AGENDA

I. Call to Order and Roll Call

II. Proof of Notice of Meeting or Waiver of Notice

III. Reading and Approval of Minutes of Preceding Meeting – 25 APR 2019

IV. Correspondence

V. Public Comment – Subject to rules established in the Board’s Bylaws

VI. Presentations
   A. Mathew Held – Kern’s Fort, Greenmont Neighborhood

VII. Report of Officers and/or Directors

VIII. Report of Committees – None.

IX. Report of Staff
   A. Report of Development Services Director
   B. Report of City Manager
   C. Report of City Attorney

X. Unfinished Business
   A. Bylaws

XI. New Business
   A. Consideration of acquisition or development of property in the downtown area of the City of Morgantown (it is anticipated that the Agency will discuss this matter in executive session as a matter relating to the acquisition or development of real estate).

XII. Adjournment
MORGANTOWN LAND REUSE AND PRESERVATION AGENCY
MINUTES
4 p.m. April 25, 2019 Council Chambers

DIRECTORS PRESENT: David Satterfield, Brent Bailey, Michael Mills, Jessica McDonald, and Tim Stranko

Patrick Kirby (by phone)

DIRECTORS ABSENT: Laura Rye (attended Executive Session)

STAFF PRESENT: City Attorney Ryan Simonton and Director of Development Services Chris Fletcher

I. CALL TO ORDER AND ROLL CALL
Satterfield noted Kirby was joining the meeting by phone but that he would not be considered present and participating for purposes of establishing a quorum or casting a vote.

II. PROOF OF NOTICE OF MEETING OR WAIVER OF NOTICE

III. APPROVAL OF MINUTES – Stranko moved to approve the March 28, 2019 minutes as presented; seconded by Mills. Motion carried unanimously with McDonald recusing herself due to her absence.

IV. CORRESPONDENCE

V. PUBLIC PORTION

VI. PRESENTATIONS

VII. REPORT OF OFFICERS AND/OR DIRECTORS
Mills noted a recent request by the West Virginia Community Development HUB for assistance concerning the sunset provision in State Code for land reuse agencies’ right of first refusal. Fletcher confirmed and stated he spoke with Taylor Bennett regarding the Abandoned Properties Coalition and provided further explanation.

Satterfield distributed a proposed interim policy regarding property interest which included a hierarchy of ideas to aid in considering opportunities brought to the LRaPA. McDonald provided further explanation on the contemplated property evaluation hierarchy and noted it follows the ordinance creating the LRaPA.
Stranko expressed favor in the policy but expressed concerns with the ordinance creating the LRaPA as it does not mention anything about water management, water quality, or watershed management.

Mills suggested to develop a matrix to evaluate properties and provide a report card with results.

Stranko inquired if the Board needs to focus on the Land Preservation Program provided in the ordinance creating the LRaPA.

Satterfield suggested to review and further explore the policy at the retreat.

Simonton stated there is a resolution of Council that authorizes the City Manager’s office to create and implement a Land Preservation Program which would provide guidelines in developing the planning process. He noted the resolution is flexible.

Satterfield stated that McDonald will work with Staff to organize the retreat.

VIII. REPORT OF COMMITTEES – none.

IX. REPORT OF STAFF
   A. Development Services Director
      • Fletcher collected the strategic planning retreat scheduling worksheets and noted they will work on finding a professional facilitator to organize and manage the retreat.
   B. City Manager – none.
   C. City Attorney
      • Simonton stated his office is working with the Secretary of State’s Office to file for a Certificate of Existence on behalf of the LRaPA.
      • Simonton noted that BOPARC is in the process of updating their master plan.
      • Simonton referred to the resolution authorizing the Land Reuse Preservation Program and stated he will follow up with providing materials and sample documents for reference.

X. UNFINISHED BUSINESS
   A. Approval of By-Laws
Simonton will continue to work on addressing comments or concerns for the next meeting.
XI. NEW BUSINESS

A. Consideration of acquisition or development of property in the downtown area of the City of Morgantown (it is anticipated that the Agency will discuss this matter in executive session as a matter relating to the acquisition or development of real estate).

B. Consideration of acquisition or development of property in the Sixth Ward area of the City of Morgantown (it is anticipated that the Agency will discuss this matter in executive session as a matter relating to the acquisition or development of real estate).

Stranko moved to adjourn to an executive session to discuss matters relating to the acquisition or development of real estate within the downtown and within the Sixth Ward area; seconded by Mills. Motion carried unanimously.

XII. ADJOURNMENT – 5:15 p.m.

MINUTES APPROVED:

BOARD SECRETARY: _____________________________

Patrick Kirby, Secretary
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Page
Date: FRI, 17 MAY 2019
To: LRaPA Board of Directors
RE: Board Retreat | Facilitation Services

Board of Directors Vice-Chair Jessica McDonald, City Manager Paul Brake, and I met with two recommended individuals to explore professional facilitation services for the to-be-scheduled visioning retreat. Based on our discussions concerning retreat organization strategies, relevant past experience, and Board input, Terrell Ellis & Associates was selected to facilitate the retreat event.

