

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 Firm: 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
	Total	16
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
	Total	19

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
Total		18
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
Total		19

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.

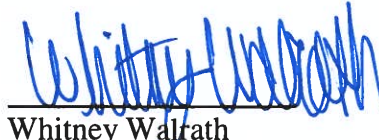
Whitey – Can we utilize some of the feedback from the My Mainstreet project on uses the community wants to see for other areas of Town? Weldy and Danica thought this would certainly be possible to identify a better location for a use that may not be suitable for the downtown area.

ADJOURNMENT

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



Weldy Feazell
Recording Secretary



Whitney Walfath
Vice Chair