

00:00:09:14 - 00:00:10:10

Welcome, everybody.

00:00:10:10 - 00:00:15:20

I'm Ogden City Mayor Ben Nadolski, and this is the Ogden Way podcast
a place where we talk about Ogden stories

00:00:16:01 - 00:00:18:07

by telling the stories of Ogden???s people.

00:00:18:07 - 00:00:24:11

And today, we're telling the story of Isaac Vialpando,
who was running Ogden's first incubator kitchen.

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O-Town kitchen is what you call it, right? Yes.

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Where's that name come from?

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Yeah. So, I mean, it comes from Ogden, right?

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People call Ogden O-Town.

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And funny story, actually, originally came up with the.

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My business started out as something totally different.

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I like to call it a college project
that spun out of control really quickly.

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And I came up with the name O-Town kitchen
in a dorm room in New York City.

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I spent one semester at college in New York.

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Came up with it at like 2 a.m.

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over a weekend
and thought no one would ever take it seriously.

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And here I am
11 years later and have built a career out of it.

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There you go. Right? Yeah, exactly. Well,
thanks for being here.

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And thank you for bringing that kind of vision

and energy and excitement back to town.

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Of course. Yeah. Yeah.

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I mean, that it really is what makes us.

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Us. Yes.

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Yeah.

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It's fun to be a part of something
where you actually do the building of it, right?

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Yes. Yeah.

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But it was really exciting
when I heard the news that you guys were doing this.

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This is something that,
then council member Luis Lopez talked about a lot.

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And, now
Councilmember Lopez works in community engagement for me.

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And he reached out to you and found you at,
the old James Madison Elementary School. Yep.

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That's right.
That's where you guys are doing this work? Yep. Yep. Exactly.

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James Madison elementary, closed down to students
a couple of years ago and is now, community resource.

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There's different groups
using different parts of the building for different purposes.

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Things like there's adult education on the south end, there's
a health clinic on the north end and various other things.

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Yeah.

00:01:54:17 - 00:01:58:10

And, the school district's
been an incredible partner for us in a lot of ways.

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Yeah.

00:01:58:23 - 00:02:02:20

And so it's neat to see him
taking on this entrepreneurial piece. Yes.

00:02:02:20 - 00:02:04:17

In this incubator piece. Yeah.

00:02:04:17 - 00:02:07:14

Yeah, absolutely.
And they've also been a great partner for us.

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I mean, just, you know, I work most closely with, like,
Ken Crawford and Garrett Cherry from the maintenance

00:02:12:23 - 00:02:18:14

and just very responsive, very open, very kind of flexible
and willing to make things work.

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However, we have to. So they've been great.

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It's been fun to work with the district
because they're, they're

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they're a big enough district to be resourced,
but they're small enough that you know who they are.

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And yeah, and they're able to act rather quickly
without the a tremendous amount of bureaucracy.

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At least for us. Yeah. Right. Yeah. Yeah, exactly.

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They're great.

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Like I say, I'm just very open to new ideas and like,
how to how to really use

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that space to make it useful for, the broader community.

00:02:44:21 - 00:02:45:12

Yeah.

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So for people that don't know what, incubator kitchen is,
can you tell us what that is?

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Yeah. Yeah, absolutely.
So an incubator kitchen is really what it sounds like.

00:02:54:05 - 00:02:58:22

It's a business incubator meant to help food entrepreneurs get a start.

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So, we are providing a, commercial kitchen space for businesses to, operate and grow from.

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So that includes, you know, all the basic kitchen equipment that someone would need to get started,

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affordable rates, licensed and inspected space through, Department of Agriculture, the health departments,

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they've also been great partners

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and helping us just coordinate everything that we need to make a usable space for people.

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And then in addition to that.

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So we're not just a commissary kitchen, a place where you go and you make your food and good luck.

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We're also providing support services.

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So trying to really offer the educational resources and then various other components to help businesses be successful.

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We're, onboarding some students through Weber State University who are going to help,

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with like graphic design for these businesses, creating branding, labels, packaging,

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all of those sorts of things where, start, we're in the early stages of creating an independent,

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network of independent retailers who, when we get someone who's coming in there and producing barbecue sauce or salsa,

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at a rate where they can sustain six retail accounts, they can come to me and say,

00:04:09:18 - 00:04:14:08

okay, I'm ready, and then we can get them into some retail accounts pretty quickly after that.

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So really, just trying to be the one stop shop for everything

food, business related.

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And yeah, and provide those support services.

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And when you say we can help them get into those retail,
that's actually something you have a lot of experience with.

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Yes. It is.

00:04:28:03 - 00:04:28:17

Yeah, yeah.

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So, originally my business, O-Town
kitchen, started out as Ogden's first benefit corporation.

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So that is a for profit company with a social mission.

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So, back in 2015, we were creating jams, sirups,

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various kinds of fruit, pears, fruit based products,
and creating jobs for,

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women recovering from domestic violence, homelessness,
and staying at the WCC Family Crisis Center.

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So we got started out of there, out of the WCC Kitchen,

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in the summer of 2015,
started out at the Ogden Farmer's Market.

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And from 2015 to 2020, I grew that from being a farmer's
market stand to being in all of Harmons,

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all of the Ridley's markets in Utah,
and something like 50 other independent retail locations.

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That's awesome.

Yeah, it's quite a feat. Congratulations on that.

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Thank you.

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Yeah, yeah. So that was a great project really.

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I love doing it.

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It kind of went on pause with Covid.

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You know, the kitchen,
we were actually renting out the Marshall whites.

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Yeah.

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Towards the end,
we were using their kitchen and, the, Marshall White Center

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closed down with Covid, and my grandfather died
at the beginning of Covid, and he and I were really close.

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So I needed to kind of take a break, change direction.

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So I've been in community development with Ogden, Kan.

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For the last several years, but always had an eye towards
how to get back into the food world.

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And, this need for a shared kitchen
space is something that I know

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every food entrepreneur feels
when they're starting out, right.

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That was my first question, was,
where is there a kitchen where I can I can rent

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that won't break the bank
and is also, set up for doing this kind of thing.

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So we, you know,
we were lucky we found, like, had some space.

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The Marshall White Center had some space.

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We rented one of Javier's locations for a little while.

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Kind of just moved around and made it work and fit in.

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But the whole time, I also really saw the need
for this kind of thing and felt it like firsthand.

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And I know that there's been a lot of interest

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in getting a space like this started in Ogden
and for various reasons wasn't the right time.

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But here we are and we're we're making it work.

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And, it's a it's an exciting opportunity.

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It is.

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And it's it's exciting because, I mean,
to find a commercial space like this is actually very hard.

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Not only is it uncommon, but it is pretty expensive
when you do.

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Especially if and then it is challenging
if you have to have the shared space.

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Without somebody that's there managing that shared use. Yeah.

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Which is kind of the barriers
you're looking to break through right.

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Yes. Yep. Yep. That's exactly right.

00:06:59:18 - 00:07:06:09

And so my role with this is I'm sort of coordinating
everything kind of on the kitchen end of things.

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So the day to day operations making sure
things are getting cleaned and sanitized, staying up to code,

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and then also working as the mentor,
for each of these businesses that's in there.

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So we're organizing sit down classes.

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I'm fighting one on one mentorship on a monthly basis
for all the businesses in there.

