



**Urban Renewal Agency
Meeting Minutes
March 8, 2011**

Members Present:

Bob Gordon, Chairman
Mike Frink, Vice Chairman
Sheridan Norberg
John Canaday

Members Absent:

Jacque Driggs

Also Present:

John Dahlgren, URA-Main Street Administrator
Yvonne Kelley, Recording Secretary

CALL TO ORDER

Mr. Gordon called the meeting to order at 12:08 p.m.

APPROVAL OF AGENDA

Mr. Frink motioned to approve the agenda.

Mr. Norberg seconded the motion.

All votes were in favor and the motion carried.

CONSIDERATION TO APPROVE THE MINUTES OF FEBRUARY 8, 2011

Mr. Canaday motioned to approve the minutes of February 8, 2011.

Mr. Frink seconded the motion.

All votes were in favor and the motion carried.

CITIZEN REQUESTS AND OTHER COMMUNICATIONS

None

BUSINESS

1) Review of draft plan

Mr. Dahlgren stated after our last meeting, I incorporated your corrections and comments into the plan. Is there any discussion?

Mr. Frink asked, "When you stated you wanted to create an area to zone, do you mean an area more than the two blocks?"

Mr. Dahlgren stated we are doing the two blocks however if we can help Community Development create a zoning district that will encompass the two blocks, we can. I don't think it is out of the purview of the URA to do so.

Mr. Dahlgren stated I had a meeting with Barry Cook today talking about the Main Street's 3 year plan and he suggested going after the Mandros' lot. The city would buy it through the URA and create a city owned parking lot. This may be an ideal first project.

Discussion of the draft plan . . .

Mr. Frink made a motion to approve the Urban Renewal Plan for Downtown Blocks Five and Six.

Mr. Norberg seconded the motion.

All votes were in favor and the motion carried.

2) Discussion of next steps

Mr. Dahlgren stated the Main Street Board got a copy of the plan in their packets and they will discuss it at their next meeting. At our last meeting we discussed taking the plan to the property owners individually instead of doing it collectively. Is that still the wish of the board?

Mr. Gordon replied yes it is.

Mr. Frink stated as a business owner I would like you to come to me first before I hear it was passed at city council. We need to visit each property owner and explain and get their input of the plan. What are the next steps?

Mr. Dahlgren stated we will go to Main Street and then we will visit the property owners and if they have any changes that everybody agrees with then we will incorporate those changes, then it goes to the Planning & Zoning Commission. After Planning & Zoning approves it, it will go to council. It will probably go through a council workshop first and then to a public hearing with council and then they will vote on it.

Mr. Dahlgren asked, "What are the mechanics of approaching the property owners?"

Mr. Frink stated John and I will go visit three property owners a day and we should be done in a couple of weeks.

Mr. Norberg asked, "How many property owners are there?"

Mr. Frink replied twenty-one.

Mr. Frink stated John and I will write a summary or synopsis that states the points we want and this is why we did it and if they want a copy of the plan we will give them one.

Mr. Dahlgren asked, "So we will need an executive summary?"

Mr. Frink replied yes.

3) Wayfinding signage

Mr. Dahlgren stated there has been a lot of discussion among the Council, the Chamber and Main Street. The Main Street Board only handles the main street district. They do not go up Uinta Drive or on Interstate 80 but the URA can. The URA should consider being the lead on the wayfinding signage for the city for the expedition trail.

Mr. Frink asked, "How do we plan on funding this?"

Mr. Dahlgren replied I have a budget request for \$50,000 to start with; \$10,000 for billboards, \$15,000 for banners and \$25,000 to start doing the signage. In the marketing plan, it says it will take \$150,000 to \$175,000 for the completed signage. This is a small down payment on a multi-year project.

Mr. Frink asked, "Are we going to make these signs in house?"

Mr. Dahlgren replied I don't know.

Mr. Frink stated JLT Steakhouse was hard to find, if they had a wayfinding sign that would have really helped them. The problem you run into is the sign says JLT is down there but you didn't say The Embassy is.

Mr. Dahlgren stated you are also helping private businesses with public money.

Mr. Frink stated it's a tough thing.

Mr. Gordon stated how about the way the highway department does it. They have featured vendors on the signs.

Mr. Frink asked, "Do they pay for those?"

Mr. Norberg stated the businesses have to pay for the printing and a yearly fee.

Mr. Dahlgren stated those signs do pull people off the interstate. We could possibly charge the businesses \$10 a year for signage.

Discussion of wayfinding signage . . .

Mr. Gordon asked, "What do we need to do about this agenda item?"

Mr. Dahlgren stated I just wanted to get the feeling of the board.

Mr. Frink stated we are probably the best group to do this because we can cover the whole city and work with our partners.

COMMISSIONER AND STAFF UPDATES

Mr. Dahlgren stated the Main Street's 3 year plan is going before the council workshop tonight. It will be voted on by the Main Street Board on Thursday and then back to council on next Tuesday for final approval. It is something we need to get recertified by the state and then all the committees will submit their work plans to be approved by the Main Street Board and they will also be submitted to the state.

Mr. Dahlgren stated Main Street 101 Training is on Wednesday, March 30, 2011 in council chambers, if you would like to attend.

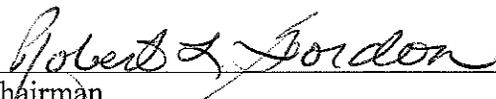
(Note: The foregoing is intended as a general summary of the proceedings before the Board. It is not a verbatim transcript of the taped proceedings. Digital recordings are maintained in the Community Development Department).

ADJOURNMENT

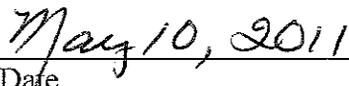
Mr. Frink motioned to adjourn.

Mr. Canaday seconded the motion.

All votes were in favor and the meeting adjourned at 12:51 p.m.



Chairman



Date