



BOARD MEETING MINUTES

WEDNESDAY SEPTEMBER 16, 2015 4:00 P.M.

COEUR D'ALENE PUBLIC LIBRARY COMMUNITY ROOM

1. CALL TO ORDER

Chairman Denny Davis called the **ignite cda** Board meeting to order at 4:00 p.m.

ignite cda board members present: Armon, Davis, Jordan, Hoskins, Patzer, Colwell, Widmyer.

ignite cda staff present: Berns **ignite cda** legal counsel present: Quade

2. PLEDGE OF ALLEGIANCE

3. PUBLIC COMMENT

David Lyons – midtown area resident. Shared concerns re. the proposed ignite cda / The Housing Company (THC) Midtown initiative based on record requests he has made of THC.

Chet Gaede – Mill River resident. Shared comments about a rumor that there are plans to expand ignite cda's River District.

4. DISCUSSION WITH SENATOR SOUZA RE. URBAN RENEWAL INTERIM COMMITTEE

ignite cda Chairman Davis welcomed Senator Souza to the board meeting. The following two page handout was shared with Senator Souza containing suggestions from the **ignite cda** Board for modernizing/improving existing state statutes governing urban renewal.

IGNITE CDA INPUT

FOR SENATOR SOUZA RE. THE URBAN RENEWAL INTERIM COMMITTEE

Past Legislative Efforts

- In 2010, Rep. Dennis Lake, then-chairman of the House Revenue and Taxation Committee, sponsored House Bill 567, which was a comprehensive re-write of urban renewal law, covering topics from

definitions to eligibility, to plan process, to public hearing processes. The bill also created different criteria for “blight” vs. “economic development” (or “greenfield”) projects. Due mostly to its complexity and length, it did not make it through the legislative process. However, it provides an excellent starting point for any discussion of further changes to urban renewal law, as it was developed with the input of both supporters and critics of urban renewal. Following are some points relative to the 2010 effort.

Separate the traditional deteriorated and deteriorating urban renewal plan areas from economic development plan areas (both plans supported by tax increment)

- Will require updated and new definitions
- Distinguish and identify specific eligibility requirements for each use
- Distinguish the type of projects TIF can be used for in each project area; for example, limiting TIF use for general purpose administrative municipal buildings
- Lengthen time for revenue allocation area authority to 25 years for deteriorated and deteriorating areas; allow flexibility for economic development projects depending on estimated time to re-pay any obligations
- Allow greater flexibility in amending an urban renewal plan to add projects in recognition of distinction between urban renewal and economic development plans
- Currently plan approval can take six months to develop; provide for fast-track plan creation, especially in economic development project areas
- Revise property disposition statutes to: better describe the qualitative disposition process; consider deleting the “fair reuse” value requirement; and adding a process for disposition of no longer needed, or surplus property
- Allow agencies standing to appear/intervene in assessment appeals and to receive notice of exemption applications related to property located within a revenue allocation area
- Revise statutes to create a clearer process on termination of revenue allocation areas
- Revise statutes to allow better timing of the budget (should be September 30, not September 1), annual report, 67-450E reporting requirements, and the annual audit. Currently, the existing statutory deadlines do not work well. There is a time crunch in completing the annual audit after fiscal year-end on Sept. 30, complying with the new central registry reporting requirements of Dec. 1, and the March 31 date for the annual report
- Revise budget definition in Idaho Code chapter 29 to provide better timing on agency budgeting process

- Include language specifically authorizing discretionary rebates
- Include a “but for” analysis in the eligibility report

Agency Reporting Requirements

- Annual financial report presented at a public meeting covers the calendar year. Possible change would be for the report to cover the fiscal year.
- New Central Registry Requirement: have urban renewal plans submitted to the portal.

Scope of Projects

- Consider limiting use of TIF for certain projects depending on whether the project is an urban renewal vs. economic development project. For example, a general purpose government administration building, such as a courthouse, should not be funded by TIF in an economic development project area.
- Need to retain the ability to amend urban renewal plans to add projects in an urban renewal plan area as timelines need to be long to allow for redevelopment, and no crystal ball exists as to how/when growth will occur; visions change and it takes a significant amount of time to accrue revenue.