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Just trying to leverage my experience
from growing the former version of my business and,

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just sort of yeah, bridging those gaps,
creating that pathway.

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So, I mean, in, in a lot of ways,

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we are a true educational program
and not just a shared kitchen space.

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Well, it's like a

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I guess it's workforce development.

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In a. Way. It is. Yeah. It's business counseling and support.

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It's, access to the actual facility itself.

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Yeah. Right.

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Could potentially even be an avenue
where we could connect to small business loans.

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Potentially. Yeah, yeah. I would think so.

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I mean, so, while we were, it took us about two years
to get everything updated and ready to open.

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And, in that meantime,
I was just, offering myself as an advisor

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for people who are looking to get dip
their toe in the food business.

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So, just like doing some one on one coaching, like,
I am in the kitchen space now, but I can tell you,

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you know, the main things that people were coming to me
with questions about was funding.

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How do I get money to get my dream started?

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And then things like compliance, what

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what's the health department looking for
and what are the regulations that that sort of thing.

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But yeah, I know there's a big need for
just kind of getting getting started.

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Yeah.

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Just like some funds to help, help get things going. So

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if you're looking at entrepreneurs
that are wanting to dip their toe in the food business,

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we're talking food trucks,
food, food trailers, food carts, as a low hanging fruit.

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Or is it.

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Yeah, that's that is some of it.

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There's still some infrastructure updates we're needing
to make to the building to accommodate a lot of food trucks.

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We've got some trailers that we're working with
and more coming on, but, really we're we're,

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we're looking to work with anyone from various,
various different segments of the food world.

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I mean, the, consumer packaged goods is what I know
the best sort of bottled product.

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That's I know those regulations really well
and can help navigate some of that stuff.

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But yeah, also, I mean, caterers,
people in kind of the prepared food world, I even

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I think it'd be so exciting
if we could get someone who was doing

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a ghost kitchen from our location
who's only sending food out on for delivery.

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But, yeah, I mean, our space is set up for bakers.

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Bakers, caterers,

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all of the, anything, dried goods, bottled product,
all of those sorts of things.

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Yeah. Okay.

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How many how many different businesses or people do you have?

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Kind of using the service now?

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Currently we've got four businesses in the space.

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Some are, restaurants who are using us as exhilarate

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auxiliary space where they're catering from, where we have,

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some people baking a couple of other various.

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Yeah.

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So for right now, we're we just got started a couple
of months ago, and we're adding new people all the time.

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I mean, I toured the kitchen for four businesses today.

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Yeah.

00:10:28:06 - 00:10:33:07

And that's everything from, from meal prep companies to,

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we've got a vending machine company that we're onboarding,
which that's going to be a very interesting one.

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That's kind of a unique one.

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And yeah, we've got someone doing fire
cider out of our space.

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He's got some giant 21 gallon, pots
that are fermenting right now in our dry storage space.

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We are, yeah. I talked, earlier.

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I was talking to a hot sauce company.

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Barbecue sauce company. So it's it's really all the place.

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Yeah. Very exciting for me, too.

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I just, I love food, especially local food and.

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Yeah, just.

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Yeah, really trying to pave the way and help people just, get going and then also, lend them my experience.

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You know, my first year when I was in business, I did every farmer's market from Logan

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to Park City and kind of learned what, what works and doesn't work pretty quickly.

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Are you finding them or are they find a you were both.

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It's mostly them finding us. Yeah. Okay. How are they?

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Are they finding it out?

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You know, honestly, it's it's a lot of word of mouth.

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Department of Agriculture.

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And we run Morgan Health Department of been great at referring people over who are looking for space.

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But then aside from that, it really is just we're kind of the only option

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in Weaver, Davis County for a space like this to get started from.

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So if you search commercial kitchen rental near me, we're the first thing that comes up and kind of the only thing,

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and we are also the most affordable kitchen space in as far as I know, in the state.

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We're, because we're in partnership with the school district and,

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just some of the various arrangements that we've got, we're able to be really kind of, low overhead.

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So we're offering space for \$15 an hour for regular business hours.

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That's kind of your 9 to 5 and then, \$12 an hour for off hours.

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So evenings and weekends.

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That sounds pretty cheap.

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Yeah.

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Yeah, it definitely is very competitive. Yeah.

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What is, what is a typical cost?

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You know, other incubator spaces like this, that I, that I know about,

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\$20 to 35

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per hour. Yeah. Anywhere in that range.

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But it seems like some of the more mature, like a caterer, for example.

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They sort of have a full time agreement with the commercial kitchen or they on their own.

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Right? Yeah. Okay. Typically, yes.

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So how does it how does it work with the changeover?

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Is it pretty seamless? Do they,

00:12:59:12 - 00:13:01:03

is it just a scheduling challenge

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and then making sure that everybody has requirements
for when you are done?

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I mean, in terms of leaving the space in the place
that the next person needs it, you know.

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Oh, right. Yeah.

00:13:11:12 - 00:13:15:03

Yeah. Well, so to be honest,
we haven't had much of that challenge.

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We haven't had a lot of challenges in,

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in that way just yet.

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We're really new, just,
just barely getting people booking hours.

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And, you know, so we've got a system
where it's a shared calendar.

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So everything that's in our space, all of our prep stations,
all of our equipment is Reservable.

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So, you know, if I need a, steam kettle and a prep table for
three hours, I can book that on the app, on our calendar.

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And then everyone, who is approved to be in the kitchen,
they can see,

00:13:49:08 - 00:13:53:11

you know, kind of who's in there
when and sort of, manage around that.

00:13:53:16 - 00:13:59:09

We are anticipating eventually having some, situations
where someone goes a little over on their time,

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like they booked the stove for their three hours
and they need another 30 minutes to sort of get cleaned up

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and that sort of thing.

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But, you know, we're just asking everyone
to be courteous and understanding and know that it's it's

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new and there's going to be some growing pains.
And we're all kind of learning together.

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Kind of look forward to having that problem. Right?
Yeah. Yeah.

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That would be a good problem
to. Have problems to have. Yep. Yeah.

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It's kind of like parking for me right now. You're right.

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Sorry.

00:14:25:06 - 00:14:31:09

So tell me, like, what is it that really excites
you in this every day?

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Like you, I just noticed when I met you.

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Yeah, we've met online a couple times,
but it's harder to feel somebody's energy.

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Yeah, but, like, as soon as I met you when I came out the
elevator, I could tell you have a positive energy about you.

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Where does it come from?

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You know, I mean.

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So what does this mean
the most about this is just supporting the community?

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That's sort of what that was.

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The first version of my business
was meant to be for community support.

00:14:58:05 - 00:15:00:10

I've worked in Ogden Can

00:15:00:10 - 00:15:02:19

For the last couple of years and community development.

00:15:02:19 - 00:15:05:16

And I just, I love Ogden.

00:15:05:16 - 00:15:07:06

I want to see this town grow.

00:15:07:06 - 00:15:10:12

I want to see this become more of a foodie town, even more so than it is.

00:15:10:12 - 00:15:12:12

And we do have some incredible restaurants here.

00:15:12:12 - 00:15:14:15

We're looking to spin off even more.

00:15:14:15 - 00:15:18:19

And, you know, I, what really excites me is problem solving.

00:15:18:19 - 00:15:23:07

I love that, have always sort of pitched myself as a as a problem solver.

