

Transcripts D-04-16-2007

Containing:

Mayor Godfrey at WSU

D-04-16-2007

T-04-17-2007

Godfrey: As we looked at what had been proposed for nearly 40 years before we came into office, there is various iterations of an idea of connecting the town to the mountain via a tram or a gondola system, and technology had advanced and it actually makes more sense today to have a gondola, which is a much better system than a tram from my perspective. Trams are big cars that hold 100-200 people and there's typically two cars—one goes up and one goes back. So, you wait ½ an hour to get on it and it takes big groups of people. A gondola will have, you know, 100-200 cars on a system and there's a car every 20-30 seconds.

So, as we looked at this project and how we can connect the town to the mountain, we said one of the fatal flaws was leaving the terminus at the hillside. What that does in our neighborhood areas is create a major hub for traffic that would be flowing up and down. It would create a huge parking lot on the bench and would also create an economic node, a commercial node if you would, that would compete with downtown. In other words, where you have the base of the gondola you are going to have hotels and retail shops and restaurants and those kinds of things that will want to locate by it. So we said we really don't want another retail or commercial area that competes with downtown. So as we looked at this tram or gondola project

we said instead of having it end at the foothills what we need to do is connect it somehow to downtown. And out of that was born this concept of actually putting a gondola that would go from the mountain all the way into town that would connect right to the intermodal hub where commuter rail was coming. And commuter rail will be up and running in less than a year now. It will connect Salt Lake to Ogden.

So, the idea is you could fly into Salt Lake International Airport, take the train to Ogden, get off at our intermodal hub, hop on the gondola, and you could be up in the mountain. It would be the only place in the country where this is possibly—possibly the only place in the world. There may be other places in the world where it's possible, but certainly this would be the only place in the country where you can have that kind of connection.

So, we started working on that idea. Chris Peterson had purchased Malan's Basin just east of us here and was very interested in putting this project together and in developing his land as a resort. Malan's Basin used to be a resort about 100 years ago. There was tourism that happened there. Presidents of the United States stayed up in Malan's Basin, and so the idea of recreating this resort up in the basin and making it not just a place to stay—kind of a bed and breakfast as it was before—but actually make it a full-season, four season resort: skiing in the winter and an immense amount of

summer activities as well. In fact, they believe the summer months will actually be the bigger months.

So, as the plan developed and we worked on the project this formal proposal came together, which was to build the gondola from downtown up to campus. It would actually serve as a link between commuter rail and Weber State University so students who were living in Davis County or Salt Lake County could ride commuter rail to Ogden and take the gondola and be dropped off right at the base of campus. Then just up above us there would be a village, right there, and that village would be kind of a launching pad to get up into Malan's Basin. There would be restaurants. The other goal or the other key piece of the project would be to redesign the Mount Ogden Golf Course so the golf course would be right up here above Weber State. And so, east of you, instead of just having the barren foothills you would actually have a little node that would access a resort, but also of activity in and of itself: golf course, restaurants, some housing condos and things of that nature as well. And that would be a launching pad to get up into Malan's Basin where you could enjoy skiing, downhill mountain biking, paragliding, zip lines, those kinds of things as well.

What this does for the community is, well, I should say what it already has done for the community has been incredible. This idea, and it's

still being worked on—we're waiting on Chris Peterson to put together a final proposal and spell out exactly how everything will layout and how it all will work and those kinds of things—would have a very high interest in Weber State University because they could come, even if it was just for their two-year degree to get their generals done, they could come and do what they are passionate about doing while they get an education. It's interesting, some universities, Westminster in Salt Lake City that's right downtown, has created a marketing campaign around the same concept for them, where they say, "Come to Westminster and we'll give you breaks." They develop their curriculum around allowing students to go and ski and snowboard while they go to school at Westminster. And they've had tremendous success with that program.

So, it really would make Weber State singular and unique. It would create brand identity and it would create publicity that you would never see otherwise for this great university. I think there would be worldwide publication about this school and about students and people who are coming here so they can access the mountain and enjoy recreational activities while they go to school. I think the opportunity to have new and unique curriculum would be impressive as well—to have degrees in Recreational Management, Hotel Management degrees, and things of that nature would

be unique and lend themselves well to Weber State because you have all of this right at your back door as linked by the gondola.

So, that is a quick overview of kind of what is being proposed and I hopefully haven't taken too long doing that. I'd like to now just open it up and answer questions. Yes.

