

**PARKER AUTHORITY FOR REINVESTMENT ADVISORY COMMITTEE
MINUTES
July 26, 2017**

CALL TO ORDER AND ROLL CALL

Chairperson Kevin Leung called the meeting to order at 7:01 p.m. Committee members present were: Jennifer Maskrey, Whitney Walrath, Mark McShane, Kathy Busch, and Shea Suski. Councilmember Debbie Lewis and staff members Jason Rogers, Weldy Feazell and Darlene McCampbel were also present as well as guest presenters from Progressive Urban Management Associates (PUMA) and Slate Communications. No members of the public were in attendance.

APPROVAL OF THE MINUTES

Mark McShane moved to approve April 26, 2017, minutes. Jennifer Maskrey seconded the motion. The motion passed unanimously.

ITEMS OF INTEREST FROM THE PUBLIC

None

ITEMS FROM THE COMMITTEE

None

SPECIAL PRESENTATION(S)

Slate Communications Presentation

Slate Communications presented the proposal for the new PAR branding, marketing, and public relations. They introduced the new messaging about the Urban Renewal Area's (URA) goals and value, emphasizing the unique characteristics of each urban renewal area. They are proposing to change the name from PAR to P3; Partnering for Parker's Progress. This will highlight the commitment to public-private partnership to build a stronger Parker Community. Secondly, they presented three logo options for P3.

Discussion ensued, and the Committee provided comments and feedback on the logo choices and overall messaging theme. The Committee came to a consensus on the logo and messaging. Weldy Feazell will email a summary of modifications of the proposal for all members to have a second review.

PUMA (Progressive Urban Management Associates) Presentation

PUMA staff gave an overview, outlining the reasons for having a URA, the conditions for a URA designation, and financing tools available. Also, they displayed an overall proposed PAR strategy, as well as separate plans for the three URA districts, Cottonwood, Parker Road, and Parker Central with an action plan.

PUMA staff facilitated a discussion of the proposal including PARAC member roles, governance structure, staffing, vision, and growth. PUMA representative Erica Heller assured the Committee their next action would be to present a concrete plan so PAR can move forward.

PARAC Resolutions

None

DISCUSSION ITEMS

None

STAFF UPDATE

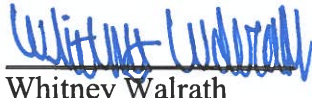
None

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 8:56 p.m.



Darlene McCampbell
Recording Secretary



Whitney Walrath
Vice Chair