



PARKER AUTHORITY FOR REINVESTMENT STUDY SESSION AGENDA
August 13, 2018

1. Study Session Items

A. P3 Update - Feazell/Rogers - 30 minutes



P3 Board Update

August 13, 2018



STRATEGIC PLAN UPDATE



Strategic Plan Update

Organizational

Task	Status
Adopt the P3 Strategic Plan	Complete
Assess staffing resources and make staffing adjustments	Complete
Contract 3rd party financial reviewer	Complete
Deploy branding strategy	In process and ongoing
PARAC procedural adjustments	- Study session discussion
Establish interdepartmental coordination protocols	Ongoing with the My Mainstreet Project and Early discussions with Capital Planning
Establish baselines for indicators	In process will be completed with annual report in - 4th qtr 2018/ 1 st qtr 2019
Establish an Operations Manual	In process - Incentive Policy in process - draft complete - Finance/Procurement Policy – draft complete - Property Disposition Policy – draft under legal review - Property Acquisition Policy – draft started



Strategic Plan Update

Parker Central

Task	Status
Work with development community on plan approvals and agreements to develop catalytic sites	Ongoing with My Mainstreet Project
Partner with Creative District/DBA, add gateway art at Parker Rd. & Mainstreet	2019 initiative
Collaborate w/ businesses on a downtown parking management plan – including criteria for P3 parking structure participation	Pending implementation of Downtown Parking Plan and My Mainstreet Project
Collaborate w/ businesses on marketing & activation program (website, events, etc.)	2019 initiative
Assist property & business owners with development review as needed	Ongoing as site plan discussions begin with planning
Beautification along the north side of Mainstreet between 20 Mile Rd. and Dransfeldt Rd.	2019 initiative



Strategic Plan Update

Parker Road

Task	Status
Get to know the property owners: host an open house, meetings, build a database	2019 initiative
Initiate a grants program to enhance the district and build relationships	2019 initiative
Identify 4-6 opportunity sites and assess relative costs, benefit, interest; select one site to move forward	Identification of sites has begun and will be coordinated with the Parker Road Corridor Plan
Assist property & business owners with development review as needed	Ongoing as site plan discussions begin with planning
Coordinate with the Town to update zoning to encourage desired/block undesirable uses	Pending final outcomes of Parker Road Corridor Plan
Identify infrastructure cost participation opportunities related with redevelopment of sites subject to the Parker Road Corridor Plan	Pending final outcomes of Parker Road Corridor Plan



