

ROY CITY
Roy City Redevelopment Agency Meeting Agenda
January 18, 2022 – 5:00 p.m.
Roy City Council Chambers
5051 South 1900 West

Minutes of the Roy City Redevelopment Agency Board Meeting held electronically via Zoom on January 18, 2022, at 6:30 p.m.

Notice of the meeting was provided to the Utah Public Notice Website at least 24 hours in advance. A copy of the agenda was also posted on www.royutah.org

The following members were in attendance:

Chairman Robert Dandoy

Board member Jackson

Board member Wilson

Board member Joe Paul

Board member Scadden

Board member Sophie Paul

City Manager, Matt Andrews

City Attorney, Andy Blackburn

City Recorder, Brittany Fowers

Also present were Kevin Homer and Randy Sant

A. Welcome & Roll Call

Chairman Dandoy welcomed those in attendance and noted Board members Jackson, Wilson, Joe Paul, Scadden, and Sophie Paul were present.

B. Consent Items

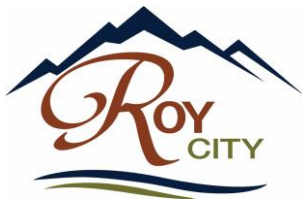
(These items are considered by the City Council to be routine and will be enacted by a single motion. If discussion is desired on any particular consent item, that item may be removed from the consent agenda and considered separately.)

C. Discussion Items

Randy Sant presented the Roy City Economic Development Strategic Plan for the Council's review that evening, and explained that it would await formal approval from the Council at the upcoming February 15th meeting. He explained that the intent of the Strategic Plan was to help provide direction moving forward with the economic development of the City, to outline financial goals and establish measurements for economic performance, and to give an indication of how money should be allocated in the yearly budget. He read the vision statement of the document, which was "to foster economic development in our City that will enhance the amenities available to residents, and provide funding for key community priorities." He then clarified that the community priorities and amenities were to be determined by the City Council. He said that his job was to increase the tax base of the City, and as the City Council decided what things they wanted to focus on in the City, his department would have to find more funding for those projects.

Randy Sant explained that the document had four goals. One goal would be to increase the economic tax base of the City, the second goal was to create a business retention plan, development plan, the third was to establish public and private partnerships, and the fourth goal dealt with the economic goals of the General Plan. He said that the General Plan had certain goals for the City, and they wanted to ensure that the economic plan was targeted towards those goals. He then elaborated on each of the goals and the intention behind them.

Randy Sant discussed the goals of his department. He said that they wanted to conduct a study that would



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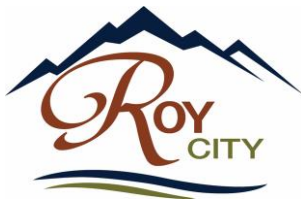
indicate the best places to develop in the City, and he discussed the possibility of using a software program that could help them to determine the best places in the City, rather than hiring a consultant. He then spoke about their desire to update the Retail Study to help identify what dollars left the community, and then they could use that information to strategize how to keep that money within the City. He outlined their third goal, to create an up to date inventory of all property units in the City that were currently available and listed for sale. He said that there was currently no list that included all of the properties that were being marketed in the City, and he wanted to have a comprehensive list so they could work with real estate agents to market the properties, and direct people that were interested in moving to Roy City to homes. He said another goal was to set up semi-regular meetings with retail office broker firms, and he discussed the importance of having a good working relationship with the firms so that Roy City was on their radar when businesses wanted to move to Utah Valley. He lastly spoke about his goal to have Roy City attend the ISC, the International Retail Convention. He elaborated that it would be held in Las Vegas in May that year, and that about 95% of retail users in the country attended that convention. He said they would need to start that process in March, to determine who from Roy City should attend the meeting and work out logistics. He thought this would be a great way to reach out to large retailers that they wanted to attract into Roy City.

Randy Sant then discussed some of the ongoing projects. He spoke about the City's UK property, which was ready for development, and said that he had spoken with a developer who was interested in the property. He also said they were working with UDOT to identify surplus properties for development along the 5600 South 1900 West Corridor. He said they had begun that project in November, and UDOT anticipated that they would have a good idea of what would be available for development by the end of May that year, and after that there would be a relocation process before the properties were available for the City to purchase. He suggested that the Sinclair property might be available for the City to purchase, since it was already demolished. He also explained that UDOT would work with any businesses or residents that would be affected by the relocation, and assist them with relocation and try to keep them within Roy City. He estimated the entire project would take about two years in total.

Randy Sant proposed that they prepare a Master Plan for development within the downtown corridor. He elaborated that he felt they should hire an outside firm to help them identify the best areas for commercial, office, and residential developments. He said the Master Plan would be a working document that would help assist the Council in determining where tenants should go when they moved to the City. He also suggested that they meet with the retailers now in the downtown corridor, and determine if any of those property owners were looking to sell or renovate their properties.

