. Harris Mayor
12 Kent Bailey Council Member
13 Wade Bigler Council Member
14 Justin Fawson Council Member
15 Dave Hulme Temporary Council Member
16 Cheryl Stoker Council Member

17
18 STAFF PRESENT: Ronald F. Chandler City Manager
19 Annette Spendlove City Recorder/HR Director

20
21 VISITORS: Stacey Giatras Larry Residori
22 Dean Graham Matthew Godfrey

23
24 Mayor Harris called the meeting to order at 6:30 pm and welcomed those in attendance.

25
26 Council Member Fawson offered the invocation and led the Council and audience in the Pledge of
27 Allegiance.

28
29 **1. DISCUSSION REGARDING ECONOMIC DEVELOPMENT**

30
31 Council Member Fawson said that Matthew Godfrey sent him a draft for the economic development
32 position. He said he would like a discussion about what they wanted the City to develop. Mayor Harris
33 said that the City Council has approved an Economic Development Plan. Matthew Godfrey said that his
34 company would be thrilled to work with the City. Matthew Godfrey said that integrity is important to
35 him, and being successful. He would like to deliver what the City wants and what he feels he can.

36
37 Matthew Godfrey said he would need to know what the City's priorities are. He mentioned that the City
38 would need to decide what they would be basing development on, e.g. jobs, employment base, or tax
39 base, or is it about livability. He said there is connect ability with all of these examples. He suggested
40 there would need to be a long term financial plan, and how the City plans to pay the bills for economic
41 development.

42
43 Council Member Fawson suggested following the existing plan. Council Member Bailey suggested using
44 what we have as a starting point. Mayor Harris said there has been a lot of work done to create the
45 Economic Development Plan, the City does not have a long term financial plan and that the City needs
46 leadership, pointing them on course and keeping them moving. Council Member Bailey asked Matthew
47 Godfrey how the City can keep that going, do we need to hire someone. Matthew Godfrey said that's
48 what his firm does, they have core expertise in this area, and deliver it in the most cost effective way. He
49 said Cities do hire an in-house Economic Development Director, but usually to save money they either
50 get someone young with not much experience, or someone who is retired, and that's not pulling from the
51 cream of the crop. He said their strategy would be to come to an agreement for an annual fee, and then

52 align the interest through deals. They would look through the City's list of development, and work on
53 those items and his firm would try to make their money off the development that happens. He mentioned
54 that it's not money out of the City's pocket, but it's a success. Council Member Bailey asked if that works
55 without raising flags, would residents think we were doing things under the table. Matthew Godfrey said
56 he represents the City, and he puts that out on the table so everyone knows up front. He said there would
57 not be any type of under the table dealing. The plans would be given to the developer and he can choose
58 to do it or not.

59
60 Council Member Bigler mentioned wanting to lay it out there, and what has been discussed in the past.
61 He said that going west along 2700 North, is the City's only business corridor. He said the tax burden and
62 livability are important to him and we need help with these. He said the tax help is great, but people
63 would like to go to restaurants and family activities in North Ogden. He said a lot of residents wanted to
64 resurrect the Kings area and further south behind County Boy Dairy, there is a lot of space, to be used for
65 future commercial development. He said they'd like to attract retail and business, and as far as businesses
66 go, the City is unique. He said that North Ogden has mountains on both sides, which could be a
67 challenge, and the City isn't close to the freeway. He said there is money here in the City. There are a lot
68 of people who would shop here, there is just nothing to do here to spend that money on.

69
70 Mayor Harris said we need to break the ice. He said we need to get some businesses here, or high end
71 restaurants, to keep residents in North Ogden.

