

GREEN RIVER URBAN RENEWAL AGENCY
Board of Directors Minutes
January 17, 2013 - 6:00 p.m.
City Hall Council Chambers

Board Members Present:

Erin Kinney, Chair; Nina Kessner, Secretary; Cathie Hughes via Skype

Board Members Absent:

Robert Berg, Vice Chair; Michael Brown, Treasurer

Staff Present:

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

Committee Members:

None

Guests:

None

Call to Order

Chairman Kinney called the meeting to order at 6:01 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. – 6:03 p.m.

Board Member Kessner moved to approve the agenda. Board Member Hughes seconded. Motion carried. (3-0)

Approval of Minutes

6:03 p.m. – 6:04 p.m.

Board Member Kessner moved to approve the minutes of December 20, 2012. Board Member Hughes seconded. Motion carried. (3-0)

Citizen's Requests/Communications

6:04 p.m. – 6:05 p.m.

None

Treasurer's Report

6:05 p.m. – 6:07 p.m.

Mr. Ness reported there are two (2) maintenance and operational funds. The URA/Main Street Administration was budgeted \$24,500.00 at the beginning of the fiscal year. The current balance is \$20,016.00 which represents an 18% usage for this time of year. Generally the fund should be at 50% since it is half way through the year so the funds haven't been fully utilized. The Main Street Programs fund was budgeted \$63,512.00. As of January 4, 2013 the balance is \$44,670.00 with 30% utilized. This month money was spent on the sockets for the light poles and the lighting for Christmas. The current URA independent account has a balance of \$9,245.00.

Green River Urban Renewal Agency Minutes

January 17, 2013

Committee Reports

6:07 p.m. – 6:29 p.m.

1) Economic Restructuring – Erin Kinney

Chair Kinney reported the committee has been working with Mr. Ness on a tree planting grant.

Chair Kinney reported Mr. Ness suggested including the committee synopses instead of a roundtable of what every committee is doing on the agenda so that it can be approved in the agenda.

Mr. Ness reported as the program is structured forward, the committees should be reporting to the board about their activities rather than having the board micro-manage the committees. It should be a review process. If the board has an issue with a particular project with a committee then that should be addressed not whether to buy red or blue shirts, it shouldn't be a discussion of the board. Each committee has a liaison and it's the responsibility of the liaison to go to the committee meetings to get updated so that they can update the board so that board meetings don't run too long.

2) Promotions – Robert Berg

No update

3) Organization – Michael Brown

Mr. Ness reported the Clock Tower Plaza Request for Proposals (RFQ) has been sent twice to the Purchasing Supervisor for review. The final draft will then be reviewed by the City Administrator. It may be a few weeks before it is out to bid to select the architectural team.

Mr. Ness reported the budget process has been pushed forward this year. The City Administrator has asked the board to justify the program's requests. Budget cuts were requested. Board Member Brown will work with Mr. Ness next week to submit the budget.

4) Design – Cathie Hughes

Mr. Ness reported the committee met.

Old Business

6:29 p.m. – 6:45 p.m.

1) Clock Tower

The Clock Tower project was previously discussed during the Organization Committee report.

2) Logo and Theme Campaign

Mr. Ness reported he has met with Mr. David Gutierrez, a local designer to discuss Main Street's logo. He will submit his proposal next week.

3) Non-Profit Status

The non-profit status of the board was previously discussed during the Organization Committee report.

January 17, 2013

4) Adoption of URA Plan

Mr. Ness reported the Planning & Zoning Commission will review the URA Plan at their next meeting on January 23, 2013. After approval, it will be forwarded to city council for adoption.

5) Strategic Planning – Nina Kessner

Board Member Kessner reported she took all of the input from the board from the strengths, weaknesses, opportunities and threats (SWOT) survey and integrated it into one (1) document. The strengths include the financial support from the city; enthusiasm of the board; the support of the state program; and enthusiastic volunteers and business owners. The weaknesses include a lack of community support; lack of community buy in from businesses; poor marketing; lack of education or message; lack of clarity, goals, values and focus. Also a small volunteer base that is diminished and solely funded by the city. The opportunities include the Clock Tower; grants; external funding sources; and partnering with other groups. The threats are incomplete action plans; lack of focus; political pressure to achieve fast and cheap; community indifference; and funding. She then created a document that explains what an outcome measurement system does and how to set up the system. The next step is to get input from other groups and stakeholders.

Mr. Ness reported his goal is to get input from council members, the Mayor, the City Administrator and department heads. The board needs to help get community and business input.

Discussion was had regarding how to distribute the SWOT surveys to the community and when to meet to discuss the surveys.

The strategic planning session is tentatively scheduled for Saturday, February 23, 2013.

New Business

6:45 p.m. – 6:48 p.m.

1) Wyoming Main Street Self Evaluation

Mr. Ness reported the evaluation will be submitted later this week. The evaluation will include the program's problems and issues.

2) Introduction from new Council Liaison

Mr. Ness reported the Mayor, Hank Castillon is the new Council Liaison. He is absent this evening due to city business in Cheyenne, Wyoming.

Administrator's Comments

6:48 p.m. – 7:04 p.m.

Mr. Ness reported previously the board was involved with the Wyoming Support Capital Network (WSCN) Collateral Support Program. A limited amount of cities within Wyoming qualifies for the loan program. The state will match 50% of the loan in a certificate of deposit (CD) to use as a down payment for loans to help small businesses get working capital. He contacted area lenders and introduced the program to them and they were unaware of it but will present it to their corporate headquarters to see if it is a program they want to participate in. They will get back to him as far as their participation level. The feedback he is receiving from the lenders so far is that the program has tough terms. It's only an eighteen (18) month loan. It

Green River Urban Renewal Agency Minutes

January 17, 2013

will be hard to pay back the loan in eighteen (18) months. He talked with Angela from US Bank about having an evening seminar to educate the businesses on what they need to do to qualify for the programs. She also volunteered to be a member of the Economic Restructuring Committee.

Mr. Ness reported the deadline for submission for next year's technical assistance funds for \$20,000.00 is February 1, 2013. The funds for this year need to be used by March 31, 2013. Of the \$20,000.00, roughly \$17,000.00 will be utilized for the Clock Tower design project but the project will not be done by the 31st so he will submit an extension request.

Mr. Ness reported he will have the owner of White Mountain Lumber submit a new application for the façade grant because the application is almost two (2) years old.

Mr. Ness reported he attended a Crystal Classic meeting. He suggested the board supplies the t-shirts for the participants of the different events in doing so go to businesses and get \$10.00 sponsorships to promote the businesses in town.

Mr. Ness reported he is attending the Sweetwater County Leadership program through the Green River Chamber of Commerce.

(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 Hughes moved to adjourn the meeting at 7:04 p.m. Board Member Kessner seconded. Motion carried (3-0)