

**GREEN RIVER URBAN RENEWAL AGENCY**  
**Board of Directors Minutes**  
**March 21, 2013 - 6:00 p.m.**  
**City Hall Council Chambers**

**Board Members Present:**

Erin Kinney, Chair; Robert Berg, Vice Chair; Michael Brown, Treasurer; Nina Kessner, Secretary; Cathie Hughes

**Board Members Absent:**

None

**Staff Present:**

Rod Ness, URA/Main Street Administrator; Jennie Melvin, Council Liaison; Yvonne Kelley, Recording Secretary

**Committee Members:**

None

**Guests:**

Marty Black, City Administrator; Mark Peterson, Council Member; Britta Fuller, Wyoming Main Street Program Manager

**Call to Order**

Board Member Berg called the meeting to order at 6:00 p.m.

**Attendance Sign in**

6:00 p.m. – 6:01 p.m.

Board members signed attendance sheet.

**Approval of Agenda**

6:01 p.m. – 6:02 p.m.

Board Member Hughes moved to approve the agenda. Board Member Brown seconded. Motion carried. (4-0) Chair Kinney absent.

**Approval of Minutes**

6:02 p.m. – 6:03 p.m.

Board Member Kessner moved to approve the minutes of January 17, 2013. Board Member Hughes seconded. Motion carried. (4-0) Chair Kinney absent.

**Citizen's Requests/Communications**

6:03 p.m. – 6:10 p.m.

Ms. Fuller reported she is visiting all Main Street communities in Wyoming. The Wyoming Main Street staff reviews all of the Main Street programs in Wyoming communities. Green River's Main Street program will be reviewed on June 20, 2013. There will be a team of six (6) people who will review the program. Within two (2) weeks a report will be sent with observations and recommendations for the program.

**Treasurer's Report**

6:10 p.m. – 6:17 p.m.

Board Member Brown reported the balance is \$13,210.81 with no transactions since last month. He has talked to the city's Finance Director about getting a monthly report to present to the board. Travel and training has \$1,500 left in the budget. URA/MS administration has \$19,500

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left, with 20% of the budget used.

Mr. Ness reported there is a \$3,000 reimbursement from the Wyoming Main Street for the Disney Institute funding.

Board Member Hughes moved to approve the treasurer's report. Board Member Kessner seconded. Motion carried. (5-0)

**Committee Synopses**

6:17 p.m. – 6:25 p.m.

- 1) Economic Restructuring – Erin Kinney

Chair Kinney reported the committee has not met.

- 2) Promotions – Robert Berg

Chair Kinney reported the committee has not met.

- 3) Organization – Michael Brown

Board Member Brown reported the committee has not met.

- 4) Design – Cathie Hughes

Board Member Hughes reported there are no committee members.

Board Member Hughes reported the planters and flowers need to be addressed.

Mr. Ness reported he will provide a couple of quotes for maintaining the flowers at the next meeting.

Discussion was had regarding committee recruitment.

**Old Business**

6:25 p.m. – 6:50 p.m.

- 1) Adoption of URA Plan – Depot Project

Mr. Ness reported the URA Depot Project will be submitted to council on April 2, 2013. He requested the board's attendance at the meeting.

- 2) White Mountain Lumber Façade Grant

Mr. Ness reported White Mountain Lumber has submitted an application for the amount of \$5,362. They were awarded the grant before but now they are applying for a higher amount due to rising supply costs. The grant would reimburse White Mountain Lumber for half the amount.

Discussion was had regarding the grant application.

Board Member Berg moved to approve the White Mountain Lumber Façade Grant application. Board Member Hughes seconded. Motion carried. (5-0)

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### 3) Logo and Theme Campaign

Mr. Ness reported Mr. David Gutierrez, a local graphic designer, has submitted a bid to do a new URA/Main Street logo. The bid is for \$900 and it would take about six (6) weeks to complete.

Discussion was had regarding the bid proposal.

Board Member Kessner moved to approve the proposal by David Gutierrez for the URA/Main Street logo. Board Member Hughes seconded. Motion carried. (5-0)

### 4) Clock Tower

Mr. Ness reported he has submitted the grant application to the Wyoming Business Council for the Clock Tower project. There is a site visit and inspection on April 1, 2013. He requested the board's attendance for the visit.

### 5) Attorney specializing in real estate

Chair Kinney reported she has a list of six (6) attorneys and one (1) recommendation, Mr. George Lemich from Rock Springs.

Chair Kinney will contact Mr. Lemich to attend the next meeting.

### 6) Non-Profit status

Board Member Hughes reported the URA is registered as a non-profit organization but the board still needs to do the non-profit paperwork for the Internal Revenue Service (IRS).

### 7) Strategic Planning – Nina Kessner

Board Member Kessner reported she has some questions for the board to answer in order to finish the strategic plan. Budget numbers and deadlines are needed to complete the plan.

Discussion was had on a deadline date to have a Main Street Workshop 101 training. The board's deadline date to have the training is by July 30, 2013.

Discussion was had on a deadline date to have a planning session with the board and council to discuss the URA action plan. The board's deadline date to have the planning session is by June 30, 2013.

Board Member Kessner requested input on how to handle the budget part of the plan. There was not a budget when she wrote the plan but recently Mr. Ness submitted the proposed budget to the City Administrator.

Board Member Kessner will meet with Board Member Brown and Mr. Ness to discuss the budget.

Discussion was had on a deadline date to have updated brochures to distribute at events. The board's deadline date is by August 1, 2013.

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Discussion was had on a deadline date to have a new logo. The board's deadline date is by May 31, 2013.

Discussion was had on a deadline date to research ideas and develop a short list of fund raising event possibilities. The board's deadline date is by July 31, 2013.

Discussion was had on a date to have a meeting to discuss the details of a specific fund raising event. The board's deadline date is September 30, 2013.

Discussion was had to pick a date to have the fund raising event. The Board's deadline date to hold the event is by March 2014.

Board Member Kessner reported she will have the strategic plan completed by the next meeting for the board's review.

### New Business

6:50 p.m. – 7:19 p.m.

#### 1) Budget

Mr. Black reported the budget submitted by Mr. Ness will be incorporated into his recommendation to the council. The capital project for the Union Pacific (UP) Depot is a ten (10) year program.

#### 2) Grand URA Plan (Jennie Melvin)

Ms. Melvin reported the mayor and council want to see progress from the board such as the work on the Depot Plan, Clock Tower design and a draft of the overall plan that incorporates the other areas in the city.

Ms. Melvin recommended that a couple of board members meet and develop the URA's overall plan and present it at a council workshop. The board will present their ideas, gather the council's input and continue working on the plan.

#### 3) Grant Class

Mr. Ness reported he has been advised to attend a grant writing class.

Board Member Berg moved to authorize Mr. Ness to attend the grant writing class. Board Member Hughes seconded. Motion carried. (5-0)

#### 4) National Main Street Conference

Mr. Ness reported the board is registered for the conference.

#### 5) Signage Grant

Mr. Ness reported it has been recommended that he researches the grant application details for a signage grant from the Wyoming Tourism Board. It is offered bi-annually.

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Mr. Black reported it would be an opportunity on the Main Street side of the city to receive funding. Signage could be done particularly in the downtown area.

Discussion was had in regards to applying for the grant.

The board will not apply for the signage grant now but will keep it in mind for the future.

### Administrator's Comments

7:19 p.m. – 7:25 p.m.

Mr. Black presented a brief overview of the updates and changes to the city's website.

**(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 7:25 p.m. Board Member Berg seconded. Motion carried (5-0)