

**MINUTES**  
**URBAN RENEWAL AGENCY**  
**March 27, 2008**

Commissioner McCabe called the Moscow Urban Renewal Agency meeting to order at 7:00 a.m. Thursday, 27<sup>th</sup> March in the Moscow City Council Chambers.

***Attendance:***

Commission Members	City Staff Present	Others Present
John McCabe, Chair	Gary J. Riedner, City Supervisor	Pat Raffee
Robin Woods	Jen Pffifner, Asst. City Supervisor	Janice McMillan
Brandy Sullivan	Don Palmer, Finance Director	Margaret Howlett
Tom Lamar	Sue Nelson, Accounting Manager	B.J. Swanson
John Weber	Stephanie Kalasz, City Clerk	
Steve Drown	Ramon Nunez, Finance Department	
Jack Nelson		

Chair McCabe called the meeting to order at 7:07 a.m.

**1. Approval of Minutes - March 6, 2008**

Weber moved and Sullivan seconded approval of the minutes. Motion carried unanimously.

Sullivan said in the minutes of February 21, 2008, where Nels Reece brought the model for the project area, she was referring to businesses on 6<sup>th</sup>, not the downtown area. She wants business owners to know that they are actually included in the project area. This change will be reflected in the February 21, 2008 minutes.

**2. Accounts Payable - Don Palmer**

This was heard as item 3. Palmer discussed the accounts payable. Woods asked about audit fees and Palmer explained that the charge is about \$2,000 and hasn't come through yet. There was discussion about the administrative fees paid to the City. Riedner said he received a bill from Mike Cady of Business Planning Consultants for \$5,000 for the Economic Development Feasibility Study. He would like to have the accounts payable amended to reflect that payment as well.

Weber moved and Woods seconded approval of the accounts payable with the addition of payment of the bill from Mike Cady. McCabe said the \$25,000 administrative fee was set a few years ago in consideration of what the City was doing for the URA based on the current activity. With the addition of Legacy Crossing, the City is doing more work and he would expect to see a request for an increase in that cost. Motion carried unanimously. Riedner said there will be another small charge to reimburse Nels Reece's design class for the materials costs of constructing the model and to offer them some type of appreciation to such as an appreciation reception or something similar.

**3. Update on Legacy Crossing Urban Renewal Plan Presentations -Gary J. Riedner**

This was heard as item 2. He said presentations have been made to all of the taxing districts about the proposed plan. Everyone seems positive about the effect this will have on the downtown area. He said he has reflected the concerns of the County Commissioners to the other taxing districts. There will be a presentation the first three Thursdays in May regarding

the plan. He went through the presentation that was given to the districts. Woods asked if a level of importance has been given to the parking. Riedner explained that none of the items have been prioritized largely because it will depend on the area of development being proposed. He said this will go to Council on May 19.

#### **4. Marketing Discussions - Gary J. Riedner**

Riedner explained that the URA has expended \$1500 of the \$10,500 marketing budget. Howlett discussed the ads that have been placed so far to advertise for Alturas. She distributed information on the Palouse Knowledge Corridor. She explained that there was a summit regarding the Palouse Knowledge Corridor and she named the entities involved. It has taken the last year to develop a cooperative spirit in the group. She said there is a new logo for the Palouse Knowledge Corridor and they want all of the entities to start using it. Avista Corp will fund a website for the Palouse Knowledge Corridor. They are going to develop a 7 page website. It will primarily be a link to other agencies. Recently an opportunity with real value has become available. In Washington CEO Magazine, there is a sponsored report of 8 to 20 pages of copy on a region or community. This is a perfect opportunity for the Knowledge Corridor. There needs to be a sponsor of \$6200. The Port of Whitman has sponsored \$3100 and asked that the URA pledge the other \$3100. It would be less if other sponsors will consider helping. We will have final say on the article content. It is a great opportunity to have a copy viewed by the decision makers primarily in the Seattle area. There shouldn't be any problem filling up copy.

Weber asked when Howlett would need to know. Howlett said she would like to have a decision right away. It takes 60 to 90 days to get it done. Lamar asked what the incentive would be for anyone else to pitch in. Howlett said she can go out and try to find more sponsors. This is what the URA has marketing funds for, to advertise the community. This type of ad is more effective. Additionally, we get 2000 copies of the report to use in other areas.

