



**PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE**

**AGENDA**

**March 28, 2018**

**7:00 PM**

**Douglas County Libraries – Parker Branch  
20105 Mainstreet, 2<sup>nd</sup> Floor Conference Room**

**1. CALL TO ORDER AND ROLL CALL**

**2. APPROVAL OF THE MINUTES**

A. October 25, 2018

B. March 14, 2018

**3. DISCUSSION ITEMS**

Election of the Chair and Vice Chair Positions

**4. STAFF UPDATE**

My Mainstreet Project Update

**5. ADJOURNMENT**

**PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE  
MINUTES  
October 25, 2017**

**CALL TO ORDER AND ROLL CALL**

Chairperson Kevin Leung called the meeting to order at 7:02 p.m. Committee members present were: Jeff Scoville, Whitney Walrath, Mark McShane, and Shea Suski. Staff members Weldy Feazell and Darlene McCampbel were also present. No members of the public were in attendance.

**APPROVAL OF THE MINUTES**

Whitney Walrath moved to approve July 26, 2017, minutes. Mark McShane seconded the motion. The motion passed unanimously.

**ITEMS OF INTEREST FROM THE PUBLIC**

None

**ITEMS FROM THE COMMITTEE**

None

**SPECIAL PRESENTATION(S)**

None

**PARAC Resolutions**

None

**DISCUSSION ITEMS**

Weldy provided a PUMA (Progressive Urban Management Associates) strategic plan update. She gave each member a copy of the P3 Strategic Plan which was approved by the Parker Authority for Reinvestment (PAR) Board September 11, 2017. Members reviewed the document together, emphasizing the Tax Increment Financing (TIF) request and the Quantitative Assessment; which will be in the purview of PARAC. The TIF request Qualitative Investment Filter will require further definition and policy development. The Action Plan in Appendix A that identifies priorities beginning in 2017 was included as an appendix to for future updates. The focus for 2018, will be the Parker Road Corridor.

PUMA is has recommended a firm that will develop the TIF Policy as recommended by the strategic plan and PUMA will also be working on an Executive Summary. PAR Staff designations will be Jason Rogers as Director, Weldy Feazell as Manager and recruitment of an additional staff person in a coordinator position.

Weldy gave a Slate Communications marketing and branding update. P3 (Partnering for Parker's Progress) has been chosen as the marketing name, while PAR remains the legal name. Members were provided with the new marketing packet. The packet includes PARAC members listed under Governance and leaflets outlining each district.

The P3 website is now live - P3Parker.com but still needs to be refined. Aspects of the project yet to come are the Facebook page and a public outreach plan.

Whitney Walrath inquired on the status of Committee member's role. Kevin Leung requested for Committee member rolls to be identified and addressed in 2018. He also asked for better communication and connection with PAR Board and would like a member to attend PAR Board meetings.

Weldy notified the Committee of scheduled meetings as follows:

November 20, 2017 – Review of 2018 budget

December 4, 2017 – Cooperation agreement amendments for delineation of operational procedures

After discussion, it was agreed there is no need for November or December 2017 meetings, unless a significant issue surfaces. Therefore, the next scheduled meeting will be January 24, 2018.

**STAFF UPDATE**

None

**ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 7:54 p.m.

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Darlene McCampbel  
Recording Secretary

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Whitney Walrath  
Vice Chair

**PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE  
MINUTES  
March 14, 2018**

**CALL TO ORDER AND ROLL CALL**

Vice Chairperson Whitney Walrath called the meeting to order at 6:37 p.m. Committee members present were: Whitney Walrath, Mark McShane, Mandy Minnard, Serenda Hendon, and Shea Suski. Staff members: Weldy Feazell Consulting Firms: Trestle Strategy Dancia Powell were also present. No members of the public were in attendance.

**SPECIAL PRESENTATIONS**

Weldy started the meeting with an introduction of new Committee members; Mandy Minnard and Serena Hendon.

Weldy informed the Committee that tonight's presentation would be recorded for the Committee members that were not present and for use in future videos about the My Mainstreet Project.

