

**Redevelopment Agency of Murray City Meeting
February 15, 2022**

The Redevelopment Agency (RDA) of Murray City met on Tuesday, February 15, 2022, at 3:30 p.m. in the Murray City Council Chambers, 5025 South State Street, Murray, Utah.

Members of the public were able to view the meeting via the live stream at www.murraycitylive.com or <https://www.facebook.com/Murraycityutah/>. Public comments could be made in person or by submitting comments via email at: rda@murray.utah.gov. Comments were limited to 3 minutes or less, and written comments were read into the meeting record.

RDA Board Members

Diane Turner, Pro Tempore Chair
Rosalba Dominguez
Pam Cotter
Kat Martinez
Garry Hrechkosy

Others in Attendance

Brett Hales, RDA Executive Director
Brooke Smith, RDA Secretary
G.L. Critchfield, City Attorney
Jennifer Kennedy, City Council Executive Director

Diane Turner called the meeting to order at 3:30 p.m. adding that Mr. Hrechkosy will be joining shortly.

Approval of the January 4, 2022 RDA meeting minutes

MOTION: Ms. Dominguez moved to approve the January 4, 2022 meeting minutes. The motion was SECONDED by Ms. Martinez.

Ms. Turner	Aye
Ms. Cotter	Aye
Ms. Dominguez	Aye
Ms. Martinez	Aye

Motion Passed 4-0

Citizen Comments

Jared Hall read the following email into the record:

Justin Gonzales, Murray

I would like to make a public comment on the RDA item discussing market research and data analytics to survey public opinion. I am personally delighted to see that the city wants to pursue these efforts, especially since the public input process felt undermined with proposed downtown developments. It is critical that our public institutions take more intentional efforts to meet people where they're at and engage with them directly in these pursuits. Telephone or online surveys are still the gold standard in survey methods, but I would like the city to employ more direct tactics such as conducting surveys at local grocery stores, places of worship, recreational areas or using digital social media marketing methods to gather input. If the city is truly committed to hearing from as many citizens as possible, they should employ these different tactics that are inclusive to everyone, regardless of the language they speak, their age or abilities. It shows that the city is committed to serving and hearing from as many

people as possible while building trust in institutions among our citizenry, especially in those who are not engaged or feel disillusioned by local government.

Redevelopment Project Area's Finance Report

Brenda Moore presented

There are six Redevelopment Areas within the city. Five that are active and collecting taxes and one that is not collecting which is the ORE Sampling site. They are tracked individually.

- Jesse Knight Legacy Center: One reimbursement agreement up to \$2,500,000. No tax increment is collected until the project is completed and the RDA activates the tax collection. The Department of Environmental Quality process takes a while.
- Cherry Street: Collection expires 2023 and the revenue in 2021 was \$88,087. This project had no low-income housing requirements. Last year this area paid \$11,409 in administration fees with no cap, transfers money to the General Fund to repay for infrastructure \$25,000 a year. The area balance at the end of Fiscal Year 2021 was \$181,118.
- Smelter Site: Expires in 2023, revenue for 2021 was \$1,042,633. Reimbursement to School district of 12% was \$127,000, and a 20% to low-income housing requirement. Administration fees capped at 5%. In 2021 \$52,132 went for half of the expenses for Community Development Department Director and Assistant. Transfers \$265,000 to the General Fund to repay infrastructure costs. Sales tax withheld for homeless shelter was \$95,348. Low-income housing balance for 2021 was \$832,898, Area balance unrestricted 2021 \$2,263,173. This is a healthy fund balance.
- East Vine: Expires in 2028. No low-income housing requirement. Revenue in 2021 \$56,906, 2021 administration fees \$11,809, no cap. Transfers \$10,000 to the General Fund for infrastructure repayment. Area balance for 2021 is \$90,109
- Fireclay: Expires in 2033. 20% low-income housing requirement. Revenue in Fiscal Year 2021 \$1,776,513. Administration fees capped at 2% at \$35,530. Reimbursement to school district 12% of revenue for 2021 was \$213,182. Four reimbursement agreements, remaining balance \$8,846,260. 2021 reimbursements were \$775,583. Transfers funds to Wastewater, and Power funds for infrastructure repayment of \$21,125 each. Low-income housing balance for 2021 \$607,568. Area balance for 2021 was \$1,356,703.
- Central Business District: Expires in 2034 with an option to extend 2 years. 20% low-income housing requirement. Revenue in 2021 was \$1,340,076. Administration fees capped at 4% in 2021 at \$53,603. Reimbursement to the school district of \$400,000 in 2021, 29.8% of revenue. No private reimbursement agreements. Paying the 2016 Bond for property acquisition \$565,150. Transfer from General Fund for land purchases, city hall \$327,000. Low-income housing balance in 2021, \$885,486. Area balance in 2021 (\$1,535,267), net balance 2021 (\$649,781). Depending on expenses should be positive in 3.5 years. They are land rich but cash poor.
- All areas' combined total is \$4,681,787.

