

HISTORIC DOWNTOWN ECONOMIC COMMITTEE

Council Chambers

2/2/23, 5:30-7:00

Council member present: Scott Phillips

Committee Members present: Jennie Hendricks, Maria Twitchell, Ron Cardon, Mark Baruffi, Jeff Corry

Excused: Evan Vickers, Danny Stewart, Brent Drew

Coordinator: Talisa Myers

Public Present: Heather Carter, Doug McCombs, Nikki Chiaramonte

Minutes: Megan Lamb

Call to Order: Jennie Hendricks

Pledge of Allegiance: Jennie Hendricks

Approval of Minutes: November and January minutes to be approved.

***Motion:** Council Member Scott Phillips made a motion to approve November and January minutes as written. Mark Baruffi seconded this motion. All present unanimously approved.*

Public Agenda:

Nothing further than the agenda items

Business Agenda:

Introduce New Historic Main Street Director

Talisa Myers introduced herself. She is excited to start this and this board is excited and looking forward to supporting her in her efforts. She will serve as a liaison between the main street businesses, this committee, events and any other city needs.

She has already made contact with many businesses within the downtown area and most have been supportive of the introduction.

Festival City Farmer's Market Proposal- Heather Carter

Heather offered a brief history of the Farmer's Market as well as a slide show presentation (attached to these minutes).

The effect of moving to the 100 W space has been a huge benefit. It has made quite a difference. They jumped from 36 vendors to 51 vendors and it's still not enough space. There has been an increase in customer attendance as well.

Heather would like to open the Farmers Market back up on Wednesday afternoon/evenings in addition to their Saturday's but on Center Street midweek, where the Saturday market is on 100 W.

Most of those she has spoken to regarding the Wednesday evenings are supportive. Scott did ask for some details on mid-day parking and how that will be handled. Heather assures him they already have to take care of those, but she doesn't see it being a big problem.

Doug McCombs – IG Winery - Doug thinks having the farmers market downtown is a great benefit and supports Heather in what she is trying to do. He does have some concerns and that is the block of time that is required for set up and take down. Wednesday happens to be the slowest night of the week. 5:00pm is their busiest time and stays busy until 9:00. One thing to consider is that with the development of the hotel the access from Main Street is going to be gone. Mark wanted to make sure that Doug remembers that there will be at least a thousand people walking around this area on foot. This is 1000 people that would very possibly enter his establishment as well. But we will always have parking concerns to deal with.

Discussion moved to demographics of those attending the Shakespeare Festival and that it is generally an older crowd with a little more money. Heather mentioned that on a mid-week farmer's market she knows that as a vendor she brings an entirely different set of items because it's a different crowd than the families on the weekend.

We will get a commitment from Steve on his timeline and access to parking. Heather will also move forward with working on a UDOT approval.

Main Street Now Conference in Boston, MA

Jennie wanted to offer an update on who is attending the Main Street Now Conference and when it is. Megan, Jennie, Scott, Talisa, and Brooke will be attending. Danny's budget will cover Megan, Talisa, Scott, and Jennie to attend the conference. His account will also cover Per Diem for all too, Brooke will use her account for hers. We will all get together to coordinate everything.

These items have been tabled until next month.

[Discuss Next Steps for the Downtown Commercial Zone ordinance and update committee on Council action – Jennie Hendricks](#)

[National Historic registry and its significance to Historic Downtown Economic Committee – Scott Phillips/ Don Boudreau](#)

[Christmas Decorations/beautification Center Street to 200 South – Scott Phillips](#)

Discuss Avenue Consultants/Blu Line Design presentation date – 2/13 – 2/24

We are using Rural County Grant funding to pay for a study in the downtown with Avenue Consultants and Blue Line Design. They would like to come here and touch base with this committee and downtown businesses. Some discussion was passed around on different dates and times. It was decided that Feb 15th from 2:00 – 4:00 would be the best.

Other Business -

Maria asked for an update on the Façade and Tenant Improvement Grant and Sign Improvement Grant. Megan let everyone know these are live and ready to go on the website.

Adjourn –

Meeting adjourned at 6:45pm



FESTIVAL CITY

FARMER'S MARKET

HISTORY

2009

Nature Hills Farm started participating in the Farmer's Market as a vendor on Saturdays at Ogdens Carpet.