72
73 Council Member Fawson said North Ogden has from time to time a few restaurants, but the food may not
74 be great, and they end up shutting down within 6 months. Council Member Bigler said that if businesses
75 stand alone, they struggle. He said many residents would want to shop in North Ogden if the right retail
76 were here. Council Member Hulme said with restaurants, they are not willing to take a risk here because
77 it can be expensive and he sees this as a problem. Council Member Fawson said North Ogden isn't
78 promoting new businesses well. He said they could do better, maybe use social media. Council Member
79 Bigler said that since he has been serving on the Council, he believes that the people who are here in
80 North Ogden could get some staples, like Applebee's, he is confident that they can succeed and thrive. He
81 said if there was some excitement, they would succeed.

82
83 Council Member Bailey said if the businesses had expectations, they would be here already. Council
84 Member Stoker said that you have to convince the businesses to stay. Council Member Fawson said that
85 with the Megaplex in Ogden, a lot of people thought it wouldn't succeed, and it has. Matthew Godfrey
86 said business people look at demographics, income, and population. Then they decide whether it is
87 feasible to put in a restaurant. He said they would have to look at the numbers, but if the City is nowhere
88 near a good number, they might have to look at a different strategy. Council Member Hulme asked if the
89 developers have looked at North Ogden before, and whether it has been considered. Matthew Godfrey
90 said they have looked at 2700 North and further west, by the freeway, but they haven't gone further east,
91 because the numbers aren't there. Council Member Bigler said we have a challenge. He said they look at
92 the numbers on the one side, but if the business is new, they would make a killing. He said that the
93 businesses wouldn't take the risk. Matthew Godfrey replied that businesses these days need to be wise in
94 these type of investments. He said that at some point 2700 North will develop out and there will be
95 significant retail. He mentioned that he would like to build using the City's strengths. He wants to do
96 something unique.

97
98 Council Member Hulme said that Riverdale is two ends. He asked if 2700 North could be the same
99 length as Riverdale Road. Matthew Godfrey said it is driven by numbers. Riverdale is successful
100 because it's connected to the Interstate. There are really good demographics on the east side from the land
101 mass perspective, North Ogden doesn't have the same demographics as Riverdale. Matthew Godfrey said
102 the next development is 2700 North and to access the freeway.

103
104 Council Member Hulme said that Harrisville landed a Wal-Mart and a Chili's, which isn't far from where
105 North Ogden is. Council Member Bigler said that since Wal-Mart came, everything else came. Mr.
106 Godfrey said that Chili's doesn't do well in this area. Council Member Hulme said that if that's true, it
107 could be a bad omen for North Ogden to land any restaurants. Matthew Godfrey said that Harrisville
108 landed Chili's because they looked at Ogden, North Ogden, and Harrisville demographics.

109
110 Council Member Bailey said he is curious why Wal-Mart was willing to build that store in Ogden on
111 Wall and 21st Street, it just seems like a strange location. Council Member Stoker replied that it seems to
112 be doing well and has taken a lot of residents from the Harrisville Wal-Mart. She said that North Ogden
113 is unique. She mentioned branding, and how Ogden has used it with the horses that have 3D pictures on
114 them. She said if North Ogden is clustering businesses, that's what she would like to see along 2700 N is
115 those 3D pictures or something similar on our brand. She suggested that we have a contest between
116 school age children to come up with the sign and logo. She said it would bring a sense of community.
117 Council Member Fawson said it's difficult to draw people to North Ogden. He envisions North Ogden
118 having major concerts, but it's hard to draw people into the area. He said he would like to see a Farmer's
119 Market, it could be advantageous to have this type of gathering. He suggested closing off the street by
120 Lee's to have a Farmer's Market.

121
122 Council Member Bigler said we need help to have businesses buy into North Ogden. It is a challenge to
123 have businesses come into the area so, how do we get started. Matthew Godfrey replied by having
124 meetings like this and format plans, then go forward from there. He recommended letting his firm do
125 research, analytical data, and look at the best developments, and do the Best in Class experience. He
126 would then come back to the City with what they have found, and to get North Ogden's approval. He said
127 once this happens, the developers get hired and things get started.