00:15:23:07 - 00:15:28:12

And I think that my best asset is my creativity and just being able to think outside the box

00:15:28:12 - 00:15:34:16

and, you know, like someone brings me a problem, like, I don't know,

00:15:34:18 - 00:15:37:22

we're making our own butters, and we want to extend the shelf life.

00:15:37:22 - 00:15:40:05

What are all the ways that we could possibly do that?

00:15:40:05 - 00:15:42:08

So that we're not throwing away a ton? Really?

00:15:42:08 - 00:15:44:22

Yeah, yeah, yeah, love that kind of thing.

00:15:44:22 - 00:15:47:09

I love that, and I love to nerd out about the food.

00:15:47:09 - 00:15:49:17

Science food side of. Things. Yeah, yeah.

00:15:49:17 - 00:15:50:17

Yeah, exactly.

00:15:50:17 - 00:15:54:17

I had to learn a lot more food science than I realized when I first started my business.

00:15:54:17 - 00:15:58:04

I thought it was just going to be, we're bottling some fruits and we're going to sell it.

00:15:58:04 - 00:16:01:15

So no, it was a lot of,
oh, there's there's a ton of regulations here.

00:16:01:15 - 00:16:08:09

And learning about, you know, different food borne illnesses
and and like keeping track of our pH

00:16:08:09 - 00:16:14:15

and our active water content and some of the records and,
I yeah, I've got a weird personality where I like,

00:16:14:17 - 00:16:19:18

spreadsheets and documents
and keeping track of some of, like, batch records

00:16:19:18 - 00:16:23:20

and that kind of thing that that also excites me
in a weird way.

00:16:23:21 - 00:16:25:23

Well, we it takes all types, right?

00:16:25:23 - 00:16:27:21

Yeah. Yeah, exactly.

00:16:27:21 - 00:16:30:12

I'll just tell you that the work suits you. I can just tell.

00:16:30:12 - 00:16:31:20

Oh thank you. Tell you're excited about it.

00:16:31:20 - 00:16:35:20

And I really appreciate that you are
because these kinds of things need somebody to take it up.

00:16:35:20 - 00:16:36:22

Yeah. Right.

00:16:36:22 - 00:16:38:15

And this one's been needed for a long time. Yep.

00:16:38:15 - 00:16:41:22

Luis Lopez has been saying this for years. Yeah.

00:16:41:22 - 00:16:44:05

There's a lot of entrepreneurs out there that would.

00:16:44:05 - 00:16:47:01

Or people that want to be entrepreneurs. Yeah.

00:16:47:01 - 00:16:48:19

That want to get into that. Yep.

00:16:48:19 - 00:16:51:00

Go to that direction. But this is a big barrier.

00:16:51:00 - 00:16:55:06

So I hope that being here helps maybe highlight

00:16:55:06 - 00:16:59:20

what you're doing to me in some ways
and bring you more people finding you.

00:16:59:22 - 00:17:00:22

Yeah, absolutely.

00:17:00:22 - 00:17:04:15

I want to support anybody
and everybody who's trying to start a food business.

00:17:04:15 - 00:17:09:00

Well, so, I, I asked Luis to reach out to you.

00:17:09:00 - 00:17:09:11

Yeah.

00:17:09:11 - 00:17:13:23

So we're trying to use community engagement
in that a little different way.

00:17:14:01 - 00:17:18:14

One of the annoying things about community engagement
is it's can be pretty performative.

00:17:18:16 - 00:17:21:14

It's like you say the right things and and.

00:17:21:14 - 00:17:24:01

Yeah, yada yada, but we don't really do anything.

00:17:24:01 - 00:17:24:14

Yeah.

00:17:24:14 - 00:17:30:01

And it can become kind of political
sometimes and just around messages instead of around impact.

00:17:30:03 - 00:17:33:19

And so I've asked and challenged Luis with,
I want to make sure that we are

00:17:33:19 - 00:17:37:22

driving impact like results, helping
people do real things. Yep.

00:17:38:03 - 00:17:40:14

People that don't quite have access.

00:17:40:14 - 00:17:43:11

And I want him to find people
that don't have access to me. Yeah.

00:17:43:11 - 00:17:44:13

Traditionally. Right.

00:17:44:13 - 00:17:50:16

And so when he reached out to you,
I really appreciate how much you, how receptive you've been.

00:17:50:18 - 00:17:53:07

Because we've been able to tap into your little business network.

00:17:53:07 - 00:17:55:01

Right. Yep. Yeah.

00:17:55:01 - 00:17:55:23

Yeah yeah, yeah.

00:17:55:23 - 00:18:02:02

We've we I know that you're doing that, kind of Meet the Mayor series and I know that,

00:18:02:05 - 00:18:07:03

one of the big aspects that Luis has been wanting to include in that is just food.

00:18:07:05 - 00:18:10:14

Yes. Just eat together, you know, and, it's having food.

00:18:10:14 - 00:18:14:13

It's something really does change kind of the experience in a way.

00:18:14:13 - 00:18:14:21

Right?

00:18:14:21 - 00:18:20:10

It's like everyone is it's got this strange equalizing effect when you're sitting down to eat with somebody, you know.

00:18:20:12 - 00:18:24:13

And so, yeah, we are very happy to, to, help connect you

00:18:24:13 - 00:18:29:23

with some of the businesses that are using our space and just give, give the business a little bit of exposure.

00:18:29:23 - 00:18:30:04

Right.

00:18:30:04 - 00:18:36:17

And they have the opportunity to, cater, provide food and to meet new people and, and then also to,

00:18:36:19 - 00:18:41:05

Yeah, just help provide that sort of positive experience for people through the community engagement.

00:18:41:05 - 00:18:45:06

Yeah. So we used one of your, one of your businesses. Can you remember the name.

00:18:45:06 - 00:18:46:15

Musubi. Bound? I should be bound.

00:18:46:15 - 00:18:49:22

Thank you. Yeah. It was really good. Yeah.

00:18:49:22 - 00:18:55:02

The. And the best part about it, other than the food

being really good, was how much care they put into that.

00:18:55:02 - 00:18:58:10

Yeah, it was like,

00:18:58:12 - 00:19:00:06

I mean, we spent they came up

00:19:00:06 - 00:19:04:11

and they were setting up and everything for our meeting
is part of our Let's Talk the Ogden Way initiative.

00:19:04:12 - 00:19:08:14

Yes. You're referring to and and I told I told the way

00:19:08:16 - 00:19:12:20

I said, if the city's going to be spending money
on this initiative, that's fine.

00:19:12:20 - 00:19:14:03

This is valid.

00:19:14:03 - 00:19:18:15

I want to make sure that it's not just talk,
that the talk leads to impact, of course.

00:19:18:17 - 00:19:19:19

But while we're doing it,

00:19:19:19 - 00:19:24:08

if we're going to do food, let's be really strategic
about where we're spending that money on the food.

00:19:24:10 - 00:19:28:23

And, when we when you came up,
it seemed like a really good idea

00:19:28:23 - 00:19:32:07

that we spend money on the initiative,
but we're also spending the money on supporting entrepreneurs

00:19:32:07 - 00:19:33:13

trying to make it go. Yeah.

00:19:33:13 - 00:19:39:06

And that people who are local that are giving us
their tax moneys are investing it back into local businesses.

00:19:39:06 - 00:19:40:03

Yeah. Yep.

00:19:40:03 - 00:19:42:18

And so that was kind of the cycle that we were looking for.