Appended is Ms. Ellis’ statement of qualifications, proposal, and scope of work. If there is no objection by the Board of Directors, the working group will move forward with refining the scope of work, entering a professional services agreement, and scheduling the retreat event.
City of Morgantown’s Land Reuse and Preservation Agency Planning Retreat Facilitation Services
GENERAL QUALIFICATIONS

Terrell Ellis & Associates, Inc. (TEA) is a Charleston, West Virginia based consulting firm specializing in community planning and project management for development groups, charitable organizations, and government agencies. The firm’s principal staff has over 35 years of experience in community and economic development, and nonprofit management services in West Virginia and nationally. We have achieved certification from the National Development Council’s Certified Economic Development Finance Professional program. TEA has distinguished itself as a leader in the community economic development field by offering two distinct yet related service divisions:

Community and Economic Development Planning and Implementation: Our planning work has resulted in projects and programs across the state of West Virginia and mid-Atlantic region of the country. Expertise includes:

- Community Strategic Planning and Assessment
- Tourism Planning
- Downtown Revitalization Planning
- Retail Recruitment
- Management of Community and Economic
- Site/Project Development and Financing
- Facilitation of Community Meetings and

Organizational Capacity Building and Support for Nonprofit Organizations: TEA’s work to strengthen the capacity of West Virginia’s nonprofit sector has provided the leadership for many groups to transition into high performing, mission driven organizations. Services include:

- Executive Level Management Services
- Organizational and Program Assessment
- Board Development Training
- Resource Development and Grants Management

Strategic Planning and Meeting Facilitation: Many clients have retained TEA’s services to assist them in charting a focused direction for the future. TEA engages organizations in a participatory process that includes stakeholders, staff and leadership in the planning process. Our ultimate goal is to cultivate clients who are strategic thinkers-continually scanning their environment and the horizon for opportunities, threats and possibilities for growth and expansion.
REPRESENTATIVE WORK EXPERIENCE

Community and Economic Development Experience

**Strategic Planning:** TEA has worked extensively on the creation of community-based strategic plans that include multiple components of community and economic development. We use a very participatory process that engages community members in the identification of their assets and liabilities, and the creation of strategies that produce sustainable results. In conjunction with various teams of consultants, TEA has provided strategic planning services to numerous development authorities and community development organizations in West Virginia, Virginia, New York and Maryland.

**Economic and Community Development Marketing:** TEA personnel work in all aspects of community marketing. Our body of work includes economic development marketing plans for development authorities, retirement community marketing, downtown and commercial district marketing plans, and tourism marketing. This work is asset based, and includes identification of targeted marketing sectors and multi-pronged communication strategies.

**Tourism Planning and Development:** TEA has a history of teaming with tourism professionals to develop marketing and operational plans for tourism organizations. With extensive experience in heritage tourism development, we have worked with such organizations as the Illinois National Road Association and provided tourism development recommendations to groups in Illinois, New York, Maryland, West Virginia, and Virginia.

**Commercial District Revitalization:** TEA staff has worked extensively in the field of downtown and neighborhood revitalization. Using market analysis data, we offer recommendations that are based on economic realities, and that assist communities in achieving sustainable solutions. Previous experience by the company’s Principal as Director of West Virginia’s Main Street program, and her leadership with Charleston Renaissance Corporation make us uniquely qualified to understand the challenges facing small and medium sized commercial districts.
Land Conservation Projects: TEA provides leadership support and project management services for the West Virginia Land Trust (WVLT). Ms. Ellis was also a founding member and former Chair of the West Virginia Outdoor Heritage Conservation Fund, a state agency with dedicated revenue for land conservation projects. In her capacity with the WVLT, Ms. Ellis has assisted in the negotiation of fee and conservation easement acquisitions, development of criteria for project selection, fundraising, and public relations events.

Affordable Housing-Clendenin Middle School: This 52,000 square foot vacant and abandoned school included a gymnasium, classroom, lab, office, and library spaces that had deteriorated almost beyond repair. TEA was retained by the building’s owner, a nonprofit development corporation, to guide the redevelopment process. Under our leadership, the building was renovated to house Cabin Creek Health Care Clinic and 18 units of affordable senior housing. The creative adaptive reuse provides the citizens of the region with a wide variety of essential services that will improve the health and well-being of their lives. This $5 million project was financed by a variety of federal, state, and private sector funds including equity from the syndication of historic tax credits.

Economic Development Sites-Braxton Technology Center: This 30,000 square foot building was developed by TEA’s client the Braxton County Development Authority. TEA provided management and technical support to the client including management of the procurement of the architectural firm, securing $3.5 million in federal and state funding to build the project, and tenant leasing. As a result of this project, a new software development firm has located in the county, as well as a statewide medical trauma coordination center, a state of the art data recovery storage center, and a small business technology incubator.

SCOPE OF WORK

Based on discussion with representatives of the Morgantown Land Reuse and Preservation Agency we propose the following scope of work:
• Conduct individual interviews with commission members to understand their perspective on the agency’s mission, and their understanding of community issues that may impact the agency’s work.

• Establish the agency’s vision or aspirational description of what the organization would like to achieve or accomplish in the mid-term or long-term future.

• Define the agency’s operating principles that will provide the guiding framework for the agency’s decision making regarding not only projects but community interaction.

• Compile a list of all relevant community documents, plans, and information that the agency may want to consult as it develops a methodology for evaluating projects. This list should be discussed by the agency members and used as reference information for the next task of developing evaluation criteria.

• Develop a methodology for evaluating projects that are presented to the agency including the establishment of criteria and a possible scoring system to rank projects.

• Discuss the need for a process to establish a pro-active approach to project identification.

• Develop metrics for quantifying the impact of the agency’s work.

• Develop a written and electronic format report that will be presented in draft form to the agency for review, and then delivered in final form after receiving feedback from the members.

**BUDGET**

We propose that this work take place over the course of two meetings ranging from 3-4 hours each. It is estimated that the entire scope of work will take 24 hours of professional time at a rate of $125 per hour for a total of $3,000. Travel, layout of report, and overhead expenses will add an additional $800 for a total cost of $3,800.
Draft By-laws
to be distributed electronically
prior to
THU, 23 MAY 2019
LRaPA Meeting