128
129 Larry Residori asked whether the plan would include what the Council would be doing, and what
130 Matthew Godfrey would be doing. Mr. Godfrey replied yes. He said they would be doing the heavy
131 lifting, with the City directing them. Council Member Bigler asked the Mayor what the steps are to
132 proceed and what the cost should be. Matthew Godfrey said he recommends that the Council reread their
133 plan, and in the meantime, do an request for qualifications (RFQ) to get someone with the appropriate
134 qualifications. Council Member Bigler asked if the RFQ would be put together first and then the City
135 would decide who would be considered. Matthew Godfrey replied yes. Mayor Harris stated that there is
136 some money currently available to hire the qualified firm.

137
138 Council Member Bigler said he was impressed with Ron Chandler and all the economic development in
139 Cedar City. Cedar City has some great things there. He said he would like to pick his brains, since he has
140 had a lot of experience in this area. Mayor Harris said we don't have anyone currently to do the heavy
141 lifting nor the expertise. He said no one here currently has the time to make this happen. He said they
142 would love to have someone to make this happen. Council Member Bigler said that they are at a point
143 where they can give Matthew Godfrey enough information now to move forward. Council Member
144 Bailey said it has to go out to residents first, as they are a public entity. Mayor Harris said that the plans
145 will have to be really specific as to what the City wants.

146
147 Council Member Bailey asked if the State gets involved with retail. Matthew Godfrey replied that retail
148 is prescribed by the State, and all the incentives. He said they do not allow State incentives for retail. He
149 said when they recruited Home Depot, the first response from the state was they weren't going to give
150 them any incentives because they were retail. Council Member Bailey asked who was doing this.
151 Matthew Godfrey said it was the Economic Development Committee for Utah. He said the State doesn't
152 like communities to chase retail, even though the State created the incentive. (RDA) Redevelopment
153 Agency is largely the mechanism for bringing retail in.

154 Larry Residori asked Mr. Godfrey, on behalf of the Home Builders Association, if Ogden instead of using
155 the tax increment, used impact fees for businesses, and has that been permitted. Matthew Godfrey said it
156 has been used, but it opens you up for discrimination. He suggested that a safer way is to know your
157 impact fee, and if it's coming into the general fund or not, and then do an economic analysis, then let them
158 know you are going to do an incentive for them for doing X, Y, Z and that creates no value to the City
159 that they can substantiate, and give them cash. You have to create a process to cycle impact fees through.
160 It can be very dangerous and he would not recommend it.

161
162 Council Member Fawson said he would love to hear other ideas about how they're going to develop the
163 corridor and with what types of businesses. Council Member Stoker said a good restaurant, and places to
164 shop. Mayor Harris said the City did a survey and got 623 responses. Dr. Leah Murray from Weber State
165 University helped with the survey. He said they have that information now. Council Member Bigler said
166 that the bottom line is the residents want these businesses to thrive. The Mayor said there were some
167 residents who would like to have it remain a quiet bedroom community and there were many more
168 residents that wanted to see it grow. He said they don't want anything up in the neighborhoods only in the
169 commercial areas.

170
171 Matthew Godfrey asked if the residents were going to be okay if there were incentives. Mayor Harris
172 said we have had an RDA that has been successful. We are currently in the process of creating a (CDA)
173 Community Development Agency. Council Member Bigler said we need to educate residents about the
174 benefits. Most residents are hungry for more development and he doesn't think it will be a fight.

175
176 Council Member Stoker asked if Wingers was brought in by an RDA. Council Member Bigler replied no.
177 Council Member Bailey mentioned that Washington Blvd is a commercial zone, and that 2700 N will be a
178 commercial zone soon. He wants to contain it a bit better. He said it might be unreasonable to look at the
179 Kings Center and the Hancock lot, along with 2700 N. Council Member Bigler said it wouldn't happen
180 in one day, but if they have the end in mind, eventually it will all come together.