00:19:42:18 - 00:19:44:21

Yeah. And so far so good. Yeah.

00:19:44:21 - 00:19:45:22

Right. Yeah. Yeah.

00:19:45:22 - 00:19:49:19

Yeah, I know that we're very excited about that partnership and looking forward to continuing it.

00:19:49:19 - 00:19:53:17

And I've already got your next couple of, next couple of meals lined up.

00:19:53:17 - 00:19:57:22

Yep I do. Yep. I don't mind.

00:19:58:00 - 00:19:59:21

Well, it

00:19:59:21 - 00:20:01:15

I always challenge our staff.

00:20:01:15 - 00:20:05:17

I really like to hit multiple things with everything we do as much as we can.

00:20:05:18 - 00:20:09:20

So how much how many missions can we help support or drive ourselves?

00:20:09:23 - 00:20:11:04

Yeah, with one thing.

00:20:11:04 - 00:20:11:18

Yeah.

00:20:11:18 - 00:20:12:21

Right. Yep. Yeah.

00:20:12:21 - 00:20:16:14

I mean, that is a way to be, just be thinking about impact, right?

00:20:16:14 - 00:20:19:16

It's like, how many birds can I hit with this stone? Right. Yeah.

00:20:19:16 - 00:20:24:12

You know, and while there are so many nonprofits and initiatives and programs in our city, a lot of people

00:20:24:12 - 00:20:29:22

don't know about, and it's an opportunity to connect those and also kind of align them into, yeah, some good things.

00:20:29:22 - 00:20:30:21

Right? Yeah. Exactly.

00:20:30:21 - 00:20:35:09

Yeah. So anyway, I, I really look forward to sending more people to you.

00:20:35:11 - 00:20:38:09

Lois is definitely engaged at that level

00:20:38:09 - 00:20:43:08

with small business in that entrepreneurial way,
because there's a lot of people out there.

00:20:43:08 - 00:20:47:00

In fact, we talked about an idea where,

00:20:47:00 - 00:20:51:16

Luis and I really I wouldn't
call it a hole in the wall restaurant, but it's an off the.

00:20:51:18 - 00:20:54:06

I mean, it's kind of off the beaten path. Sure.

00:20:54:06 - 00:21:00:05

Having breakfast and a guy came up to us that I knew, and
he's like, I saw you guys two weeks ago at this other place.

00:21:00:05 - 00:21:04:21

And Roy and we we seek out the those types.

00:21:04:21 - 00:21:06:13

Yeah. And you find a really good through there.

00:21:06:13 - 00:21:07:09

Right.

00:21:07:09 - 00:21:12:01

And,
and so I think within that world there's a lot of people

00:21:12:03 - 00:21:15:17

looking for more access and opportunity given.

00:21:15:17 - 00:21:19:06

I mean yeah,
because they're not these big huge bricks and mortar.

00:21:19:06 - 00:21:22:12

Right, established right operations. Yep.

00:21:22:12 - 00:21:28:03

And so and it's fun that culturally
we have a lot of entrepreneurial spirit in our city.

00:21:28:05 - 00:21:30:15

Right. Yeah. Yeah. Absolutely.

00:21:30:15 - 00:21:31:00

Yeah.

00:21:31:00 - 00:21:36:15

And and I know that there is a ton of people
that are just interested in bringing,

00:21:36:15 - 00:21:41:16

bringing their dreams to, to light,
especially through food.

00:21:41:16 - 00:21:44:00

You know, it's got this
there's this interesting thing about food

00:21:44:00 - 00:21:48:15

where it's not just sustenance,
it's not just eating something.

00:21:48:15 - 00:21:50:11

It's, food is culture.

00:21:50:11 - 00:21:55:13

There's a lot of,
a lot of different cultures in Ogden that I know,

00:21:55:15 - 00:21:59:08

people from different countries, different backgrounds,
or even here in the US.

00:21:59:08 - 00:22:02:04

You know, my family roots go back to the southwest.

00:22:02:04 - 00:22:05:10

My family's from New Mexico.
We were down there for 300 years.

00:22:05:10 - 00:22:10:08

My grandparents moved here in the 70s,
and I was born here in Ogden, but very much so.

00:22:10:08 - 00:22:16:11

I'm connected to the the land, the culture, the language,
and especially the food of New Mexico,

00:22:16:13 - 00:22:23:02

you know, and I, I've always thought like, I tell my wife
all the time that if things have gone different for me,

00:22:23:02 - 00:22:29:05

I would be running one of those hole in the restaurant
mom and pop, restaurants in New Mexico, just sharing

00:22:29:05 - 00:22:34:10

that traditional food that my grandma used to make,
you know, red and green chili peppers, blue corn.

00:22:34:10 - 00:22:37:23

Ever. You guys say green chili? Yeah. Of course, of course.

00:22:37:23 - 00:22:39:14

Yeah.

00:22:39:16 - 00:22:42:01

So have you ever thought of this?

00:22:42:01 - 00:22:43:17

This is just an idea. Okay.

00:22:43:17 - 00:22:45:07

That Luis and I were talking about is how.

00:22:45:07 - 00:22:47:12

If you want to make it in a foodie town.

00:22:47:12 - 00:22:51:23

That's the same way of saying for me that we make Arden

00:22:51:23 - 00:22:56:13

a destination place for food. Yep.

00:22:56:15 - 00:23:01:01

What if we highlight the restaurants that nobody highlights.

00:23:01:03 - 00:23:04:05

Because those are actual destinations
for people like us. Yeah.

00:23:04:05 - 00:23:09:13

So in that same guy that came and talked to Luis and I,
he's like yeah I just saw you in 2 to 2 weeks ago over here.

00:23:09:14 - 00:23:10:14

Yeah.

00:23:10:14 - 00:23:13:11

We're clearly there's people like us
that are seeking it out. Yeah.

00:23:13:11 - 00:23:16:02

And those are destinations for people like us. Yeah.

00:23:16:02 - 00:23:18:12

So I wonder if we can

00:23:18:12 - 00:23:19:23

maybe leverage that a little bit.

00:23:19:23 - 00:23:23:03

Yeah. Yeah. As we're already a foodie town in that way.

00:23:23:03 - 00:23:23:17

Right.

00:23:23:17 - 00:23:25:05

Yeah. They're incredible restaurants.

00:23:25:05 - 00:23:28:10

And not just on 25th
although 25th has amazing awesome surrounds.

00:23:28:10 - 00:23:29:01

Yeah right.

00:23:29:01 - 00:23:29:16

Incredible.

00:23:29:16 - 00:23:34:05

But there's all over Ogden
at 12th Street, over the train tracks, all over the place.

00:23:34:05 - 00:23:34:10

Right.

00:23:34:10 - 00:23:36:12

You know, they got there's really good area.

00:23:36:12 - 00:23:39:22

Oh across over in the industrial zone right.

00:23:39:22 - 00:23:40:21

Yep. Absolutely.

00:23:40:21 - 00:23:46:05

And I mean that is one thing that I really want
O-Town Kitchen to start becoming is kind of the hub

00:23:46:09 - 00:23:53:07

for all of those things and not just for the businesses
in our space, but kind of where do you go when you're like,

00:23:53:09 - 00:24:01:12

if I need to know where to get great brunch on a Sunday,
like, I can check out the O-Town kitchen website

00:24:01:12 - 00:24:07:03

and see highlighted all of our great local restaurants
and like, yeah, I'm looking for all of those ways to,

00:24:07:04 - 00:24:13:06

for for our incubator space to sort of
become the hub for everything food related in town.