Urban Renewal Provisions That Should Be Incorporated Into Any Comprehensive Legislation To Protect Existing Case Law

- Continue to allow agencies to enter into long-term obligations without a vote
- Continue to allow agencies the authority to exercise eminent domain
- Continue to allow a blended agency board of appointed lay persons as well as less than a majority of elected officials
- Existing urban renewal plans need to be protected by a grandfather clause

Quite a bit of conversation ensued on several topics. The full discussion between **ignite cda** board members and Senator Souza can be seen by viewing the Septmeber 16, 2015 board meeting video located at www.ignitecda.org.

5. APPROVAL OF MINUTES

- August 19, 2015 Board Meeting Minutes

Motion by Commissioner Colwell, seconded by Commissioner Hoskins, to approve the August 19, 2015 Board meeting minutes. Motion carried.

6. PRESENTATION: **IGNITE CDA** PARK DRIVE PROPERTIES:
CONCEPTUAL LAND USE IDEATION – Dick Stauffer

Chairman Davis welcomed Dick Stauffer of Miller Stauffer Architects to the board meeting. At the annual spring **ignite cda** Board planning session, the Finance Committee was given the assignment to review/analyze potential land use scenarios on **ignite cda** owned properties located: south of city hall next to Tubbs Hill, and along Park Drive adjacent to the Fort Grounds neighborhood. Miller Stauffer Architects was engaged to develop conceptual land use scenarios for the **ignite cda** owned properties on Park Drive (approximate property location depicted below in red outline). The following presentation is designed to just be informational in nature.



A PowerPoint presentation was shared with the Board and viewing audience by Mr. Stauffer illustrating possible land use alternatives for this property. Following are slide excerpts from his presentation:





MILLERSTAUFFER ARCHITECTS
 801 FRONT AVE STE 201 / COEUR D'ALENE, ID 83814 / PH: 208-664-1773

IGNITE CDA Fort Coeur and Triangle
 Planning Dr. & Garden Ave.
 Coeur d'Alene, Idaho
 TITLE 5

P1.4



MILLERSTAUFFER ARCHITECTS
 801 FRONT AVE STE 201 / COEUR D'ALENE, ID 83814 / PH: 208-664-1773

IGNITE CDA Fort Coeur and Triangle
 Planning Dr. & Garden Ave.
 Coeur d'Alene, Idaho
 TITLE 5

P1.5



MILLERSTAUFFER
ARCHITECTS
 IGNITE CDA Fort Ground Triangle
 Pocket Park, Coeur d'Alene, Idaho
 TITLE 3
 P1.6
 IGNITE CDA
 801 FRONT AVE. STE. 201 / COEUR D'ALENE, ID 83814 / PH: 208-664-1773



MILLERSTAUFFER
ARCHITECTS
 IGNITE CDA Fort Ground Triangle
 Pocket Park, Coeur d'Alene, Idaho
 TITLE 3
 P1.7
 IGNITE CDA
 801 FRONT AVE. STE. 201 / COEUR D'ALENE, ID 83814 / PH: 208-664-1773

During and following the presentation, board members asked clarifying questions re. the concepts presented, and thanked Mr. Stauffer for his ideation efforts.

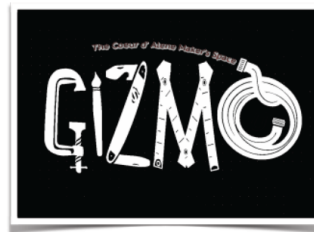
7. PRESENTATION: RIVERSTONE WEST “TECH MARKET” – Nick Smoot / Dr. Charles Buck / Barb & Marty Mueller

Commissioner Davis welcomed Nick Smoot, Dr. Charles Buck, and Barb and Marty Mueller to the meeting. The Tech Market team made a PowerPoint presentation to the Board. Following are slide excerpts from the presentation:

Current Partners Leading the Tech Market Movement

These groups are spearheading the cultural shift in tech education, inspiration and commercialization in the economy.