181
182 Annette Spendlove, City Recorder, mentioned that the City met with the Boyer group several years ago,
183 about the Farr/Barker property, and the Boyer group asked what the North Ogden community would be
184 interested in, and it was suggested at that time that North Ogden needed to be a destination that brought
185 people in, similar to a Gardner Village, but with a big box store. With 2550 North like a walk way, where
186 parents could drop their kids off at the pool, go eat and shop across the street. A place where unique
187 programs could take place and draw a crowd. Matthew Godfrey asked who it was they had talked with
188 from the Boyer Group. She replied Cameron Cook.

189
190 Council Member Bailey said we need to prioritize. He said it's a long way from the Boyer property to the
191 Hancock property. Mayor Harris said it depends on where the businesses want to go too. Council
192 Member Bailey said it's the reason they are asking Matthew Godfrey these questions because we need
193 help.

194
195 Council Member Fawson said it would be cool to develop the Boyer property. He would love to see
196 North Ogden with huge sidewalks connecting the corridor between businesses on the South and North.
197 He said the City doesn't have a lot of entertainment and residents end up leaving North Ogden for other
198 entertainment. Council Member Bailey said the pool could help our taxes, if there was a collateral
199 development.

200
201 Larry Residori said if the City were to host a mixer at the pool, it would bring in a lot of people, which
202 then gives them the opportunity to introduce other businesses and connect.

203

204 Council Member Fawson mentioned how to develop major businesses. He said that he sent a lengthy
205 email about this to the Mayor and other Council Members. He mentioned the East Asian concept,
206 incubating new businesses that are meant to stay in the City. A place where students can develop math
207 and science skills in partnership with the University. He mentioned aerospace and robotics. He said it's
208 important to get the residents involved. He would love to see potential resident investors. He doesn't
209 think they have reached out to the community too much. He thinks they have a great EDC and should
210 utilize their expertise.

211
212 Council Member Bigler said we are ready for the next step. Mayor Harris said a major thing to keep in
213 mind is (UDOT) Utah Department of Transportation. They have in the past been difficult to work with,
214 and have jurisdiction over the highway. Council Member Hulme asked if they allow access to that
215 development off of 2700 North. Matthew Godfrey replied the first answer is always no. Council
216 Member Bigler said the reason they did that road is because it goes straight to the freeway. The Mayor
217 said they have been thinking of getting jurisdiction of 2700 North, and UDOT they would love to
218 have that happen; however, it would take all of the City's road budget, then they can't do anything else in
219 the City. Matthew Godfrey said he has a good relationship with Chris, regional UDOT person. The Mayor
220 said he has a good relationship with Chris also. Matthew Godfrey mentioned Carlos Paseras and how he's
221 the guy to make things happen. Council Member Bailey said that UDOT owns everything up Washington
222 Blvd. Matthew Godfrey said they have been pushing them piece by piece to make things happen.

223
224 Council Member Fawson mentioned a concern about clustering. He has been talking with a successful
225 owner of a restaurant, and the restaurant owner is thinking of clustering these types of businesses
226 together. Council Member Fawson said that it's important to cluster them appropriately. He used Big O
227 Tires as an example, if you dropped your car off, you couldn't do anything while you waited, because
228 currently there is nothing close to them. Mayor Harris asked that we move forward and sum up.

229
230 Council Member Bigler said with the City's location, if we do it right, long term, we can improve the
231 City 100% overall. Council Member Stoker and Mr. Godfrey agreed. Council Member Fawson said as
232 far as drawing residents in, the trails are a big drawn. Council Member Bailey said that is part of the EDC
233 plan, and creating those type of amenities. He asked if there was a map of all the trails in the City, and if
234 it had existing trails.

235
236 Mayor Harris said we have a Master Plan. Council Member Bigler asked when it was updated. The
237 Mayor said we need to update the General Plan, and there are many things to be planned out. Council
238 Member Bigler stated that he thought it was due in for 2013 to be updated. He thought it was every 6
239 years. Mayor Harris replied that we are overdue for an update.