00:24:13:08 - 00:24:13:18

Yeah.

00:24:13:18 - 00:24:18:15

Or, even something more like specialized,
like a specific chicharron.

00:24:18:17 - 00:24:21:01

Yeah.

That there's a really, really good place on the North End.

00:24:21:01 - 00:24:21:06

Yeah.

00:24:21:06 - 00:24:22:05

You know, and that we could.

00:24:22:05 - 00:24:27:01

I like that or. Yeah, I just think,
I think we're already that town in a way.

00:24:27:03 - 00:24:28:05

But because of the diversity

00:24:28:05 - 00:24:33:13

and all the nationalities here,
like what if we leveraged every nationality in our city.

00:24:33:15 - 00:24:36:07

To bring that cultural food. Yeah. Right.

00:24:36:07 - 00:24:36:23

Yeah. Yeah.

00:24:36:23 - 00:24:42:20

Something like I mean another dream would be one day to do
we've got the cafeteria space from James

00:24:42:20 - 00:24:49:12

Madison that I think would be an incredible spot for like,
kind of food hall set up.

00:24:49:12 - 00:24:50:07

Right. Sure.

00:24:50:07 - 00:24:55:11

I would love for it to be one day where you come
into the cafeteria at the old elementary school

00:24:55:11 - 00:24:59:14

on Monday night,
and it's the best Russian food you'll ever have.

00:24:59:17 - 00:25:01:11

And then Wednesday, same spot.

00:25:01:11 - 00:25:04:07

But it's like a Cuban place, you know, something like that.

00:25:04:07 - 00:25:08:23

You still have, like, the old school
lunch table? Yes. Yep. Really? Yep.

00:25:09:01 - 00:25:10:02

Yeah, I mean experience.

00:25:10:02 - 00:25:14:03

Yeah. I think that that esthetic would be
I think it'd be really unique, right.

00:25:14:03 - 00:25:16:23

To lean into like an old elementary school cafeteria.

00:25:16:23 - 00:25:18:14

Got like the old town cafeteria.

00:25:18:14 - 00:25:19:06

Yeah.

00:25:19:06 - 00:25:22:19

Eating food off of trays
and taking it to the little window, just like you.

00:25:22:19 - 00:25:24:05

Just the milk lady checking your milk?

00:25:24:05 - 00:25:27:09

Yes. Something.

00:25:27:09 - 00:25:31:21

I never understood the kids that didn't drink all their milk
and eat all our food, because I was not one of them.

00:25:31:23 - 00:25:34:22

But anyway. Yeah.

00:25:34:22 - 00:25:38:22

Well as you're looking to the, to the future,
what are some of the things

00:25:38:22 - 00:25:43:01

you kind of the challenges and burdens, barriers
that you need help overcoming.

00:25:43:01 - 00:25:45:17

Yeah. Challenges and barriers.

00:25:45:17 - 00:25:49:03

I mean

00:25:49:03 - 00:25:53:15

So I mean, the biggest one right now is
I just want to pack out our kitchen.

00:25:53:15 - 00:25:57:06

I want to get it, get it to where we've got no availability.

00:25:57:06 - 00:25:58:23

I need to start looking at a bigger space.

00:25:58:23 - 00:25:59:16

First of all.

00:25:59:16 - 00:26:04:19

But then there's also,
there are some things that I think that,

00:26:04:19 - 00:26:09:11

like developing some more of the educational material
to help businesses get going.

00:26:09:12 - 00:26:11:16

Things like,

00:26:11:18 - 00:26:12:16

just putting together a

00:26:12:16 - 00:26:17:07

checklist, right, of here's
all the documents you need for a food business or,

00:26:17:09 - 00:26:21:01

if you're thinking about starting jam salsa,

00:26:21:01 - 00:26:25:21

I'll like, do, creating some kind of resource guide.

00:26:25:21 - 00:26:26:04

Right.

00:26:26:04 - 00:26:31:11

That helps just to help people understand
all the things they don't know that they need to know.

00:26:31:11 - 00:26:32:03

Like, right.

00:26:32:03 - 00:26:35:17

Like some of those food science things that I learned when I first got started.

00:26:35:17 - 00:26:38:19

So, yeah, really developing resources like that.

00:26:38:19 - 00:26:44:06

I've also got like a vision for, developing kind of a universal calendar

00:26:44:06 - 00:26:46:18

of all of the events across the state of Utah.

00:26:46:18 - 00:26:50:13

And, you know, when is their deadline for applying?

00:26:50:13 - 00:26:53:08

What are the requirements to apply there?

00:26:53:08 - 00:26:58:00

Which farmer's markets are, are, well, the Ogden farmer's markets the best.

00:26:58:00 - 00:27:01:15

It's the best, obviously.

Yeah. I think it competes with Salt Lake.

00:27:01:15 - 00:27:03:23

I think it overtook them probably years ago.

00:27:03:23 - 00:27:06:05

I think it's cooler for sure. Yeah. Oh, yeah.

00:27:06:05 - 00:27:06:22

Yeah yeah, yeah.

00:27:06:22 - 00:27:07:09

Great.

00:27:07:09 - 00:27:11:02

But, but, you know, there's also some other really good ones.

00:27:11:02 - 00:27:16:02

And so just like, helping people figure out where those are, where are the opportunities, like,

00:27:16:04 - 00:27:20:07

do people know that the park silly Sunday market is the got, section?

00:27:20:07 - 00:27:25:23

I mean, it's mostly arts, but they do have one corridor that's kind of all specialty food.

00:27:26:01 - 00:27:26:22

Yeah, yeah.

00:27:26:22 - 00:27:30:00

And so,

00:27:30:00 - 00:27:32:04

and then, yes, like just some of the things

00:27:32:04 - 00:27:37:02

that we've already talked about,
I mean, it's the projects that we're working on is,

00:27:37:04 - 00:27:42:23

building that, distribution network of independent
retail locations is something in the works,

00:27:42:23 - 00:27:49:11

getting a little bit more robust with our sit down classes
where we bring in experts in the food industry to talk about

00:27:49:13 - 00:27:54:22

taxes for food business, marketing for food business,
food safety, just kind of all of those things.

00:27:55:00 - 00:28:02:17

So in, in that way, do you, do you connect it all with,
like swallow the chamber or business information center?

00:28:02:19 - 00:28:04:22

Yes. Yeah. Yeah. Or resources that we rotate through.

00:28:04:22 - 00:28:06:04

I can, can yes. Things like that.

00:28:06:04 - 00:28:06:18

Yeah. Yeah, yeah.

00:28:06:18 - 00:28:12:15

So, yeah, I've, for the last couple of years,
I've helped run a, and,

00:28:12:15 - 00:28:18:10

an entrepreneurial, project
for Weber State's Browning Design Lab and have got,

00:28:18:10 - 00:28:24:19

so that, that project is called Colab, and it's the idea
is we bring together, creative entrepreneurs.

00:28:24:19 - 00:28:31:05

So people working in kind of the art and design field,
and some others, creative, broadly defined.

00:28:31:05 - 00:28:31:12

Right.

00:28:31:12 - 00:28:37:22

And so we bring them together and the, the goal of that
really is just to help them network together.

