

**MINUTES OF THE PROCEEDINGS  
OF THE ECONOMIC DEVELOPMENT AUTHORITY OF THE CITY OF JORDAN  
IN THE COUNTY OF SCOTT  
JULY 17, 2018**

Present: Ron Jabs, Tanya Velishek, Mike Franklin, Ray Sandey, Dan Elke, and Ryan Dahnert

Absent: Dr. Chuck Cook

Also Present: Tom Nikunen, City Administrator and Addison Lewis, Planner/Economic  
Development Specialist

1.0 CALL TO ORDER

Chair Jabs called the meeting to order at 6:32 p.m.

2.0 ADOPT AGENDA

Motion by Franklin, Second by Elke to approve the agenda. Vote all ayes. Motion approved.

3.0 APPROVAL OF MINUTES

A. June 19, 2018

Motion by Franklin, Second by Velishek to approve the minutes. Vote all ayes. Motion approved.

4.0 NEW BUSINESS

A. Purchase Agreement for Whispering Meadows Property

Administrator Nikunen provided an overview of the proposed purchase agreement for two properties within the Whispering Meadows plat at 201 and 251 El Dorado Drive. The intent is that the City would purchase the lot and then have control of the property to be able to market to a hotel developer. The City could potentially include the land as part of an incentive package. The lots were listed for \$190,000 each previously but we have a purchase agreement to purchase them for \$150,000 each. If we could get a hotel on this site, it could help spur development of the remaining vacant lots. There has also been interest in doing a car sales lot on one of these parcels.

Commissioner Sandey asked if a car lot is an allowed use in this area. Planner Lewis said it is.

Commissioner Franklin asked if this area was included in the previous market study that was done. Nikunen said it is listed as one of the sites but Clancy's property was the primary site identified in that study. Clancy's is no longer interested in selling at this time. Our current fund

balance is \$450,000 and this would take \$300,000 of that. Nikunen added that a car sales lot would not be bad but if it takes one of these lots, there is no more room for a hotel.

Commissioner Dahnert stated that we are also adding some residential density in this area so that could also spur some development of the other properties.

Sandey asked how large the site is. Nikunen said the purchase agreement says 2.85 acres. Some is in the flood plain. The Clancy's site was about 1.5 acres so this should allow plenty of room for a hotel.

Sandey asked if the site across from the police station was all floodplain and if that could accommodate a project like this. Nikunen said possibly but there would also be setback requirements from the creek that might restrict development there.

Chair Jabs said he supports picking up the lots but wouldn't give up on other parcels on the north side of 169. It all depends on how the design of the interchange ends up. Nikunen said until we have a final design, it will be hard to get anyone to go on the north side of 169.

Sandy said he thinks it makes sense. If a car lot wants to go in there, they could develop on one of the other available parcels in the development.

Motion by Dahnert to recommend purchase of the two lots to the City Council, second by Velishek. Vote all ayes. Motion approved.

Nikunen stated that this item would go before the City Council on August 6<sup>th</sup>.

## 5.0 OLD BUSINESS

### A. Continuation of Marketing Opportunities Discussion

Planner Lewis stated that at the June 19, 2018 meeting, the EDA discussed various marketing opportunities to promote the community. The EDA has \$8,500 budgeted for marketing efforts for the remainder of 2018. One option previously discussed was to have the Jordan promotional video play in local theaters. The EDA expressed interest in hearing about other marketing options. One of the options being recommended by staff is to place an online ad for the Parade of Homes for the upcoming advertising period of August 23, 2018-February 5, 2019. The City also did this in 2017. The cost of this ad is \$2,600. The second recommendation from staff is to execute an agreement with Spectrum Reach for an online pre-roll and key word search marketing campaign. Lewis also provided an overview of other low cost marketing and promotional efforts conducted by city staff since the last meeting.

Jeff Bangs with Spectrum Reach provided an overview of marketing services offered.

Franklin stated that two weeks after the Super Bowl is when most of the new home ads start. He said he would like to start with the basic option to see how it works and then ramp up if we like it.

Dahnert also said he liked the basic option and said we can always tweak the target audience if necessary.

Sandey said that historically, when families move, they do so during the school year because people want their kids to meet other kids right away.

Bangs said that on the pre roll ads, generally about 60% of people end up watching the ad all the way through. City staff will have access to a dashboard to see how it's performing. This will include how many people start the video, how many watch it 50%, how many click on your website, etc.

Dahnert said that he would like to see where the views are coming from. Dahnert said he likes the pre roll option.

Motion by Elke to approve the Parade of Homes ad up to \$2,600. Second by Franklin. Vote all ayes. Motion approved.

Motion by Dahnert to execute an agreement with Spectrum Reach for a pre roll ad campaign for the basic option, \$500 per month, for the remainder of 2018. Second by Velishek. Vote all ayes. Motion approved.

## 6.0 MANAGEMENT REPORT

### A. General Management Updates

Planner Lewis stated that a new restaurant called The Pickled Pig is planning to open in the Jack's Bar location. Lewis also stated that the City Council approved the TIF request for the Schrom townhome development across from Wexford Square.

### B. Next Meeting- August 21, 2018

## 7.0 CITY COUNCIL MEMBER UPDATE

## 8.0 COMMISSIONER MEMBER REPORT

Dahnert stated that he is very happy to see these marketing efforts take place as that was a goal when he joined the EDA.

Sandey asked what is the status of the park land by Stonebridge. Nikunen said the City Council approved some money to have Bolton and Menk do some preliminary planning.

## 9.0 ADJOURNMENT

Motion by Franklin to adjourn, second by Elke. All ayes. Motion approved. Meeting adjourned at 8:15 p.m.

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Tanya Velishek, Mayor

ATTEST:

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Tom Nikunen  
City Administrator