

SOUTH JORDAN CITY
CITY COUNCIL STUDY MEETING

October 19, 2021

Present: Mayor Dawn R. Ramsey, Council Member Tamara Zander, Council Member Patrick Harris, Council Member Brad Marlor, Council Member Don Shelton, Council Member Jason McGuire, CM Gary Whatcott, City Attorney Ryan Loose, Planning Director Steven Schaefermeyer, Director of Administrative Services Spencer Kyle, Special Event Coordinator Natalie Domino, Associate Director of Recreation Janell Payne, City Engineer Brad Klavano, CFO Sunil Naidu, Associate Director of Public Works Ray Garrison, Associate Director of Parks Colby Hill, Fire Chief Chris Dawson, Deputy Police Chief Jason Knight, Communications Manager Rachael Van Cleave, Strategic Services Director Don Tingey, City Commerce Director Brian Preece, IT Director Jon Day, GIS Coordinator Matt Jarman, IT Trainee Ken Roberts, City Recorder Anna Crookston, Meeting Transcriptionist Diana Baun

Others: South Valley Chamber of Commerce President/CEO Jay Francis, Carol, South Jordan Chamber of Commerce President/CEO Brian Synan

4:44 PM
STUDY MEETING

Council Member Marlor motioned to appoint Council Member Jason McGuire as Mayor Pro Tempore. Council Member Shelton seconded the motion, vote was unanimous; Council Member Zander did not vote.

A. Welcome, Roll Call and Introduction: *By Mayor Pro Tempore Jason McGuire*

Mayor Pro Tempore McGuire welcomed everyone present and introduced the meeting.

B. Invocation: *By Director of City Commerce Brian Preece*

Director Preece offered the invocation.

C. Mayor and Council Coordination

Council Member Don Shelton mentioned on Monday there is a Wasatch Front Regional Council meeting through Zoom; he encouraged everyone to attend.

Mayor Pro Tempore McGuire said this weekend is the Pumpkin Promenade hosted by the city.

D. Discussion/Review of Regular Council Meeting

- Zoning Ordinance 2021-09-Z, Rezone from A-5 to R1.8, generally located at 972 W. Shields Lane, Applicant Tina Franco.

- Resolution R2021-36, Authorizing the Mayor to sign Addendum #3 to Assignment and Assumption of Purchase and Sale Agreement (Glenmoor Golf Course).

Planning Director Steven Schaefermeyer said regarding the rezone, it's pretty straight forward and the Planning Commission recommended approval unanimously.

City Attorney Ryan Loose explained the resolution that was added allowing the Mayor to sign an agreement regarding the Glenmoor Golf Course. Earlier in the day he received a call from a council member who suggested a larger gap period between when they exercise the given option and when we would have to repurchase it; it's highly unlikely that would happen. He contacted the attorney for the owners of Glenmoor and was told that's fine, instead of a five month separation in time, it is now one year separation in time.

Council Member Brad Marlor said he was the one who suggested the larger gap. He has no worries about problems in this case, but he has seen problems with other deals in the past and the current time frame would only give us five months to react. His preference is that we have enough time to find a buyer so it doesn't hit the balance for the year.

Attorney Loose said Glenmoor extended this until mid-2023, they actually own the property they want to use and are remediating it. Things are moving along; we know where, it's more about when and how things develop. We'd like to see them apply for the zoning change sooner rather than later.

City Manager Gary Whatcott said Glenmoor has partnered with Daybreak and the property will integrate into their street network.

E. Presentation Item

E.1. South Valley Chamber of Commerce update. (By South Valley Chamber of Commerce President/CEO, Jay Francis)

President/CEO of South Valley Chamber of Commerce Jay Francis reviewed his prepared presentation (Attachment A).

Council Member Marlor asked if the courses offered by the chamber were included in the regular fees.

Mr. Francis said no, those are an additional fee.

Council Member Shelton asked which cities are members of this chamber.

Mr. Francis said the cities that have essentially said this is their “Chamber of Choice” are Sandy, Draper and Riverton. They have two members from Tooele, memberships from all over the county. In years past, when they were located in Sandy, 53% of their membership came from outside those city boundaries.

Council Member Shelton asked how he sees those cities benefiting from being a part of the South Valley Chamber.

