

Woodland Park Downtown Development Authority Board of Directors

**City Hall – City Council Chambers
220 W. South Avenue, Woodland Park, CO**

REGULAR MEETING MINUTES

August 5, 2014 – 7:30 AM

CALL TO ORDER AND ROLL CALL: Chairman Dale Schnitker called the meeting to order at 7:30 AM.

IN ATTENDANCE - Board of Directors: Dale Schnitker (Chair), Merry Jo Larsen (Vice-Chair), Al Born (Secretary/Treasurer), Jan Wilson, Tanner Coy, Vera Egbert, Michael Faber. **Absent:** Gary Brovetto. **Staff:** Brian Fleer, Executive Director; Carol Lindholm, Staff. **Others Present:** David Buttery, Sally Riley, Debbie Miller, Arden Weatherford, Steve Randolph, April McMicken, Mark Weaver, Renee Bunting, Mark Rabaut.

Schnitker opened the meeting with a few moments of silence in respect for Tom Carrick and his family.

ADDITIONS, DELETIONS OR CORRECTIONS TO AGENDA: Larsen requested that the following items be added to the agenda:

Do It Best [Woodland Hardware] Sign
Farmers Market
Beer Garden Lot 2
DDA Director
Police Presence

APPROVAL OF MINUTES:

MOTION: To add the requested additions to the Agenda and to approve the Minutes of the July 1, 2014 Regular Meeting. Larsen/Faber. Passed 7-0.

FINANCE REPORT: Fleer reported that the City now has a new Finance Director, Wally Dingwell, who will attend the next DDA meeting. Fleer reviewed the Finance Report. As to Woodland Station improvements, the landscaping is close to being finished. As to legal expenses, Fleer expects that additional costs will be minimal. Lindholm added that the "T.I.F. Repayments from Taxing Districts" have been completely repaid, although the final payment, which was paid recently, does not show up on the current finance report. Fleer explained that the finance report is a snapshot on any given date of the data appearing on the City accounting database.

MOTION: To accept the Finance Report as presented. Born/Wilson. Passed 7-0.

HOTEL PROJECT – MARK RABAUT: Fleer introduced Mark Rabaut, Country Lodge, who would like to develop a T.I.F. agreement for a new hotel, as well as an expansion of the Country Lodge. Rabaut then made a presentation. Rabaut distributed a rendering of the exterior of a possible franchise, the Americinn, and the expansion of the Lodge. Rabaut noted that he is representing Purple Mountain Hospitality, which is the holding company for the Country Lodge property. Rabaut purchased the 2.4 acres of land adjacent to the Country Lodge (AKA "the hole"). Rabaut will be doing a feasibility study. The consultant, Greg Hanis, is in Woodland Park today and Fleer is meeting with him this afternoon. The consultant will do a study to see if the community can support another hotel. This consultant does not represent a particular hotel

franchise, but will consider what would be the best brand for Woodland Park. The Americinn is one possibility, but the feasibility study will look at other potential brands, including the "extended stay" option. The new hotel would potentially open in April or May of 2016. Rabaut looks at the next year between now and August of 2015 to complete the "soft things", such as engineering, traffic study, architecture, financing, deciding on the franchise, etc. The goal would be to break ground in approximately September of 2015 in order to be open in time for the summer 2016 season. So, there is a sense of urgency, and the DDA Board would play a part in the T.I.F. agreement. The agreement will be a part of the feasibility study. Another reason for urgency is finance rates, as interest rates are creeping up. The land is locked in and environmentalists have been done. Rabaut started speaking with Fler about the project about 1 1/2 years ago. So, Rabaut is looking to the Board for the possibility of a T.I.F. agreement for a new-build hotel with an approximate value of about \$6MM, estimated to generate approximately \$140,000 in taxes the first year. Rabaut is suggesting a 15-year agreement with T.I.F. return in taxes potentially as follows: years 1-8: 75%, Years 9-12: 50%, Years 13-15: 25%. Estimated property inflation at 4% year would cap at approximately \$1.55MM. Before construction, Rabaut might come back to the Board requesting a higher cap, or lower, depending on the hotel brand which is recommended. Rabaut referred to the site plan, which also includes a possible addition to the existing Country Lodge building. This would create a courtyard effect with the new building. The expansion was to include a 130 person banquet facility, but since the current patio can handle about 160 people for weddings, the expansion might provide for 160 people, as currently there is no provision for rain. The new-build would be built first, and then the expansion, depending on the market, 3-5 years later.

