



DATE: June 13, 2012
TO: Board of Commissioners
FROM: Patrick Quinton, Executive Director
SUBJECT: Report Number 12-15
Reappointing Eighty-One Urban Renewal Advisory Committee Members to Terms Ending September 30, 2013

BOARD ACTION REQUESTED

Adopt Resolution No. 6952

ACTION DESCRIPTION

The Board is being asked to reappoint eighty-one current Urban Renewal Advisory Committee (URAC) members whose terms end on either June 30, 2012, or on June 30, 2013, to terms ending September 30, 2013.

Subsequent to this reappointment and until September 30, 2013, staff does not anticipate recommending appointment of new URAC members if a position is currently vacant. Some URACs have previously approved alternate members, should a URAC member vacate his or her position during the reappointment period, only an existing PDC Board-approved alternate shall be permitted to fulfill the term.

BACKGROUND AND CONTEXT

This action is consistent with the Updated URAC Policy which staff is recommending to the Board for adoption on June 13, 2012, under a separate resolution. The Updated URAC Policy clarifies membership and member terms, aligns URACs with PDC's mission and Strategic Plan, and updates operational practices and procedures. This reappointment of URAC members allows staff additional time to study the Neighborhood Economic Development Leadership Group (NED Group) as a possible model for public participation moving forward.

Staff has prepared an initial calendar of meeting topics that will lead to clear context and a better understanding of the work that URACs will be undertaking over the course of July 1, 2012 – September 30, 2013. Each URAC meeting will also include PDC project and business assistance program updates.

Summer 2012

- Distribute key documents which familiarize URAC members with city's primary economic development strategies and PDC Strategic Plan goals
- Formulate Nominating Committee to solicit chair, co-chair, and vice chair nominations for September officer election

September 2012

- Hold first meeting of all URACs to discuss nexus between expenditures in the FY 2012-13 PDC Adopted Budget, how they advance PDC goals, and business strategies unique to each URA
- Hold URAC officer elections

Fall 2012

- Initiate the FY 2013-14 budget development process; begin identification of priorities for upcoming fiscal year

Winter 2012/13

- Review and comment on PDC FY 2013-14 Requested Budget (release in late January 2013)
- Prepare a midway progress report on investments and priorities for FY 2012-13

Spring 2013

- Finalize URAC priorities letter for FY 2013-14 Requested Budget and submit to PDC

Summer 2013

- Assess and evaluate the URAC process

COMMUNITY AND PUBLIC BENEFIT

The policy change undertaken allows for advisory committees that can better help staff prioritize investments and initiatives in direct alignment with PDC's economic development focus.

In the current action, by reappointing members through September 30, 2013, the URACs will retain current membership and will continue to be valuable advisors to PDC staff. Staff will use the schedule above to better educate and prepare URAC members for their first meeting in September 2012 so they can "hit the ground running" in order to provide informed and appropriate feedback to staff. This groundwork will provide for a better and more meaningful experience for our URAC members, and similarly provide staff with more honed, accurate and informed input for decision making.

PUBLIC PARTICIPATION AND FEEDBACK

In April 2012, staff introduced the subject of reappointments at all URAC meetings. This was followed up with a formal email to all URAC members on May 3, 2012, further explaining the process and indicating that URAC members should understand and be supportive of PDC's economic development mission.

Members were asked to either accept or decline the reappointment. PDC staff followed up with every URAC member by email or by phone to develop an accurate list of who wished to be reappointed.

BUDGET AND FINANCIAL INFORMATION

Reappointing URAC members does not present any budget or financial impact to the agency beyond that of normal public meeting costs. These can include rental of meeting rooms, meeting refreshments and the advertising of public URAC meetings.

RISK ASSESSMENT

This marks the second short-term reappointment since June 2011. While nearly all active URAC members with expiring terms agreed to the reappointment along with the increased focus on economic

development, these volunteers will be seeking clarity on the form and function of PDC advisory committees before this current reappointment expires.

Since beginning the review in July 2011, PDC has chosen to not fill any URAC member vacancies. This practice is expected to continue into 2013. While not always popular, it is necessary because of the amount of time it takes to train a URAC member and because time is needed to assess the working of the NED Leadership Group as a possible model for public involvement moving forward.

While the probability is low, the possibility exists that over the course of these terms additional vacancies could occur and some URACs may become too small to function.

ALTERNATIVE ACTIONS

The Board could decide to not approve the reappointments. If that was to occur, then sixty-six (66) URAC members would have terms expire June 30, 2012, and an additional fifteen (15) would expire June 30, 2013. If this were to occur, the Board could direct staff to recruit new URAC members or allow the current URAC system to effectively end. If the URAC system were allowed to end, staff would have to create a new system for public involvement to for agency projects, programs and annual budget development.

ATTACHMENTS

None