

## NORTH OGDEN CITY COUNCIL MEETING MINUTES

May 1, 2012

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

PRESENT:	Richard G. Harris	Mayor
	Kent Bailey	Council Member
	Wade Bigler	Council Member
	Justin Fawson	Council Member
	Dave Hulme	Temporary Council Member
	Cheryl Stoker	Council Member
STAFF PRESENT:	Ronald F. Chandler	City Manager
	Annette Spendlove	City Recorder/HR Director
VISITORS:	Stacey Giatras	Larry Residori
	Dean Graham	Matthew Godfrey

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

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

### **1. DISCUSSION REGARDING ECONOMIC DEVELOPMENT**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Mayor Harris thanked and excused Matthew Godfrey and Dean Graham.

## **2. COUNCIL COMMENTS**

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

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

## **3. ADJOURNMENT**

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

### **Voting on the motion:**

<b>Council Member Bigler</b>	<b>yes</b>
<b>Council Member Bailey</b>	<b>yes</b>
<b>Council Member Fawson</b>	<b>yes</b>
<b>Council Member Hulme</b>	<b>yes</b>
<b>Council Member Stoker</b>	<b>yes</b>

**The motion passed unanimously.**

The meeting adjourned at 7:46 pm.

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Richard G. Harris, Mayor

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S. Annette Spendlove, MMC  
City Recorder

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Date approved