Strategic Plan Update Cottonwood

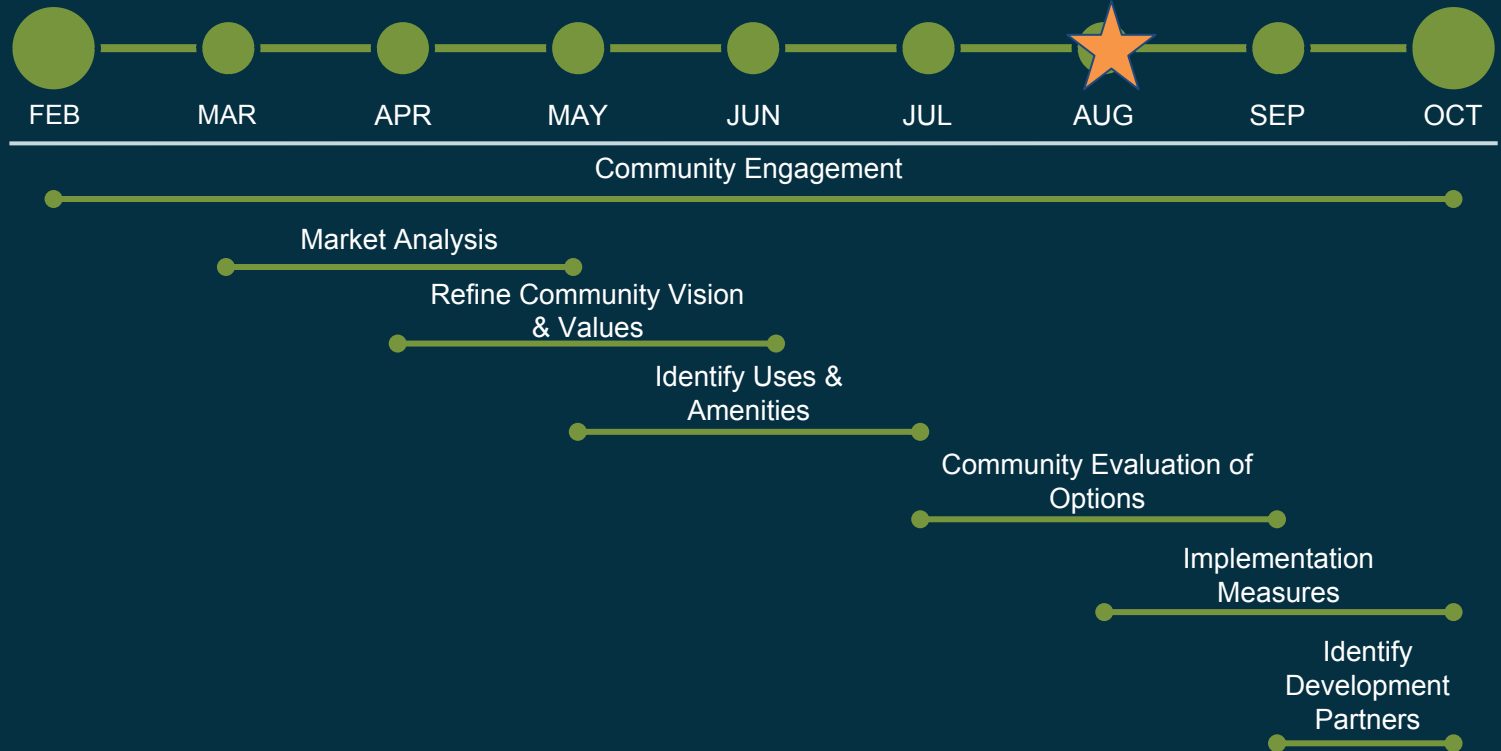
Task	Status
MOU with Town for Cottonwood Bridge cost-share TIF commitment	Pending SMFR lawsuit
Begin a TIF-funded design quality enhancement program for existing and new developments	2019 initiative
Financing support for Town-led build of Cottonwood Bridge	Pending SMFR lawsuit
Work with property owner at Cottonwood Dr. and Kings Point Way to plan infrastructure improvements and drainage control for northwest corner	Intersection design has been completed; P3 assistance not required

A dark blue map background showing a network of roads. The roads are labeled in white, uppercase letters: 'E-470' at the top left, 'LINCOLN AVE' in the middle left, 'RIDGEGATE PKWY' at the bottom left, 'CHAMBERS RD' running vertically in the center, 'PINE LN' in the middle right, 'S PARKER RD' running diagonally in the center right, 'INSPIRATION DR' at the top right, 'PINE DR' running vertically on the far right, 'S TWENTY MILE RD' running diagonally in the bottom center, and 'MAINSTREET' at the bottom right. The text 'MY MAINSTREET' is overlaid on the map in a large, white, bold, sans-serif font.

MY MAINSTREET



My Mainstreet Timeline





Engagement Stats

Let's Talk Parker

- 7.4k total visits
 - 1.1k – engaged visitors
 - 2.4k – informed visitors
 - 5.5k – aware visitors
- 4.6K visitors direct from social media
 - 445 – engaged visitors
 - 1,074 – informed visitors
 - 3,143 – aware visitors
- Survey Participation
 - 3 surveys
 - 1,049 contributors
 - 1,134 responses



Community Evaluation of Options

- **Downtown Visitors Survey**
 - **Frequency of visiting Downtown**
 - **Activities in downtown**
 - **Transportation to Downtown**
- **Concept Designs**
 - **2 concepts developed for ED Annex, Pace Lot 2 and East Main**
 - **Pine Curve will be less detailed with plan areas based on uses**
 - **Public Input on Let's Talk Parker**



Implementation

- **Vision Plan**
 - Vision plan will be adopted by Town Council
 - Provided to potential developers as guidance for the future development
 - Information will be posted for the public to view in a PDF document form and an interactive form
- **Property Disposition**
 - Bid Process
 - Sell through a Broker
 - RFP Process

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ADVISORY COMMITTEE



P3 Advisory Committee

- By Laws: “The duties and responsibilities of the Committee shall be to serve in an advisory capacity to the Authority. The Committee has been established for the purpose of facilitating public input on projects and activities of the Authority and to provide recommendations to the Authority regarding Authority projects and activities and shall not have any decision making authority.”
- P3 has new communication channels to interact directly with Parker residents.
- With tools such as:
 - Let’s Talk Parker – more than 1,000 people engaged in My Mainstreet
 - Facebook
 - Events
 - E-newsletter
- We are now communicating with residents in the ways that they want – we’re bringing the conversation to them.
- By using new channels, we facilitated public input with a larger audience than the Committee members.