

POCATELLO DEVELOPMENT AUTHORITY
Board of Directors Meeting

City Hall
902 East Sherman

October 13, 1992
11:00 p.m. to 12:00 p.m.

Call to Order and Introduction - John Carlson, Chairman
Acknowledge Guests of the Board, if any
Disclose Conflicts of Interest, if any
Minutes - Motion to Approve and/or Amend
Agenda - Add or Delete Action or Discussion Items

Action Items

Review Income and Expenses for September

Consider Payment of Bannock County Expenses Associated with Data Entry for
Newtown Project

Review Recommendations of Design Engineer and Associated Costs for Proposed
Improvements for Newtown Project

Hear Update on Proposed Development of PDA Land at Main & Bonneville

Update Items

Newtown Urban Corridor Improvement Plan
Downtown Business Improvement District
Main and Bonneville Property

Discussion Items

Gateway West Industrial District (Dal-Tile Corp.)
Old Kraft Road District (Domsea/Aqua Sea)
Downtown Development District (Kress Building)
New Proposals, if Any

Executive Session, if Requested

October 13, 1992

Subject Matter: Pocatello Development Authority

R. E. Newtown Improvement District

From: Sterling Investor Group

It is our understanding the goal of the Newtown Improvement District is twofold;

- 1) capture incremental tax dollars generated within the district to fund improvements to the public sector right-of-ways and;
- 2) provide a business environment by these improvements to entice economic development in this area of our community.

The business community consists of two segments;

- 1) those businesses which already have an existing structure or retail outlet which are looking for ways to improve goods or services to their clientele;
- 2) those businesses which are unknown which the empty or vacant building owners or undeveloped land owners are looking for in order to become part of our growing community.

While on the surface these two types of businesses may seem to require the same input and results with respect to the goals as outlined above. However, it is our opinion they may not be.

It seems to us a basic program Must be designed which will enhance and entice the existing members of our business district to provide for themselves some of the improvements which will enhance their businesses and provide community pride and involvement. A carrot must be held out to them.

The results of this are:

A) more private money is actually put into the system thereby allowing a greater potential economic benefit to the District, and;

B) the timetable of the "list" of desired improvements may in fact be advanced because of the inflow of private dollars before the actual tax-incremental dollars are received, and;

C) it allows a working relationship to exist between all parties of the District in that everybody has the chance to receive a direct benefit should they as individuals desire to make a direct investment in their neighborhood by improving their own property, and;

D) it allows the existing businesses to feel comfortable that some community improvements were made which directly affected them and at the same time improvements in another area of the District were or will be made to entice the unknown or new businesses, and;

E) it allows new businesses to know that they as working partners should they move into our District will receive a direct benefit in the way of a subsidy which will make our area look more attractive than other areas of the community when they are deciding to make an investment in a new business, and;

F) through the use of incremental tax dollars and private funds from self-improvement the City of Pocatello and all its residents will be the beneficiaries of an improved infra-structure such as paved alleyways and sewer and water control, costs and improvements which the City was not required to pay out of its budget or capital improvement budget.

It is our opinion the PDA has concentrated more on how to spend the presently captured tax dollars (approx. \$350,000) than to address the ongoing and long term goals of the District.

Our plan and suggestion of a return of capital via refund or subsidy of a portion of the self-made improvements better reaches out and implements the goals of the District for the long term.

Comments have been made that our plan may be a conflict of interest and self-serving in nature.

Certainly we stand to gain from the plan we have been proposing, but is it any less self-serving than those businesses which will receive a direct benefit in improved store fronts at a cost which is TOTALLY subsidized by dollars not of their own?

And is there not a potential conflict of interest between the expenditure of dollars in a area of the community where the Oldtown and Newtown overlap and those businesses within that area recieve a great deal of benefits from both the Urban renewal projects at a very low cost directly to themselves.

No plan will be entirely equitable or fair to all, but any plan must allow all to have an equal opportunity to recieve and take part in the direct benefits. The present plan of the PDA does not allow in our estimation that opportunity.

The Sterling Plan allows such an opportunity.