00:28:38:00 - 00:28:42:18

One thing that you'll hear of a lot of entrepreneurs say is that being an entrepreneur is lonely.

00:28:42:20 - 00:28:43:09

It right.

00:28:43:09 - 00:28:43:23

It feels like it's

00:28:43:23 - 00:28:50:22

just you and all of your problems and your business, and there's no one to talk to about all of those things. So,

00:28:51:00 - 00:28:53:00

excuse me,

00:28:53:00 - 00:28:56:20

the theory behind the Colab project has been that if we bring entrepreneurs

00:28:56:20 - 00:29:01:07

together, they can help each other solve their needs, that we can't solve all of their problems.

00:29:01:07 - 00:29:04:20

But by knowing each other, they can start solving some of those.

00:29:04:20 - 00:29:09:09

And so through that project, I've got connected, gotten connected with a lot of those business resources.

00:29:09:09 - 00:29:13:09

The chamber and the business information center and some of those.

00:29:13:09 - 00:29:18:02

And so yeah, looking to also bring them in for some of this food education stuff that we're doing.

00:29:18:02 - 00:29:23:10

So when you explain to an entrepreneur there for a second, it sounds like you're explaining the mayor

00:29:23:12 - 00:29:28:03

being lonely, but, oh, you know, all these problems, all these decisions and it's just you.

00:29:28:05 - 00:29:29:20

Yeah.

00:29:29:20 - 00:29:32:01

Just get it's a blessing. I'm right. Yeah.

00:29:32:01 - 00:29:32:07

Yeah.

00:29:32:07 - 00:29:36:03

Well, and, I mean, I imagine that there's a lot of overlap between those problems, right?

00:29:36:03 - 00:29:40:08

It's just instead of your business problems,
you've got everyone's business problems

00:29:40:08 - 00:29:44:06

There's a challenge for everybody in life.
It's it's choose your heart, I guess.

00:29:44:06 - 00:29:44:23

Right? Yeah.

00:29:44:23 - 00:29:49:01

And I'm lucky that this is my heart,
actually really lucky that this is married. So.

00:29:49:01 - 00:29:51:18

But it's fun to talk to people like you
that are up to things.

00:29:51:18 - 00:29:56:21

Because we're a very creative town,
and and we're innovative.

00:29:56:23 - 00:29:59:01

I mean, creative and innovative kind of go together, right?

00:29:59:01 - 00:30:02:20

They do. And, and it's fun to hear stories like yours and.

00:30:02:20 - 00:30:07:20

Yeah, from people
like you and feel your energy and your passion for this.

00:30:07:22 - 00:30:12:06

I think I think that it has the potential
to be really successful, I really do.

00:30:12:08 - 00:30:14:12

Yeah, I know that the interest is definitely there.

00:30:14:12 - 00:30:18:13

We just kind of got. A lot of that awareness, though.
Yeah, yeah, it's awareness.

00:30:18:13 - 00:30:24:00

And honestly, it's just a lot of it is like I was saying,
we just got started at a weird time of the year.

00:30:24:00 - 00:30:29:20

We got approved and got rolling kind of as Farmers
Market was ending and,

00:30:29:22 - 00:30:33:23

we saw a little bit of uptick in use for holiday things,
but now it's

00:30:33:23 - 00:30:38:14

kind of that weird zone of the year
where especially in like the craft food business,

00:30:38:16 - 00:30:44:03

if there's no markets or special events
going on kind of January to April is sort of a slow zone.

00:30:44:08 - 00:30:45:22

I think we're definitely going to tick up.

00:30:45:22 - 00:30:48:20

I think our hot time will be for the farmers market.

00:30:48:20 - 00:30:53:09

I keep telling everyone who's in there now,
and they're used to having a lot of space to you.

00:30:53:09 - 00:30:57:01

Don't get used to it.
Yeah, don't get used to it. I think that,

00:30:57:03 - 00:31:00:06

I think Thursdays
and Fridays are going to be our most competitive times.

00:31:00:06 - 00:31:05:03

People baking and whatever I'll get trying to get labeled
in time for the farmers market.

00:31:05:03 - 00:31:08:03

I foresee being, pretty busy. Yeah.

00:31:08:03 - 00:31:10:12

You talked about working with the Department of Agriculture.

00:31:10:12 - 00:31:16:02

Do you guys, cross coordinate with Utah's own program
for marketing and things?

00:31:16:02 - 00:31:16:21

Yes. Yeah, yeah.

00:31:16:21 - 00:31:25:03

So, Emily Ashby, the director of, of, Utah's own,
has actually taught, a couple of courses for us.

00:31:25:03 - 00:31:32:04

She's a marketing expert and has come in and taught some
of our businesses how to, use Instagram for food business

00:31:32:04 - 00:31:38:07

or how to leverage AI and some of these new technologies
for getting access to new customers and things like that.

00:31:38:07 - 00:31:40:18

So, yeah, I love Utah Zone.

00:31:40:18 - 00:31:47:03

And, I'm always looking for ways to connect people to them
or connect them into what we're doing up here or down here.

00:31:47:05 - 00:31:55:02

Do you do you have anybody or maybe yourself that can help
with Spanish speaking, any translation services to help with?

00:31:55:04 - 00:31:55:17

Yeah.

00:31:55:17 - 00:31:56:10

Well, yeah.

00:31:56:10 - 00:32:00:12

So that that's, that's one of the areas
that we probably need to grow in.

00:32:00:12 - 00:32:03:02

I am not unexperienced with Spanish.

00:32:03:02 - 00:32:07:23

I grew up with, the New Mexico dialect of Spanish,
which is a fading dialect.

00:32:07:23 - 00:32:13:00

But it's it's a really interesting because it's,
a little bit more Spanglish than you would expect.

00:32:13:01 - 00:32:14:23

And New Mexico's the territory of the U.S.

00:32:14:23 - 00:32:18:17

A lot of English words
entered the Spanish language through that.

00:32:18:17 - 00:32:20:15

And so I'm a heritage speaker.

00:32:20:15 - 00:32:23:15

I grew up with my grandparents who spoke fluent Spanish.

00:32:23:15 - 00:32:25:20

My grandpa's first language was Spanish.

00:32:25:20 - 00:32:30:16

And so I am proficient but not fluent.

00:32:30:18 - 00:32:35:03

And so that's a, that's another area that I,
we were probably going to need to grow in all the time.

00:32:35:03 - 00:32:41:19

I'm speaking Spanish to somebody and I'll use a word
that they're unfamiliar with like, I don't know.

00:32:41:19 - 00:32:46:05

In New Mexico, the word for to drive a car is RDR,

00:32:46:07 - 00:32:51:04

which is, that's that's an older word
that means to, like, direct a herd of cattle.

00:32:51:09 - 00:32:54:02

In New Mexico that came to mean the word for drive.

00:32:54:02 - 00:32:57:19

But in standard Spanish, it's manejar or con to see it.

00:32:57:19 - 00:33:05:15

And so, all the time I'm running into, like, just these little, little quirks about the dialect that I know it's.

00:33:05:17 - 00:33:09:00

That could be interesting for your recipes, I suppose, Yeah, yeah, yeah.

00:33:09:00 - 00:33:12:03

Yeah. Exactly.

00:33:12:03 - 00:33:15:23

That would be that's that's where we're finding our deepest engagement through with Luis???