Question: [unintelligible]

Godfrey: His question was, "How will the gondola affect privacy?" We actually, this was one of our first concerns as well because it does go right up 23rd Street and along Harrison Boulevard, and we thought, "Boy, are we going to be looking right into the windows on the second floor, or now is there backyard no longer going to be private to them?" So, we actually got in a cherry picker and we went along the entire route and we videoed the route and we took pictures, kind of a 360° panoramic view along the way, to see how does this affect the neighborhood. We also met; we invited every homeowner in the entire corridor to come and meet with us and talk to them. We showed them pictures and talked about what was being to be proposed to gauge their concern or get their perspective on it. And we were amazed at how non-invasive it was at that level, at 35-40 feet, which is where it would be approximately, you are looking at the top of the roof. In the summertime when the trees are there, where the leaves are on the trees, all you see is a

tree canopy and rooftops. We did it two times of the year. We did it when the leaves were off the trees to see how it affects it then, and you can see—there's more you can see, obviously, without the tree canopy, but you cannot see in windows. Very few backyards can you even see in, there's some that you can see the very back end of the backyard. But, as you are traveling 15 miles an hour along the corridor, you're not really able to have time to really look and study to see what is going on there, and the neighborhood wasn't really terribly concerned. Very few people expressed concerns, especially after we passed around the pictures and said, "This is what it would do," and they looked at them. Actually, it's far less invasive than the traffic is if you look at where the traffic is, right at the eye-level, I mean that is right at your window levels as you go by. It is much noisier and is actually more of an intrusion than is the gondola up above. There was a question here. Go ahead.

Question: [unintelligible].

Godfrey: Yes. With gondola systems, sometimes when there is lightening within a certain perimeter of the gondola they have to empty out the gondola and shut it down for 20-30 minutes after the last seen lightening strike, so how will that affect this system? There is actually technology that has been employed for several years with the gondola system at Telluride, which is a,

D-04-16-2007

T-04-17-2007

I can't remember the term, but it defrays the lightening. They have towers and they have systems so that the gondola can continue to operate even in lightening storms. Telluride has a much bigger problem than we would here. I mean, their thunderstorms is a daily event in the summer, in July and August, I mean it is literally a daily or every-other-day thing where thunderstorms come up. So, they actually have a system that have been approved by their tram board to allow the gondola system to work during the day, and since it has been up and running they haven't had any problems at all. So, what has been discussed is employing that kind of a system on this gondola as well, and it's not extremely expensive and it makes it a lot safer so you can continue to operate. So, that has been discussed.

Question: [unintelligible]

Godfrey: Great question. His question is, "How long will the gondola run day and night?" It will be really market based. The proposal has been initially, the downtown gondola, which will be called the Urban Gondola, will run longer hours. As I recall, it was like from 6:30 or 7 in the morning until 9 or 10 at night, I think was the Urban Gondola proposal. Then the Mountain leg would be less than that—it would be more like 8 or 9 in morning to, depending, in the winter months it would probably be 5 or 6, unless there's night skiing and it would go later. But, it was more than 12 hours schedule

for the Mountain. But, it would really be based on market. If there's demand for it to go longer and expand the operating hours then they'll do it.

Question: [unintelligible].

Godrey: Is your concern the noise, the disruption to the neighborhoods? A gondola system is much quieter than a car passing along on the road. They're really silent. The only time you hear it—you'll want to go up to Snowbasin and sit by their gondola if you've not been by one. The only place where there's noise is where the motors are, and those have already been designed in places of high traffic, away from residential areas. You can actually baffle [sp?] the sound. There's techniques where you can make even those silent, but the motors will be covered and in place where it's away from residential neighborhoods. So, along 23rd Street where you have a residential neighborhood, they're really silent. The only time you'll hear anything is sometimes when they go over the towers you'll hear a little bumping noise that would be inaudible, and it's far less noise, as I said, than any vehicle that would be traveling down the street. Sometimes you'll get a squeak in a wheel, those kinds of things that obviously can be remedied, and there's going to be higher sensitivity to some of that. At the ski resort if a wheel gets squeaky nobody cares, but obviously a squeaky wheel in a

neighborhood would probably be taken care of immediately. So, it really won't be an issue.

Question: [unintelligible].

Godfrey: Her question is, "What if Chris Peterson didn't fund the project, where would the funding come from?" If Chris Peterson doesn't do the project there isn't a project.

Question: [unintelligible].