Randy Sant spoke about developers coming into Roy. He thought they needed to have a community profile for Roy, and suggested that they make a packet that they could give to retail brokers that would help promote Roy for economic development. He said this was a goal for the fourth quarter, and he spoke about the importance of being a developer-friendly town. He said that they needed to make sure that their fees for things like a business license and impact fees were competitive. He explained that they also needed to overview what fees they charged to businesses, and make sure that they were not excessive in comparison to other cities.

Randy Sant mentioned two other goals that they had already started work on and presented to the Council in the past, the land purchase and sale policy and the tax increment participation policy. He wanted to make sure that those were both officially adopted under resolution, so he said that he would bring both of those back before the Council for official approval in the near future.



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Randy Sant stated that they wanted to conduct a business survey of all Roy City businesses. He outlined that this would be a part of the business retention plan, and they would use the feedback from the survey to identify any policies, fees, or other things that needed to be changed in order to incentivize businesses

to stay within Roy City. He suggested that it would be helpful to have an online business fee renewal system. He thought this would be a convenience to businesses, and would also help the City to collect the fees more quickly. He further proposed that the new business application also be put online.

Randy Sant thought that they needed to appoint a person who would act as a liaison between the Planning Department and developers in the case that a disagreement arose. He suggested that that person be the City Manager, and noted that he had served this role during his time as the City Manager of Roy City. He said that he, along with the City Attorney, had mediated sessions between the Planning Department and developers looking to move to Roy City, and he thought this would help them maintain an image of being a business-friendly City. He further proposed that they compile information about funding sources for businesses, so that companies had easy access to all the information that they would need if they were considering moving into Roy City, and knew all the methods by which they could obtain funding.

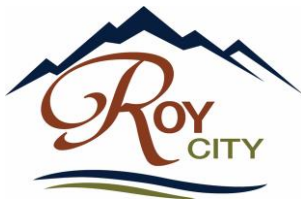
Randy Sant explained that it was very important that when residents of Roy City shopped online, it was important to have the items shipped to a Roy City address, so that the City was able to collect the sales tax. He said it would be important to educate residents on the importance of doing this, so that they could increase the sales tax revenue for the City. He elaborated that if people ordered things online to be picked up at the store, Roy City would not get to collect the tax.

Randy Sant suggested that they develop a business exit survey, so that they could find out the reasons that a business might choose to leave Roy City. He also thought it was important that they meet with neighboring towns to discuss their economic plans for development. He thought it was helpful to find out what the other cities were doing, so that they could compare strategies and share information about their programs. He said that they could also discuss State legislation that was relevant to them, and they could join forces to lobby for bills that would benefit them. He listed some bills that were currently being discussed by the State legislature that were pertinent to housing and retail development in the City, and noted that legislation could impact both development and revenue streams. Randy Sant also proposed that they hold an annual meeting with the businesses in the City, so that they could discuss relevant topics, City ordinances, and other issues that impacted business owners in town. He said that it would be a good way to open up communication between the private businesses and the City.

Board Member Wilson thought that Randy Sant's suggestions were great ideas, particularly about meeting with other cities to compare ideas about economic development.

Chairman Dandoy said that it was the responsibility of the City Council to seek out revenue streams into the City, and spoke about the importance of capturing sales tax revenue. He pointed out that they would need to seek out new revenue streams in order to meet their budget requirements, and fund all the projects that they wanted to do.

Board Member Scadden asked Randy Sant about his experience in regard to cell tower leases, and Randy Sant replied that he used to work for Verizon in the mid-1990s. He explained that he had a real estate license, and he used to work with Verizon to find new locations for their towers. He mentioned that leases were more complicated now than they had been in the 1990s, and said that cell towers made a lot more money now than they had in the past. Board Member Scadden thanked Randy Sant for his comments.



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Board Member Wilson asked how they would follow up on the implementation of the goals that had been outlined that evening, and Randy Sant replied that once the plan was in place, he wanted to take on the responsibility of ensuring that the goals were being met and that there was follow through on their plans. He said that he would take charge on reaching out to the appropriate people and bringing them into the projects that were relevant to them. He also encouraged the board to reach out to him if they had ideas that they wanted to be included in the plan, and said that it was a living document that was open to revision.

Board Member Wilson asked if Randy Sant could give them all specific assignments, to make sure that nothing was missed. Chairman Dandoy thought it might be more helpful if they had quarterly reporting on progress with the plan, which would require them to stay on top of the plan and keep track of where they were at with their goals. He noted that they should also keep track of aspects of the General Plan that were not related to economic development as well. Randy Sant commented that if a member of the board wanted to be involved with a specific goal, they were welcome to reach out to him and he would make them responsible for that goal.

D. Adjournment

Board member Scadden motioned to adjourn. Board member Sophie Paul seconded the motion. All Board members voted “aye.”