

COMMISSIONERS' MINUTES – DAVIS COUNTY

WORK SESSION MINUTES

November 26, 2019

The Board of Davis County Commissioners met for a Work Session at 2:45 p.m. on November 26, 2019, in room 306 of the Davis County Administration Building, 61 South Main Street, Farmington, Utah. Notice of this meeting was given under the requirements of UCA § 52-4-202.

ATTENDEES Davis County Commissioners in attendance: Chairman Randy B. Elliott; Vice-Chair Lorene Miner Kamalu; and Bob J Stevenson.

Davis County Staff in attendance: Rob Sant, Community and Economic Development Deputy Director; Kent Anderson, Community and Economic Development Director; Rebecca Abbott, Deputy Clerk/Auditor; Mike Kendall, Senior Civil Counsel; and Curtis Koch, Clerk/Auditor.

Members of the public in attendance: Chris Roybal, Northern Utah Economic Development Executive Director; Tara Severson, Vice President of Client Strategy and Services for Richter 7; and Marcia Winn, Senior Account Manager for Richter 7.

AGENDA AS POSTED 2:45 p.m. **Chris Roybal, Executive Director—Northern Utah Economic Development Initiative, presenting: Regional Economic Development Organization Update**

3:15 p.m. **Jessica Merrill, Davis County Tourism Deputy Director, and Richter 7 presenting: Tourism Marketing Research Plan and Proposal**

DISCLAIMER The meeting was an open dialogue. Critical points in the discussion have only been briefly summarized. The reader may refer to the audio recording and the publicly distributed materials for further clarification of content. Timestamps have been noted in the minutes to aid in locating points of discussion in the audio record. The audio recording for this meeting is available based upon the County's current retention schedule.

All documents from this meeting are on file in the Davis County (DC) Clerk/Auditor's office.

The meeting commenced at 2:47 p.m.

WORK SESSION DISCUSSION **Regional Economic Development Organization Update** — *Presented by Chris Roybal (Minute 00:42)*

[This regional development initiative was first presented in a Work Session on June 18, 2019. The background and details, of which, can be found in the associated meeting minutes.] Chris updated the Commission on the Organization's progress. They are still working on the name and logo, but by mid-December, there should be a couple of options for the board to choose from, to make its decision. The website should be ready by the end of December, which will include a robust real estate section and a comprehensive database on the region's labor pool. He commented on the importance of pushing the marketing of Davis County forward. He showed the last iteration of the draft brochure that gives an overview of the initiative and Northern Utah. Chris asked the Commission to send any feedback on the brochure to him by next week. On December 9th, they will be sending it out to 800 site selectors around the country, for whom the Economic Development Corporation of Utah (EDCUtah) creates databases. These site selectors bring projects to the State and it will create some added exposure for Davis County. Upcoming plans are to host some site selectors at the end of January to show them the northern region, and a site selector trip to southern California following that. They will continue to hold quarterly updates for the Commission.

See Attachments A1-A4.

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Tourism Marketing Research Plan and Proposal— Presented by Jessica Merrill and Richter 7 (Minute 28:55)

In Commission meeting following this Work Session, Jessica will be presenting an amendment to the contract with Richter 7 that will increase the scope of their work. This discussion is an explanation of that amendment and will allow Richter 7 to perform a marketing research study to be used to formulate a marketing plan for Davis County. It will include both qualitative and quantitative research and will be carried out in three phases. Some goals of the research are to determine why people are coming to Davis County, who is coming, how Davis County is perceived as a tourist destination, and how stakeholders view the county as a destination. The purpose of the study is to give the Tourism Department a clear direction of where their focus should be and to help them develop a brand. After a marketing plan is devised, a method of executing the plan will follow. The idea is to finish all three phases by mid-March. The cost increase for the amended contract can be funded from the Tourism Department's contingency fund. The Commission will be updated on the research findings once all three phases are complete.

**MEETING
ADJOURNED**

The meeting was adjourned at 3:27 p.m.

**MATERIALS
PRESENTED**

All publicly distributed materials associated with this meeting are noted as the following attachments:

A1-A4 A Guide to Northern Utah Brochure

Minutes prepared by:

Shairise Bills

Deputy Clerk/Auditor

Minutes approved on: 1/7/2020

/s/ Curtis Koch

Curtis Koch

Davis County Clerk/Auditor

/s/ Lorene Miner Kamalu

Lorene Miner Kamalu

Commission Chair