Godfrey: The question is, "Weber State is known as a commuter school, so what would be the negative aspects of having people come in from outside the area? Will that negatively affect tuition or other things?" Is that correct? I guess some of the negativity will be perspective for somebody, and so if somebody wants to come and be a part of Weber State because it's a commuter school and they don't want it to grow beyond that, then this would be negative because I do think it would gain worldwide—certainly national—attention and be known. So, when you are at a trade show in Michigan and they ask where you're from, where'd you go to school, and you say "Weber State" today...I know this because I do this all the time... when I say "Weber State University" they say, "Who?" And chances are, I think if this project goes through and you say, "I'm from Weber State," and people are going to say, at least many people, are going to say, "Isn't that the

one that's connected to a resort and has a gondola to it?" It will have identity. For some people that may be a negative, I mean, there may be some who just want it to be this quaint, little, unknown...and it is a great educational asset, and I can understand that some people may want to keep it as that. So, certainly if that's the mindset it'll be negative. Economically, I think it will be extremely positive. What is local, in-state tuition? It's what, \$2200-2500? What is it? \$1700 per semester so about \$3400 for the year? Out of state tuition is about \$9500 now, I think. So, just for round numbers, if you get 1,000 students who come from out of state as a result from this, that's \$9.5 million a year that accrues to the university. That doesn't make your tuition go up, it think it has just the opposite effect. That's bringing a tremendous amount of wealth to this university that Weber State would never see otherwise. I think it has the ability to allow Weber State to do things, to build buildings and hire teachers and give raises, and do things that they would never be able to do otherwise. So, economically I would see absolutely no downside. In fact, the other upside is I think as more companies move here, as you have more people who are buying properties up above Weber State and up in Malan's Basin, you're going to have a lot of wealthy people who are going to be buying some of those homes, and the connection to Weber State University will be important because as they

vacation here they're going to want to see a symphony or a play or those kinds of activities here at Weber State. They want to see Weber State grow and have more cultural amenities. They want to see the basketball and football teams do well because that creates entertainment for them. It's self-serving for them, right? I mean, giving donations to Weber State that help augment their experience, having a home, or just vacationing here, you know, it serves their purposes to do that. So, I can see opportunities accruing to Weber State as a result of this. But, I think it would change the university. I think it would have more prominence and more recognition as a result.

Question: [unintelligible].

Godfrey: His question is when do I anticipate this being completed and I've given up trying to answer that question because I'm always wrong. I'm really reliant on Chris Peterson bringing his proposal forward. I mean, the Urban Gondola would take about six months to do. The Mountain Gondola would probably take nine months to construct from the time you say, "go." That would be the first part. The first thing that would happen would be the gondola being built, and so from the time it is approved and the proposal has to come out. I'm sure there'll be a lot of public dialogue and debate about it,

and then after approval you are talking six to nine months for the work to be done. That's about the best time I can give you.

Question: [unintelligible].

Godfrey: That's one of the proposed stations. Ok. His question is if there's going to be a station on 23rd and Harrison, how would you access that station. Good question. In other words, the gondola is traveling at 35-40 feet in the air. Does the station come down to the ground, does the gondola go to the ground or do you go up? You can do it either way. The last version of the proposal I saw had it being a raised platform so the gondola just stays up high and you just basically have a little platform that's about 40 feet in the air. From side-to-side it's only about 15-20 feet. Then I think I was like 30-40 feet long. It is just an elevated platform with stairs and elevators. So, it's completely ADA accessible and compliant. So, let's say you get dropped off or you live close to 23rd and Harrison. You could walk right over, take the elevator or the stairs up, and then walk right on the gondola.

Question: [unintelligible].

Godfrey: Good question. Well, first of all, for Weber State students the proposal has been that it would be free for you. The Urban Gondola connection would be part of your ED pass. We've had discussions with

Weber State, I was actually in one of them with Chris Peterson, and—not Weber State but UTA—and said, “Could we work this out in such a way that it would be part of the student’s pass?” and they said that it would. They thought we could. So, we just kind of talked conceptually, but that would be the idea that part of your ED pass, part of your tuition, you have that free link to downtown. Now, the Mountain Gondola, obviously to access skiing, would be more. But, that answer to that is “yes,” there would be local rates and local discounts. The way that Chris Peterson is approaching this project is that he needs a base patronage to pay the operating cost. He needs a good, steady clientele. The reason he’s excited about this project is that this would be the only resort in the country that’s connected to a population base of almost 2 million people. With commuter rail you have access to 1.6-1.7, or more than that, million people. So, he sees that as kind of the lifeblood and being that base patronage that as people come in from out of town they would play the regular rates and that is the profit side of his business venture. So, yeah, there would be significant discounts for students and locals.

Question: [unintelligible].

