

MINUTES
URBAN RENEWAL AGENCY
November 12, 2008

Commissioner McCabe called the Moscow Urban Renewal Agency meeting to order at 7:08 a.m. Wednesday, the 12th of November in the Moscow City Council Chambers.

Attendance:

Commission Members	Staff Present	Others Present
John McCabe, Chair	Pat Raffee, Interim Agency Director	
Robin Woods	Gary J. Riedner, City Supervisor	
John Weber	Don Palmer, Finance Director	
Jack Nelson (left at 7:35)	Ramon Nunez, Finance Department	
Brandy Sullivan	Jen Pfiffner, Assistant to the City Supervisor	
Tom Lamar	Stephanie Kalasz, City Clerk	

Absent: Steve Drown

1. Consent Agenda

- Minutes of October 22, 2008 meeting
- Minutes of November 6, 2008 workshop/field trip
- FY 2008 Financial Reports through September
- Internal Financial Controls Memo
- October interim ED staff report
- Interim ED Extension Agreement - postponed
- Agency/City Admin Services Agreement - postponed

Weber moved to approve the consent agenda minus the two items postponed. Sullivan seconded the motion. Motion carried unanimously via acclamation.

2. Public Comment for *items not on agenda*: 3 minute limit

No public comment was offered.

3. Announcements (including conflict of interest disclosures)

Riedner said several people met with the legislators during the Chamber of Commerce tour. A short presentation about Moscow and the MURA was given to the legislators on Monday. There was a lot of good feedback. He said it was a very good meeting. Lamar said they met the previous director of the Post Falls URA who is now going to law school. He said there is a meeting this morning to discuss keeping the ice rink in Moscow. Riedner explained who would be attending the meeting.

4. Unfinished Business:

- Presentation: FY 2008 Year-End Financials (Don Palmer, Treasurer)

Palmer presented the year end financial statements for FY 2008. He said they are based on a budget approved in August 2007. He said staff thought it would be good to share

pre-audited numbers with the Board since it is pertinent to what is being done now. He went through revenues and explained budgeted versus actual amounts. He discussed the expenditures for FY2008 and answered questions. Riedner explained the RFP process for the Alturas Phase II lots. There was discussion about where the URA would come up with money to buy back a lot if it was deemed necessary and the money from the lot was already used to make an extra payment to the Thompsons. There was a discussion about the budget process and the choices available to the Board. There was general discussion about the contract with the Thompsons and the obligations of the URA. Palmer displayed a balance sheet and discussed the numbers. There was further discussion about policy and what the fund balance can be used for.

- DEQ Brownfield Grant Participation Letter (Raffee)

Raffee gave an update on the grant participation letter and said a new draft has been completed. Riedner said Alisa Stone has put in a lot of work on the grant application. It has been very labor intensive. Weber moved to accept the letter from the URA in support of the grant application for brownfield remediation. Lamar seconded the motion and said he signed a letter of support from PCEI as well. Woods asked if the letter is strong enough. Raffee said it is and explained what is required. Right now, the letter of support is all that is necessary.

Motion carried unanimously via acclamation.

5. New Business:

- Logo Redesign Project Update (Sullivan, Pfiffner)

Pfiffner said redesign of the logo has been discussed by the Marketing Committee. She said red gives the image of a stop sign and she listed the criteria that the Committee came up with that they would like to see reflected in the URA logo. She said this will play into the website design as well. Raffee said the color red is not only associated with stop signs, it also it excites the brain. The dominance and strength of the logo could be perceived as intimidating. She said some of the logo concepts that will be considered by the URA will reflect connectivity with the community.

- Web Hosting Agreement with First Step (Sullivan, Pfiffner)

Pfiffner explained the benefits of web hosting with First Step Internet. She said it is a bit more expensive but there are benefits that make it worthwhile. Riedner said the City has been under contract with First Step Internet for some time and they are not always quick about getting things done so they need to be held to the set deadline. Raffee explained that there is an addition error in the cover letter to the proposal, which she said did not acknowledge removing two proposed but unneeded services: search engine optimization and traffic tracking, in the proposed agreement which she explained. She said \$1,056 is what is needed at this time to start the process. Sullivan said there were other options available but experience of the community members with some of the other options was not good so it was consensus to recommend First Step. Riedner said it is a fairly labor intensive process and it is a creative process. Moscow

doesn't want a website that looks like Pullman's and the URA doesn't want a website that looks like Moscow's.

Woods said she thought that the \$30,000 paid to the City included a website so she has a problem with spending more. Riedner said the City hosts the URA on its website but will not take \$2,300 off the administrative charges if the URA chooses to have its own site. There was discussion about the future costs and what is included in the \$30,000 administrative fee that the URA pays to the City of Moscow. Riedner suggested that the Board just consider the website design funding at this time and more information will be brought back in regard to hosting the website at the meeting in December, Raffee then summarized that a deposit of only \$936 was needed now (40% of \$2340). Raffee then summarized that a deposit of only \$936 was needed now (40% of \$2340).

Lamar moved to authorize payment to First Step for web design. McCabe said he has a conflict of interest with First Step Internet so he will not vote. Sullivan seconded the motion. Roll Call Vote: Ayes: Sullivan, Lamar, Weber, Woods. Nays: None. Abstentions: McCabe.

- Discuss adjusting December meeting schedule to 1st & 3rd Wednesdays (to avoid meeting Christmas Eve)

The December meetings will be held the 3rd and the 17th due to the holiday schedule.

6. Committee Reports:

- Finance: John McCabe, Robin Woods

The Finance Committee met on October 30th and they decided not to set up a separate reserve account for funds to use for payment on debt (that are not already required). They would like to keep the funds available for other things that come up. Raffee said there was discussion about accumulating more cash to have on reserve to be available for options presented to the Board. Riedner asked that the minutes of the Committee meeting discussions be presented as a written recommendation to the Commission at its next meeting; Raffee agreed. This afternoon, there will be a meeting of the Finance Committee members who do not have a conflict of interest with EMSI. Riedner asked that the minutes of the Committee meeting discussions be presented as a written recommendation to the Commission at its next meeting; Raffee agreed. McCabe said there are extra considerations in the banking industry due to the state of the economy at this time.

- Marketing: Steve Drown, Brandy Sullivan

All updates were covered in earlier agenda items.

- Legislative & Government Relations: Tom Lamar, Jack Nelson, John Weber

Riedner reported that no news has been received on City of Rexburg vs. Hart friends of the court matter, but hopes to present an update at the December 3, 2008 meeting.

7. Staff Reports: Gary Riedner & Pat Raffee

Raffee asked for suggestions on how to acknowledge Gene Thompson for his help with the URA. Riedner said Ted Thompson indicated that Gene did not want the park named after him. Raffee said she would draft a letter to the editor of the Coeur d'Alene Press, for Chairman McCabe's signature, which expressed the Commissioners' appreciation for LCDC and Hayden URA's time & info.

Woods said she would like to see logos for other URAs when the proposed logos come forward.

- District updates
- Interview Process for ½ time ED

Riedner said the City has received 41 applications for the ED/Economic Development person and they will be checked for minimum qualifications prior to applicant information being sent out. Telephone interviews will be conducted first (with a manageable number) and then 5 or 6 will be selected for in-person interviews.

8. Executive Session: none needed

9. Adjournment - 8:40 a.m.