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**Urban Renewal Agency Work Session Minutes
Storefront Improvement Grant Program**

**Monday, April 23, 2018
5:30 p.m., Community Auditorium**

***Minutes are unofficial until approved by the Urban Renewal Agency.
Urban Renewal Agency approved minutes as presented May 29, 2018.***

1. CALLED TO ORDER AND ROLL CALL:

Peter Truax, Urban Renewal Agency (URA) Director Chair, called the URA work session to order at 5:30 p.m.

ROLL CALL: URA DIRECTORS PRESENT: Thomas Johnston, Vice-Chair, Timothy Rippe; Ronald Thompson; Adolph “Val” Valfre; Malynda Wenzl; Elena Uhing; and Peter Truax, Chair.

STAFF PRESENT: Jesse VanderZanden, Executive Director; Paul Downey, Administrative Services Director; Bryan Pohl, Community Development Director; Dan Riordan, Senior Planner; Jeff King, Economic Development Manager; and Bev Maughan, Executive Assistant to City Manager. **STAFF ABSENT:** Anna Ruggles, City Recorder, excused.

2. WORK SESSION: SIDEWALK IMPROVEMENT GRANT (SIG) PROGRAM

Riordan, Pohl, King and VanderZanden facilitated the work session, noting the purpose of the work session was to seek feedback on the proposed SIG Program modifications to include design grant assistance for professional storefront design. Riordan and Pohl presented a PowerPoint presentation overview on SIG Program, noting the Program has generated considerable interest; however, there has been considerable effort required to assist applicants who likely do not have the technical background to prepare completed applications, detailed project design proposals and cost estimates. Riordan and Pohl added the merits of providing grants for design assistance is to help prospective applicants with preparing complete applications, noting almost all applications that were submitted during the initial funding cycle were incomplete and provided vague project descriptions at best, four applications had no cost estimates at all and many did not provide basic information about the proposed project, such as materials, colors, dimensions, etc. Riordan explained design assistance typically pays for an initial consultation with a design professional who prepares proposed improvements and cost estimates and who can also identify design challenges, such as historical facades, and make recommendations to resolve those issues. Riordan and Pohl outlined the following policy framework for discussion:

- Establish a budget for design assistance capped at 10 percent of the total amount allocated for storefront capital improvements. Based on current amount budgeted by the URA for capital improvements (\$60,000), the design assistance amount would be capped at \$6,000. This would leave \$54,000 for capital improvements.
- Applicants could be required to use a staff-selected designer.
- Applicants using a designer of their choice would not qualify.
- URA design assistance would be capped at \$500 for an initial consultation. An additional \$500 could be allowed if the applicant matches it dollar to dollar. The maximum design amount per project could be \$1,000.

In addition to the proposed design grant assistance, staff is proposing modifications to the SIG Program to clarify requirements and streamline administration as follows:

1. Clarify streetscape improvements adjacent to the public right-of-way are eligible for funding;
2. Allow interior storefront window display lighting as an eligible grant project;
3. Specify grant work must be visible from the public right-of-way;
4. Clarify that funding priority is given to complete applications rather than the date of application submittal;
5. The resolution establishing the storefront program having the following match requirements:
 - Up to \$2,500 grant a 2:1 ratio of public funds to private funds
 - Over \$2,500 to \$7,500 grant a 1:1 ratio of public funds to private funds
 - Over \$7,500 to \$10,000 grant a 1:2 ratio of public funds to private funds

Staff is proposing a flat 1:1 match ratio be used for any grant amount up to \$10,000 for simplicity and clarity.

URA Board Discussion:

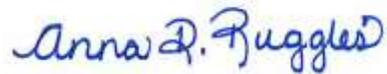
Director Chair Truax opened the floor and roundtable discussion ensued pertaining to the proposed design grant assistance concept and SIG Program modifications and clarifications noted above. Riordan, Pohl, King and VanderZanden responded to various concerns, inquiries and scenarios the Board presented pertaining to the proposed design grant assistance and SIG Program modifications and clarifications, noting staff is proposing applicants be required to use the URA designer if the URA provides funding for design. Staff clarified an applicant would be allowed to use their own designer but it is at the applicant's own expense. In addition, staff is proposing the Board consider setting aside 10 percent of the total amount allocated for storefront capital improvements for design assistance and remove the total funding cap of \$50,000 so the Board has discretion to allocate additional funding if desired. In conclusion of the above-noted Board discussion, VanderZanden advised staff will bring back a proposed resolution for the Board's consideration at the next URA scheduled meeting, to which the Board concurred.

The URA Board took no formal action nor made any formal decisions during the work session.

3. ADJOURNMENT:

Director Chair Truax adjourned the URA work session meeting at 5:55 p.m.

Respectfully submitted,



Anna D. Ruggles, CMC, City Recorder