Godfrey: This question is “What will the cars look like? Are they fully enclosed? Are they weather protected? The answer to that is “yes.” The

D-04-16-2007

T-04-17-2007

14

gondola cars are about 8-foot by 9-10 feet large. You can fit 8 people inside it. It's completely enclosed. They are actually quite comfortable. In fact, if you ride them up at Snowbasin in the winter you're taking off clothing by the time you get to the top. Even on a pretty cold day they actually stay pretty warm. In fact, many of the gondola cars end up opening the windows to keep some air circulating even in the winter. So, they stay moderate in the winter. In the summer months there are actually gondolas in very, very humid, hot climates. There's one in Portugal, Japan, China, and in Columbia. You can actually build them so they have huge sections that can come out and create ventilation for the summer months so that you can have just wind that just rushes through the cabin in the summer. So, as they are traveling about 15 miles an hour, so with our dry climate a 15 mile an hour wind will keep it pretty moderate. You're out in the sun, but it keeps it pretty moderate even in the summer months. So, yeah, they do pretty well. You can acclimatize them with the wind, and because they're enclosed you can keep a pretty good level and the temperatures even. They work very well in the weather.

Question: [unintelligible].

Godfrey: How many stations are we planning and are we planning a parking area for the local community? Ok, so as people come into town. The

D-04-16-2007

T-04-17-2007

15

reason...the parking for the gondola system is planned to be at downtown. There are several reasons for that: one is for economics. We want people, as they are coming into town, we want them to park in downtown and they would park either at the mall parking lot or at the intermodal hub at 23rd and Wall. They are right now expanding that parking lot, and I think it'll have 2500 stalls or some huge number. So, the idea is that we want them to park there. If they're coming in off the freeway or from out of town we want them to park there. So, as they go up and ride the gondola, whether it's just to sight-see or to ski, when they come down off the mountain they're going to be coming right into downtown, and to try to get them to stop at the mall, and whether it's to go to the Solomon Center or to grab a bite to eat at the restaurants that are there, we're wanting them to stop and shop and spend money and to see that there's more to Ogden, and hopefully get them to stay a day or come back through town and decide to spend more time. So, we want to force the traffic there. So, the proposal is that there won't be big parking lots up above. We don't want that. We want them to go into downtown and then ride the gondola up to the top. The number of stations being proposed are, basically it's 23rd and Wall, 23rd and Washington, 23rd and Harrison, and then one at the bottom of campus and one just above campus, and then up at Malan's Basin. You could actually also get off at

Waterfall Canyon, at the top there where you'd be able to access the [can't hear/can't understand] which is the rock climbing, or you could hike that into Waterfall from up there. So, that should be another stop up there, and then of course to Malan's Basin and the skiing access as well.

Question: [unintelligible].

Godfrey: Good question. His question is if in this there has been questions with Snowbasin about linking up with them. Chris Peterson is the son-in-law of Earl Holding, who owns Snowbasin, and he was also the guy who was running Snowbasin when this development occurred, of course under Earl Holding, but Chris Peterson actually did the development or was the General Manager or Manager, whatever the title was at the time. So, he obviously knows the people very well. I personally had several conversations with the people at Snowbasin, including Mr. Holding about this. In fact, originally this concept was originally discussed with Earl Holding and the Snowbasin [can't hear]. In 2000 and 2001, we had a meeting where we talked about making this connection and figuring out a way to make it work. So, dating back that far there has been a lot of dialogue. Recently, it's just been...you know, Chris Peterson doesn't have any arrangements with Snow Basin. They've made it perfectly clear that these are completely separate operations. They don't have any part of this, and Chris is doing this on his

own. So, the proposal is just to build Malan's Basin and get it up into Malan's Basin Resort. My personal belief is that they will connect at some point. You look at every other resort that are next to each other, it's just a matter of time they connect. There's just synergy in connecting resorts and making it all work together. I believe that will happen here as well, but that's not what's being proposed in this first stage.

Question: [unintelligible].

Godfrey: That's a very interesting question. The Weber State's master plan, you know, that has existed forever, you know, this property has been owned by Weber State for 40 or 50 years, something like that, and on Weber State's master plan that area was designated as not buildable, they didn't need it or weren't planning on using it at all. Next to the Facilities building they had one pad for another Facilities building, but that was it. There had never been any intentions to use that property, and now all of a sudden now somebody comes by and says, "We want to build a resort and we want to connect Weber State to Malan's Basin" and now all of a sudden, "That is prime property" and "Oh, it is developable!" Interesting enough, a year ago there were professors here at Weber State in the Geology and Geography department saying, "That land is not buildable. It's not stable, it can't be build on." They were saying and there were quotes in the paper. I had email

sent to me that it was not buildable. Now, all of a sudden Weber State does need it, it's absolutely critical, and now it is buildable. SO, now you can put these huge 3-story buildings up on this land and it's absolutely essential to the future of Weber State, where a year ago it wasn't. So, anyway, I just find this whole exercise has been curious to say the least. The answer is that if you look at Weber State's master plan they've spent decades doing, the growth was here on campus and over at Davis Campus. I mean, they bought enough land to build more than a million square feet of new buildings on Davis Campus, and that was the whole idea, that "Gee, our growth is happening at Davis, and so we're going to have this mega-campus over there that will accommodate a million square feet of space, which is, by the way, more than the square footage of classroom space you have here on campus. So, the other part of the master plan is to build parking garages on campus to use your existing land. If you take an aerial photograph like that one, let me show you, of your campus, there's huge asphalt parking areas. If you put a 4-story parking garage on that area you can then take land that is right in the middle of campus and build buildings there, and that is actually what the master plan calls for. And, what would you rather do? Would you rather have the campus all together within walking distance, or relatively the same, or would you like to walk up that hill? I invite you to walk from the bottom