Mr. Francis said they benefit through the programs and opportunities the chamber provides. Their businesses are stronger, they are able to grow. The chamber also steps in and helps with economic development, doing things like packaging or resources. He chaired EDC Utah for two years so he has a good insight into that world. Just by making the businesses stronger and opportunities to want to stay and grow, that makes the city better.

Council Member Marlor asked if there is any coordination going on between the local chambers.

Mr. Francis says they coordinate a lot with the Salt Lake Chamber, he is also a member of the US Chamber and he attends when he can. The US Chamber has been a great partner. He has reached out to the South Jordan Chamber and Brian Synan about doing some things together but they haven’t organized anything yet. For public policy they work closely with Salt Lake, specifically because they have a great Public Policy Department; there are about ten of them who are members of the Utah Chamber Policy Coalition with the Salt Lake Chamber driving that.

Council Member Marlor asked how other cities, like Herriman and Bluffdale, are doing; do they have their own chambers and are they active.

Mr. Francis said he wasn’t sure about city participation. Susan Schilling runs the chamber for Bluffdale/Herriman, she used to run the chamber for Riverton before they made the decision to change.

Council Member Harris asked if businesses tend to choose their local chamber versus a more regional one, or do they join both.

Mr. Francis said they could do both, but the reality is if they are a small business they probably can’t afford both. They probably have eight to ten that do both and are members of the South Jordan Chamber and theirs.

Council Member Marlor said it’s public information if money is being contributed to the chambers from a city, he asked if Mr. Francis knew of any cities making those types of contributions currently to the South Valley Chamber.

Mr. Francis said Sandy, Draper and Riverton all contribute yearly.

F. Staff Item

F.1. Summerfest follow-up. (By Director of Administrative Services, Spencer Kyle)

Director of Administrative Services Spencer Kyle introduced Associate Director of Recreation Janell Payne who reviewed their prepared presentation (Attachment B).

Council Member Marlor asked if we have looked at whether any other cities are planning big events for the August dates being proposed.

Associate Director Payne said she did look, and didn't see any.

Mayor Ramsey asked about the Bluffdale fair dates.

Special Event Coordinator Natalie Domino said Bluffdale's is usually the week before the proposed August date; the Salt Lake County fair has been canceled.

Council Member Shelton asked about the week after the proposed June dates as a possibility.

Associate Director Payne said our carnival isn't available and you run into some competing events like Orem City's fair.

Director Kyle said the three dates they are presenting are when the carnival is available. There was one other date they were available, but it was a holiday weekend and that usually leads to decreased attendance.

Council Member Shelton asked if school is out the same week as the June proposed dates.

Director Kyle said yes, this is the last week of school and we run into the conflicts with high school graduation. Family night is usually the Thursday night before the last day of school; they usually have higher numbers that night so it being a school night doesn't seem to matter.

Council Member Harris asked which dates they would suggest.

Associate Director Payne recommended the June date.

Mayor Pro Tempore McGuire received a text from the mayor, she said school started August 16 this year for Jordan School District; she is supportive of August as her first choice. The first weekend of summer is not her favorite, it's the weekend of graduation and school ends.

Council Member Zander said we had huge school participation this year, she asked why we haven't had that in the past.

Manager Whatcott said the teachers usually don't want to deal with it at the end of the school year. Typically the band and other clubs end their participation a week or two before school ends.

Council Member Zander asked if we keep the June dates, do we forego having the high school kids participate like they did this year.

Coordinator Domino said two years ago they had the Bingham marching band, possibly Herriman as well but she couldn't remember.

Director Kyle said the issue is that it's not easy to get the bands there.

Manager Whatcott said they struck a deal with Bingham that year to get them to participate, but it's not typically something they do. He asked what the participation would be like for the parade and floats in August since they'll be done with the parades for the 24th and lots of groups don't have anywhere to store their floats.

Director Kyle said we would probably see floats from other cities.

Coordinator Domino said she works with neighboring cities to get them to participate and they agree to go to each other's parades; stakes usually don't participate in the Summerfest parade.

Director Kyle said the August dates would get the floats from other cities, but not necessarily from other groups.

Council Member Zander said we need to decide what events are our priorities, is it participation in the parade, the carnival, the chalk art, etc.

Director Kyle said we only have one option for the carnival right now and we are in a contract with them. We could look at out of state carnivals or other options, those would be challenging for this coming year, however we could look at other options long term.