00:33:15:23 - 00:33:20:23

work, obviously, is, it's about a third of our city, and it's and it's a really underserved.

00:33:21:01 - 00:33:23:07

Part where they don't know how to.

00:33:23:07 - 00:33:25:13

They don't necessarily know where to go. Yeah.

00:33:25:13 - 00:33:28:12

I mean, they're very bright and they, they can navigate, no doubt. Yeah.

00:33:28:12 - 00:33:32:14

They just need a little help knowing where to go. Yeah.

00:33:32:18 - 00:33:34:15

And when they get there, obviously the language helps.

00:33:34:15 - 00:33:36:15

Yeah yeah yeah yeah.

00:33:36:15 - 00:33:37:12

Absolutely.

00:33:37:12 - 00:33:41:14

And yeah, it's just, a lot of it is,

00:33:41:14 - 00:33:44:21

yeah, it can be intimidating talking to some of the regulators, Department

00:33:44:21 - 00:33:47:12

of Agriculture, Department, whoever it is.

00:33:47:12 - 00:33:50:07

And especially if there's a language barrier. Yeah.

00:33:50:07 - 00:33:55:16

So I know that, I'm very I'm constantly running into the limits of my Spanish,

00:33:55:16 - 00:34:00:21

but I know that that's something that I need to improve in,

and that we probably need a little bit more help into his.

00:34:00:21 - 00:34:02:18

Is it just a one man show over there other than the.

00:34:02:18 - 00:34:05:09

Yeah, for the most part it is.

00:34:05:09 - 00:34:07:15

As I say, we do have some support through Weber State.

00:34:07:15 - 00:34:12:14

We're bringing on some business students to help support, and in some ways that's up and coming.

00:34:12:16 - 00:34:15:01

But yeah, for the most part it's me.

00:34:15:01 - 00:34:16:06

Okay.

00:34:16:06 - 00:34:19:16

Just spinning in my head how to get you the help you need.

00:34:19:16 - 00:34:22:08

We recently had a let's talk the.

00:34:22:08 - 00:34:27:01

I did my session with, really local Mexican business owners.

00:34:27:01 - 00:34:31:13

Yeah. And we talked about some of the barriers for them for success and

00:34:31:15 - 00:34:32:12

a lot of what they

00:34:32:12 - 00:34:36:14

find is that, people have a really great idea,

00:34:36:14 - 00:34:42:18

really good, food and a talent, and but they don't have a good sense for all of the requirements.

00:34:42:18 - 00:34:46:17

So it sounds like that's something that you do.

You see that a lot on the front end?

00:34:46:17 - 00:34:51:03

Well, I've got a checklist of, you know, here's all of the documents that you're going

00:34:51:03 - 00:34:52:14

to need to run a food business.

00:34:52:14 - 00:34:59:12

And, a lot, a lot of my time goes towards helping people just navigate through kind of the application process.

00:34:59:12 - 00:35:03:20

I've filled out the health department application probably 11 times now.

00:35:03:22 - 00:35:05:21

Yeah, yeah, yeah.

00:35:05:21 - 00:35:11:23

So, even just being a point of contact in that and, having, Webber Morgan Health

00:35:11:23 - 00:35:16:12

Department on speed dial or the Department of Agriculture, I think is a big help for businesses.

00:35:16:14 - 00:35:20:02

Right. Yeah.

It sounds like it's okay. This is really helpful.

00:35:20:02 - 00:35:22:20

Helpful for me to understand your operation.

00:35:22:20 - 00:35:24:06

I still need to get out there.

00:35:24:06 - 00:35:25:09

Luis is going to.

00:35:25:09 - 00:35:28:13

Yeah. Been wanting to try and get me there.

Yeah, yeah, yeah, I. Just like to see it.

00:35:28:13 - 00:35:30:09

Yeah. I would love to show it to you. Yeah.

00:35:30:09 - 00:35:32:22

I mean, I know the space you're in, I. Yeah. Been in there.

00:35:32:22 - 00:35:33:07

Yeah.

00:35:33:07 - 00:35:36:00

The Ogden jets I think are still using the space too.

00:35:36:00 - 00:35:38:04

In some ways. Yep.

00:35:38:04 - 00:35:40:14

But not since you got there.

Yeah. Started getting ramped. Up.

00:35:40:14 - 00:35:41:03

Yeah, yeah.

00:35:41:03 - 00:35:46:07

And I mean, just, Yeah, I, I tell people all the time that it is an old elementary school kitchen.

00:35:46:07 - 00:35:51:15

It comes with all of the benefits and charms and quirks of being an old elementary school kitchen.

00:35:51:15 - 00:35:56:02

But it's, it's a really functional space
for what we're up to.

00:35:56:04 - 00:36:03:08

It's got all of the all of the most standard equipment
that a business would need to get started.

00:36:03:10 - 00:36:04:10

You know, it's

00:36:04:10 - 00:36:09:08

not it's not the most ideal situation
in that we didn't build something from scratch.

00:36:09:08 - 00:36:14:18

And, you know, specifically for accommodating
every type of business that we could possibly see, right?

00:36:14:19 - 00:36:19:03

We you know, we get people, asking
if we've got, dope roofers

00:36:19:03 - 00:36:22:00

because they want to make pizza crust or honey spinners
because they want a bottle.

00:36:22:00 - 00:36:26:01

Honey,
we don't have a lot of a lot of that specialized equipment,

00:36:26:01 - 00:36:28:23

and we don't really have the room to accommodate
some of that.

00:36:28:23 - 00:36:30:12

Oh, we do, and we don't.

00:36:30:12 - 00:36:36:16

We have the space where they can bring in their own
and store it there, but it's,

00:36:36:18 - 00:36:38:16

for like, large pieces of equipment.

00:36:38:16 - 00:36:40:02

We're a little bit limited.

00:36:40:02 - 00:36:42:08

For the special super specialized labs.

00:36:42:08 - 00:36:46:06

Yeah, yeah, but, like,
if someone wants, I don't like a bottling line.

00:36:46:06 - 00:36:48:13

Right? So they're not filling their jars by hand,

00:36:48:13 - 00:36:52:03

but they've actually got a machine
that's pumping out the right exact amounts.

00:36:52:03 - 00:36:56:12

Like some of those industrial size pieces of equipment we don't have yet.

00:36:56:12 - 00:37:02:17

So although I think one thing we definitely need to get and sooner rather than later is probably a label machine.

00:37:02:19 - 00:37:07:19

Right now, it's like label by hand and it's, you know, sometimes they go on crooked and that's not great.

00:37:07:19 - 00:37:08:08

And yeah.

00:37:08:08 - 00:37:12:10

So yeah, that's one thing that I think we, we will need that's kind of specialized.

00:37:12:10 - 00:37:12:22

Let's cool.

00:37:12:22 - 00:37:17:09

Before we wrap up,
is there anything you want to cover or share with the.

00:37:17:13 - 00:37:18:03

Yeah, yeah.

00:37:18:03 - 00:37:22:23

I thought I might as well also mention
the other half that I wear.

00:37:22:23 - 00:37:27:22

So in addition to working with food businesses
through, O-Town kitchen

00:37:27:22 - 00:37:34:20

and kind of being the coach
and growth mentor for them, I also work part time for,

00:37:34:22 - 00:37:37:20

a nonprofit called Weightless Solutions.