of campus, even here, and walk up where they're saying they would build these buildings at the top of that picture. Is that a hike you're going to make as a student or want to do? So, I think the master plan is really the right plan, which was to create the density on campus and to better utilize the parking space. So, what would happen is if you sold that land, take the money that you get from the sale of that land, you can actually complete the existing master plan. You'd have money. Right now there's no money to build parking garages. The legislature doesn't get excited about money for parking garages. But, you could take that land and create an endowment and build some parking garages and complete the master plan that Weber State's had for 30 years.

Question: [unintelligible].

Godfrey: The dormitories have been a black hole for the university. I mean, they're complaining because they were 30-35% occupied. So, yeah, they have been bleeding money. The problem has not been you're out of dorm space, it's been there haven't been out of state students to fill up the dorms you have. The master plan called for all these additional dorms out there. In fact, Chris Peterson offered to build dorms on his property as part of his development. He would build dorms for the university so the university didn't have to use their land and money and time and energy building more

dorms, and they actually said, “We don’t want that as part of your proposal, we’re not interested.” So, the developer is willing to do that if the university says, “We would like accommodations for more dorms.” He sees no problem with that.

Question: [unintelligible].

Godfrey: Ok. I’ll be happy to stay. Go ahead.

Question: [unintelligible].

Godfrey: The question is, “Do you think the reason that Chris Peterson hasn’t come forth with plans is because the Weber State land doesn’t seem to be available?” and my answer would be, “no.” That doesn’t have any bearing at all. Chris has continued to move forward with plans. You know, I think that by no means is the door shut on Weber State land up above. Like I said, I don’t know how you can say for 50 years we didn’t need this land and then all of a sudden in the last three months it’s indispensable. I think there’s a lot of farce in all of that, in all that’s gone on in that whole study and that whole process. And so I think that will work itself out and then decisions can be made. I think there has to be a formal proposal and an offer to the university and a discussion of how that will work and it has to be synergistic and it has to make sense for Weber State, and all of that is still, I think, yet to come.

Question: [unintelligible].

Godfrey: The question is how will this system impact the environment. A couple answers to that. It's a great question. One is that we actually did a study to see what kind of impact this would have and this has the ability, if 7 percent of skiers of today that were going to Snowbasin decided that they were going to use the gondola and go to this new resort, in some way or even ski back home from Snowbasin, if just 7 percent of the skiers did that, that would eliminate 28 thousand pounds of emissions from the environment from his area every year. So, that's a significantly positive impact. As far as the negative impact, the only real negative impact you can come up with is saying there will be people up on this land. But, keep in mind this is private property. This is property that he owns and people travel it today and there has been a resort up there in the past. So, they're just saying, you know, it's important to Chris that it remains pristine and natural. If it becomes overrun with people he is harmed as well. He's not going to get tourists to come if it becomes a mess and trampled and overpopulated. So, it's in Chris' best interest to have it remain looking like a wilderness kind of area, while creating access to recreation and experience. So, he has, I think, the same incentives that environmentalist would have. I actually watched a debate between he and the president of the Sierra Club, who happens to

teach here at Weber State, over environmental impacts, and it was fascinating. Chris Peterson is very in-tune with environment issues and concerns and mitigation. I mean, he had just great retorts to the concerns that were brought up about environmental impact. Very conscious and very much developing around mitigating any adverse impact. I shouldn't say "any," reasonable adverse impacts.

Question: [unintelligible].

Godfrey: Yeah, Chris Peterson is the son-in-law of Earl Holding. Earl Holding owns Sinclair Oil, he owns Grand America Hotels, Little America Hotels, Sun Valley, Snowbasin, are the most prominent, he also owns a lot of ranches and other things, but those are the most prominent things that he owns. So, Chris Peterson's wife is Anne Holding, who actually was an executive in the corporation for many years and since is now just kind of raising her children. So, he's been part of the family and has been part of the hotel side, but mostly in the ski side of it and has spent years, 10-15, at Snowbasin developing the master plan and building out there, too. He has his undergraduate at Stanford and his MBA, I think, from Harvard. So, he's well educated.

Question: [unintelligible].