Manager Whatcott said we do a revenue share with the current carnival we contract with, that helps offset some of our costs.

Director Kyle said we don't pay them, they end up paying us from the revenue.

Council Member Marlor said we can't just look at one thing, we have to look at all the factors. Regardless of the dates, participation by the community is the goal; we want to get as many residents as possible to attend.

Director Kyle said they need direction soon, the contract with the carnival tentatively has the June date but they can also work with us to move it to one of the other two dates. They don't need a decision tonight, but they need one soon.

Manager Whatcott said since he's been here, this has been moved at least ten times, had the name changed and been rebranded multiple times. It has been on many different dates in the past, including a mid-August date; that date was changed afterwards because they have been rained out multiple years in the past. If they want long term results, getting the community behind this, they need to brand it with a date and keep the branding going to get residents because there isn't a rich tradition to it.

Mayor Pro Tempore McGuire said he thought there was a survey sent out after Summerfest to get feedback, he asked if the dates were part of that survey.

Associate Director Payne said only the attendees were surveyed and they were positive about the date in September, however the respondents were the ones who were already attending.

Council Member Harris asked, based on the previous attendance and dates, what would staff recommend as the best date.

Manager Whatcott said the fall date is too hard internally, the August date is hard internally because the park is being heavily used by other groups at that time that has to be adjusted and moved around.

Associate Director of Parks Colby Hill mentioned it normally takes 4 weeks to get the turf back after Summerfest in June and would be at least 6 weeks in August in the heat of summer.

Manager Whatcott said he thinks June is the easiest from a staff perspective, but it doesn't have to be there and he can understand why others would want to move it to another date for various reasons.

Manager Whatcott said in the past, with the Recreation Center, they would leave it open until 2:00 a.m. and host a graduation party as part of Summerfest. If we kept the June date, maybe there is a way we could incorporate Friday night as part of the high school graduation fun where the carnival is just for Seniors.

Director Kyle suggested maybe a parade entry from the graduating class each year as a tradition.

Council Member Marlor said he believes if families know we are planning this at the same time every year, as a tradition, they will plan for it as well.

Manager Whatcott said they thought they were making a good choice for Covid at the time, but this was planned so far ahead of time that they couldn't see the impact.

Director Kyle said with the June date being the weekend school gets out, people haven't started camps or vacations; this is the last weekend before people start leaving town and they think they'll get the best participation numbers at that time. The August date would be better than the September date, but there are more competing activities for families that time of the summer.

Council Member Marlor suggested a Zoom call to give Council Member Zander and the mayor a chance to discuss this further.

The council agreed they wanted to be able to hear from Council Member Zander and the mayor.

Harris is happy with the date in June but he is open to discussing it further.

The council decided on a Zoom meeting next Tuesday, October 26 at 6:00 pm.

ADJOURNMENT

Council Member Shelton motioned to adjourn the Study Meeting. Council Member Marlor seconded the motion, vote was unanimous in favor; Council Member Zander did not vote.

The October 19, 2021 City Council electronic study meeting adjourned at 5:53 p.m.

This is a true and correct copy of the October 19, 2021 City Council Study Meeting Minutes, which were approved on November 16, 2021.