240
241 Council Member Fawson said that as a Council, they might not know what to offer. He mentioned the tax
242 increments. Matthew Godfrey said that is why a qualified firm would get a package ready for Council to
243 approve.

244
245 Council Member Stoker wanted to summarize and move along. Council Member Bigler asked if we need
246 get the word out to companies, so we fulfill a legal requirement. Council Member Bailey mentioned RFP
247 (request for proposals), and if there are some additional details about individual needs, and how to go
248 about that. The Mayor said he wasn't sure but is looking into what needs to be done and said in the RFQ.

249
250 Larry Residori mentioned that the development of the RFQ, could be done with the use of the Economic
251 Development Plan. To use it as the basis for what the City wants the firms to do. Council Member Bailey
252 said that he sees the consultant coming back and saying this is what the EDC should be doing and start
253 prioritizing positions. He said the City thinks they know where they want to go, but what if things don't
254 work out. Council Member Fawson replied that we don't have the budget to learn from too many failures.

255
256 Larry Residori thinks that the term “heavy lifting”, is appropriate, because the consultant is the one who
257 talks to people. He mentioned working with the businesses, that's where the consultant is the most
258 valuable. Matthew Godfrey said it's a relationship business.

259
260 Matthew Godfrey mentioned creating an RFQ templete, that is where you can be more specific, and
261 focused. He said for now, negotiations for the specifications should be made after the consultant is
262 chosen. He said that in the contract, you can be more detailed. The Mayor said they'll have to assess the
263 money situation and work on the next step which is to set up the RFQ.

264
265 Larry Residori mentioned he would like see the RFQ accompanied with the proposal for the attorney as
266 well. He said if that's part of the budget with the attorney, we need to know how much the City is
267 spending.

268
269 Mayor Harris thanked and excused Matthew Godfrey and Dean Graham.

270
271
272 **2. COUNCIL COMMENTS**

273
274 Council Member Bigler said he didn't understand why the meeting on the 8th is held. If we have to have
275 the tentative budget passed in May, and if it's not a session, then we don't need a quorum, how can we
276 then continue the public hearing. The Mayor said it just has to be made public in a public meeting
277 because, the Council already set the date for the public hearings, so people know that it will be held.
278 Council Member Bigler replied, that we can't hold the public hearing without a quorum present. Annette
279 Spendlove replied that the Mayor can open the meeting, he can then say we will not have a public hearing
280 or a meeting at this time, because we will be continuing this agenda with all its items to the meeting on
281 the 23rd. Mayor Harris said it gets on the public record, and that's all that can happen. He said there will
282 be no motions or business that take place. He would like to have as many of the Council Members as
283 possible attend the May 23rd meeting.

284
285 Council Member Fawson said he would hate to announce this to the residents about the regular meeting.
286 He asked if it can be put in the agenda that the purpose is to continue to the following meeting. The
287 Mayor said there has to be an agenda, and that's what the item would say. Council Member Bigler said
288 they should do this, because they could have questions on the tentative budget. Annette Spendlove said it
289 has been published in the newspaper. Council Member Bigler said it's a big deal to some people and they
290 are thinking the meeting is for the budget, but it will be a 2-3 minute meeting instead. Council Member
291 Fawson said he just wants to have it clear. Council Member Bigler agreed.

292
293
294 **3. ADJOURNMENT**

295
296 **Council Member Bailey moved to adjourn. Council Member Stoker seconded the motion.**

297
298 **Voting on the motion:**
299 **Council Member Bigler** **yes**
300 **Council Member Bailey** **yes**
301 **Council Member Fawson** **yes**
302 **Council Member Hulme** **yes**
303 **Council Member Stoker** **yes**

304
305 **The motion passed unanimously.**

306
307 The meeting adjourned at 7:46 pm.

308
309
310 _____
311 Richard G. Harris, Mayor

312
313
314
315 _____
316 S. Annette Spendlove, MMC
317 City Recorder

318
319
320
321 _____
322 Date approved

NOT APPROVED