

**PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE
MINUTES
March 22, 2017**

CALL TO ORDER AND ROLL CALL

Chairperson Kevin Leung called the meeting together at 7:05 p.m. Committee members present were: Jennifer Maskrey, Mark McShane, Kathy Busch, Whitney Walrath and Shea Suski. Councilmember Renee Williams and staff members Weldy Feazell and Darlene McCampbel were also present. No members of the public were in attendance.

Weldy Feazell announced that Jeff Scoville has been selected as the new committee member. He was not able to be present this evening but plans to attend the April 26, 2017 meeting.

APPROVAL OF THE MINUTES

Jennifer Maskrey moved to approve February 22, 2017 minutes. Kathy Busch seconded the motion. The motion was approved unanimously.

ITEMS OF INTEREST FROM THE PUBLIC

None

ITEMS FROM THE COMMITTEE

Shea Suski made the Committee aware he will be absent from the April 26, 2017 meeting.

SPECIAL PRESENTATION(S)

None

PARAC Resolutions

None

DISCUSSION ITEMS

Appointment of Chair

Chairperson Kevin Leung opened the floor for Chair nominations. Jennifer Maskrey moved to nominate Kevin Leung. Whitney Walrath seconded the motion. With no other committee member nominations, the Committee unanimously voted to approve Kevin Leung to continue as the Chair.

STAFF UPDATE

Branding, Marketing, and Public Relations

Weldy Feazell informed the Committee that Slate Communications was selected as the branding, marketing, and public relations firm for the PAR. They will work to come up with a look and feel, and that is separate from the Town's branding. They will also create a new website design. The Committee was provided a copy of Slate's response to the Request for Proposal (RFP) for the marketing, branding and public relations services. The response provided outlined brand development, public relations, messaging, and a marketing implementation plan.

As part of the first steps in the branding process, an internal team will be created. Weldy asked if one or two Committee members would like to be involved. She will send out details of the commitment level required for participation. The Committee also requested the Slate marketing/branding PowerPoint presentation be forwarded to them.

Strategic Plan

Weldy reviewed the Strategic Plan process which began last week. Progressive Urban Management Associates (PUMA) met with individual PAR members, PAR Executive Director, several property owners, and developers to review the effectiveness of PAR's oversight of the development and redevelopment of the Town's urban renewal areas. The consultant will be attending the April 26, 2017 PARAC meeting to talk to members of their understanding and concept of PAR, urban renewal, and the Parker community. Kevin Leung asked if the Committee would like to collaborate among themselves before meeting with PUMA. Following a brief discussion, it was decided there was no reason to pre-plan anything before the April 26, 2017 meeting.

Master Developer Request for Qualifications

Weldy explained that the PAR and the Town are seeking a Master Developer through a Request for Qualifications (RFQ) process. The RFQ was released March 1, 2017, and includes four vital pieces of downtown property: ED Annex site, East Main, PACE Lot 2, and Pine Curve. A website, www.reinvestindowntownparker.com, has a page with all of the RFQ information as well as a page for interested developers to access documents. During the meeting, the website was reviewed with a particular focus on the full RFQ schedule of activities/key dates, a recorded version of the launch presentation, and the site maps. The Committee was informed that this would be a multi-year process, possibly as long as five years. The master developer will be required to oversee development of all four sites and is not allowed to split any of them up.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 7:56 p.m.



Darlene McCampbell
Recording Secretary



Kevin Leung
Chair