Godfrey: When do I think we'll hear from Chris Peterson? I don't know, as soon as it's done. I know, it's frustrating for me as well to wait and just keep, you know, and hoping the plan's going to come out next month or in a few weeks. I don't know. I asked him that two weeks ago. I said, "When do you think it's going to be done?" and he goes, "Well the challenge is that until it's done it's not done, and we keep going through iterations and improving this and that, and it is complete I can't put a timetable, I can't say well next week I'll give you the version I really like, because it is iterative. I just don't know"

Question: [unintelligible].

Godfrey: Great question. Will a couple of bad snow years have a major affect? Certainly. The majority of the preforma [sp?] for the resort is not skiing. So, it won't devastate his business in that it won't be the biggest chunk, but it would certainly have an impact where there's no snow. This last year was the worst year in a long time and he went up and they actually had ski footage in mid-March. So, a month ago they had footage of skiing up in Malan's Basin. Everybody's says it's the west side of the mountain, you can't ski there, there's no snow, but I mean, in the worst snow year we've had in a long time, in March when it was 70° down here, they shot some pretty incredible footage of snow up in Malan's Basin. So, they do get

pretty good snow. They will have to do snow making. They are planning on doing snow making up in Malan's Basin just because that kind of helps insulate you from the weather a little bit. But, certainly having poor winters will have a negative economic impact, and it's important for us, from an environmental perspective, to think about that. Whether we are capitalists or environmentalists, each person has a real incentive to make sure we have good winters and [can't hear].

Question: [unintelligible].

Godfrey: I think portions of it are back up and once there is a proposal we will really wrap it back up. We're kind of just waiting. We're in a holding pattern. It's kind of still stale right now until there's a new proposal and new information and then we'll roll out more information.

Question: [unintelligible].

Godfrey: His question is does his project/proposal have a positive impact or no impact at all on recruiting of ski companies, and it has a profoundly positive impact first of all on keeping the companies here. It is so unique for them, because what they are able to do is have a very inexpensive office base downtown, 40 minutes from the international airport, and be able to walk across the street with their clients and ski or, for Solomon and [can't hear], they have a whole host of summer apparel and lines of parkas. So, to be

able to demonstrate their product and take their clients up there and do these things is very, very powerful. So, I think first of all it will keep the companies we have here. This has been extremely significant in recruiting companies to Ogden. The gondola, even though it's a proposal—they know it's not done—they have a good feel, we're very open with them about the risks and what would have to happen to get it approved, with all of that being understood, it has had a profound impact on recruiting these companies here. Without the gondola, I don't know if we would have recruited any of these ski companies to Ogden, because Descent would not have come and I don't know if anyone else would have followed them. As far as providing opportunity for other companies to come, absolutely, I can say without any equivocations at all, we will get more ski companies and more recreation companies here if we get the gondola. Absolutely, I have no doubt. I know the presidents of these companies, many of them by first name. They email me, they call, some of them are just keeping tabs to see if it's really going to happen. But, the outdoor industry that we've really not gotten into much at all to date, holds much bigger promise. That's actually a much bigger industry than the ski industry. We've not tapped that one too much, and I think with the gondola that opens up huge opportunities for us, so a very, very positive impact.

Question: [unintelligible].

Godfrey: We have certainly the ability to lose many of these companies. We actually, Mike Douse [sp?] was recorded as saying, he is president of Solomon Atomic [sp?] the parent company, and Mike Douse said, “Look, we have a ten year lease. We’re here. We believe in Ogden; we believe in the vision of what’s going on; but, if things don’t pan out in ten years we’ll be looking for a new home.”

Question: [unintelligible].

Godfrey: The question is if this will be something for locals and things that locals can afford or is this going to be expensive, and is this vision of the new Ogden recreation focus going to make us an exclusive, white, upper-cruiser community? Is that kind of...

Question: [unintelligible].

Godfrey: Yeah, we have made many references to Boulder, Colorado and Bend, Oregon, but it has been in terms of being *the* high adventure recreation Mecca, that’s what we refer to. As we look at the rebirth of Ogden, we said, “What can we be the best in the world at? What is our competitive advantage?” and we really believe it is this recreation high adventure thing, and so we said, “Who is the best today? When people think of a recreation town, who do they think of?” and it’s Boulder, Colorado and Bend, Oregon.

