

recruiting, site selectors and business expansions. Many businesses are wanting to move out of big cities. We have the available land. Our strategy in marketing with the Covid is not aggressive but retention. State funding for NUEA has been cancelled but not for us. We want to support cities and counties and do this all together. How do we keep our 10,000 citizens to want to stay here and keep the lifestyle? Bill Cobabe: what are the long-term growth trends in retail? Holin Wilbanks: retail is not dead but it is tricky. We will always see store fronts and we need to reserve them but they will look different. People want to interact. Retail will come back before office will. Industrial and high tech is where we can't find enough real estate. They want distribution centers. Companies want the right real estate and they are looking for those nodes first. We need to create growth and protect lifestyle. CM Arrington: how best to share and market? Holin Wilbanks: map out the best areas for growth. Define it and create a packet and I will take it out to the brokerage market. We can or EDC Utah can. CM Arrington: do we need to get the zoning first? Holin Wilbanks: it is a double edge sword but yes. Get it in place and dial people in and market it to the right people. CM Urry: it sounds like Form Base Code. Holin Wilbanks: I need to learn about it and market it. CM Urry: we have a leakage study and traffic counts. Holin Wilbanks: I just need the data. It is up to you on how aggressive you want to be. It is good to see if plans compliments your neighbor and you are not competing against each other. There are 18 cities in Weber County. Keith Preece: we would like a Trader Joes. Do we talk to you first? Would you recommend Pleasant View first for them? Holin Wilbanks: businesses look for certain real estate. Prioritize types of businesses and then we go looking for that type. CM Urry: the city council and planning commission need a goal and then talk to Holin on what we want. Holin Wilbanks: yes I need that list. I need to understand what you have to help push out your goal. CM Marriott: what industry has the best tax base? Holin Wilbanks: manufacturing increase property tax for a city and is not a high expense from a city's perspective. Bill Cobabe showed Pleasant View City's industrial area. CM Marriott: what if property is not for sale? CM Urry: we need to get them in a head of time. Holin Wilbanks: get with other property owners. What are UTA's plans and publish the transportation plans. That is crucial for the future and you should preserve that corridor (light rail). We will see the office market eventually and put next to jobs. Bill Cobabe: give me more information on areas to market and I need to understand what we are interested in and what do we want to participate in. CM Arrington: my concern is not sure how to get where we want to be at and how to organize it to bring it all together. CM Urry: all needs to be in place. CM Bailey: we know what we want but Holin is not aware of what we have and what our resources are. We have plans but we need to get our ducks in a row. We need to get Holin involved. Mayor Call: we need to outline the steps with Holin, myself, Bill and staff and formalize the steps to take and identify any shortages and get packets out. We are slow now but when it is not we will be ready. Holin Wilbanks: people have found Utah to be affordable and has a workforce that is committed. We have a reputation across the nation. I appreciate this time. Weber County will support what you are doing. Step one: you are willing. Step two: get information to me. Bill Cobabe: what is key for site selection? Maybe the information we have is outdated. We need more direction to give to folks on what is attractive. Holin Wilbanks: we created a national data bank. Once we have from Pleasant View what is most attractive we will make sure you are part of that program. Zions is form base code on steroids. They could be a third party to you to help with revenue, impacts, etc. with different industries. That cost could be \$20K to \$30K. Keith Preece: we need to get property owners together. Holin Wilbanks: yes.

You don't want any hold outs. Nate Karras: we need design renderings. Holin Wilbanks: pictures are good. They go along ways. CM Urry: Bill, what do you need from us? Bill Cobabe: we have the leakage study that is geared towards retail and doesn't care about traffic count. What makes us unique? Mayor Call: we need to get with Holin first. Bill Cobabe: what are we willing to do? We want to see numbers. Mayor Call: how do we help property owners market their properties? CM Marriott: get renderings with traffic information. Keith Preece: is the city willing offer incentives? CM Marriott: we want businesses that are right for our city. Holin Wilbanks: TIF's are more beneficial than not having them. CM Arrington: give us a check list. Holin Wilbanks: give prioritization and you define what you want to look like and then I can look at it. I am willing to meet this week. CM Urry: give us a follow up from that meeting with Holin. Mayor Call: we need to get Chris with EDC Utah involved also. Bill Cobabe: we need champions to push this through. If you have interest let me know. Mayor Call: we need to add a 'd' to the agenda's list of goals and add 'get with land owner and get them involved'. CM Arrington: we need to meet month to month. Mayor Call: ok. When things are ready to move we will be ready.

The next meeting will be September 15, 2020.

Adjournment: 7:36 P.M.