Doug Hill reiterated that there is money in the six RDA areas, but that it can only be spent in those areas with the exception of the Central Business District, and as the other agenda items are discussed to keep that in mind. Ms. Dominguez wanted clarification about TIF funding with the extension for two years and what happens if the building is not finished within two years. Ms. Moore specified Tax Increment

Funding, (TIF) money would be collected in 2024 to 2034, but once property values increase, that amount goes to the RDA, then it lowers the amount the city would receive. Ms. Dominguez asked if the low-income housing funds could be offered to the developer to use those funds. Ms. Moore specified a contract could be written setting a timeline for so many apartments at a certain percent of market. Mr. Hill relayed that the historic downtown area west of State Street has a lot of vacant land and empty buildings. The city is not collecting much property tax in that area. Three decades ago, the city decided to create a redevelopment area downtown so that when something new was built there, we could capture the increased property value in that new area and put it into the RDA, but nothing has happened in three decades. When new development goes into that area the property tax collected could be significant and would go to the RDA, and then the RDA Board would have to determine what is done with the TIF money received. The purpose of RDAs and the reason state legislature allows cities to create them is to help develop areas that have unusual challenges. Promoting low to moderate income housing is required as a part of RDA funding. The development in the downtown should be private development, otherwise it does not produce property tax.

Conceptual Development Ideas for the Central Business District

Susan Wright presented

Ms. Wright gave a summary of her dance wear business she started in 1979. It was built in the middle of five bars and the fire station was going in across the street which was just torn down. The mansion was of interest to them, and they bought it and turned it into a reception center with a ballroom. They realized that they were in a very blighted area and so they bought the whole block and made six successful businesses out of those buildings. The chapel, mansion, and ballet center thrived and became very well known. After running two reception centers, the ballet center, and art center they became concerned about the area and sold half the property to the city for a performing arts center that didn't happen. In 2019 she and her husband retired but we are still invested in this area. They received an offer to sell the property to build apartments, but they were not interested in that. She, along with her friend Dwight came up with a plan for the area. The west side of State Street should become a beautiful event center and relocate the marquee from the Murray Theater to be used there, which will bring in that historic feature. We propose a state-of-the-art event center, which will have an indoor-outdoor theatre, convention center, and reception center for weddings where the chairs can retract. The other side will have a loading dock and a beautiful lobby that can be rented. When she was running the property, they were holding dances, a Valentine's and New Year's Eve ball that packed people in because people are looking for formal places to go for dancing. The west side of the center will feature glass doors that can open to an outdoor theatre and a festival square where there is just an empty parking lot right now. By blocking off Hanauer Street, this festival and promenade area could spill over to the new City Hall. The mansion could be a five-star restaurant. All the space could be rented for various events which would be an income producing property for the city. There is a lot of parking around this area, but a parking structure could be added. She proposed to have historic murals painted on the parking structure. There are several anchors in that area: Day Murray Music, the Ballet Center, and the Eagles Lodge. This property, if developed like this, could determine what happens west and east of the area. It could be similar to Gallivan Center or Gardner Village. There could be a shuttle that takes people back and forth from TRAX to the center which would encourage people to take the train out to this area. Dwight Rimmasch, who helped create this plan, stated he has lived in Murray since 1977 and loves the city. From 1990 -2005 he was employed by the State of Utah, Utah Division of Travel Development and