- U of I:** CS expertise and internships
- Innovation Collective:** 50+ events and TBF
- Gizmo CDA:** 18 months 4,000 students



Coeur d’Alene Tech Market

Strategic planning/collaboration w/ CDA Vision 2030:

Create Inspiration

- Inspire Kids
- Inspire College Students
- Inspire People to Innovate
- Inspire Companies and Talent to come to CDA



Create a physical space

- Flexible Space to accommodate growth and events
- Access to the resources for creative collaboration

Create a step by step path for entrepreneurs to succeed

- Mentors
- Tools
- Education
- Investors
- Community
- Attorneys



Create growth

- Earning potential
- Tax base
- Job Count

Coeur d'Alene Tech Market

- Companies
- Maker Space
- Co-working Spaces
- Coffee
- Classes / Large Events
- Accelerator Space
- Prototyping
- Investors / Mentors
- Commercialization



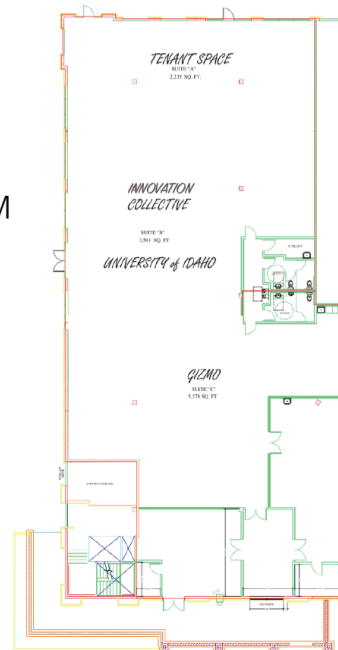
Building Details

Pricing

- total of 11,392 sq ft
- Retail Price \$13.05 sq ft + \$5 CAM
- Our Price \$7.69 sq ft + \$5 Cam

Features

- Free Covered Parking Garage
- Public Transportation
- Bike and walking paths
- High Visibility



Partners Contributing to Tech Market



Total 3 Year Commitment capital or in-kind:
 University of Idaho- \$90,000 + \$102,000 in staffing
 Innovation Collective- \$80,000 + \$72,000 in staffing
 GizmoCDA- \$30,000 + \$120,000 equipment + \$150,000 in staffing
 Cody Peterson- \$10,000
 Kevin Jester- \$3,000 in design
 John Stone- \$187,500 in rent concessions

Total Capital: \$400,500
Staffing and Equipment: \$444,000



Coeur d'Alene Tech Market Financials

Income (annual)		
	Ignite CDA	\$ 90,000
	U of I CDA	\$ 30,000
	Innovation Collective (IC)	\$ 26,500
	Gizmo program revenue (estimate)	\$ 10,000
	John Stone	\$ -00
	Rent from 1 front pad @ \$18/sq.ft.	\$ 40,194
	Ignite CDA: One time grant to make space useable for Gizmo, IC & U	\$ 100,000
	Total	\$ 296,694
Expenses (annual)		
Rent		
	UI/IC 3,581 sq.ft. @ \$12/sq.ft.	\$ 42,972
	Gizmo 5,578 sq.ft. @ \$8/sq.ft.	\$ 44,624
	CAMS @ \$5/sq.ft. on 9,159 sq.ft.	\$ 45,795
	CAMS @ \$5/sq.ft. on front pad	\$ 11,165
	total rent	\$ 144,556
Utilities		\$ 8,400
Janitorial		\$ 10,000
Internet		\$ 8,400
Insurance		\$ 6,000
Maintenance		\$ 1,440
Staffing	to run Tech Market daily	\$ 16,272
Build Out (one time)		\$ 100,000
	total	\$ 295,068
Net Income		\$ 1,626

The presenters shared that the proposed Tech Market initiative at the proposed location in the Riverstone West area has a three year time frame, after which the Tech Market would need to move to a larger footprint to handle expected growth. The foci of the initiative is economic development, education and job creation. The three year financial request of **ignite cda** totals \$370,000, broken down as follows: one time grant of \$100,000 for equipment and limited tenant

improvements; \$90,000 per year to assist with leasing the proposed building space in Riverstone West.