What we're saying is that, and we've been there—we went to Boulder and we toured it, we met with their city manager and asked them what they did to develop Boulder the way they did, and the answer was they don't know, it just kind of happened to them. But, now they do. I mean, now they have a very definitive agenda to be very exclusive. So, our mission is to be *the* place that people think of, want to go to, if they love high adventure recreation. Now, part of that certainly is going to be prosperity. So, what I'm saying is that mission isn't that we're saying, "We want to have Ogden be this exclusive community. We want only white people here." I mean, that has never been a topic of discussion at all. What we are trying to say is, "We have to create an economic engine." The railroad was our economic engine 50 years ago. When that left our town we had nothing to replace it, that's why we've been in a freefall for the past three decades. So, if we want prosperity, if you guys want to be able to graduate, find a job here, you need us to develop an economic engine that will bring in high-paying jobs so that you can stay here and your children can stay here if they choose to stay in this community. So, that's our goal, and we believe that this vision of being the capital of high adventure recreation is the way to go about it. As part of that, there are absolutely...when we're talking about prosperity, so as part of that, we will bring more wealthy people here because we'd be bringing more

high-end jobs here. That will occur. Does that mean...will our community transition and become like Boulder and Bend? I don't see it happening in any way, shape, or form. We're too big, we're too diverse, and I don't see it will have a massive affect because our market is just frankly too big for that to occur. But, I do see it shifting. I do see us getting more upper-end because those are the kinds of jobs we're bringing in. For some, that's negative, it means property values will go up. If you own a home, that's great news; if you're looking to buy a home in ten years, that's bad news. So, it's all a matter of perspective and where you are in life, but overall it's good for the community because it creates that rising tide. Even the people at the lower levels are positively impacted by more jobs. The result of this, we believe, will be another 3-5 thousand jobs over the next 5-10 years. Well, even if you're making minimum wage today, as there is job pressure and employers are competing for labor, they raise salaries, so it's good for the spectrum.

Question: [unintelligible].

Godfrey: The question is are we planning for affordable housing in the future.

It's really gratifying to be having this conversation, because even three years ago nobody was asking that, three years ago people weren't asking, "Do we have enough affordable housing in Ogden?" So, it's nice to be able to have

the dialogue about are we concerned about that, and the answer is “yes.”

Right now, Ogden doesn't have a problem with affordable housing. We have the very fact that landlords will tell you that the housing market in the affordable area is extremely soft. We have a lot of product. The challenge that we have is that we have very poor quality affordable housing. We have a lot of rundown apartments and rentals, and so what this will do, once again, is it will help change and reinvigorate the inventory. We believe that it will take a lot of the inner city properties off the market. We believe that 20th to 30th and from Washington to Harrison will change and become a middle income neighborhood, which is where we have a lot of affordable housing, and what that will do is it will create upgrade opportunities for the existing apartment complexes in there to renovate and become decent affordable housing, and the homes that were coupled up into duplexes and triplexes will transition back into single family homes. So, it will change the inventory and allow us to kind of reinvigorate and redevelop the affordable housing or the existing apartments to be long-term. You see, what happens today with tax credits is that they are 99-year commitments to affordable housing, and we have an abundant inventory of units that could qualify for that, but right now there's no incentive for the developers to go after the tax credits because they would actually have to raise rents in order to get the tax

credits to do the renovations that are necessary. So, the market is upside-down. We almost have an inverse yield curve with the apartment market, it's kind of complex, but until we...so, we actually need to have less affordable housing inventory so we can upgrade it and get those 99-year commitments which will carry us forward through the next two generations. So, yes, we have thought about it and our numbers show that we can accommodate what our needs should be in the foreseeable future, and the reason is that we have this broad inventory. Unlike the valley that has less than a thousand homes on it, we have 30,000 in Ogden itself, and about double that in the area around us. A couple more questions. Another five minutes maybe?

Question: [unintelligible].

Godfrey: There have been a lot of plans drawn up. In fact, almost exactly a year ago we had big meetings here in this very building where there were all kinds of plans drawn up, the concept plans. You can go online to OgdenCity.com and see those. So, there have been lots of plans drawn up, and I have copies here I can show as well if you're interested in seeing the plans that happened. What we don't have is the final version. So, this is kind of the first shot, the concept of what's going to happen, and then there's

the year of defining and proving, taking public input, and making changes to it to accommodate it. So, that's what's happening.

Question: [unintelligible].

Godfrey: The commuter rail is coming right to 23rd and Wall and it will be done in less than a year. It will be operating.

Question: [unintelligible].

Godfrey: Nope, the gondola would be the connection between commuter rail and campus, so otherwise there are no plans. The rail plans that they looked at between Weber State and 23rd and Wall are prohibitive. That means \$100 million, and as much as taxpayers love you students, I do not think they are going to tax themselves. And the federal government would pay for about half that, so the community would only have to come up with the mere \$50 million, and I don't see them taxing themselves for \$50 million to create a rail system between downtown and Weber State. I just don't think that's realistic. So, other than bus, I think the only hope for a transit connection between the intermodal hub, the commuter rail and Weber State, is the gondola, which would be [can't hear].

