

**DRAFT Regular Meeting of the Board of Commissioners
Driggs Urban Renewal Agency**

**March 7, 2012 – 6:30 p.m.
Driggs City Hall – Conference Room**

1. Call to Order – determination of a quorum (6:42p.m.)

Commissioners Present: Isabel Waddell, Aaron Little, Lyn Christian, Bart Birch, Carrie Cleary, Guch Lombardi, Hyrum Johnson, Kathy Rinaldi

Others Present: Cynthia Rose, Reid Rogers, Jason Letham, Ken Levy, Ryan Kearsley, Ralph Mossman, Dan Powers, and various other members of the community.

2. Adoption of Agenda

Changes to Agenda: Items 4 (Adoption of the FY2011 Independent Audit and Authorization to Transmit to State) and 7 (Downtown Driggs Community Association Report) were deleted from the Agenda and the Agenda was approved as amended.

Moved: Bart Birch

Second: Aaron Little

Passed: unanimously

3. Scenic Byway Center (SBC) Project Update

Reid Rogers, the SBC Project Coordinator, explained that the SBC began as an idea for a visitor's center for Teton Valley and that it has evolved into a GeoTourism Center because of the timing of the National Geographic Society (NGS) Greater Yellowstone Region GeoTourism Map. Reid has been working to create a partnership with NGS for the project. The SBC has been endorsed by the NGS, and Reid is hopeful of securing a Memorandum of Understanding with NGS in support of the project soon. Other progress on the project includes receiving interest from several regional museums in Cody, WY, Bozeman, MT, Pinedale, WY and Jackson, WY to partner with the SBC, and the recent receipt of four John Clymer reproductions that are ready for review and framing.

Reid explained that his two main goals for the SBC are to create an educational experience for visitors on topics such as local heritage and recreation, and to help stabilize the economy of Teton Valley by drawing visitors here. He mentioned that he has a complete list of ten goals that are available from him upon request.

Jason Letham, representing L8 Architects, shared that the original RFQ wanted "an attention-getting design" of 5000 square feet. His current design includes 5000 square feet outside the existing structure, plus 2000 square feet inside the existing structure and another 2000 square feet for a second level. He added that considerations for specific exhibits have driven the project to 9600 square feet.

Isabel asked Jason when they would stop changing the design of the original project and actually move forward. Jason replied that he "is there," and that he now has engineers working on the design, structure, plumbing, etc. Jason shared that other design details have not been decided, such as LEEDS Certification and the use of Geo Thermal energy. Jason said that the parameters of

the project will be defined within three weeks, when the period for Reid's fundraising for the construction will end. At that time Jason will need an additional two months to complete biddable drawings, and then another month to receive bids, bringing the total time for this process to the end of June 2012 at a minimum.

Jason guessed that the current design would cost between \$175 - \$200/square foot, which was more than twice the original budget of \$850,000 for the construction and plaza. Aaron inquired whether the plaza was included in this estimate, and Jason said that it was not included. He further explained that all the glass would be provided by Pella, the highest quality available.

Kathy asked who would write the RFP for construction bids, and learned that Jason will write the RFP. Dan Powers stated that the City will select the contractor and that it would be the lowest bidder.

Reid acknowledged that the budget had grown from \$850,000 including the plaza to \$1,800,000 without the plaza. He said he is not sure why the costs are so high, but possible reasons are over-engineering, the LEEDS Certification, Geo Thermal energy, increased space, and the quality of materials used. Isabel asked if the increased square footage was the biggest problem, but Reid believes that increased size is only adding an additional \$150,000. Isabel said she was concerned that the new scope of the project would be a burden on the local citizens, to which Reid replied that his 501©3 organization would provide all the additional funds; that he would provide private funds for the construction of a public building. Bart asked Reid if he had pledges for any funds and Reid said that he had "some."

Guch asked Reid when the project will break ground, and Reid indicated June 2012. Hyrum shared that the Project Advisory Committee (PAC) has established a "Do or Die" deadline of March 26, 2012 to have received all funds for the construction phase, and that whatever amount is in-hand at that time will determine the design of the project. Jason will provide some alternative concepts should the funds for the current design not materialize.