Schnitker confirmed that the consultant would not necessarily say "yes" but would advise Rabaut as to what is best. Rabaut agreed, as he will need to be able to take the feasibility study to the bank for financing. While the consultant represents a variety of brands, at this time Rabaut felt that the Americinn would fit in Woodland Park very well. It is a Midwest brand, and there are a lot of people who visit here from the Midwest. But, another brand might be recommended. Rabaut, for example, looked at La Quinta. That brand often has exterior entries, and Rabaut preferred an interior corridor. Fler noted that the T.I.F. agreement being proposed would be very similar to the Trail Ridge agreement. Fler explained the process of developing the agreement, which would include meeting with the Finance Subcommittee. Rabaut noted the bank will need to have an understanding of the agreement. Fler asked Rabaut what Greg Hanis could provide to the Board, as the feasibility study will be proprietary. Rabaut suggested asking Hanis that question, and that since Rabaut is paying for the study, it might be that the DDA would have to ask Rabaut for any information, depending on Hanis' recommendation. Fler noted that he receives a lot of questions about feasibility for hotels, and he has not been able to find such a study in the DDA files. Schnitker asked how many rooms would be added. Rabaut responded that the new facility would have approximately 80 rooms, and the expansion to the Country Lodge would add approximately 40 rooms, which would be suites with patios. Currently the Country Lodge has 60 rooms. The existing Country Lodge would remain independent. Born asked if the \$6MM was just for the new building. Rabaut responded, yes, and that the expansion would be an additional approximate \$4MM.

WOODLAND STATION – Memorandum of Understanding: Lot 2, and, Update to Lot 2

Agreement: Fler noted that there would not be a need for an Executive Session as indicated by the agenda. Fler reported that there had been many negotiations in regard to Lot 2, with Kip Unruh, Steve Randolph and Arden Weatherford. Fler noted that Randolph and Weatherford were in attendance today. The Finance Subcommittee, including Dale Schnitker and Al Born will meet this week to discuss. Randolph and Weatherford will attend, with Unruh participating via conference call. Fler thanked Sally Riley, who helped with the process of subdivision, site plan review, etc. One of the concerns of the Lot 2 team has been the off-site improvements. Fler hopes to bring a final draft of the MOU and Lot 2 Agreement to the Board

at the September meeting. Fler asked if Weatherford or Randolph had any comments, who had none.

Fler remarked that there is some Beer Garden presence on Lot 2 and that P.J.s Bistro will also be on Lot 2 with a food presence. At some point there will be a hopefully be a permanent facility.

Fler reported that Vino & Notes went very well over the weekend, with the event held on Center Street and Bergstrom Alley within Woodland Station. Schnitker asked about the turnout at Mountain Arts Festival. Riley responded that the group does not do a count, but it was probably the biggest turnout so far. Fler noted that the traffic did slow down during the events, and thanked the Police Officers for their presence. Egbert said she'd heard many positive comments on the use of crossing guards, etc. due to heavy traffic during the weekend events.

BEER GARDEN: Larsen is glad to see something going on at the Beer Garden. Larsen would like to see something going on to keep people in Woodland Park in the fall during leaf viewing season. Larsen suggested the idea of a Chuckwagon Dinner mid-week for next summer and has spoken to Weatherford in this regard. Larsen would like to be kept in the loop regarding events like this.

DO IT BEST (WOODLAND HARDWARE) SIGNAGE: Larsen noted that she was distraught at the investment that Woodland Hardware has made, and they still don't have a sign. How can we help them? Fler responded that the Board made some changes last year to the Woodland Station Overlay District, and that at that time, freestanding signs and backlit signs received no support from the DDA Board, or Planning Commission or City Council, so these are still prohibited within the Overlay District. The Board did approve additional square footage for signage. The Rodarmels were aware of the sign code when they elected to come into Woodland Station. Recently, the Rodarmels and Freeman Signs proposed a freestanding sign, and this again did not receive any support. The signage for the south side of the building is permitted and can go up at any time. Currently there is consideration for a monument type sign on the corner and Kelly Rodarmel is willing to consider a co-investment with the DDA on that sign, which could be for the larger entities within Woodland Station. Kelly Rodarmel has agreed that this is the best way to move forward. Larsen remarked that if it gets to the point where there's no option, we have already changed from the original "village" concept and made Woodland Hardware a part of the project. Schnitker pointed out that the last sign that was suggested (for the northwest corner of the building) was rejected by the Do It Best corporation. Buttery asked Riley about the status of the signage for the south side of the building. Riley reported: Permit submitted 7/2/14; Permit approved 7/11/14. Rodarmel's have yet to pick up the approved permit. In regard to the potential monument sign, Schnitker noted that there would be a cost for that, and we need to see how that would work.

FARMERS MARKET: Larsen noted that when the streets were chip & sealed, and the Farmers Market was not located near her building that day, the Cowhand realized an extra \$1,000 in business. Is it possible to move the Farmers Market to Bergstrom this year, like the Vino & Notes was set up? We have talked about Farmers Market in Woodland Station, but Larsen would like to do that now; possibly in September. Fler noted that there has been a lot of dialog about the Farmers Market, and Weatherford has had conversations about the Farmers Market. Larsen pointed out that there is now paving, so suggests that we pursue that for Farmers market this year. Buttery suggested a potential relocation in 2015 due to the upcoming Memorial Park renovation. If we could finish this season out, we could work toward next year. Fler noted that during Vino & Notes, a lot of participants parked north of Hwy 24. Larsen remarked that you could not stop that completely, but you could lighten it up.

DDA DIRECTOR: Larsen stated that as a Board member, she would like to know more about what's going on. Larsen recognized that the Director is very busy. Larsen noted that as a business owner on the Board, she is approached a lot about what's going on. Larsen feels that there needs to be more communication than just at the Board meetings. Fleer stated that he sees some of the Board members on committees. He will make a point of communication.