Question: [unintelligible].

Godfrey: Just in regards to it being thought of as a recreational Mecca, that's really the only way that we want that comparison to be drawn.

Question: [unintelligible].

Godfrey: Smaller. Yeah.

Question: [unintelligible].

Godfrey: Someone asked that question right before you came in, so I'd be glad to talk to you after because we just barely addressed that question. That's why I say that not in every regard do we want to be like Bend or Boulder, and there are many areas—the housing, construction ...[cut in tape]... academic integrity in that whole statement and let me tell you why. You missed the first part of this, but Weber State's had a master plan for decades, and the 20-year master plan that a year ago that hillside was unusable, unneeded, unbuildable. There was one little parcel where they were going to do a facilities maintenance building and that was it. Didn't need it. Their master plan did not include the use of that land, in fact, just until recently there was no need for it. So, the master plan of the university was to build out the existing campus, and there was talk about wanting to get some property across the street—the old McKay-Dee site—where they could build some additional buildings on, but to use the existing campus. I mean, there's tons of space on the existing campus where you could put new buildings and the master plan calls for creating density, right? So, you take your big parking lots and you create parking terraces and then you use that

land to put buildings on. That's what the master plan calls for, then all of a sudden there's this proposal, and you missed this part, but a year ago there were professors here in the Geography and Geology departments who were saying, "It's impossible to build on that hillside. It's ridiculous that Chris Peterson's proposing to build anything on there because I know, I've done research, and you can't build on there." And now all of a sudden now it is buildable. All of a sudden they had the DCFM come up and then the state guys said you can build on it and where's the outcry now? Why aren't those guys saying, "Wait a minute, it's not buildable. I did research. I've done research and you can't build on there." All of a sudden now it is buildable, not just for homes, mind you, but now we can put these *huge* buildings. I mean, look at the size of the buildings they are proposing putting on the hillside. All of a sudden not it's not only buildable for residential but you can put huge commercial buildings up there for the university. That's why I said earlier that I think it's a farce. I think it's laughable if you look through what's happened. Not only the land wasn't needed, it wasn't buildable, now it's indispensable. What's in the year? All of a sudden it's become indispensable. How could we possibly grow without that land? Well, if it was so indispensable, why wasn't it in the master plan? Why wasn't it discussed for the past 20 years? The honest answer is that the planning for

the growth of the campus was planned on campus, and if you build parking terraces and if you build taller buildings like all of the other universities do, you have room to grow on this campus and adjacent, perhaps even over at McKay-Dee. Isn't that also the argument that was used, that Weber State needs more space and to grow for their master plan to reach their build-out they had to buy all this land at the Davis Campus? So, they bought enough land in Davis County so that there could be a million square feet of new classroom space built out there. A million square feet. That's more than you have here on campus. There's a million square feet that you can build out there, so is there really a need for all of this space? Do you need another million square feet out at Davis? How much can be built on this existing campus? If you can more than double the size of your classroom space just with Davis, you're talking about over the next 20 adding 5,000 students or maybe 10,000 students. You have way more space than is contemplated in the master plan for the university. So, that's why I say there's really a lapse of academic integrity in this whole study, and what is really necessary and in the whole master planning that has gone on, how can you all of a sudden go 180° from not needing and not buildable to we gotta have it and there's absolutely no way we can sell it, I mean, it just doesn't make any sense, especially when you look at the projections. They say, "We're going to have

25-30 thousand students.” Well, big deal, you can put that many on this campus. If you look at the buildings you can build by putting some parking garages, you can accommodate that on this campus. So, why would you want to put buildings on that hill that will cost you 50% more to build because of pylons you have to put in, and is another journey higher than this campus? Why would you want to have a second campus up there when you can build it right here? It doesn’t make any sense. So, clearly there’s a lot of politics going on internally and efforts trying to get these things that are stated, to try to build the case that there’s absolutely no way that we can sell that land, but I think if there’s real sincere thought and analysis put into different proposals I believe the truth will come out. People will see what’s really necessary, and I think there’s a way to work this so that Weber State will not be harmed, so that Weber State’s needs can be met. But, what we need to be talking about is potential. I mean, instead of talking about panic and “Oh dear, my kid might not be able to come here because it’ll be full,” we should be talking about the vision of Weber State and what can Weber State become? What do you want it to become? Do you have desires of having somebody outside of the state know who Weber State is and research it and want to send their kids here because it’s a cool university? They’ll discover over time the great academics that occur here because they do.

Weber State has great academics but it's unknown to the world because we're not on the map, and Weber State has the ability to be on the map. People across the country can know who you are, and by the way it can bring a tremendous amount of economic resources to this university. Think about it. A thousand students coming from around the world [end of tape].