THE URBAN RENEWAL AGENCY
OF THE CITY OF TWIN FALLS

URBAN RENEWAL AGENCY
MEETING MINUTES
December 13, 2010

The Urban Renewal Agency held its regular monthly meeting at noon this date in the Twin Falls City Council Chambers located at 305 3rd Avenue East, Twin Falls. Those present were:

Gary Garnand	URA Chair
Tom Frank	URA Vice Chair
Cindy Bond	URA Secretary
Larry Hall	URA Member
Bob Richards	URA Member
Leon Smith	URA Member
Bill Koch	URA Member

Also present:

Melinda Anderson	Urban Renewal Executive Director
Brent Hyatt	Twin Falls Assistant Finance Director
Mitch Humble	Twin Falls Community Development Director
Troy Vitek	Twin Falls Assistant City Engineer
Trip Craig	Twin Falls City Council Liaison
Jan Rogers	Southern Idaho Economic Development Organization, Director
Rick & Bret Magnuson	MSVM Group (via telephone)
Mike Tracy	Tracy Communications (via telephone)
Trudi Nutile	City of Twin Falls Economic Development, Admin Asst

Chair Gary Garnand called the meeting to order at 12:01 p.m.

Agenda Item – Consent Agenda
Tom Frank moved to accept the consent agenda as presented, Cindy Bond seconded the motion and a roll call vote showed all members present voted in favor of the motion.

Brent Hyatt reported the auditors completed the field work and are now in the final stages of completing the audit. After a brief review of the financials, the URA has approximately $3 million in cash after deducting $700,000 for the bond fund.

Agenda Item – Consideration of a request to award website development services to MSVM Group for $6,362.00
Gary Garnand created a subcommittee consisting of Chair Bill Koch, Leon Smith and Larry Hall to meet and review proposals for a website separate from the City's. Bill Koch reported the committee received proposals from five companies and met with each for a presentation. The committee is recommending MSVM for several reasons including that they are reasonably priced for the services offered, URA's previous experience working with MSVM on C3, and their design ability.

Rick Magnuson gave a brief history of the company for which he and his partner Mike Sanders have approximately 45 years of combined experience. The company has many clients in the Magic Valley market that include SIEDO, Middlekauf, Business Plus, CSI, and Southern Idaho Learning Center to name a few. Their experience allows for a broad background and also provides expertise in economic development as well. MSVM provided several websites they have developed as references.

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Rick presented their website proposal and spoke about the key web design aspects while Melinda Anderson presented slides on the overhead. The content is easily updated via a content management system, allowing a local user to access and update data as needed. A successful website is user friendly and easily navigated, eliminating duplicate pages or information. The initial website will be developed to include search engine optimization (SEO). Based on information provided to MSVM, a site map has been developed estimating 33 pages of content focusing on the URA, local business resources, downtown development, and news/media information.

Staff and vendor confirmed that SEO and staff training are included in the proposed cost of $6,362.00. The site will be initially designed so that additional options can be easily added a later date. Some future options to consider might be live chat, integrations with social media, registration /sign-up user-management for businesses and/or individuals for data collection, newsletters, etc.

Bob Richards inquired if tracking is included in the site management. Tracking information included on this proposal is basic counter capture for clicks on the site and pages visited. Database management can be built in at a later date for an additional cost.

Larry Hall requested an elementary definition of SEO which Rick answered.

Leon Smith moved to approve contracting MSVM Group up to $6,362.00 to build and maintain a website for the URA Agency and Bob Richards seconded the motion.

Additional comments included the URA's responsibility to keep the site current.

A roll call vote showed all members present voted in favor of the motion.

<u>Agenda Item – Consideration of a request to provide up to $500 to incorporate a state-wide URA non-profit association</u>
Melinda Anderson reported there is a group working throughout the State of Idaho to form a statewide Urban Renewal non-profit association. Boise based attorneys Elam - Burke were hired to develop Articles of Incorporation and Bylaws for the new association named "Redevelopment Association of Idaho, Inc." The association is being formed to provide education, best practices, provide public information and work with legislature as bills affecting URA's are proposed to legislature. Each URA around the state is requested to contribute to the organizational costs.

Melinda mentioned that at some point after the organization is established and bylaws approved, operating goals and budgets will be drafted to determine possible membership dues. Agencies will have the opportunity to become a member of the organization once the bylaws are passed. The association is also developing a subset of affiliate members that are not URA agencies, but are interested in their activities. This type of organization is similar to other associations through the city and state. Staff will present additional information as the organization is formed.

Bob Richards made a motion to provide $500 to incorporate a state-wide non-profit URA association and Larry Hall seconded the motion. Leon Smith commented he will vote against the request due to his legislative affiliation.