00:37:37:20 - 00:37:39:16

So we're based down in Salt Lake.

00:37:39:16 - 00:37:45:15

I run the Weber County programs,
and so we partner with food based businesses,

00:37:45:15 - 00:37:50:08

caterers, restaurants, cafeterias, schools.

00:37:50:08 - 00:37:53:22

So, we partner with them to pick up their excess food.

00:37:53:22 - 00:37:58:15

So, you know,
if they've got, say, a caterer had, had, an event

00:37:58:15 - 00:38:04:12

where they catered 150 meals
and they've got a ton of stuff left over, they can call us

00:38:04:12 - 00:38:12:02

and we work like an Uber for food waste,
where we use a mobile app to, list rescue opportunities.

00:38:12:06 - 00:38:14:14

And our volunteers can see those,

00:38:14:14 - 00:38:20:19

and then claim an opportunity, pick something up
and drop it off to a nonprofit that's feeding the community.

00:38:20:21 - 00:38:25:08

And so one of the things that, I am really engaged
in, in this part of the year

00:38:25:08 - 00:38:31:15

is just looking for more accounts, looking for more people
who want to become weekly food donors.

00:38:31:17 - 00:38:33:20

And so, yeah, that's some of the work I'm doing.

00:38:33:20 - 00:38:37:09

And I always think that it's worth mentioning
that I also work in that capacity.

00:38:37:09 - 00:38:41:00

And I'm trying to, to increase my impact in that way.

00:38:41:00 - 00:38:44:00

So maybe if anyone out there happens to, Okay.

00:38:44:00 - 00:38:47:18

Yeah. Do you work with the Utah Neighborhood
Connection up on the north end?

00:38:47:18 - 00:38:52:17

We haven't,
we haven't I, but I've got a connection over there.

00:38:52:17 - 00:38:56:13

Megan Shaw, who was their director,
is someone that I know from way back when.

00:38:56:13 - 00:39:00:01

From when she was just a kid.
So we haven't gotten to work together yet.

00:39:00:01 - 00:39:02:11

But I'm aware of them. Yeah,
they're feeding a lot of people up there.

00:39:02:11 - 00:39:05:16

Yeah, there's quite a bit
more need up there than people think. Yeah. No.

00:39:05:16 - 00:39:06:16

Yeah, there definitely is.

00:39:06:16 - 00:39:09:10

I went to Ben Lohman, so I know that area a little better.

00:39:09:10 - 00:39:11:20

And yeah, I know for sure that there's meat out there.

00:39:11:20 - 00:39:19:03

We primarily work with,
I mean, we were Frage, the Catholic community Services,

00:39:19:03 - 00:39:25:03

the rescue mission, lantern house,
some of those organizations.

00:39:25:05 - 00:39:30:10

Okay. Yeah. Well, that's great mission.
So that's three jobs. And the others.

00:39:30:12 - 00:39:31:22

You know, I'm coming from a position

00:39:31:22 - 00:39:37:19

where I had four position, coming from a place
where I had four paid positions for the last several years.

00:39:37:19 - 00:39:41:21

And I'm trying to take a few things off my plate
and just focus everything in the food world.

00:39:42:00 - 00:39:43:04

So good for you, man.

00:39:43:04 - 00:39:46:12

Yeah, well, thanks for
thanks for sharing your energy here. Absolutely.

00:39:46:12 - 00:39:49:11

So I was in our episodes of the Call to Action.

00:39:49:11 - 00:39:54:14

So if anybody knows,
somebody that's looking for commercial space,

00:39:54:16 - 00:39:57:23

somebody who's interested in the food business
getting started.

00:39:57:23 - 00:40:00:11

Yeah, right. Or maybe you are interested.

00:40:00:11 - 00:40:01:12

Reach out to Isaac.

00:40:01:12 - 00:40:04:08

Is there a way, a good way for us to be able to reach you?

00:40:04:08 - 00:40:04:20

Yeah, yeah.

00:40:04:20 - 00:40:09:20

Best way to reach me
is probably through our website, O-Town kitchen.com.

00:40:09:20 - 00:40:13:21

My contact info is up there,
and that's, the best way to get started.

00:40:13:21 - 00:40:16:10

And you can also see some of our pricing

00:40:16:10 - 00:40:20:16

and how the our education program works
and fill out an interest form and all of those things.

00:40:20:17 - 00:40:24:13

Okay. Let's see if it's fit and then, yeah,
if it's a good fit. Yeah. Come take a tour.

00:40:24:13 - 00:40:25:07

Yeah. Thanks.

00:40:25:07 - 00:40:26:09

I'm there. Right.

00:40:26:09 - 00:40:28:07

Okay. Well thank you. Isaac.

00:40:28:07 - 00:40:31:21

O-Town eats. O-Town kitchen. Yeah.

00:40:31:21 - 00:40:32:16

I should say sorry.

00:40:32:16 - 00:40:40:02

Well, our town does like to eat, so, I know
I'm about to eat, but thanks for thanks for coming today.

00:40:40:02 - 00:40:43:10

But most of all,
thanks for sharing your passion and your purpose.

00:40:43:10 - 00:40:48:15

Of course, I think I think, just in the time I spent you,
I feel like this is your way.

00:40:48:17 - 00:40:50:07

Right? Has been. Yep.

00:40:50:07 - 00:40:55:00

I've been dreaming about a space like this
for the last ten years, and I'm so glad to that

00:40:55:00 - 00:40:58:07

everything finally lined up to give it a try. So here we are.

00:40:58:07 - 00:41:02:00

Well, it's just an example
of how dreams do come true in Ogden. Yep.

00:41:02:00 - 00:41:03:01

Right? Yep.

00:41:03:01 - 00:41:05:01

Is this a place we put it in for work? And you?

00:41:05:01 - 00:41:07:18

Yeah. Bring your energy and excitement. You can
you can find your dreams.

00:41:07:18 - 00:41:09:08

And so congrats on finding your dreams.

00:41:09:08 - 00:41:12:19

I look forward to actually help, finding ways
to help you. Yeah.

00:41:12:19 - 00:41:15:11

And so please keep in touch with the lease and and with me.

00:41:15:11 - 00:41:15:20

Yeah.

00:41:15:20 - 00:41:20:21

And, don't be shy on what those needs are,
because that's why we're here, okay?

00:41:20:21 - 00:41:22:23

We want to try and help people like you succeed.

00:41:22:23 - 00:41:29:07

Yeah, because when you succeed, it's a direct correlation
of our people succeeding writ large, right?

00:41:29:11 - 00:41:33:05

Yeah. So let us know if there's something more we can do.
Okay? Of course. Yeah. Okay.

00:41:33:05 - 00:41:35:03

Thanks so much for having me here. Yeah. Of course.

00:41:35:03 - 00:41:35:11

Thank you.

00:41:35:11 - 00:41:38:03

Isaac, and thank you again for for tuning in.

00:41:38:03 - 00:41:41:01

This is another episode of the Ogden Way podcast.

00:41:41:01 - 00:41:45:04

I'm on Mayor Ben Nadolski, and, this is a wrap, but,

00:41:45:09 - 00:41:49:18

and before we wrap, make sure you get out there,
do good things, do it for the right reasons.

00:41:49:18 - 00:41:53:04

And all the right things will happen as a result, right?

00:41:53:04 - 00:41:54:18

That's right. Okay. Thanks. Ogden.