



Strategic Planning Session
November 30, 2021 - 1:00 pm
Chamber Conference Room

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. Chairman opening remarks
3. District Status Update
 - a. Obligation/Increment
 - b. Activities completed
 - c. Current projects in existing Districts
 - d. Potential future projects in existing Districts
4. Committee Activities/Reports
 - a. Communication, Property & Personnel Committee
 - i. Purpose and Mission of the Committee
 - ii. Committee Chair Comments
 - b. District Review Committee
 - i. Purpose and Mission of the Committee
 - ii. Committee Chair Comments
 - c. Finance & Policy Committee
 - i. Purpose and Mission of the Committee
 - ii. Committee Chair Comments
 - iii. Financial Status and Stability of the Commission
 - iii. Summary of local Chamber survey results and discussion on Affordable Housing (LC's .pptx)
5. Strategic Goals
 - a. New/Future URD's
 - i. Primary Purpose
 - ii. Potential Location - East Seltice
 - b. PFURA Commission
 - i. Communication effectiveness
 - ii. Composition – Expertise & Experience
 1. Finance/Banking & Economics

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.

2. Business/Economic Development
3. Entrepreneurship
4. Commercial Real Estate/Land Development
5. Public Relations
6. Legal
7. Community Development

6. Tactical Goals

a. Public Presence

- i. Website Update
 1. Modernization
 2. Effectiveness (Content & Composition)
- ii. Public Interaction and Education
 1. District lifecycles (opening to closing)
 2. Success stories
 3. Relationship with City and staff

b. Policy and Owner Participation Agreement Effectiveness

- i. Consistency of policy application throughout all URDs
- ii. Policy #7
 1. City as both Proponent and Developer
 2. OPA revision to prioritize City proponent (tax payer) reimbursement

7. Commissioner Comment

8. Adjournment

Requests for accommodation of special needs to participate in the meeting should be addressed to the Office of the Executive Director, 201 E. 4th Avenue, Post Falls, Idaho 83854, or call [\(208\) 777-8151](tel:2087778151).

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