

Westside Coalition

Minutes of February 27 2024 Westside Coalition Board of Directors Meeting

Minutes Taken By: Jake Erickson – Board Secretary

Location: NeighborWorks Community Mtg Room 622 W 500 N SLC **Online:** Zoom Meeting

Time: Started 5:36 pm Ended 7:48pm Wi-Fi Password: Nswfl\$1234

Board Members Present (#)	Charlotte Fife-Jepperson, Daniel Strong, Kevin Parke, Chaise Warr, Rick Silver, Jake Erickson, Daniel Tuutau, Chilton Hawk, Jason Wessel, Izumi Okamura, CJ Hellige, Billy Palmer, Nigel Swaby, Terrance Marasco
Board Members Excused or Absent (#)	
Others Present:	Julia Wales, Laura Haddad, Tom Drugan, Bill Watts, Renato Olmedo-González, Emily Hamilton, David Osokow, Brad Shafer, Mary Sizemore, Alejandro Puy, Victoria Petro, Steve Starks, Amanda Covington, Don Sterling, Kelsey Burge, Ben McAdams
Item 1	Motion to Approve Our Minutes
Motion to Approve January 23 rd , 2024 Regular Meeting Minutes	<ol style="list-style-type: none"> 1. Motion to approve our January 23rd 2024 Minutes by Daniel Strong <ol style="list-style-type: none"> a. Charlotte Fife-Jepperson Seconds b. All in favor. <ol style="list-style-type: none"> i. Motion to approve January 23rd 2024 Minutes passes.
Item 2	400 S Viaduct Project
Summary Presentation on the 400 South Viaduct Art Installation	<ol style="list-style-type: none"> 1. SLCC Arts Council <ol style="list-style-type: none"> a. Renato Olmedo <ol style="list-style-type: none"> i. Introduces Laura Haddad and Tom Drugan: the artists charged with designing the 400 South viaduct art installation. b. Tom Drugan <ol style="list-style-type: none"> i. Our aim is to encourage people to think about the viaduct in a different way. Priorities include emphasizing connectivity between the east and west halves of Salt Lake City. ii. On Wednesday, February 28th the two artists will offer an open house event at Neighborhood House from 4:30pm to 6:30pm to present the project and gather community feedback on it.

	<p>c. Laura Haddad</p> <ul style="list-style-type: none"> i. This viaduct is on 400 south between 900w and 400s. We think of the art as a magnet drawing people together from the east and the west. We want to make the viaduct enjoyable and safe for people to walk across. We also want to make it an icon for people who are passing through the city. ii. The crosswalk trail will be 14ft wide. We’re also hoping to influence the design of the light posts. There will be an interior lane with a lane divider to keep pedestrians safe, along with landscape enhancements along the trail. iii. There are a huge number of social services around the viaduct, which informs our use of the space. One major connection is the Salt Lake Central Station: a major thoroughfare. We imagine people will be crossing the viaduct to access trains, buses, etc. <p>d. Charlotte Fife-Jepperson</p> <ul style="list-style-type: none"> i. A lot of times we look at these presentations and they’re often things we dream of. However, is this going to be funded? What’s the timeline? <p>e. Renato Olmedo</p> <ul style="list-style-type: none"> i. Funding for the art is included as part of the construction budget. ii. Our objective is for construction to be finished by 2025, after planning is done by 2024.
Item 3	Big League Utah
<p style="text-align: center;">Presenting the Power District to the Westside Coalition</p>	<p>1. Summary and Introduction</p> <ul style="list-style-type: none"> a. Daniel Strong <ul style="list-style-type: none"> i. To summarize, the design of a special district around the Fairpark is set to facilitate the distribution of a large amount of funds in the pursuit of a Power District and MLB team. As part of this project, the advisory board will have a spot reserved for someone from the westside coalition. <p>2. Big League Utah Presentation</p> <ul style="list-style-type: none"> a. Name Introduction <ul style="list-style-type: none"> i. Steve Starks - CEO of the Larry H. Miller Company and former Utah Jazz President; Amanda Covington - the Chief Corporate Affairs Officer; Don Sterling - the Executive Director of the Larry H. Miller Company, Kelsey Burge - Vice President of the Larry H. Miller Company; and Ben McAdams – Project

Consultant.