managed international contracts for tourism and development and promoted Utah destinations to tour operator professionals in the U.S., Canada, Mexico, and Western Europe. Destinations in Utah are a big driver of economic success, and we were continually working with individuals, business leaders, and city councils to assess the strength of our destinations. The process of assessment is simple and straight forward: evaluate and study factors such as the area's assets, architecture, buildings, space, scale, successes and near successes, and wash the destination product through measurable filters such as current visitation market potential case studies and budget ranges. This helped us understand the viability of the product. This presentation represents that process. It is a very exciting product and plan. It fulfills the Murray City Center District vision as written on the website: "The Murray City Center District (MCCD) is envisioned as a commercial, civic and cultural center of the community. The zoning regulations and proposed design guidelines of MCCD are considered to promote opportunities for compact pedestrian-oriented sustainable redevelopment in the downtown area. The MCCD should be a true downtown, a rich and lively mixed-use center with design elements that focus on the pedestrian experience and the street scape. It should provide opportunities for residential development, neighborhood businesses, restaurants and civic and cultural spaces." This was the methodology that Susan and he used to come up with the plan. Ms. Wright added that this could be built by the county or a private developer but would be best if built by the city. We spoke to former Mayor Snarr about this plan, and he wanted to add his thoughts. Mr. Snarr stated these downtrodden areas need to be developed to generate income to the city. The RDA has such great potential down there but hasn't been tapped. He took his kids to the Murray Theatre and would park across the street at quality oil because there wasn't ever good parking there. When Day Murray Music was renovated, they encountered many challenges due to building code, Desert Star was in the same boat. He urged everyone to really contemplate what we can do and what the potential is. From an RDA perspective it is not generating income. The hospital has a nine-story medical office tower that is taxable, but the rest of the hospital is non-profit. This plan can offer business year-round and would bring life to downtown historic Murray. Mr. Hill expressed that there is no action on this, it is a presentation for the city to consider.

Ms. Turner thanked the presenters for their care, creativity, and the time they put into the presentation.

Current and Future Partnership with NeighborWorks Salt Lake

Allison Trease, NeighborWorks presented

Mr. Hill explained the city has had an agreement with NeighborWorks to provide housing assistance to low to moderate income individuals within the city. The RDA and the city entered into an agreement to provide funds for those qualifying individuals. The contract has expired. This is an informal presentation to see if the city wants to enter into another contract to provide these services.

Ms. Trease stated she has fond childhood memories in Murray. NeighborWorks is a non-profit organization whose mission is to build on the strength of neighborhoods, creating opportunities through housing, resident leadership and youth and economic development. We work in partnership with residents, government, and businesses to build and sustain neighborhoods of choice. NeighborWorks has several departments. The Real Estate Development department buys dilapidated homes, fixes them up, and sells them to moderate income households. The Home Improvement Department helps people who are suffering with health and safety issues in their homes. Community Building and Organizing, CBO, has the YouthWorks program working with at-risk youth, running an

after-school program to mentor them and teach them how to work. They do some construction jobs and earn a small stipend. We partner with the University of Utah West Side Leadership Institute where residents can join these classes and take a project in their community and learn how to bring it to fruition. PYHO, Paint Your Heart Out, is for people who cannot physically paint their own home; we organize volunteers to paint their homes. RYHO, Rake Your Heart Out, is a program where we organize volunteers to rake leaves for those people who are unable. NeighborWorks has partnered with Murray City for twelve years to work on blighted properties and neighborhoods, there have been many homes that have been rehabilitated as well as new builds. In the last two years alone, we have provided over \$300,000 of down payment assistance to low and moderate income families. Over the years we have completed ten PYHO homes. Our YouthWorks program went out to the Murray City Food Pantry and helped paint the kitchen. A resident was having problems with her water heater and we provided that service. The housing market is very tough right now for us to purchase homes to rehab for low-income housing. From 1991 to 2021 housing prices in Utah increased 600%. The median home price in 2015 in Salt Lake County was \$280,000, in 2021 it is \$550,000, which is not affordable for low and moderate income families. NeighborWorks is considering buying and then leasing the land homes are on for affordable housing and the land would stay in a land trust. Accessory Dwelling Units are possibilities for homeowners to earn extra income, and they create another affordable home. Developing properties is another consideration to partner with Murray on. Home improvement loans may be another possibility. Working with the senior center to help those folks improve their homes and make them safer. Bringing and keeping families in Murray is a focal point of NeighborWorks. The average median household income for a family of four is \$92,900.00 and if a family in Salt Lake County receives less than that they would qualify for down payment assistance. NeighborWorks receives TIF funding from Murray and then it is loaned to a resident of Murray. Ms. Martinez wanted to express her appreciation for their program and pointed out that her family had been a recipient of down payment assistance to help buy their home. Ms. Dominguez stated that more promotion is needed in Murray about NeighborWorks.

