



Minutes: March 25, 2009 - 7 a.m.

City of Moscow Council Chambers • 206 E 3rd Street • Moscow, ID 83843

Commissioner McCabe called the Moscow Urban Renewal Agency meeting to order at 7:06 a.m. Wednesday, the 25th of March, 2009 in the Moscow City Council Chambers.

Attendance:

Commission Members	Staff Present	Others Present
John McCabe, Chair	Travis Cary, Executive Director	
John Weber	Gary J. Riedner, City Supervisor	
Brandy Sullivan	Sue Nelson, Finance	
Steve Drown	Jen Pfiffner, Assistant City Supervisor	
Tom Lamar	Stephanie Kalasz, City Clerk	
Robin Woods (7:08)		

Absent: Jack Nelson

1. Consent Agenda - Any item will be removed from the consent agenda at the request of any member of the Board and that item will be considered separately later.
 - Minutes of March 11, 2009 meeting
 - February Financial Reports

Weber moved and Drown seconded approval of the consent agenda. Motion carried unanimously.

2. Public Comment for items *not on agenda*: 3 minute limit – No comment was offered.
3. Announcements (including conflict of interest disclosures if any) – Riedner said staff had a meeting with Jack McIver and Gene Merrill from the University of Idaho. The U of I is pulling out of the LEDC. He said the University needs the building and will move the Center for Disabilities and Human Development (CDHD) operation to the Incubator at the end of six months. The other one-third of the building will be used for incubator business. Merrill will be doing full time economic development at the end of that time. It has implications to the LEDC so they will be looking in some different directions. There will be conversations about the effect on the City. The U of I will be focusing on technology transfer and they will look to the City and County as partners in economic development. The University supports economic development locally but it is a statewide initiative. There was discussion about this issue, what it might mean and what could be done to positively affect the incubator. There was discussion about how the contracts currently in the building would be handled. Drown discussed future possibilities. Woods expressed concern about the University separating itself from the City. Cary said the University is trying to increase their commitment to economic development without doing something financially. Drown said the University is trying to reduce financially but they are looking to grants and the building stable communities initiative. Cary said he will meet with U of I to obtain a grant that may benefit Legacy

Crossing. There is a lot of interest in cooperation with staff. Drown said the bi-regional planning program will be helpful as well.

4. Unfinished Business:

- Strategic Planning (Travis Cary)

Cary said April 8th will be the strategic planning session at La Quinta. He said he will be distributing a survey to each of the Board members to get input prior to the session.

5. New Business:

- URA Website Review (Jen Pfiffner)

Cary said the website was one of the items discussed in the Marketing Committee. Pfiffner displayed the website design. There was discussion about including helpful links such as the Department of Commerce and Pfiffner said they are working on how to include those on the site.

Lamar asked for the copyright to be updated. He said he likes the idea of other community links being added. Cary said staff is working with other agencies to make sure that theirs link to the URA website and vice versa. Woods discussed emphasizing what is most important. Pfiffner said the Marketing Committee suggested that something be included on what a URA is. Woods said she didn't think "contact us" needs to be in the main part of the page. Drown suggested having "current news" or something similar in the column. Woods said there could be a drop down menu instead of listing things below each item.

The Board moved to accept the template with the proposed changes and it was approved unanimously.

6. Committee Reports:

- Finance Committee
- Marketing Committee (Jen Pfiffner/Travis Cary) – Cary said the Marketing Committee discussed marketing at Alturas. He said Pfiffner designed a sign that can be made up to market the property. There was discussion about what kind of sign is allowed in the area. Several signs will give people the indication that there is more than one lot available. Weber moved to approve the recommendation of the Marketing Committee for the Alturas signs and Lamar seconded the motion. Motion carried unanimously.

Cary said there was discussion about putting out an RFP to solicit brokers to come up with a marketing plan for Alturas. Consideration may need to be given to having more appealing compensation for someone to market the lots. Riedner said there was a \$2000 finder's fee for someone to sell a lot. One of the discussions needs to be whether to add the cost of finding a buyer to the cost of the lot or whether it comes out of the profits from the lot. If there is an actual listing, then there is incentive to actually sell the lots.

The Annual Report was discussed at this time (see below).

- Legislative & Government Relations Committee
Riedner explained that legislation has been presented that would be detrimental to the URA. House Bill 244 had several elements to it. One is that if a project is ever amended and more property is brought in, then the original term could not be extended. The vote yesterday only approved that portion of the bill. The piece of the legislation that is really a problem is that when a plan is submitted,

every other taxing district would have the authority to veto it. There was further discussion about the proposed legislation.

7. Executive Director Report:

- Annual Report Update – Cary distributed a draft of the Annual Report. He said the focus is on projects and activities rather than meeting summaries but the annual report still includes financial information required by State Code. The Audit Report will be submitted to the Council with the Annual Report. Sullivan suggested taking the years out in the area regarding where to find minutes.

Weber moved and Woods seconded to send the Annual Report and Audit to the City Council. Motion carried unanimously.

- Executive Director Activity Report

Cary said he spent the day in Coeur d'Alene with the Executive Director of the Lake City URA and got ideas from him. He said that he represented the URA at a Tech Connect meeting and gave information about the URA projects. He said only one person at the meeting was aware that Moscow had a URA. He said the group was very interested and very supportive. He will meet with the Chamber of Commerce today. Later this week, he will meet with University staff to discuss projects especially in Legacy Crossing.

Riedner distributed the City of Moscow Economic Development Strategy Plan to the Board. He said Chapter 5 has strategies that can be used for economic development. As URA Commissioners, this can be used as a reference when people offer suggestions. He asked the Board to bring the Plan with them to the strategic planning session.

8. Executive Session: Pursuant to Idaho Code §67-2345, sub-section (1)(c) - *to conduct deliberations concerning acquiring an interest in real property not owned by a public agency* – None needed.

9. Adjournment – The meeting adjourned at 8:09 a.m.