- Commissioner Widmyer shared the following comments/questions re. the Tech Market initiative and financial assistance request:
 - Thinks the Tech Market is a great idea and has great momentum, but that urban renewal dollars should not be used in this type of initiative to pay rent to a private building owner.
 - Based upon an opinion he solicited from an outside urban renewal attorney, feels there may be a legal issue as to whether or not **ignite cda** can participate in the Tech Market initiative as proposed.
 - Rent concessions as depicted in the presentation are not a gift, but are used to get a space rented.
 - Is Gizmo a non-profit (response - yes). Is the Innovation Collective (IC) a for profit organization (response – yes).
 - Can Gizmo and IC point to any job creation successes?
 - Mr. Smoot shared that there has been job creation via the IC efforts, e.g. Rohini, Hootag, big league locker, innolabs, cc3d.
 - Mrs. Mueller: there is great value inspiring children at a younger age via the Gizmo model which leads to economic development once those children mature into the workforce.
 - Has the Tech Market reached out to other funding entities?
 - Mr. Smoot shared that the Albertsons Foundation has been contacted.
 - Dr. Buck shared that the UI has been partnering financially on Gizmo’s activity in Midtown. Dr. Buck also shared that a grant funding component is not included in the pro-forma because of the nature of receiving grant funding; the conservative fiscal approach is to not count on that type of funding in the pro-forma unless the funds are in hand.
 - The Trailhead initiative in Boise, which is very similar to the proposed Tech Market in CDA, has quite a bit of private investment; Commissioner Widmyer does not see that level of private funding in the Tech Market pro-forma.
 - Has the Tech Market team contacted the Panhandle Area Council (PAC) re. the initiative.
 - Mr. Smoot shared that PAC has not been contacted.
- Commissioner Patzer asked how will the Tech Market handle staffing needs?
 - Dr. Buck shared that some funds will be spent on wages, but that quite a bit of the staffing needs will be met by using existing staffing where appropriate from UI and Gizmo and other entities that will populate the Tech Market. UI’s goal is to bring college credit computer programming

classes to CDA, and the Tech Market would be the location for that effort.

- Commissioner Armon shared that the proposed Tech Market initiative fits very well with **ignite cda's** vision and mission statements. Commissioner Armon feels that this type of economic development / job creation initiative is what urban renewal agencies like **ignite cda** need to focus upon. Education / collaboration is key to economic development for the community's future, and he looks at this initiative as an investment into the community's future. He supports **ignite cda** participating in this initiative.

Motion by Hoskins, seconded by Patzer, directing Ex. Director Berns, with assistance from ignite cda legal counsel Danielle Quade, to research the legal aspects of ignite cda participating in the initiative as proposed. Following this requested feedback, the Chairman may call a special call board meeting to continue discussion on this matter. Motion carried.

8. REPORTS

A. Finance – Commissioner Rod Colwell

Lake & River District Monthly Financials
Lake & River District Payables

Commissioner Colwell reviewed and discussed the August Lake and River District financial statements, and the August/September account payables sheet, with the Board.

Motion by Commissioner Armon, seconded by Commissioner Patzer, to approve the August financial statements and the August / September accounts payables for the Lake & River Districts as presented. Motion carried.

B. Housing – Commissioner Deanna Goodlander


Ex. Director Berns, in Commissioner Goodlander's stead, had no report to share.

C. Parking – Commissioner Brad Jordan

Commissioner Jordan (who serves as the **ignite cda** representative on the City's Parking Commission) had no report to share.

D. Communications – Commissioner Dave Patzer

Commissioner Patzer invited Adam Graves (Range NW, Inc.) to visit with the Board and provide an update on the outreach initiative. Mr. Graves discussed the following phase 2 cost expenditure summary for the outreach initiative:

			
Campaign Snapshot			
Media	Cost \$	Impressions	Cost Per Impression
Social & Online Ads	\$12,500.00	1,650,213.00	0.0075
Billboard	\$2,790.00	591,592.00	0.0047
TV	\$10,514.00	428,572.00	0.0245
Print: CDA Press	\$10,905.00	576,000.00	0.0189
Parade Float	\$2,500.00	30,000.00	0.0833
Media Total	\$39,209.00	3,276,377.00	
Creative	\$15,000.00		
TOTAL	\$54,209.00	3,276,377.00	0.0165

Mr. Graves reminded board members that the goal of the outreach effort is to increase public awareness of **ignite cda's** accomplishments within the community. The strategy is to connect with the general public in a friendly, non-corporate manner while informing who and what **ignite cda** is and does.

The implemented strategy reaches a broad spectrum of where people gather information, i.e. newsprint, social media, digital world and outdoor media.

Following are results to date for the outreach initiative:

- Over 4,000 unique visitors have gone to the **ignite cda** website to learn more about ignite cda.
- 7,393 people have viewed the 30 second cable TV **ignite cda** infomercial 10 or more times.
- 13,232 have viewed the 30 second cable TV **ignite cda** infomercial 5 or more times.
- The **ignite cda** billboard located on Northwest Boulevard has over 73,000 views per week, for a total of almost 600,000 impressions.
- Social media and online ads account for 1.6 million impressions.
- Newspaper print ads have a viewership of over 500,000.

