

PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE
MINUTES
April 26, 2017

CALL TO ORDER AND ROLL CALL

Chairperson Kevin Leung called the meeting at 7:01 p.m. Committee members present were: Jennifer Maskrey, Mark McShane, Whitney Walrath and Jeff Scoville. Staff members Weldy Feazell and Darlene McCampbel were also present as well as guest presenters from Progressive Urban Management Associates (PUMA) and Slate Communications. No members of the public were in attendance.

APPROVAL OF THE MINUTES

Jennifer Maskrey moved to approve the March 22, 2017 minutes. Mark McShane seconded the motion. The motion was approved unanimously.

ITEMS OF INTEREST FROM THE PUBLIC

None

ITEMS FROM THE COMMITTEE

None

SPECIAL PRESENTATION(S)

PUMA (Progressive Urban Management Associates) Presentation

PUMA staff explained the PAR Strategic Plan purpose, process overview, and their initial impressions after Town leadership interviews. They gave outlined study research from Arvada, Louisville, Golden, and Castle Rock on Urban Renewal Authority (URA) organizations, redevelopment policies, priorities, and resource allocation. PUMA staff facilitated a discussion on each Committee member's view of urban renewal in Parker and the role of PARAC members in urban renewal.

Slate Communications Presentation

Slate Communications representatives discussed the two focuses of their job as the PAR branding, marketing, and public relations firm. The first focus is to create the idea of a new brand and the second focus is how to inform and engage the residents of the Parker community. Slate Communications will also be creating a new website for PAR, completely separate from the Town. Kim Newcomer also asked if one or two Committee members would like to be involved in the Brand Committee. Members can email Weldy Feazell if they are interested

PARAC Resolutions

None

DISCUSSION ITEMS

Appointment of Vice-Chair

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

STAFF UPDATE

Weldy updated the Committee of the progress of the Master Developer RFQ. All responses are due on, April 27, 2017. The developer public presentations will be held May 9, 2017, from 6-9 p.m., at the PACE Center. All Committee members are invited to attend. The presentations will also be aired live on Facebook.

Weldy reminded the Committee of the Board and Commissions dinner scheduled for May 4, 2017, at 6 p.m. She encouraged all members to attend.

Weldy informed the Committee of a Colorado legislative update on urban renewal bill, SB17-279, currently at the state legislature to fix some of the wording of the previous bill, B15-1348. Approximately two years ago, urban renewal lost the ability to issue bonds based on some poorly written language. The new bill is to correct this language which is impacting PAR's ability to issue bonds.

Weldy informed the Committee of the Town's involvement in a group called Downtown Colorado Inc. They hold training twice a year. The Town is vying to host the training at Douglas County Libraries-Parker location. Should the library site be secured, the Committee will be notified of the details, as this would be a valuable urban renewal training opportunity for members to attend.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 8:48 p.m.



Darlene McCampbel
Recording Secretary

~~Kevin Leung~~ Whitney Walwrath
Vice Chair