b. Steve Starks

- i.** This is the beginning of our relationship and we're here to learn, listen and engage.
- ii.** Our conversation with the MLB Commissioner was fruitful: we now hope that Salt Lake City is a primary candidate for the expansion market. Through this negotiating process we have highlighted the power district as a suitable site for a new MLB stadium. Our objective is to use sports stadiums to uplift communities, and the power district site is the most accessible in the market.
- iii.** This is also an area that doesn't generate a significant tax base, but it is connected to the State Fairpark and other statewide amenities. Big League Utah hired a consulting group out of Boston – Sasaki – to help determine how we as a business community can take the Fairpark and the Jordan river to pair it with the Power District.
- iv.** We aim to bring the Jordan River to life, which means putting the ballpark right on the river with the aim of activating the Fairpark as an asset to the site.
- v.** This project entails \$3 billion of private funds: with or without the ballpark being built. We don't need more master planning, but rather more action. So, that \$3 billion doesn't include a potential expansion fee.

c. Amanda Covington

- i.** The buildings you see on the layout imagery offsite are concepts of the master plan (i.e. what can be, not what will be).

d. Steve Starks

- i.** The orientation of the ballpark would face the east to feature the mountain scenery with the State Fairpark facing the south.
- ii.** We've also engaged a third party consultant that the MLB recommended to do a market assessment. This survey concluded that Utah has a very strong baseball demographic. 90% of the demographic surveyed in Utah expressed interest in baseball games and purchasing season tickets. Utah also ranks #1 among the United States among median age and has the best economy in the country.
- iii.** Year 1 projections for attendance currently sit at 27,500 fans (which would place our team at 17th in the MLB). The market also features the 8th highest household income in America.

e. Amanda Covington

- i.** While these are simply market projections, the data is promising. Utah is also an ideal flyover area for fans seeking to attend games from other states.

f. Charlotte Fife-Jepperson

- i.** Are you looking at different models for other MLB teams that have been successful at uplifting communities? How does that compare?

g. Steve Starks

- i.** This group would have a seating capacity of 30-35 thousand people. Based on a 30 thousand seat stadium, we'd place in the top in 5 attendance on utilization here in Utah. We've spent a lot of time with the Atlanta Braves and the Heinz Group in San Diego, as well as Arlington, Texas which turned into a sports cluster. We have never explored another site, because we believe that this belongs on the westside. This project needs to have measurable community impacts in the positive. We don't need to put this project in a suburb.
- ii.** This ballpark would also have an enclosed, retractable roof, and the project timeline will fall within the Olympic timeframe.

h. Amanda Covington

- i.** Housebill 562 passed the house committee and should be on the senate floor as early as tomorrow morning.
- ii.** If the state partners with us, they will own the ballpark and the land under it. We'd be responsible for building it and then handing it over. There will also be options for renewable terms.
- iii.** There's a timeclock on the bill: an MLB franchise must be established by 2032 (this would get it placed in time for the Olympics). The district will be able to contract with law enforcement to enhance the security and address lingering safety issues in the community.

i. Nigel Swaby

- i.** When will the safety portion of this project start?

j. Steve Starks

- i.** Rocky Mountain Power begins its portion of the project this summer, however the security piece is several years away. Overall, we were pleased with recent SLC efforts to address security issues in the area by stating that the State

Fairpark with this authority will have more control over the situation.

k. Daniel Strong

- i. We want to make this happen soon enough to make the environment seem like a secure location for future partners.

l. Victoria Petro

- i. I have a lot of concerns about security in this area, and our districts have been ignored every legislative session.

m. Alejandro Puy

- i. We need to trust but verify. Promises must be written since what happens will spread to all the area neighborhoods. The black and white is very important.

n. Nigel Swaby

- i. What is your plan to address crime and congestion on Redwood Road? The map is placed near state property so who should be contracted to protect that property?

o. Amanda Covington

- i. Our intent is to create a UTA to police that area.
- ii. When we get a franchise, an incremental sales tax will be triggered.
- iii. On the governing board, the westside will have two appointees: one from the Fairpark and the other from the Westside Coalition. There will also be two non-voting members that the board will have to approve.