POLICE PRESENCE: Larsen noted that the Vino & Notes event showed how important police presence is. The traffic is out of control. Larsen would not like to have the stigma of issuing a lot of tickets, or of Woodland Park as a speed trap. But, people press the button at the pedestrian crossing but still can't get across the street. Larsen noticed a woman in a motorized wheelchair where traffic came within inches of her. The police presence had a good effect on traffic. When it's raining, pedestrians are drenched by a wall of water. We're trying to promote people to come to Woodland Park and spend the day and shop, have lunch, etc., and you can't even walk down the sidewalk because of traffic. A little bit of presence by the police would make a huge impact and Larsen would like to pursue this. Buttery said that there have been increased patrols in the past three months. Also, there is work with CDOT regarding trying to get the speed reduced. Buttery said that when the lights are broken at the pedestrian crosswalk, CDOT does respond, but they do take a couple of hours to get up here to do that, so if we know that the lights aren't working, we can have them fixed.

On the topic of Hwy 24 traffic, Coy asked how the alternative route/traffic study was moving along. Buttery responded that it hasn't started as the study will be partially funded by CDOT. The contract is currently at the CDOT offices. Bill Alspach recently followed up with CDOT and we have not received it yet. The City will continue to follow up on this.

Cummer asked when there would be a signal at Center Street. Fleer replied that this would be addressed in the traffic study, and will depend on the build-out of Woodland Station.

GENERAL DISCUSSION: Larsen reported that she is hearing many good things about Woodland Park from tourists and customers. She receives many compliments.

Schnitker asked Coy how business went during Vino & Notes. Business was decent but not booming. When the parking lot is that full, the store is usually empty.

Lindholm reported that conflict of interest forms are to be completed yearly. They were to be presented at this meeting, but will either be emailed or presented at the next meeting.

Lindholm reported on the process to fill the current vacancy on the DDA Board. Applications must be received by the City Clerk's office by August 15.

Fleer asked for Board members to make any suggestions in regard to the DDA honoring Tom Carrick.

Fleer reported that the City has been selected for the Main Street program. Egbert is the Chair of the Main Street Committee, and Brovotto and Wilson are also on that committee. The committee is currently setting a program of work. There will be a Main Street Boot camp in August for committee members.

Fleer reported that he is the Co-Chair of the USA Pro Challenge event, and that has been taking up a lot of his time. The event is predicted to be larger than the typical big events such as the Symphony Above the Clouds or Oktoberfest. DDA Board members will be entitled to VIP tickets. The event will be held on August 22.

AUDIENCE PARTICIPATION: Riley reported that Tractor Supply is making progress and is scheduled to open in September. They will have a pole sign which meets code. Big O Tires is proposing five new bays. Outside the DDA: Walmart is to do an interior remodel/upgrade plus exterior paint and signage updates. The new manager is Robin Geiss. Riley announced the History Park Tour and Walk this weekend and invited DDA Board members to attend.

Miller reported that the Chamber Lunch & Learn would be about LinkedIn. There will be a Constant Contact workshop on August 12. The Chamber is "rattling CDOT's cage" about Waldo Canyon closures. Miller has been appointed the Waldo Canyon Recovery group out of El Paso county. There are dollars available to businesses for recovery that Woodland Park was not eligible for in the past, but Miller is pursuing this, as we have been affected. Charis will be holding a healing conference on August 12-15. 1700 people have registered for this. September 2 will start the fall semester, and to date, more than 800 students have registered. Miller reported that there would be a Pro Challenge informational meeting for the public at the Cultural Center on August 18. Buttery pointed out that information about closures would be explained. Hwy 24 will have a "rolling closure." Miller reported that Ellen Carrick is a Chamber volunteer and is becoming more involved.

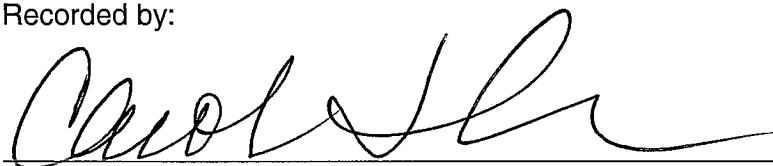
Schnitker reported that the Catholic Church has their Certificate of Occupancy, and will hold a Mass on September 8.

ADJOURNMENT:

MOTION: To adjourn the meeting. Larsen/Wilson. Passed 7-0.

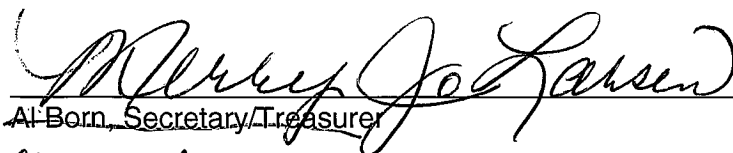
Meeting was adjourned at 8:48 AM.

Recorded by:



Carol J. Lindholm, DDA Staff

APPROVED THIS 28 DAY OF AUGUST, 2014.



~~At-Born, Secretary/Treasurer~~

MERRY JO LARSEN