

GREEN RIVER URBAN RENEWAL AGENCY
Board of Directors Minutes
December 20, 2012 - 6:00 p.m.
City Hall Council Chambers

Board Members Present:

Michael Brown, Chairman; Erin Kinney, Vice Chair; Robert V. Berg, Secretary; Nina Kessner

Board Members Absent:

Cathie L. Hughes, Treasurer

Staff Present:

Rod Ness, URA/Main Street Administrator; Yvonne Kelley, Recording Secretary

Committee Members:

None

Guests:

Gary Killpack, City Council Liaison

Call to Order

Chairman Brown called the meeting to order at 6:00 p.m.

Attendance Sign in

6:01 p.m. – 6:02 p.m.

Board members signed attendance sheet.

Approval of Agenda

6:02 p.m. – 6:05 p.m.

Chairman Brown requested adding one (1) item to the Agenda under New Business; Facade Improvement Grant Application.

Board Member Kinney moved to approve the amended agenda. Board Member Berg seconded. Motion carried. (4-0)

Approval of Minutes

6:05 p.m. – 6:06 p.m.

Board Member Kinney moved to approve the minutes of November 15, 2012 and December 6, 2012. Board Member Berg seconded. Motion carried. (4-0)

Citizen's Requests/Communications

6:06 p.m. – 6:07 p.m.

None

Treasurer's Report

6:07 p.m. – 6:13 p.m.

Mr. Ness reported the URA paid for half of the snowflake street lighting which was part of the Union Pacific Grant for \$5,000.00 and a remaining \$3,900.00 that is in process through the city.

Chairman Brown reported the checking account activity; a deposit of \$51.89 on September 21, 2012; a check of \$5,050.00 on November 14, 2012. The current balance is \$19,245.41.

Committee Reports

6:13 p.m. – 6:42 p.m.

1) Economic Restructuring – Erin Kinney

Board Member Kinney reported the committee hasn't met in three (3) months.

Mr. Ness reported the committee worked with the Chamber of Commerce to hand out flyers to businesses.

2) Promotions – Robert Berg

Board Member Berg reported there are only three (3) members on the committee. The committee requested Mr. Ness to give direction to Board Member Berg and then he will forward it to the committee.

Mr. Ness reported the next event the committee will participate in is the Crystal Classic in February.

3) Organization – Michael Brown

Chairman Brown reported the committee met last week and discussed the clock tower Request for Quote (RFQ) and the 501(c)3 non-profit status.

Mr. Ness reported the committee also discussed how to create a budget and how to distribute it to the committees. He has been working with the finance director to learn the system so that he can monitor the system in regards to the tracking of the invoices.

4) Design – Cathie Hughes

Mr. Ness reported the committee met before the Santa's Arrival. They decorated for the Santa's Arrival and did a nice job.

Mr. Ness reported the committee is also working on the processing of the payment for the Book and Bean Façade Grant.

5) Strategic Planning

Ms. Kessner reported she is working on an outcome based measurement system. An outcome based measurement system measures effectiveness, efficiency, satisfaction, quality and or process. The first thing that needs to be done is a strengths, weaknesses, opportunities and threats (SWOT) survey. A SWOT survey solicits input for strengths, weaknesses, opportunities and threats. Then in turn measurable objectives will be developed using the input that is obtained from the stakeholders.

Discussion was had regarding how to develop the outcome based measurement system including how to distribute the SWOT surveys.

Mr. Ness requested the board and committee chairs to fill out the SWOT surveys and submit them to him by January 1, 2013 and he will forward them to Ms. Kessner.

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Old Business

6:42 p.m. – 7:20 p.m.

1) Clock Tower

Mr. Ness reported Chairman Brown has written a preliminary RFQ for the clock tower. It is being reviewed by the city.

Chairman Brown reported the process will include soliciting for architectural firms for the design and construction management of the clock tower. They will provide a set of construction documents and specifications and then it will go out to bid for a contractor. The board will review the proposals and then select the firm. The process will take about three (3) months.

Discussion was had regarding the marketing of the clock tower project.

2) Logo and Theme Campaign

Mr. Ness reported he has spent a lot of time putting together a branding plan for the downtown district since there is a new city administrator who has strong ideas for branding the community, now is not the time to pursue some of the ideas the board has had. He would like to hire a graphic designer to develop a new logo for the main street program.

Discussion was had regarding how to brand the main street program.

Mr. Ness will research graphic designers and provide the board with his recommendations.

3) Non-Profit Status

Chairman Brown reported he consulted with Mr. Radakovich about the pros and cons of becoming a 501(c)3 (non-profit status).

Discussion was had regarding becoming a non-profit organization.

Mr. Ness will contact the Rock Springs' URA administrator about their program since they are a non-profit organization.

Chairman Brown reported Mr. Brad Radakovich is unavailable to be the board's accountant because he is not taking any new clients. He recommended Ms. Jennifer Friel.

Chairman Brown will contact Ms. Friel to see if she is available to be the board's accountant.

New Business

7:20 p.m. – 7:49 p.m.

1) Façade Improvement Grant Application

Mr. Ness reported White Mountain Lumber has submitted an application for the façade grant. He provided pictures of their improvement plans for the façade.

Discussion was had regarding the façade project.

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Board Member Kessner moved to approve the Façade Improvement Grant Application from White Mountain Lumber for half the amount of \$3,470.00. Board Member Kinney seconded. Motion carried. (4-0)

2) Adoption of URA Plan

Chairman Brown reported the board defined an area which was approved by the city council. Mr. Ness, Ms. Laura Leigh and the board developed the URA plan. The plan has to be approved by the Planning & Zoning Commission and then adopted by the city council to become a project (Union Pacific Depot).

Discussion was had regarding the process of adopting the URA plan.

Board Member Kessner moved to approve the URA Plan. Board Member Berg seconded. Motion carried. (4-0)

3) Election of Officers for 2013

Chairman Brown reported when he was elected Chair he would only serve for a year.

Board Member Berg moved to nominate Board Member Kinney as Chair of the URA. Chairman Brown seconded. Motion carried. (3-1, Kinney abstained)

Chairman Brown moved to nominate Board Member Berg as Vice Chair of the URA. Board Member Kinney seconded. Motion carried. (4-0)

Board Member Kessner moved to nominate Chairman Brown as Treasurer of the URA. Board Member Kinney seconded. Motion carried. (4-0)

Chairman Brown moved to nominate Board Member Kessner as Secretary of the URA. Board Member Kinney seconded. Motion carried. (4-0)

Administrator's Comments

7:49 p.m. – 7:59 p.m.

Mr. Ness reported Santa's Arrival was successful despite the weather.

Mr. Ness reported he will be working with the Parks and Recreation department for the Crystal Classic event.

Mr. Ness reported he met with the business council to do the preliminary investigation for the UP Depot project.

Ms. Kessner will do a press release of the newly elected officers.

Adjourn to Executive Session

7:59 p.m. – 8:00 p.m.

Chairman Brown moved to adjourn to executive session for personnel issues at 8:00 p.m. Board Member Kinney seconded. Motion carried. (4-0)

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Reconvene

Board Member Kinney moved to reconvene at 8:59 pm. Board Member Berg seconded. Motion carried. (4-0)

(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

Board Member Kinney moved to adjourn the meeting at 9:00 p.m. Board Member Berg seconded. Motion carried (4-0)