- The average cost per impression for the **ignite cda** outreach initiative so far is 1.6¢ per impression, with over 3,276,000 impressions and counting.
- Commissioner Patzer asked Mr. Graves for his assessment as to the success of the outreach initiative at this time?
 - Mr. Graves shared that it is difficult to measure the true success until the outreach initiative is complete. Once complete, success can be measured by testing the community’s awareness.
- Commissioner Patzer shared that since the **ignite cda** website is nearing completion, how is the site working for folks to find information?
 - Mr. Adams shared that the new site is designed to increase the public’s awareness of what **ignite cda** is doing. The “resources” page is the third most visited page on the website. By and large, folks visiting the website are looking at the **ignite cda** projects.
- Commissioner Armon asked about comments on Facebook, who sees them?
 - Mr. Graves responded that the **ignite cda** website is not set up to be a very active Facebook user, because that would require dedicated staff / resources. **Ignite cda’s** online coordinator (Teree Taylor) does monitor the Facebook venue as time permits.

E. Jobs – Commissioner Mic Armon

Commissioner Armon shared that the Tech Market presentation captured current efforts on the job creation front.

9. EXECUTIVE DIRECTOR’S REPORT

Resolution 15-06: Updated **ignite cda** Bylaws

Ignite cda legal counsel Danielle Quade discussed the proposed amendments to the agency’s bylaws with the Board.

Motion by Commissioner Armon, seconded by Commissioner Colwell, to approve Resolution 15-06 approving the updated **ignite cda bylaws as proposed.**

Roll Call:

Armon	Yes	Davis	Yes	Druffel	Absent
Widmyer	Yes	Colwell	Yes	Patzer	Yes
Jordan	Yes	Hoskins	Yes	Goodlander	Absent

Motion carried.

10. ELECTION OF **ignite cda** CHAIRMAN & VICE CHAIRMAN

Motion by Commissioner Colwell that Commissioner Denny Davis be nominated as **ignite cda Board Chairman, and that Commissioner Dave Patzer be nominated as **ignite cda** Vice-Chairman, for fiscal year 2016. Commissioner Armon seconded the motion. No other nominations were proffered, and no objections to the nomination slate were voiced. Motion carried.**

Board members thanked Commissioners Davis and Patzer for their hard work on behalf of **ignite cda** in the community, and for their willingness to once again serve in **ignite cda** leadership positions. Commissioners Davis and Patzer thanked their fellow Board members for their support and trust.

11. BOARD COMMISSIONER COMMENTS:

Commissioner Patzer shared an additional special thank you to Commissioner Davis for all of his hard work serving as chairman of **ignite cda**.

12. PUBLIC COMMENT

Gregg Johnson – representing the Midtown association. Inquired as to the status of the proposed **ignite cda** / THC mixed use workforce housing project in Midtown, and that he is making a City Council campaign issue out of the way the **ignite cda** commission operates.

- Commissioner Davis shared that no action is currently occurring re. the proposed THC partnership initiative, and that there are no private sector developers expressing any interest in a project located in that area of Midtown.

13. EXECUTIVE SESSION – Idaho Code Section 67-2345(1)

Subsection B: to consider the evaluation of the **ignite cda** executive director.
Subsection C: to conduct deliberations concerning acquiring an interest in real property which is not owned by a public agency.

Motion by Commissioner Hoskins, seconded by Commissioner Patzer, to convene an Executive Session, as provided by Idaho Code Section 67-2345(1) Subsection B: to consider the evaluation of the **ignite cda executive director, and Subsection C: to conduct deliberations concerning acquiring an interest in real property which is not owned by a public agency.**

Roll Call:

Hoskins	Yes	Widmyer	Yes	Druffel	Absent
Colwell	Yes	Patzer	Yes	Jordan	Yes
Armon	Yes	Davis	Yes	Goodlander	Absent

Motion carried.

The **ignite cda** Board entered into Executive Session at 6:21p.m. Those present were the **ignite cda** Board of Commissioners, Ex. Director Berns and legal counsel Quade. Deliberations were conducted regarding acquiring an interest in real property which is not owned by a public agency. No action was taken in Executive Session and the **ignite cda** Board returned to regular session at 6:54 p.m.

14. ADJOURN

Motion by Commissioner Armon, seconded by Commissioner Hoskins, to adjourn. Motion carried.

The **ignite cda** Board meeting adjourned at 6:55 p.m. Minutes prepared and submitted by Ex. Director Berns.