Anna Crookston

South Jordan City Recorder



SOUTH VALLEY
CHAMBER

A Year in Review 2020 - 2021

• Business Institute •



**LEADERSHIP
PROGRAM**



**BUSINESS
ACCELERATOR**



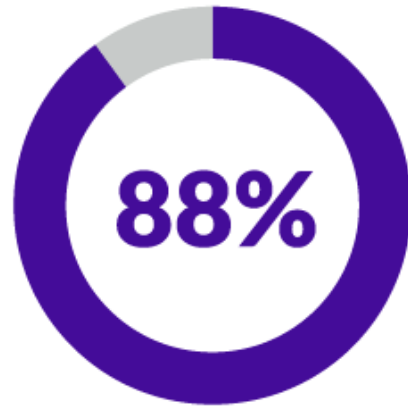
**BUSINESS
ACADEMY**

Business Accelerator

Business Accelerator



Average % revenue growth after 1 year



% of businesses that increased or maintained annual revenue

78%

Give or volunteer their time charitably

22%

Did business with other participants

44%

Secured new financing

• Business Accelerator •

Business & Strategic Assessment

Setting the Stage for Growth

Three Sessions | Two CEO Mentoring Groups | Two Live Cases

Business & Strategic Assessment

Balancing Cash Flow & Bottom Line

Three Sessions | One CEO Mentoring Group | Two Live Cases

Business & Strategic Assessment

Building Profitable Sales

Three Sessions | Two CEO Mentoring Groups | Two Live Cases

Business & Strategic Assessment

Getting What You Need to Grow

Three Sessions | One CEO Mentoring Group

Putting It All Together

One Session | Two CEO Mentoring Groups | Final Presentation

OVERALL PROGRAM | 92-100 HRS

• Business Academy •

Let's Get Down To Business

Digital Marketing Academy

PRESENTED BY  FIRETOSS

Technology Academy

PRESENTED BY  SOUTH VALLEY CHAMBER

Finance Academy

PRESENTED BY  NOW CFO

Introduction to HR Management Academy

PRESENTED BY  SOUTH VALLEY CHAMBER

IT Academy

PRESENTED BY  execu**tech**

Legal Academy

PRESENTED BY  PARSONS BEHLE LAB

Sales Academy

PRESENTED BY  SOUTH VALLEY CHAMBER

South Valley Leadership

Leadership South Valley is here

Leadership South Valley is designed to provide business leaders with a deeper understanding of the critical and essential issues affecting communities in Salt Lake County. The program's mission is to develop and enhance personal and civic leadership and communication, as well as support team cohesion, collaboration, and networking.

This once-a-month, 9-week course will meet from 8:30 am to 4 pm at various locations across the South Valley region. Class size is limited, and class members are selected to represent a broad range of occupations, industries, and backgrounds.

Schedule

All times are 8:30-4:00 unless otherwise indicated.

January 28, 2021
Orientation / Economic Development

February 25, 2021
Health Care

March 25, 2021
Environment

April 22, 2021
Transportation and Housing

May 27, 2021
Arts and Culture / Community Service

June 24, 2021
Education

July 29, 2021
National, State, and Local Politics

August 26, 2021
Diversity and Inclusion / Justice Day

September 23, 2021
Current Issues, Key Learnings, and Graduation

Chamber Events



WOMEN IN
BUSINESS



LET'S DO
LUNCH



IN THE
KNOW

Women In Business

- ▶ January 26 Bohme sisters - Salt Mine
- ▶ February 23 - Legislature session - ZOOM
- ▶ March 23 - Pat Jones
- ▶ April 27 Kim Fisher ABC 4
- ▶ May 25 Samir Hamish Women of the World
- ▶ June 22 Sheriff Rosie Rivera
- ▶ July no luncheon
- ▶ August 24 Peggy Larsen retired exec WCF
- ▶ September 28 Emma Houston - Special Asst. U of U
- ▶ October 26 Mickelle Moore - Sr Vice President Intermountain

WOMEN **IN** **BUSINESS**
BROUGHT TO YOU BY THE SOUTH VALLEY CHAMBER

• Women In Business •

WOMEN **IN** **BUSINESS**
BROUGHT TO YOU BY THE SOUTH VALLEY CHAMBER

- ▶ Jr WIB
- ▶ Girls from Hillcrest, Jordan, Brighton, Alta, Corner Canyon, Bingham, Riverton, Mt Ridge, Juan Diego, CTEC
- ▶ Professional Mentor
- ▶ \$1,000 Scholarship

Let's Do Lunch

- ▶ 9/9/20 Meet & Connect - Top Golf
- ▶ 10/14/20 Meet & Connect - Slackwater
- ▶ 12/9/20 Meet & Connect - Salsa Leedos
- ▶ 1/13/21 Jim Olsen, President of Utah Jazz - Embassy Suites
- ▶ 2/10/21 Meet & Connect - All Star Bowling & Entertainment
- ▶ 3/10/21 John Kimball, President of REAL Salt Lake - RSL Stadium
- ▶ 4/14/21 Ask the Experts at Lowe's - Black Bear Diner
- ▶ 5/12/21 Davis Smith, CEO & Founder of Cotopaxi - Automotive Addiction
- ▶ 6/9/21 Small Business Committee Panel - Cairns Café
- ▶ 8/11/21 Cottonwood Canyons Gondola Project - Marriott Courtyard Sandy