Hiring a Market Research and Data Analytics Group to conduct a Public Opinion Survey for the Area between State Street to Poplar Street and 4800 South to 5th Avenue within the Central Business District (CBD) Urban Renewal Area.

Kyrene Gibb, Y² Analytics presented

Y² Analytics is a Survey Research and Data Analysis Firm in Salt Lake City. We pride ourselves on providing representative public opinion research to municipalities and organizations across the country. Our public arm is focused on Utah right now. We work with school districts, cities, and non-profit organizations to gather a representative and statistically valid view of what the audience of interest as a whole thinks about an issue. We have done surveys for bond elections, general citizen satisfaction work, regular surveys of residents to get a sense of what areas in the city need improvement and what the city is doing best. This is an opportunity for the city to get a broad spanning look at public opinion and not just those same voices that are commonly heard at public meetings. In order to be representative, a minimum of 400 randomly selected households is necessary. We rely on address-based sampling to capture a broad distribution. Extending the sample size to 600 households would provide the opportunity to do subgroup analysis and extend further to create a panel.

Ms. Dominguez asked if there would be an RFP or if Y² is the only company we are considering. Mr. Hill

stated an RFP isn't required since the cost is under \$50,000 but if other quotes are desired, we could pursue that. Ms. Dominguez prefers the idea of boots on the ground, meeting people at the grocery stores, parks, or out and about. Ms. Gibb stated that can be done but would have significant cost implications due to having live interviews and interview training to ensure live interviewers are making random selections and not just the people that look young and friendly. Generally, surveys are online and can be done at leisure as opposed to by phone. Ms. Cotter asked about those folks who may not be online. Ms. Gibb explained printed invites to the survey can be mailed out which direct them to go online or call in to participate. Ms. Cotter asked how the panel is formed. Ms. Gibb verified that the panels are randomly selected and followed up with a question after the survey asking if they would be willing to engage in future research. Ms. Cotter wanted to know how the questions would be developed. Ms. Gibb explained that the goals of the survey would come from the city, but that as survey experts, Y² would develop the questions adding that six to eight weeks is the typical timeline. Ms. Martinez wanted clarification on the focus area being CBD or being the broader downtown area. Mr. Hill stated the RDA Board could determine how broad the survey would be. Mr. Hrechkosy asked about the paneling costing less and if it is because there is an assumption there would be future surveys. Ms. Gibb answered that yes, there is better potential for future surveys, and it reduces the cost. The Council had a discussion about what types of areas would be included in the survey and whether live or online surveys should be conducted. Ms. Gibb clarified that intercept surveying is something they can do but is quite different than what has been put in the proposal.

Schedule for RDA Training Workshop

The council along with Mayor Hales and City Attorney, G.L. Critchfield determined they would need a minimum of two hours RDA training. Mayor Hales recommended a half day and the council members agreed. Ms. Dominguez added there may be some changes with the legislature that could affect RDA and asked Mr. Critchfield to keep them informed. Jennifer Kennedy was asked to find an RDA training workshop for the members to attend before the end of March 2022.

No other business was discussed.

The meeting was adjourned at 5:30 p.m.

Meeting Minutes transcribed by Jaymi Pasin, Community and Economic Development Office
Administrator