Reid began his section on fundraising by stating that NGS should provide their final Letter of Support by Friday, March 9, 2012. Kathy asked if NGS was offering financial support, and Reid called their letter as "a little bit better than nothing." Primarily they would be agreeing to encourage people to visit the center and allow the SBC to put the NGS logo on the door of the SBC, which Reid felt would be worth a great deal of marketing dollars. He said NGS may also put logo items in the gift shop and perhaps pay for exhibits that relate to their programs. Kathy asked if there was an actual contract with NGS and Reid explained that the Letter of Support would state that the relationship with NGS would evolve into a Memorandum of Understanding and possibly multiple contracts with different NGS departments. These contracts would be with Reid's non profit, not with the City of Driggs.

Reid described his fundraising efforts which he divided into six different programs. He explained that he is working to raise \$3M, of which \$1.5M would be for his non profit organization. He is seeking unrestricted funds and a significant endowment for his non profits operations. His fundraising programs include:

1. Community Mural in honor of Driggs Centennial – a future effort that allows local citizens to donate

2. Solicitation from Regional Businesses in Idaho, Montana, Wyoming
3. In Kind Donations
4. 10 Sponsors to donate at least \$50K; Reid said he is talking with 18 potential sponsors with "corporate interest" in having their names on the building
5. Individual Requests for \$500K - \$1M; Reid explained that he is "perilously close to a commitment of \$1M" with an individual and has one local organization considering donating
6. Individual Requests in excess of \$1M; he has a grant request in for \$500K

Reid believes that he has real interest from donors in an amount close to \$600K. Kathy asked Reid how much money he has actually received, to which he replied that he had not received any money, but has contractual agreements for some money.

Before concluding his presentation, Reid shared four canvas reprints of John Clymer paintings that he will soon be sending to the framers. Hyrum explained that the City of Driggs is the owner of all artwork and other materials for the SBC.

4. Adoption of FY2011 Audit and Authorization to transmit to the State

Adoption of the FY2011 Audit was tabled until March 21st.

5. Election of Officers

Hyrum opened nominations for officers and the following Commissioners were nominated and elected for each office:

Chair: Hyrum Johnson

Moved: Aaron Little Second: Bart Birch Passed: unanimously

Vice Chair: Bart Birch

Moved: Hyrum Johnson Second: Kathy Rinaldi Passed: unanimously

Treasurer: Lyn Christian

Moved: Hyrum Johnson Second: Kathy Rinaldi Passed: unanimously

Secretary: Isabel Waddell

Moved: Hyrum Johnson Second: Kathy Rinaldi Passed: unanimously

6. Fundraising/Grant Report – Carrie

Carrie reported that she had another grant deadline coming on 3.19.12. She will email the commissioners about grant possibilities and would appreciate feedback from all of the Board.

7. Approval of Minutes from Regular Mtg. 2.1.12

Two misspellings and one typo were pointed out and corrected. The minutes of the February Meeting were approved as amended.

Moved: Lyn Christian Second: Aaron Little Passed: unanimously

8. Approval of February Financial Reports

Hyrum began the discussion stating that the monthly reports are a correct representation of the DURA books, but not an endorsement of the contents of the reports. Isabel commented that

there was no real reason to "approve" the reports each month, and the Board decided to dispense with the practice of approving the monthly financial reports. All felt it was still vitally important to review the reports monthly and address any questions.

Guch inquired about the \$3000 paid to the GeoTourism Center, and Hyrum said it represented the management fee to Reid Rogers.

Lyn explained that the new accounting firm, Chircop & Colyer, will be providing an explanation with each transaction, beginning next month.

Before adjourning Kathy asked if there would be discussion on the SBC project design at the April meeting after hearing the results of Reid's fundraising efforts. Hyrum believed that the Commissioners had delegated their decision making to the PAC, but after further discussion the Commissioners agreed that they had only authorized the PAC to work with the Project Coordinator under the Inter-Agency Agreement. Should there be any breach by one or more parties to the Inter-Agency Agreement, the Board agreed that they could "undelegate" authority from the PAC. There was consensus that, even though the DURA is primarily a financing vehicle, the Commissioners have a fiduciary duty to the tax payers to review the progress of the SBC throughout its design and construction. Hyrum reminded the Board that the City of Driggs will make any decisions about the design of the SBC, and he added that he hopes to have good news about the SBC fundraising before the April DURA meeting.

9. Adjourn (8:00)

Moved: Lyn Christian

Second: Aaron Little

Passed: unanimously

Attest:


Hyrum Johnson, Chairman


Isabel Waddell, Secretary

Anyone requiring special access consideration must notify the DURA 2 days prior.