In The Know

- ▶ 9/24/20 SBA PPP Loans Preparing for Forgiveness
- ▶ 10/20/20 Diversity & Inclusion w/ Ross Romero
- ▶ 12/15/20 COVID Vaccine Rollout w/ Rich Larkin & Kathleen Weron
- ▶ 1/15/21 What is the State's New COVID-19 Transmission Index? - Webinar
- ▶ 2/17/21 COVID-19 Vaccinations in the Workplace w/ Karen Halliday
- ▶ 2/24/21 "The Point" presentation w/ Alan Matheson
- ▶ 5/26/21 Blunovus: Mental Health & Leadership
- ▶ 8/25/21 Steve Starks: What Does The LHM Group Look Like Today



Executive Forum

Governor Spencer Cox
at the new Pluralsight
headquarters in
Draper



Executive Forum

Washington Comes To South Valley

Senator Mike Lee
Senator Mitt Romney

Congressman John Curtis
Congressman Burgess Owens



Chamber Events



- ▶ August 27, 2021 - River Oaks, Sandy Utah
 - ▶ 132 golfers
 - ▶ Over \$6,000 additional funds raised in auction
- ▶ September 10, 2021 - South Mountain, Draper
 - ▶ 128 golfers
 - ▶ Over \$5,000 additional funds raised in auction

Chamber Events



- ▶ The Titans is our hallmark event of the year. We honor 3 community and business leaders who have made a difference in our community through their leadership or service.
- ▶ 2021 Honorees
 - ▶ Fred Lampropoulos
 - ▶ Mike Leavitt
 - ▶ Peggy Larsen

Covid-19

Community Communication & Education

- Workplace policies
- Vaccine rollout
- Customer requirements
- Provided PPE for Small Businesses

Small Businesses

- PPP loans
- SBA & local lenders

Covid-19

Covid -19 Response

Tourism

- South Valley Tourism Committee & Visit Salt Lake
- Supporting local venues and hotels
- South Valley Hotel Sinclair & Visa Gift card

Stay Safe, Stay Open Rewards

- Community communication
- Delivered hundreds of packets to local businesses
- Press Release and video with Mayor Staggs

Business

16
Members

Small Business Committee

A committee whose members and co-chairs are all small business owners or c-suite management from small business.

The purpose of this committee is to help the chamber identify needs and ways the chamber can help small business.

SVC Podcast

Under the direction of the small business committee, we have launched a twice a month South Valley Chamber Podcast.

This will give the chamber a chance to talk in-depth about programs and initiatives, but more importantly it will give our members and community leaders a vehicle to learn more.

6
Episodes

Business

Offer Competitive 401(k) Benefits For Your Business

Save money with the
**South Valley Chamber
Retirement Solution**

No matter how big or small, your Utah business now has more support when offering your employees a retirement package— thanks to the South Valley Chamber Retirement Solution.



Public Policy & Gov. Affairs Committee

15
Members

Chris Swank	BD Medical	Tim Sheehan	Salt Lake Community College
Justin Anthony	Senator Lee's Office	Steve Foxley	Regence Blue Cross Blue Shield
Abani Samal	GEO Global	Kelly McAleer	The Kenney Group
Mandee Grant	Senator Romney's Office	Alan Rindlisbacher	EDCUtah
Nathaniel Johnson	Congressman Owens' Office	David Dobbins	Draper City
Susan Edwards	Canyons School District	Matt Huish	Sandy City
Jay Francis	South Valley Chamber	David Brickey	Riverton City
Evelyn Everton	Sandy City		

Mission

The PPGAC is committed to informing and educating chamber members and local businesses regarding relevant legislative and regulatory issues. The Committee's fundamental role includes advocating the views of the business community to our elected officials on public policy and legislation on the local, state and federal level that might have an impact on the business community. The mission of the PPGAC is to cultivate positive and production working relationships with elected officials to create a healthy business climate.



