



Urban Renewal Agency Minutes

Monday, December 18, 2023, 12:00 PM

Council Chambers
203 Main Avenue East, Twin Falls, Idaho

Members: Rudy Ashenbrener, Andy Hohwieler, Dan Brizee, Jan Rogers, JJ McBride, Dave McAlindin, Eric Smallwood

1) Confirmation of Quorum/Call Meeting to Order

Present: Rudy Ashenbrener, Andy Hohwieler, JJ McBride, Eric Smallwood, Dave McAlindin, Jan Rogers, Dan Brizee

Absent: None

Staff Present: Lorrie Bauer, Administrative Assistant; Morgan Mitchell, Administrative Assistant; Shawn Barigar, Executive Director; Jesse Schuerman, Staff Engineer; Brent Hyatt, Assistant Finance Director; Jonathan Spendlove, Planning & Zoning Director; Ruth Pierce, City Council Liaison; Breanna Howard, Finance Director; Mitch Humble, Deputy City Manager; Don Hall, County Commissioner

Chair Ashenbrener called the meeting to order at 12:03 PM. A quorum was present.

2) Conflict of Interest Declaration

None

3) Consent Calendar

- a) Request to approve 1) Minutes for the November 20, 2023 meeting; 2) November 2023 Financial Report, and 3) December 2023 Accounts Payable.

MOTION: Jan Rogers moved to approve the consent calendar as presented. Andy Hohwieler seconded the motion. Roll call vote showed all members present voted. Approved 7 to 0.

4) Reports/Updates

- a) Executive Director's Report
Executive Director, Shawn Barigar, introduced Morgan Mitchell. She joined the economic development department and will be providing administrative support throughout third-floor departments.

Old Towne-2 RAA: The City Council adopted the ordinance approving the plan on Monday, November 27th. The ordinance summary has been published in the Times News. The final recording of the ordinance, map, and legal description will be done this week. The creation of this new area will be completed by the end of the calendar year.

Orchard Drive East RAA - Gemini Business Park: Infrastructure improvements are underway as well as three buildings. Concrete composite walls and slabs are poured and ready to continue with Phase 1 in the spring. Met with the developer to review the Owner Participation Agreement for Public Improvement Reimbursement and discussed the documentation process for record keeping since the Area will not have funds for reimbursement for a few years. The Developer's accounting software should align very well with the process of documenting. We will continue to get the process finalized.

The legislative session will begin in January. Through our association with the Redevelopment Association of Idaho as well as the Idaho Economic Development Association, Barigar shared our desire to preserve the valuable tools offered by urban renewal, as it is a priority issue for both organizations and other organizations and economic development agencies around the state.

The annual reporting to the State of Idaho, as required by the State Tax Commission, has been completed. The Central Registry now includes the Orchard Dr. E. RAA and the terminated RAA 4-1 has been removed. The Old Towne-2 RAA will be added soon.

Commissioner Hohwieler thanked everyone involved in the creation of the new revenue allocation area.

5) Items of Consideration

- a) Presentation and discussion of education, outreach, and marketing efforts for the Urban Renewal Agency and general economic development promotion. Executive Director, Shawn Barigar, presented an overview of current education outreach and marketing efforts for the Agency in connection to our general economic development promotions via online information and promotional marketing.

Platforms reviewed include:

- Agency page on the City's Website: TFID.org (Government - Boards & Commissions - Urban Renewal Agency).
- Ec Dev Website: TFID.org (Departments - Economic Development or TwinFallsIdaho.org). This has recently been revamped to inspire research into Twin Falls. We plan to add the Agency information to this site as well.
- Southern Idaho Economic Development Website (<https://www.southernidaho.org>). This website houses information about Twin Falls and other communities in the region.
- Facebook - "Grow with Twin Falls" - is currently geared toward the lifestyle aspect.
- LinkedIn - "Twin Falls Economic Development."
- Instagram - re-posts from Facebook.

Barigar then shared the Capital City Development Corporation website (Boise's Urban Renewal Agency) as an example of what type of information can be shared. He asked for input from the commissioners to help create an internal process to utilize the platforms. Discussion ensued.

Suggestions:

- Include information useful to small companies that do not use a Site Selector.
- The agency creates a group/committee to assist with articles for the website.
- Display owned properties on the website.
- Treasure Valley developers, based on interest in Twin Falls.
- Create key milestones of things to accomplish in the next year.
- Be able to rate the strategy.
- Opportunity Zone Tax Breaks are set to expire by 2025 - Set a goal to have at least two RFP's released on two agency-owned properties in time for developers to take advantage of the Opportunity Zone Tax Breaks.
- Formalize our vision with milestones and create a development plan.

Staff will prepare an overview and a timeline of possible implementation items for creating a plan/strategy. Could make a quarterly agenda item to discuss marketing efforts and milestones.

6) Public Input and Announcements

Commissioner Smallwood shared that the downtown clock on the corner of Main Ave. N. & Gooding St. W. will be up and running soon.

Commissioner Smallwood shared that a downtown business owner on Hansen St. approached him and asked if the Stepken property could be turned into a temporary gravel parking lot. Barigar replied that gravel parking lots were not allowed by code; however, he would contact the business owner.

7) Upcoming Meeting(s)

a) Monday, January 22, 2024, @ 12:00 pm.

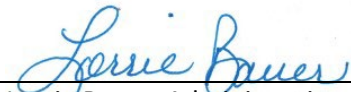
8) Executive Session

a) Idaho Code § 74-206(1)(e) To consider preliminary negotiations involving matters of trade or commerce in which the governing body is in competition with governing bodies in other states or nations.

The executive session was cancelled.

9) Adjournment

MOTION: Eric Smallwood moved to adjourn. Andy Hohwieler seconded the motion. Roll call vote showed all members present voted. Approved 7 to 0. The meeting adjourned at 12:59 PM.



Lorrie Bauer, Administrative Assistant