Woods asked which other entities would be asked. Howlett said she would ask the University, Gritman Hospital, the banks, etc. There will be advertising throughout this section. A business isn't likely to sponsor if their ads are not in as a result. McCabe asked the circulation number and Howlett said 33,628. The readership comes up to over 100,000. Howlett discussed who reads the magazine and said 65% are decision makers. She said Schweitzer Engineering advertises regularly in this magazine and they feel the investment has been successful. Riedner said it is staff recommendation that the URA approve this proposal. The Port of Whitman is our Washington counter-part and is in direct competition with us. The Port will heavily advertise their business park so it makes sense for the URA to the same. Howlett said \$3100 is the maximum but that does not mean that she will not try to find some of the money elsewhere. The article will be written about our region's strength as a whole. The universities have started to hook into things and are starting to use the Knowledge Corridor concept.

Nelson said there is a lot of properties out there for the URA to sell so this makes sense and he supports it.

Woods asked the process in choosing Washington CEO. Howlett said they came to us and the group said it is something that they want to consider. The group is developing an overall marketing strategy and plan. Within the next 60 days, there will be a plan on marketing. Woods asked if the URA should wait until the marketing plan is done. Since this takes such a

big portion of the budget, she said she is concerned about spending so much money unless we are sure that this is the best way to spend it. She wants to make sure it will get read. She asked what the Idaho readership is on the and Howlett said it is very little. This is geared toward Washington.

Lamar said he is concerned about authorizing the money because then other entities won't have incentive to contribute. Howlett said the URA could say that it will pay half if the other entities pay half. Drown said he wants to make sure that the URA is reflected as being a big part of the corridor and the article should be written that way. Howlett said the biggest hurdle is to get people off of the highway and realize that it is a region.

Riedner said advertising costs a lot of money and companies are being targeted that are actually doing business that communities are trying to attract. We have been focusing on bringing businesses out of U of I into Alturas and this likely would not reach those people. This would reach CEOs who may want to move a business here. If the URA's assets are listed and are part of the focus of this spread, it could be used in a press kit. He said he wouldn't waste LEDC in staff time going out to solicit money from other entities for this project. The URA can do this now and later, when others are solicited for help we can show what the URA has already contributed.

Woods moved to approve \$3100 for marketing in Washington CEO Magazine. She said we need to learn from this and keep track of how well this is doing. Lamar said he will second the motion but wants to make sure that the article does what the Board wants it to do. Motion carried unanimously. Howlett said it might be a good idea for the URA to consider having a representative on the Palouse Knowledge Corridor Committee.

Sullivan asked where the 2,000 copies would go. Howlett said they will probably go to the Palouse Knowledge Corridor group to be distributed equally. We may request that more copies be made.

Riedner said the URA has been approached by Uniquely Palouse Magazine to advertise and we are in the process of getting those prices which are much lower. It would be an ad just for the URA, not the Palouse Knowledge Corridor.

#### **5. Draft 2007 Report - Gary J. Riedner**

Riedner said the annual report looks much better than last year. The format of the previous report was followed. Idaho Code requires that the URA report to the City Council prior to March 31<sup>st</sup> of each year. Woods moved and Weber seconded to approve the annual report from the URA for transmittal to the City Council. Motion carried unanimously.

Riedner said City staff has put together a webpage for the URA and will have information for the public. Woods said there is some URA information posted on the LEDC website and she wondered if the two would be combined. Riedner said yes, we just wanted to get our part up first. There will likely be a link from the LEDC website to the URA link on the City website.

#### **6. Strategic Planning Discussion - Gary J. Riedner**

Riedner said the URA has never engaged in strategic planning. It would make sense to have some sort of retreat to get Agency Commissioners' ideas on a plan for the future. It is obvious

that the URA is helping with economic development. It makes sense to let people know what the mission of the Agency is. As the URA moves into an era of reviewing business plans, it will help as the Board looks at proposed projects. He said he would like to have the retreat in late April or May. The desire is to do it prior to setting the budget.

**7. Other Business**

None.

The meeting adjourned at 8:10 a.m.