The
POINT



SOUTH VALLEY
CHAMBER

p



96%

Membership Renewal

• New Members

119

- Swire Coca-Cola
- Merit Medical
- TopGolf
- Gardner Company
- Utah Motorsports
(Tooele)
- Loveland Living Planet
Aquarium
- Deseret Management
(KSL)
- Daybreak
- Brandless
- Ivory Homes
- G&A Partners

The South Valley Chamber Board

Executive Committee

Rob Brough	<i>Chairman</i>	Executive Vice President, Zions Bank
Nathan Anderson	<i>Past Chair</i>	COO, Mountain America Credit Union
Jim Swayze		President/CEO, Regence
Jay Francis		President/CEO, South Valley Chamber

Board Members

Aaron Starks	VP, World Trade Center Utah	Jennifer Silvester	Owner, Silvester & Company
Alan Rindlisbacher	Dir. of Community Strategy, EDCUtah	John Bankhead	Development Mngr., Gardner Company
Brian Hayes	CEO, Now CFO	John Kimball	President, REAL Salt Lake
Brooke Christensen	City Council, Sandy City	Judy Cullen	VP of Partner Development, Visit Salt Lake
Chris Swank	Dir. of Business Integration, BD Medical	Matt Huish	Chief of Staff, Sandy City
Claude Wells	City Council, Riverton City	Mike Wankier	CFO, Larry H. Miller Group
Corey Machen	Commercial Banker, Chase Bank	Nick Duerksen	Economic Development Dir., Sandy City
Cyndi Tetro	CEO, Brandless	Quinn Dietlein	Vice President, Hale Center Theatre
Darla Gill	Co Founder & Merit Ambassador, Merit Medical	Ryan Simmons	Partner/Manager, Boyer Company
David Dobbins	City Manager, Draper City	Scott Westra	CFO, WCF
Heather Curtis	VP of Operations, Swire Coca-Cola	Tim Sheehan	VP Gov. & Community Relations, SLCC
Jason McGee	Supervisor/Project Mngt. Dominion Energy	Troy Walker	Mayor, Draper City

The South Valley Chamber Staff



Jay Francis
President/CEO



Rosanne Simpson
Director of Business Dev.



Karla Rogers
Director of Programs



Jayme Jensen
Executive Asst. & Events

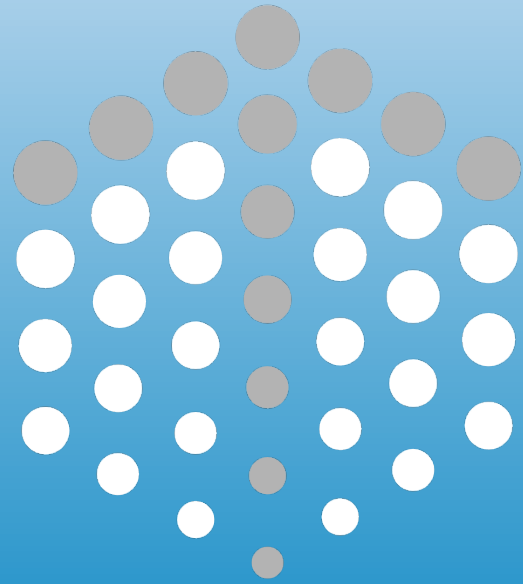


Missy Burton
Accounting



Chris Robinson
Tourism

Thank You



SOUTH VALLEY
CHAMBER

South Jordan's City Celebration

A Review & Moving Forward

SoJo
SUMMERFEST
Where Summer Begins



2021 Summerfest Changes

Event Dates

Moved from June 2-4 to September 16-18 due to concerns related to COVID-19

Event Location

Moved from South City & Heritage Park to Salt Lake County Equestrian Park Polo Field in order to provide opportunity for social distancing.

Parade Route

Adjusted parade route in order to avoid closure of Redwood Road while other major roadways in the city were under construction.



Event Impacts

COMPETING EVENTS

FanX , the State Fair, & college football games were happening on the same weekend, causing scheduling conflicts with vendors & attendees.

EVENT HELD DURING THE SCHOOL YEAR

Attendance was lower than typical for Summerfest. Carnival closed early every night. Participation was difficult for some due to time of year.

COVID-19 NUMBERS

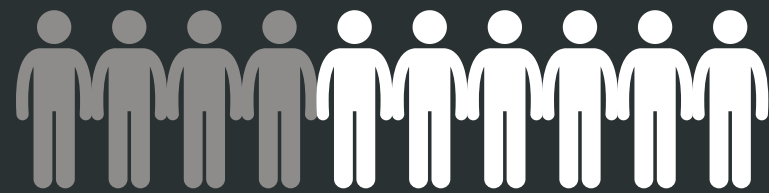
Cases increased after the start of the school year and influenced some participation.



