

**PARKER AUTHORITY FOR REINVESTMENT
MINUTES
OCTOBER 16, 2017**

Chair Mike Waid called the meeting to order at 7:54 p.m. Members Josh Martin and Amy Holland were absent.

APPROVAL OF MINUTES

- June 19, 2017
- July 3, 2017
- August 7, 2017

Joshua Rivero moved and Debbie Lewis seconded to approve the June 19, 2017, July 3, 2017, and August 7, 2017 minutes.

The motion was approved unanimously.

PUBLIC COMMENTS – None

RESOLUTION NO. 2017-09

A Resolution to Adopt the Revised Budget for the Parker Authority for Reinvestment and Make Appropriations for the Same

Staff: Mary Lou Brown, Treasurer

This budget revision will appropriate \$120,000 for one (1) full-time staff and one half (1/2) of another full-time staff that was not originally allocated as Town Services in the adopted 2017 budget. The Other Professional Services line item will increase \$48,000 for the branding agreement with Slate Communications. The increase will be allocated between the districts.

Joshua Rivero moved to approve Resolution No. 2017-09.

Debbie Lewis seconded the motion.

The motion was approved unanimously.

RESOLUTION NO. 2017-10

A Resolution to Adopting the Strategic Plan for the Parker Authority for Reinvestment (“PAR”) to Assist in PAR’s Implementation of the Town of Parker’s Existing Urban Renewal Plans

Staff: Weldy Feazell, PAR Staff

In January 2017, PAR staff contracted with Progressive Urban Management Associates (PUMA) for the development of a strategic planning process. The goal was to develop a clear vision and recommendations for the organization as a whole and for activities and undertakings to the three urban renewal plan areas.

The purpose for developing the Strategic Plan were to:

- Create consensus and alignment for the mission and work program among diverse stakeholders;

- Incorporate today's market realities and dynamics, and looks forward through the next five-to- ten year investment cycle; and
- Guide the organizations evolution and enhance its value proposition over the next several years.

The finalized Strategic Plan attached to this memo includes the following high-level components:

- Operational Strategies for PAR and each of the URA plan areas;
- Investment Evaluation Guidelines;
- Organizational Structure and Resources; and
- Action Plan for PAR and each of the URA plan areas

The Strategic Plan sets out organizational guidance and prioritization to accelerate the implementation of the already-adopted Urban Renewal Plans that apply to each urban renewal area. The Strategic Plan does not amend or alter any of the Urban Renewal Area Plans.

Renee Williams moved to approve Resolution No. 2017-10.

Debbie Lewis seconded the motion.

The motion was approved unanimously.

RESOLUTION NO. 2017-11

A Resolution Adopting the Brand Standards for "P3" – Partnering for Parker's Progress

Staff: Weldy Feazell, PAR Staff

In April 2017, PAR staff contracted with Slate Communications (Slate) for the development of a branding strategy, marketing and ongoing public relations.

PAR's communication objectives include:

- Build support for PAR and its activities among a variety of constituencies that already know or work with us.
- Increase awareness of what PAR is and what PAR does among audiences who have little or no knowledge of us.
- Educate the public about how PAR does its work, and the tools it uses.
- Position PAR as a valued, trusted and respected resource for urban revitalization in Parker.
- Position PAR as a partner with the Town in efforts to revitalize blighted areas through appropriate redevelopment.
- Position PAR as a strategic partner with the development community and other governmental agencies.

From the identified communication objectives the Parker Authority for Reinvestment Brand Standards were developed:

- Name Change for Marketing Purposes to "P3 - Partnering for Parker's Progress;
- P3 Logo and variations of the logo;
- Color palette; and
- Fonts

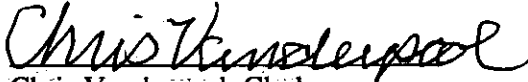
The brand standards lays the foundation for the development of marketing materials.


Joshua Rivero moved to approve Resolution No. 2017-11.

Debbie Lewis seconded the motion.

The motion was approved unanimously.

The meeting was adjourned at 8:05 p.m.


Chris Vanderpool, Clerk


Mike Waid, Chair