



**City of South Salt Lake Redevelopment Agency
AGENDA**

Public notice is hereby given that the City of South Salt Lake Redevelopment Agency will hold a meeting on **Wednesday, November 8, 2017**, in the City Council Chambers, 220 East Morris Avenue, Suite 200, commencing at **6:00 p.m.**, or as soon thereafter as possible.

Conducting: Kevin Rapp, Chair

CITY COUNCIL

SHARLA BEVERLY
MARK KINDRED
JOHNNY MCCONNELL
PORTIA MILA
BEN PENDER
KEVIN D. RAPP
SHANE SIWIK

Opening Ceremonies

1. Roll Call

No Action Comments

1. Bills, Claims, and Communications
2. Report of the Executive Director

Approval of Minutes

October 25, 2017 RDA Minutes

Unfinished Business

1. Discussion Regarding SSL Chamber Budget

Motion for Closed Meeting

Adjourn

Posted November 3, 2017

In accordance with State Statute and RDA Board policy, one or more Board Members may be participating via speakerphone.

Those needing auxiliary communicative aids or other services for this meeting should contact Craig Burton at 801-483-6027, giving at least 24 hours' notice.

**CHERIE WOOD
MAYOR**

220 E MORRIS AVE
SUITE 200
SOUTH SALT LAKE CITY
UTAH
84115
P 801.464.6757
801.464.6770
TTY: 711

CITY OF SOUTH SALT LAKE REDEVOLPMENT AGENCY
MINUTES OF MEETING HELD
November 8, 2017

Date/Time/Place Wednesday, November 8, 2017
6:01 p.m.
220 East Morris Avenue #200
South Salt Lake, Utah 84115

Conducting Sharla Beverly, Vice-Chair

DIRECTORS PRESENT:

Sharla Beverly, Mark Kindred, Johnny McConnell,
Ben Pender and Shane Siwik

DIRECTORS EXCUSED:

Portia Mila and Kevin Rapp

STAFF PRESENT:

Mayor Cherie Wood
Hannah Vickery, Assistant City Attorney
Charee Peck, Chief of Staff
Randy Sant, Economic Development Consultant
Mike Florence, Community and Economic Development Director
Mont Roosendaal, Public Assets Director
Sharen Hauri, Urban Design Director
Craig Burton, City Recorder
Ariel Andrus, Deputy City Recorder

Others Attending: See Attached

Opening Ceremonies

1. Roll Call.

No Action Comments.

1. Bills, Claims, and Communications. None.

2. Report of the Executive Director. Mayor Wood reminded everyone that the ribbon cutting for WinCo is tomorrow morning at 8:30 a.m.

Approval of Minutes

October 25, 2017. Director Pender moved to approve these minutes.

MOTION: Ben Pender
 SECOND: Mark Kindred
Voice Vote:
 Beverly Yes
 Kindred Yes
 McConnell Yes
 Mila Absent
 Pender Yes
 Rapp Absent
 Siwik Yes

Unfinished Business

- 1. Discussion Regarding SSL Chamber Budget.** Economic Development Director, Mike Florence, reviewed things the Chamber does for the City.

Economic Development Consultant, Randy Sant, said they look at the Chamber as an economic development tool. They have looked at the services the Chamber provides and have determined that it would be more expensive to go out and hire, or contract, with someone else to provide those services. They believe that contracting with the Chamber is the best value they can get and they are getting done what the City needs.

There was a lengthy conversation between the Council and the South Salt Lake Chamber Board of Directors regarding the Chamber receiving money from the City and that being a conflict of interest when representing businesses.

The RDA Board asked staff to find out the following information from other cities regarding their chambers of commerce: what do they get for their contribution they make to their chamber? How they do their economic development outreach. If the chamber isn't doing economic outreach how does the city do that? How do other cities do the things that the South Salt Lake Chamber does for South Salt Lake and how much do they pay for it? Do the chambers have performance goals tied to visits and to membership? The RDA Board asked for a copy of the conflict of interest statement that is in the current contract between the South Salt Lake Chamber and South Salt Lake.

Director McConnell moved to adjourn.

MOTION: Johnny McConnell
 SECOND: Ben Pender

Voice Vote:

Beverly	Yes
Kindred	Yes
McConnell	Yes
Mila	Absent
Pender	Yes
Rapp	Absent
Siwik	Yes

Redevelopment Agency adjourned at 6:49 p.m.



Kevin D. Rapp, RDA Chair



Craig D. Burton, RDA Secretary

SSL CHAMBER & SSL CITY 2018 CONTRACT

VALUE OF CHAMBER'S SERVICES to the City and the community

Assumption: We have used a very conservative salary (including benefits) of \$80,000 per year (\$40 per hour) to determine the value of Chamber member contributions to key economic development activities in South Salt Lake City.

The City's ROI is 489 %!

$\$190,000 \text{ value} / (\$48,000 \text{ contract} - \$9,420 \text{ rent}) = 489 \%$

***NOTE: We increased the ROI from 380% TO 489%
to fairly reflect the Chamber's rent payments to the City.***

Economic development activities provided by the Chamber = \$130,200

- **CEO's involvement** with EDCU, GOED, SL County, World Trade Center, all local universities, etc. Several hours each month create a value exceeding \$5,000.
- **Board member involvement in the business community:** 15 members @ 8-10 hours each per month. The value of this participation is \$58,000.
- **The Chamber/City Economic Development Committee:** 5 board members @ 3 hours per month creates a value of \$7,200.
- **Ambassador program of regular business contacts:** 10 members @ 10 hours per month. The value is a minimum of \$48,000.
- **The Chamber's partnership with the City in the annual Business Outreach Luncheon** has an approximate value of \$1,500.
- **Support of the Mayor's State of the City:** \$500+
- **Chamber luncheons and training events with business owners:** Multiple events throughout the year / approximate value of \$6,000.
- **Legislative affairs:** The Chamber's CEO is actively involved with the Public Policy Group of the Salt Lake Chamber. The Chamber received the *Chamber Partner of the Year Award* this year. Value is, at a minimum, \$4,000 per year.

Homeless facility fight / public meetings: 15 board members @ 4 hours each. Four board members at 30 hours each. Value = \$4,900.

The Chamber's Business Education Committee, is the longest-serving committee. We bring together educational leaders, city representatives, police and fire, United Way and other organizations that are critical to the City's successes. Four board members @ 4 hours per month for nine months provides a value of \$5,800.

Members of the Chamber's Women in Business Committee provide incredible value throughout the year. Eight members @ 4-6 hours per month = \$15,000.

SSL CHAMBER & SSL CITY 2018 CONTRACT

Chamber Value (continued)

JEDI support from the Chamber has a value of approximately \$2,000.

Meet the Candidates events, every other year: \$1,500

Marketing support for city activities/events is substantial. Twice-weekly Chamber newsletters, occasional ads in the Salt Lake Tribune and the Deseret News, volunteer support for key city events (July 3 & 4, new SSL Arts Council, Life on State, S-Line, Restaurant Week, Parley's Trail, Jordan River, just to name a few), referrals and phone support to city departments . . . \$30,000

**** Total annual value of Chamber support = \$190,000 ****

The City's ROI is 489 % each year!

We have used a VERY conservative dollar amount to value the efforts and timed commitments of our Chamber members, volunteers and directors!