



**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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## **POST FALLS URBAN RENEWAL Strategic Planning Session**

**November 30, 2021 – PF Chamber of Commerce Conference Room**

CALL TO ORDER, ROLL CALL

Chairman Jerry Baltzell called the meeting to order at 1:00 p.m. Executive Director Diane Fountain called the roll. Present, in addition to Baltzell were Commissioners Eric Clemensen, Collin Coles, Jame' Davis, Len Crosby and Christi Fleischman. Commissioner Larry Carstensen had an excused absence. Also in attendance were Pete Bredeson and Incoming Executive Director Joseph Johns.

**Chairman Baltzell's opening remark** – Information provided in the packet was very helpful, particularly the Chambers of Commerce survey results and the questions presented regarding the issue of affordable housing.

**District Status Update** – Incoming Director Johns provided a status update of the districts. Fountain answered Commissioner questions about remaining increment projections and related closure issues in the districts. The Expo District's remaining approved obligation exceeds the anticipate increment resulting in no remaining tax increment to rebate. Center Point may have remaining tax increment to rebate depending on expected submittals of project costs prior to the termination of the district. It is expected that East Post Falls District will have remaining tax increment to rebate upon closure and finalization of the district. Bredeson clarified that the Agency has made it clear proponent submittals for reimbursement must be completed prior to a district termination date.

**Committee Activities/Reports** – A brief overview of the functions of each committee was provided. Committee assignments will be addressed in January.

Communication, Property & Personnel Committee – Johns provided an overview of discussion points from the latest committee meeting.

District Review Committee – Coles reviewed the discussion points of the latest committee meeting. Changes in a development plan may necessitate the amendment of an OPA. A review of Policy #7 and the Owner Participation Agreement were recommended.

Finance and Policy Committee – Crosby presented the results of a recent survey conducted by local Chambers of Commerce. Survey results indicate the top three (3) priorities of the area Chambers business members are infrastructure, workforce education/training and affordable housing. A presentation was given by Crosby on affordable housing. Commissioners discussed the issue of affordable housing in relationship to the mission and purpose of the Agency.

### **Strategic Goals –**

New/Future URD's – Discussion centered on the area of East Seltice Avenue just west of Huetter Rd. Commissioner Coles encouraged the utilization of the City's water and sewer system plans when considering the potential of new districts.

PFURA Communication –Johns made a general inquiry about the effectiveness of Agency communication methods and processes. Commissioner responses encouraged the continuation of regular and timely communication of Agency information (meetings, events, documentation, etc...). Clemensen introduced the subject of conducting Agency business on personal email accounts. Professional email accounts will be considered as part of the website redesign/build project in the coming year.

PFURA Composition – Commissioner discussion centered on the experience and expertise of current commissioners, and consideration of what would be helpful in future appointments. Representation from a "major employer" was identified as focal point for future addition to the Commission. The enthusiasm of commissioners wanting to be a part of the process together with a willingness to perform the necessary work has been critical to the success of the PFURA.

### **Tactical Goals –**

Public Presence, Website Update – Johns provided an overview of issues with the existing website as a result of changing technology. The Communications, Personnel and Property committee was tasked with identifying action items for consideration at a future Commission Meeting.

Public Presence, Public Interaction and Education – Johns gave a brief presentation on district lifecycles, success stories and the Agency's relationship with the City and their staff as focal points of public interaction and education.

Policy and Owner Participation Agreement Effectiveness – Discussion by Commissioners centered on Policy #7 and the OPA in relationship to changes in the development of an area not in accord with a District's plan. Bredeson stated reimbursement is based on the principle of first in, first out. A change in tax increment reimbursement based on change of development (ie. commercial/industrial to residential) and recording the OPA as a means of notice to title was discussed. Bredeson will draft changes to these documents for consideration by the Commission in a future workshop.

### **ADJOURNMENT**

Baltzell asked for a motion to adjourn. Commissioner Crosby made the motion, seconded by Carstensen. All in favor by voice vote. Meeting was adjourned at 4:27 p.m.

Respectfully submitted,

  
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Joseph Johns, Executive Director

  
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Jerry Baltzell, Chairman