2011-Summer

The Iron county extension office started a mid-week farmer's market that was highly successful, it was on Wednesday evenings.

2011-Winter

Nature Hills Farm with a handful of supporters started the Year-Round farmer's market in Dave Miller's business office, then we quickly expanded to IFA indoors in the winter and outdoors in the summer.

2017

We moved back downtown and merged our Wednesday Farmers Market with the Saturday



2019

Was our last season of the Wednesday market. We continued our Year-Round Saturday market on Steve Nelsons property.

Then COVID hit

2021

We re-branded the farmer's market to Festival City Farmer's Market and restructured the business

2022

We moved to 100 west

2023

We hope to revamp the Wednesday Farmers market and keep it downtown.

VISION

Encourage the local food movement in our community by adding an additional venue for farmers and artisans to showcase their products.

Expanding this venue to include local downtown businesses, local bands, surrounding rural farmers, food trucks and service organizations.

Move the venue to a more visible and central downtown location to attract traffic from Main St. traveling to Hwy 14, as well as tourist traffic on foot, patrons from the Shakespearean Festival and locals.



THE BIG EVENT

WHY? The local food movement is more important than ever and we would love to encourage more people to grow their own food as well as grow enough to bring and sell at the Farmers Market. We also, would love to have more variety for those that are shopping at our local markets.

We want this to be a BIG event for Southern Utah, we want to encourage vendors, specifically farmers to travel to participate.

We hope to draw the tourists from the Shakespeare Festival in between their matinee and the Green Show. Plus the tourist traveling through town on their way up the Mountain or to National Parks.



Where

University Blvd. from Main street to
100 West

When

June 21, 2023-October 4, 2023
16 weeks in conjunction with
Shakespeare Festival
4-7pm

Who

Local Farmers
Rural Farmers from surrounding areas
Artisans
Service Clubs-4-H, Iron Giants
Local Bands
Food Trucks
Local Businesses on University Blvd.

SUPPORTERS AND BUSINESSES



Mayor Green

Councilman Scott Philips

Chief Adams

Justin Ludlow-Police Department Public Relations

Brooke Twitchell-Cedar City Events

Maria Twitchell-Visit Cedar City

Michael Bahr-Shakespeare Festival Director

Steve Nelson-South Side of Center Street Owner

Park Place Eatery-Calaine Boone

IG Winery-Doug McCombs

Platinum Salon-Lindsey Neilsen

Occasions-Nicole Strand

Bristlecone

Navajo Crafting Co.-Rebecca Nielson

Photo Studio-Karl Hugh

Artisans-Have not been able to speak with Steve Yates

The Pub-Cole and Nikki Chiaramonte

Centro-Mark Baruffi



CONCERNS AND SOLUTIONS

A concern by a handful of businesses was parking.

What we can do about parking:

- All our vendors are made to park far from the site, we currently use the Johnson Center for parking during our Saturday market.
- We will direct customers to the parking garage for parking as well as 100 West.
- We will post signs for business parking lots that state where there parking lot access is

Loud Music was a concern for the Festival, but we will end our music by 6:45 pm, so that won't interfere with their shows.



THE GOOD STUFF

Feed back I received:

This is a great idea and we 100 percent support this!

This will bring so much foot traffic to our business, we absolutely support it.

I am on board and fully support.

This could be great for all of our downtown businesses.

YES!! We support this idea, how do we participate?

We will support your and help you market this event.

And more like this



N 100 W

N 100 W

S 100 W

S 100 W

70 feet

400 feet

food trucks

food trucks

food trucks

The Pub Craft Kitchen

Centro Woodfired Pizzeria
Pizza - \$\$

Bunnisa's Thai Cuisine

Buffo's Termite & Pest Control
Temporarily closed

Historic Downtown Cedar City

Chat Chat Boba Bubble Tea

Nicole Christiansen Photography

Brooke Jourdan Photography

The Detail

Cedar Sports: Outdoor Gear and Rentals
Outdoor sports store

IG Winery & Tasting Room

Celebrate the Occasions
Bridal shop

Park Place Eatery

Mayor Square



QUESTIONS

E-mail heather@naturehillsfarm.com

Website www.naturehillsfarm.com

Phone (435)559-2791

Address 100 West And Center Street