p. Billy Palmer

- i. I've lived in this neighborhood my whole life. These images are exciting. I love the fact that you're trying to work in good faith. However, I do have a major concern: that being the northwest corridor; something that we've worked on for the last 20 years to improve. The northwest bridge was something we had to fight hard for. We also had to fight for the Trax line to go through the north temple corridor.
- ii. Most of the housing around you will be mixed-income housing. This could be a successful project if your own workforce can afford to live in the neighborhood they are working in. We need to ask ourselves what helps to improve the entire corridor of north temple to bring back some form of economic development.

q. Terrance Marasco

i. I'm elated about this project, but I don't want this to be a new book on the tale of two cities. I don't want to be on the wrong side of the tracks. What comes with you has to bleed into the whole community. Keep in mind that the spread must go on both sides of the tracks. Based on your talking, it sounds like this is going to happen and I really appreciate that.

r. Rick Silver

i. I'm really happy that we're doing this. We have a lot of one bedroom units that are going up however. These apartment complexes being built are very unfriendly towards families, so we really need to emphasize the mixed housing element that Billy alluded to.

s. Daniel Strong

i. This group sought to cultivate the creation of an international market. We're giving plenty of attention to it. We'd like to see that become a more activated year-round space. Is there any tension between agricultural interests in the Fairpark and this particular project?

t. Amanda Covington

i. The board is very concerned about maintaining the agricultural heritage and State Fair heritage of the Fairpark. We'd engage in master development in concert with the Fairpark to create more activation.

u. Billy Palmer

i. We looked at that area as a mobility and transportation hub for the neighborhood. Have there been any conversations on using this area to improve transportation?

v. Amanda Covington

i. I worked for the department of transportation. My mindset on transportation is that there needs to be some attention given to this. We received 500K to start a study on the transportation in this area.

w. Nigel Swaby

i. We've seen a lot of restaurants close to convert to high rise housing. Because of the perception of crime, those developers haven't had tenants come in. How will you protect the character of small businesses in this area?

	<ul style="list-style-type: none"> x. Steve Starks <ul style="list-style-type: none"> i. We met with a developer in Austin, Texas, and found that the reasons why development has been successful is because they focused on local businesses. y. Daniel Strong <ul style="list-style-type: none"> i. I’m hearing a lot of support for the project. Is there anything at this stage we can do to support moving forward? Would getting the voting seat as a community member on the board, a letter of support, or calls to legislators help? z. Amanda Covington <ul style="list-style-type: none"> i. Constant communication is what’s needed. Also, we would love a letter of support.
Item 4	Call to Action from Victoria Petro
<p>Bill 299</p>	<ul style="list-style-type: none"> 1. House Bill 299 <ul style="list-style-type: none"> a. Victoria Petro <ul style="list-style-type: none"> i. Our mitigation funds are what provide special policing to hosting HRCs. Our police will be forced to chase homeless people around the city. It is not good for our police force as they are already heavily vilified. This is in reference to House Bill 299 proposed by Tyler Clansy as an appropriation. We need to humanize this topic and say that we need more funding. The best thing we can do is create low barrier housing – that would help move the locus of homelessness out of this area. Venezuelan immigrants also aren’t eligible for funds. And this bill is hitting homeless provider budgets the hardest. Please speak out on the bill.
Item 5	Issue Area Updates: North Temple Security Issues
<p>North Temple Task Force Update</p>	<ul style="list-style-type: none"> 1. N Temple Task Force Update <ul style="list-style-type: none"> a. Terrance Marasco <ul style="list-style-type: none"> i. On this crime issue, I’m looking to work with the north temple community to improve conditions over frustrations that the crime and drugs are continuing. What can the coalition (city, etc.) do to address this? b. Daniel Strong <ul style="list-style-type: none"> i. if we want to run this as a WSC taskforce, we need to motion for Terry to be the manager of that effort. If the press asks us we can then refer them to Terry. c. Jason Wessel <ul style="list-style-type: none"> i. Terry has been leading out on this for months. I really appreciate all the hard

