



Post Falls Urban Renewal Agency
Strategic Planning Session
April 10, 2024 - 3:00pm to 5:00pm
Chamber of Commerce Conference Room
201 E. 4th Avenue, Post Falls, ID

Strategic Planning Session

The following items will be discussed at a Strategic Planning Session of the Board of Commissioners of the Post Falls Urban Renewal Agency. The public is invited to attend. Public comment will not be taken on the remaining items of discussion for the Strategic Planning Session or any other topics.

1. Call to Order and Commission Roll Call
2. District Status Update - Staff
3. The Future of Urban Renewal in Post Falls – Discussion
 - a. Background
 - b. Where can we go?
 - c. What can we do?
 - d. How can we do it?
4. Goals/Objectives Through 2025
 - a. Relationships/Outreach
 - b. Staff & Committee Directives
5. Adjournment

Mission Statement: To encourage sound economic and community improvement that enhances the overall quality of life in Post Falls by: providing and improving infrastructure, attracting jobs, and enhancing citizen safety and health.

POST FALLS URBAN RENEWAL MINUTES

April 10, 2024

CALL TO ORDER AND ROLL CALL

Chairman Jamè Davis called the meeting to order at 3:02 p.m. Executive Director Joseph Johns called the roll. Present, in addition to Davis were Commissioners Melissa Hjeltness, Christi Fleischman, Len Crosby, Pat Leffel and Collin Coles. Also present was Counselor Pete Bredeson, Robert Seale, John Beacham, Gynii Gilliam, Rick Rasmussen, Ryan Davis and Christina Petit.

DISTRICT STATUS UPATE – Executive Director Johns provided an update of the current fund balance, remaining current year tax increment remittance estimates, estimated district fund balances as of September 1, 2024, and current district obligation amounts for each of the three active urban renewal districts in Post Falls.

THE FUTURE OF URBAN RENEWAL IN POST FALLS – DISCUSSION – Johns introduced the topic with a presentation of discussion points from strategic planning sessions in 2014 and 2021, noting the measurable success achieved whether directly attributable to Post Falls Urban Renewal, the City, or other efforts throughout the community. Additional information pertinent to the anticipated discussion was presented as well. This information included current district locations, former district locations, and the questions: Where can we go? What can we do? How can we do it? Commissioner Crosby provided an overview of the results of a 2021 area-wide Chamber of Commerce Survey of Businesses (categorized as either large, medium, or small). Survey respondents identified, among other subjects, workforce housing, increased infrastructure, workforce education/training, and property tax reduction as significant needs. Rick Rasmussen, Northwest Specialty Hospital, provided an overview of the current and upcoming business development projects being carried out by NWSH to serve the needs of the local/regional community. Gynii Gilliam, Coeur d'Alene Area Economic Development Corporation, stated the 2021 Chamber Business Survey results highlighted the issue of workforce housing as an area of concern for all levels of business in the area, and the area is losing significant economic dollars due to unfilled job vacancies. Rasmussen stated most recent NWSH hires have been out of Washington due to local housing costs. Ryan Davis, BankCDA, emphasized that infrastructure is a huge part of business development and while interest rates are not expected to go back to prior levels businesses are realizing the need to move forward. Crosby emphasized that recently closed districts like Center Point and East Post Falls are examples of when water, sewer and roads are put in people will make use of them. According to Robert Seale, City of Post Falls, much of the newly available business space in the area has already been leased/filled up. Full buildout of the Center Point area is expected to in the next 5-10 years as a result of the available infrastructure. Christina Petit, Post Falls Chamber of Commerce, highlighted that affordable housing is the repetitive issue and asked what urban renewal can do to help projects trying to address the need. Ryan Davis questioned about whether urban renewal could assist with residential housing needs. Multiple Commissioners responded citing limitations within district plans and recent changes to agency policy. Additional general discussion on various topics including new districts, implementation of a small project set-aside fund, agency land acquisition, Pleasant View District challenges, grant funding possibilities like those presented with the regional tech hub designation, current demand for ownership/lease of commercial and industrial space, density considerations, housing demand relative to annual supply, current trends in lending and financing, related efforts in other communities, employer housing projects, etc. Discussion pointed toward the topics where

people live and how people get housed as being the primary fundamental issues needing addressed. John Beacham asked if there is a hesitancy for urban renewal to support housing development. Coles responded that supporting residential projects is not off the table but it should be for costs above and beyond the normal cost of development - when development requires substantial additional investment in public infrastructure components/systems such as water towers, lift stations, etc. that in turn provide subsequent commercial/industrial development opportunities. The agency is currently in the process of considering changes to reimbursement related policy and owner participation agreements. Counselor Bredeson is drafting the revised documentation and expects to provide it soon. Several examples were given of business communities meeting their employment needs by resorting to the daily bussing of employees from other communities. This is an undesirable outcome based on communities not effectively addressing housing needs in a timely manner.

GOALS/OBJECTIVES THROUGH 2025 - Crosby emphasized the obvious importance of housing and the continuing need to address it. It is desirable for the Agency to engage the community on the issue, possibly in a joint effort with the Chamber of Commerce. Crosby proposed the 2021 Survey of Businesses by the area's Chambers of Commerce be updated. Rasmussen described participating in a recent survey effort that provided the opportunity for instant inquiry/response and recommended it as highly effective. Petit noted the potential to sponsor a business luncheon where up to 130 local business participants could be queried at one time. Rasmussen suggested including additional area business, potentially up to 180 participants. Crosby would like the Agency to explore opportunities within the existing districts. Agency staff was tasked with contacting current district participants for updates of their projects and to discuss potential ways urban renewal can assist projects to move forward in the districts. This includes introducing urban renewal to the new owners of the former Templin's Red Lion property in the Downtown District, facilitating additional communication with Douglass Properties and Beyond Green, Inc., in the Post Falls Technology District, and working with legal counsel on proposed revisions to agency policy and participation agreements.

ADJOURNMENT – Meeting was adjourned at 4:43 p.m.

Respectfully submitted,



Joseph Johns, Executive Director



Jame Davis, Chairman