

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

**CALL TO ORDER AND ROLL CALL**

The meeting was called to order at 7:05 p.m. by Chairperson Kevin Leung. Committee members present were, Jennifer Maskrey, Whitney Walrath and Kathy Busch. Committee members absent were Shea Suski and Mark McShane. Councilmember Renee Williams and staff members Jason Rogers and Darlene McCampbel were also present. No members of the public were in attendance.

A. New PAR Director Jason Rogers introduced himself and gave a summary of his professional background.

**APPROVAL OF THE MINUTES**

Whitney Walrath moved to approve October 25, 2016, minutes, Kathy Busch seconded the motion; approved unanimously.

**ITEMS OF INTEREST FROM THE PUBLIC**

None

**ITEMS FROM THE COMMITTEE**

Jennifer Maskrey inquired about the status of Shea Suski's vision and goals brought forth as previous meetings. Weldy has that documentation, but since she was absent tonight, Jason Rogers will review with Weldy. This item will be added to February meeting agenda.

Whitney Walrath asked about the hotel project on Mainstreet. Jason Rogers advised funding was denied by PAR Board and the project will not be moving forward. Jason explained the public comments that took place at the Planning Commission and Town Council meetings. He explained that staff is reassessing public engagement for future projects to ensure misunderstanding, misinformation, and public concerns can be addressed. The Committee also discussed ways they can be more effective on future projects as well.

Kevin Leung proposed having the PAR Advisory Committee meetings added to the Town website and Facebook to assist the public in being more aware of PARAC meetings. Jason Rogers will discuss the suggestion with the Communications Department.

**SPECIAL PRESENTATION(S)**

None

**PARAC Resolutions**

A. Committee notified of Board approval of Resolution 2017-02, establishing a designated public place for posting of meeting

B. Committee notified of Board approval of Resolution 2017-01, resolution to appoint members

**DISCUSSION ITEMS**

A. The Committee discussed Chris Schulken's resignation, therefore a need to fill one member opening. Staff advised the Committee that advertisements have gone out for a replacement; to date, eight applications have been received. The application deadline is January 31, 2017, once ready to interview, staff will bring together an interview panel. Jason would like at least one committee member to participate in interviews.

It was also decided to wait until the vacancy on the Committee is filled to choose a new Chair and Co-chair for 2017.

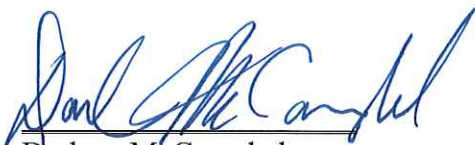
B. Jason Rogers presented 2017 initiatives, a PAR Strategic Plan and Marketing/Branding Strategy. It was further noted that Jason had been established as the PAR Director and Weldy Fezell as PAR staff going forward. In part the goal was to develop and establish a strategic plan by end of June; Progress Urban Management Services was in the process of being hired as a consultant to assist in this effort. Staff is also developing a marketing and branding plan specifically for PAR to improve and diversify how PAR staff communicates its operations to the public.

**STAFF UPDATE**

Jason Rogers advised the Committee of an open house being conducted tonight, 7-9 p.m., for the TAP House distillery project on Mainstreet.

**ADJOURNMENT**

Meeting adjourned at 8:30 p.m.



Darlene McCampbel  
Recording Secretary



Kevin Leung  
Chair

**Next Meeting**

February 22, 2017 – Regular Meeting