	<p>work he’s been doing – I motion for Terry to represent the westside on this topic with the proper authority for him to speak to public safety.</p> <ul style="list-style-type: none"> d. Rick Silver <ul style="list-style-type: none"> i. Seconds ii. The motion passes unanimously. Terrance Marasco is now imbued with the authority to speak to the topic of North Temple public safety on behalf of the WSC.
Item 6	Issue Area Update: Homelessness Forum
<p>Update on the March 1st, 2024 Homelessness Forum</p>	<ul style="list-style-type: none"> 1. Homelessness Forum update <ul style="list-style-type: none"> a. charlotte <ul style="list-style-type: none"> i. March 1st's Homelessness Forum is a pilot event of sorts that, if successful, can diffuse to the area westside community councils. Our objective is to bring people together to have a thoughtful conversation about the topic. We also seek to increase understanding between all the different stakeholders on the matter, and maybe even shift some perspectives. ii. The event will take place on Saturday, March 1st 2024 at Glendale middle school from 2:00pm to 4:45pm. The first 45 minutes will feature public networking opportunities with homeless providers, different tabling organizations, and community health access teams like those from the fire department. Attendees will be assigned to tables to have a facilitated discussion from the event planners about homelessness. b. Rick Silver <ul style="list-style-type: none"> i. We don’t think we’ll solve homelessness, but we’re trying to come up with a repeatable format that can be used in other cities and community councils to understand the problem from the perspective of the people who experience homelessness: this includes homeowners, residents, businessowners, etc. Our objective is to reduce the suffering of people.
Item 7	Westview Media Discussion
<p>Vote on Continuing Westview Media Sponsorship</p>	<ul style="list-style-type: none"> 1. Westview Media Sponsorship <ul style="list-style-type: none"> a. Daniel Strong <ul style="list-style-type: none"> i. Turner Bitton has asked the WSC to renew its sponsorship. It’s a pretty large expense, but the page is branded and goes out to every home subscription. b. Rick Silver

	<ul style="list-style-type: none"> i. We get a lot of bang from our buck to reach the residents of our neighborhoods, and mailers would take out everything from our budget. I support continuing our sponsorship. ii. Rick Silver motions to continue the sponsorship. c. Daniel Strong <ul style="list-style-type: none"> i. Seconds. d. All in favor. <ul style="list-style-type: none"> i. The motion passes unanimously.
Item 8	Community Concern Over Political Representation
<p style="text-align: center;">Concerns Expressed From Community Councils Over Councilmember Statements</p>	<ul style="list-style-type: none"> 1. Bridge on 400 North Prospects <ul style="list-style-type: none"> a. Billy Palmer <ul style="list-style-type: none"> i. There's been some movement on 400 north by our representatives that is inconsistent with our residents' views. Victoria Petro has been pointing out that she's challenging the neighborhood's viewpoints. I just want to get this board to understand that some of the interactions with our residents have seen some real frustrations expressed. b. Chaise Warr <ul style="list-style-type: none"> i. We've felt over and over again that the bridge wasn't something we'd have to worry about, only for the subject to pop up again. We're frustrated that they seem to think they know better than us. c. Billy Palmer <ul style="list-style-type: none"> i. How do we have a conversation with the council members? d. Chaise Warr <ul style="list-style-type: none"> i. I don't think canvassing is a solution if we could somehow convince our councilmembers to more adequately represent us. ii. This conversation will continue depending on future statements by the councilmembers.
Item 9	Covering the Annual Meeting
<p style="text-align: center;">Vetting Duties for the Annual Meeting</p>	<ul style="list-style-type: none"> 1. Annual Meeting <ul style="list-style-type: none"> a. Daniel Strong <ul style="list-style-type: none"> i. The Annual Meeting will take the place of our regular meeting in April on the 23rd. We need to figure out tabling, food and entertainment. And we'll need to figure out how to conduct elections. The executive board will discuss who is

	<p>responsible for what.</p> <p>ii. We also have raised some money for the event: \$1000 from the ACE fund, and UIPA has agreed to donate another \$2000.</p>
Item 10	Budget Summary
Summary of the WSC Budget	<p>1. WSC Budget</p> <p>a. Rick Silver</p> <p>i. \$25,750 in the bank</p> <p>ii. Rick Silver motions to present the budget at the March 26th, 2024 WSC Board Meeting</p> <p>iii. Daniel Strong Seconds</p> <p>iv. Motion passes. The budget shall be presented at the March 26th, 2024 WSC Board Meeting.</p>
Item 11	Adjourn
Meeting Adjourned	<p>1. Motion to Adjourn the Meeting</p> <p>a. CJ Hellige</p> <p>i. Makes the Motion</p> <p>ii. Daniel Strong seconds.</p> <p>iii. The motion passes. The meeting is adjourned.</p>
	Next Meeting: March 26th, 2024 5:30pm – 7:30pm