2021 Summerfest Attendance



Overall attendance was down 60%



Parade entries dropped 40%



Chalk artists down 54%



5K/Fun Run registration down 62%



Summerfest Moving Forward

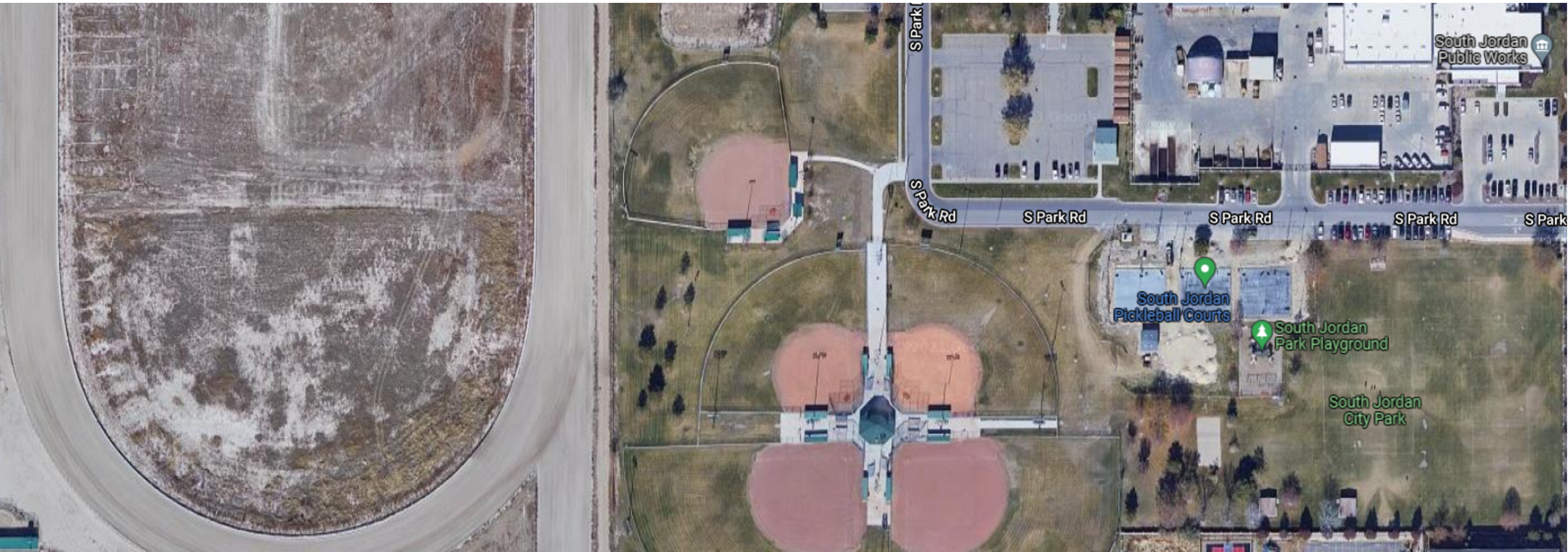


SUMMERFEST: REVIEW & MOVING FORWARD

2022 Location: South City Park

11000 S Redwood Road

Acreage: 7.25





Scheduling: Sept 15-17, 2022

Pros:

- *Cooler Weather*
- *Increase School Parade Participation*
- *Carnival Available*

Cons:

- *Event Prep During Summer Season*
- *No Seasonal Employees*
- *Busy Time for Parks with Mowing Increases*
- *School Nights & Related Competing Activities*
- *Rebranding Needed*
- *Non-Traditional Dates*




Scheduling: Aug 11-13, 2022

Pros:

- *School is Out*
- *Does Not Compete with Graduation*
- *Does Not Compete with Other Known Area Events*
- *Carnival Available*

Cons:

- *Hot*
- *Difficult for Turf Recovery*
- *Event Prep During Summer Season*
- *Some Rebranding Needed*
- *Non-Traditional Dates*
- *Competes with Summer Vacations, Camps, etc.*



Scheduling: June 2-4, 2022

Pros:

- *Last Week of School/Beginning of Summer*
- *Does Not Compete with Other Known Area Events*
- *Carnival Available*
- *Traditional Dates Residents Plan On*

Cons:

- *Graduation Weekend*

Summerfest 2022



South City Park



Dates:

- June 2-4
- August 11-13
- September 15-17