My Mainstreet Project Presentation:

Weldy introduced the consultant Danica Powell with Trestle Strategy group and informed them that Danica would be presenting the My Mainstreet Project. Danica requested that each of the Committee members introduce themselves and answer two questions:

1. What are your hopes/ goals for these Town owned sites?
  - a. Whitney – Continuity of the downtown vibe and to attract more people downtown
  - b. Shea – Connecting the rest of Parker to downtown with more variety of uses. Would like a mix of daytime uses with evening/weekend uses.
  - c. Serena – Same as Shea but would like place for families that is balanced with more adult activities like restaurants similar to Vines.
  - d. Mandy – Exciting uses that will get more people into the downtown
  - e. Mark – Wants to maintain the old downtown character that has artistic uses and bike/pedestrian friendly. No big box stores, gas stations or drive thru restaurants.
2. What is your top concern about this public process?
  - a. Whitney – we will receive constructive feedback on what people want to see not just what they don't want to see downtown.
  - b. Shea- insuring that we are balancing the uses with the town desires and market analysis
  - c. Serena – that we receive an actionable result and improve signage to the downtown areas
  - d. Mandy – that we receive a good variety of input from the community and additional parking
  - e. Mark – addressing the perception that there is no parking downtown.

Danica walked the Committee through the My Mainstreet presentation and the public engagement process that is currently underway.

Weldy then walked the Committee through the My Mainstreet project page on Let's Talk Parker. She also provided them with a review of the survey that was out there for the citizen's and the results of the survey we had at that point in time.

The Committee was then taken through the instructions for the Site Uses Exercise using a color coded map of the four parcels:

1. Jot down potential land uses that could be feasible for each site. – 1 post it note per use and the color of the post it note matches the color of the site on the map.
2. Weldy and Danica will collect the post it notes and categorize the notes that are similar in use.
3. Once all the uses have been categorized each member of the Committee will then have two dots per site to vote on the uses they would like to see on each site.

### Site Uses Exercise Results

| Site               | Opportunities   | Sticker Votes |
|--------------------|---|---------------|
| 19801 E Mainstreet | Brewery/Distillery  | 6             |
|                    | Jazz or piano bar   | 4             |
|                    | Hotel/wedding venue   | 2             |
|                    | Kids sensory park   | 2             |
|                    | Shuttle location for downtown   | 1             |
|                    | Bar/restaurant with large outdoor patio (not just a smoking area) with a great view | 1             |
|                    | <b>Total</b>  | <b>16</b>     |
| East Main          | Dog Park  | 5             |
|                    | Pottery/Painting Shop   | 4             |
|                    | Walkable 'strip mall' but with all local stores                                     | 3             |
|                    | Mixed use that draws people through the site given its odd shape                    | 2             |
|                    | Senior living   | 2             |
|                    | Multi Family  | 1             |
|                    | Sandwich shops or cafes with hot chocolate (kids from library and ice skating)      | 1             |
|                    | Drive-in movie  | 1             |
| <b>Total</b>       | <b>19</b>   |               |

| Site | Opportunities | Sticker Votes |
|------|---------------|---------------|
|------|---------------|---------------|

|            |   |              |
|------------|---|--------------|
| Pine Curve | Farmers market  | 5            |
|            | Bar/restaurant with large outdoor patio (not just smokig area) with great views | 4            |
|            | Interactive museum  | 2            |
|            | Locally grown market and crafts   | 1            |
|            | Store front retail and loft apartments  | 1            |
|            | Mini golf or outdoor activities   | 1            |
|            | Local shops and vendors (unique stores)   | 1            |
|            | Breakfast-focused restaurant  | 1            |
|            | Large playground  | 1            |
|            | Art gallery   | 1            |
|            | <b>Total</b>  | <b>18</b>    |
| PACE Lot 2 | Art studios   | 4            |
|            | Comedy works type place   | 4            |
|            | Cocktails and canvas or similar paint/pottery art type facility                 | 3            |
|            | Specialty Restaurants (PACE)  | 2            |
|            | Food Truck Pool   | 2            |
|            | Shops or places to visit/browse before and after shows                          | 1            |
|            | Diner   | 1            |
|            | Very bike and pedestrian friendly   | 1            |
|            | Retail/Coffee/Bistro  | 1            |
|            |   | <b>Total</b> |

The My Mainstreet Presentation and Site Uses concluded with the Committee providing feedback about the project thus far.

Feedback:

Shea – Amazed at the number of responses to the survey and the My Mainstreet project page activity on Let’s Talk Parker. Thought that the finding consensus on the types of uses would be easier but consensus on the size/scale of the developments could be more challenging.

Whitey – Can we utilize some of the feedback from the My Mainstreet project on uses the community wants to see for other areas of Town? Weldy and Danica thought this would certainly be possible to identify a better location for a use that may not be suitable for the downtown area.

**ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 8:04 p.m.

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Weldy Fezell  
Recording Secretary

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Whitney Walrath  
Vice Chair