

Victor Urban Renewal Agency Meeting Minutes – 08-18-2015

Present: Tom Clark, Will Frohlich, Jeff Potter, Lance Pitman
Absent: Erin Gaffney
City staff: Brittany Skelton
Consultants: Keven Shreeve and Lonnie Crowell

Tuesday, August 18th, 2015
9:00 a.m.
Victor City Hall
32 Elm Street
Victor, ID 83455

Chairman Jeff Potter called the meeting to order at 9:04 a.m.

Approval of Meeting Minutes – 07-14-2015, 07-29-2015 and 08-11-2015

The Commission had no revisions to the minutes presented for the July 14th, July 29th and August 11th meetings. Commissioner Tom Clark motioned to approve the meeting minutes as presented. Commissioner Frohlich seconded. The motion passed unanimously.

Approval of 2015 Supplement to the 2010 Urban Renewal Eligibility Report

Ms. Skelton reviewed the revisions made to the draft 2015 Supplement to the 2010 Urban Renewal Eligibility Report that were included in the final draft. The Commission had no further revisions and Commissioner Clark motioned to approve the 2015 Supplement report. Commissioner Frohlich seconded. The motion passed unanimously. Ms. Skelton stated the 2015 Supplement report would be presented to City Council at their meeting on August 26th.

Contract With Consultant

Consultant Keven Shreeve discussed the contract budget with the URA Commissioners, noting that the project can be completed within the budget stated in the RFQ, but that an increase would provide funds necessary for additional travel to Victor for meetings. Chairman Potter stated that public outreach has become a standard in Victor, and that he supported an addendum to the original contract to increase the budget, to be further discussed and signed after the new fiscal year begins.

Urban Renewal Plan Kickoff Meeting With Keven Shreeve and Lonnie Crowell

The consulting team Keven Shreeve and Lonnie Crowell initiated the kickoff to the writing of the urban renewal plan by presenting a draft timeline for completion of the project. Mr. Shreeve gave an overview of the timeline and the dates for deliverables and workshops and meetings with the URA, the Planning and Zoning Commission and City Council. Mr. Shreeve noted that the timeline contains no activity in November due to the Plan being noticed for a public hearing in late October and the hearing being scheduled for the beginning of December.

Commissioner Clark noted that support and buy in from the community is important to the URA Board, and suggested that the URA could hold additional open houses or informational events in November. The Board, support staff and the consultants then discussed strategies for public outreach and education about URAs and their function. Mr. Crowell stated he would forward an informational FAQ sheet about URAs for distribution

to the public, and Commissioner Clark suggested including the FAQ with an outreach survey to downtown businesses. Mr. Sherman noted that the information on URAs that is distributed should be educational enough that it lays a foundation for members of the public to ask informed questions. The Board and consultants also noted the importance of providing clear information about URAs so that the URA is differentiated from a Local Improvement Districts (LID).

The discussion turned to outreach infrastructure for downtown businesses, property owners and the public at large. Ms. Skelton gave an overview on the e-mail lists that the City has created to reach businesses and the public at large, the City's online survey software, and social media outreach methods. Ms. Skelton also noted that a program associate from the Orton Family Foundation, which brought the Envision Victor Heart & Soul Community Planning process to Victor several years back, would be visiting Victor in September and would like to meet with parties who were engaged in Envision Victor. The Commission then discussed appropriate ways to incorporate the outcomes of the Envision Victor into the writing of the Urban Renewal Plan, mentioning the 3-D visualizations of Main Street improvements, the community values the City of Victor adopted from the Envision Victor process, and so forth.

The outreach plan to reach downtown businesses and property owners and the public at large was then crafted by the Board, the consultants and staff, with outreach to the downtown stakeholders planned to occur first and outreach to the public at large to occur second. The Board and consultants discussed survey questions, including demographic information requested by the Board, and the strategy for online and in person survey distribution. Mr. Shreeve and Ms. Skelton set a timeline for collaborating on and distributing the survey, and scheduling a conference call with the board to discuss the survey if necessary. The dates of the outreach activities were coordinated with planned meetings and hearings, so that public input received could be incorporated in the first, second, and final draft of the Urban Renewal Plan.

The Board and consultants then discussed the potential district boundaries, and potential projects that could occur within the district. Ms. Skelton shared the proposed district and eligibility area, and Mr. Crowell clarified that funding from the district could be used outside of the district but within the project area. The Board agreed that including additional eligible parcels of land in the eligibility area and project area would allow more cohesive projects to be completed by the URA, and directed Ms. Skelton to revise the eligibility area in the 2015 Supplement report and present the report as revised to City Council. The Board also directed Ms. Skelton to update the assessed values spreadsheet with the additional parcels.

Ms. Skelton noted items to forward to the consultants by e-mail, and Mr. Shreeve stated he would revise the timeline and send draft survey questions to Ms. Skelton over the next few days.

Set Date and Time of Next Meeting

The next meeting date was set for Tuesday, September 15th and 9:00 a.m. with Ms. Skelton to e-mail the board with a confirmation of the time and date.

Commissioner Clark made a motion to adjourn the meeting. Commissioner Frohlich seconded. Motion passed. The meeting adjourned at 10:25 a.m.

Chairman, Jeff Potter

Date

Secretary, Brittany Skelton

Date