A roll call vote showed the motion passed 6-1 with Leon Smith voting against the motion.

Chairman Garnand left the meeting at 12:40 and Vice Chairman Tom Frank led the rest of the meeting.

<u>Agenda Item – Consideration of a request to direct staff to begin negotiations to hire an engineering firm to design a water line to serve the southeast section of Twin Falls</u>
Melinda Anderson reported we have received many leads over the last few years that we are unable to respond to due to the limited water flow in this area of Twin Falls. Melinda is working with the city's engineering department and Mitch Humble to decide how to best supply a water line to the southeast section of Twin Falls. We currently do not have sufficient size buildings that companies are in the market for and the water situation prohibits any type of construction for the requested building needs requirements of 50,000 to 400,000 sf.

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Since the city went through an approval process for engineering firms per Idaho Statute, this request is to begin negotiations with one of the engineers from the approved list for a public works project.

One scenario presented by the Engineering Department is to begin at Hankins and Kimberly Road, run east on Kimberly Road to 3300 East and then south to Eldridge, joining to the current line. This will create a true loop providing the necessary water flow for new construction.

Discussion followed regarding the broad financial estimate to design the water line, although the need is essential to develop this area. Troy Vitek stated the Engineering Department has worked with Urban Renewal and JUB Engineers to determine possible scenarios to provide water to the area. The Engineering Department financed water models to see what would be sufficient and then developed possible scenarios to open up the corridor and provide for future expansion. The design model would include a very rough estimate (10-15% of the construction cost.) As a public agency we cannot send out requests for proposals, and we can only negotiate with one firm at a time.. Once a firm price and time line is negotiated, the request would be presented to the Agency board for review and approval. As the city has previous successful experience with JUB Engineers on water design projects, JUB is on the approved list of professional engineers, Melinda Anderson mentioned that JUB Engineers would be a good company to begin the negotiations..

Additional discussion followed regarding how to determine estimates with a suggestion of having an incremental cost breakdown. The Engineering Department will draft a "Scope of Work" to be performed with the selected firm and staff will begin discussions.

Leon Smith made a motion to begin negotiations with JUB Engineers, Bob Richards seconded the motion and a roll call vote showed all members present voted in favor of the motion.

Vice Chair Frank deferred any instructions to staff to Chairman Garnand.

<u>Agenda Item – Consideration of a request to accept the balance of the former Business Improvement District funds for use in revitalizing downtown</u>
Melinda Anderson reported the City Council voted to designate the remaining BID funds, approximately $80,000-$85,000 to the Urban Renewal Agency upon acceptance of certain guidelines and approval by the URA board. The guidelines include: matching funds for projects submitted by former BID property owners within the first year; projects must be completed and under construction and be spent by the end of two years; any remaining funds at the end of two years would remain in the URA but can only be expended on projects within the BID boundary.

The current process utilized by the agency reimburses approved projects within the public sector up to 10% of the increased assessed value for property improvements. The City's Finance Department can set up a separate account for ease of tracking funds. Should the Agency accept the funds it will need to determine the criteria in which to use the funds.

Bill Koch inquired how the BID members felt about the URA receiving the funds. The BID held a number of open forum meetings to receive suggestions from BID members for the funds and City Council held a town hall forum in November to receive additional suggestions. The Council deliberated over all suggestions received and arrived at the current proposal to provide the funds to the Agency.

Bill Koch feels the URA should not be involved with the BID funds. The consensus of the remaining members is the URA's mission is continue revitalization of downtown and this creates a unique opportunity to help.. The money can be used in ways to improve downtown that the URA funds are not allowed to be spent.

Bob Richards moved to accept the remaining BID funds determining how best to use the funds within the law and Larry Hall seconded the motion. A roll call vote showed the motion passed 5-1 with Bill Koch voting against the motion.

Leon Smith left the meeting at 1:07 p.m.

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Agenda Item – Update communications activities – Mike Tracy

In addition to the write-up provided, Mike Tracy reported he provided materials to the Governor and Lt. Governors' offices and the Governor is instructing a number of his departments (labor, commerce, insurance, etc.) to put together a program /presentation on the Twin Falls model in terms of how the URA and local community can bring this type of job creation and large facility into a community. The news coverage for C3's grand opening provided approximately 20 minutes of airtime.

Agenda Item – Public input and/or items from the Urban Renewal Agency Board

In addition to the staff update, Melinda Anderson reported that PMF began the demolition process on Red's today. There being no further business, Tom Frank adjourned the meeting at 1:14 p.m.

Next regular scheduled Urban Renewal meeting is Monday, January 10, 2011

Respectfully submitted,

Trudi Nutile
Administrative Assistant

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