

Woodland Park Downtown Development Authority Board of Directors

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

SPECIAL MEETING – WORKSESSION – MEETING NOTES

February 19, 2013 – 7:30 AM

IN ATTENDANCE - Board of Directors: Dale Schnitker, Al Born, Merry Jo Larsen, Gary Brovotto, Tanner Coy, Jan Cummer, Vera Egbert, Michael Faber. **Absent:** Tom Carrick. **Staff:** Brian Fler, Carol Lindholm. **Others Present:** David Buttery, Sally Riley, Mayor Dave Turley, Norma Engelberg, Brooke Smith.

Dale Schnitker called the meeting to order at 7:30 AM.

APPROVAL OF AGENDA:

MOTION: To approve the agenda of the February 19, 2013 Special Meeting - Worksession. Larsen/Cummer. Passed 8-0.

This meeting was held to finalize the 2013 Work Program resulting from the January 28, 2013 DDA Board Retreat.

Fler remarked that the retreat went well in regard to developing a one-year and a four-year work program. Fler referenced the “2013 Work Program; One and Four Year Goals” which Fler developed following the retreat. There will be five working sub-committees consisting of not more than two Board members. Citizens could also serve on the various sub-committees. The sub-committees will meet on a monthly basis and will Fler will then report the subcommittee activity to the Board. Fler will present the work program to the City Council.

Fler noted that the “Meeting Notes/Summarization” of the January 28, 2013 Retreat were taken from the flip charts that were created at the retreat.

2013 Work Program

ONE YEAR GOALS

1) Communication: Fler reviewed the action items. Fler noted that an upcoming meeting on 2/20 with the Re-2 School District, the City and the County is an example of item d) Identify key partners and partnerships outside the DDA district. Regarding item e) Teller County Building Inspections Program – review and set formal policy with key stakeholders: DDA can’t control the policy, but can interact. Faber suggested that the DDA relationship with the other taxing districts might be listed under communications. Fler suggested that the taxing districts are stakeholders.

2) Financial Accountability – DDA Training: Fler reviewed the action items. Fler remarked that there is legislation that could have a significant impact on DDAs in urban areas, but we need to pay attention. In regard to item b) New Member Orientation, Faber asked if newer members feel that they’ve had an orientation. Faber had a two-hour sit down with Schnitker and the former DDA director when he was new on the Board. Faber asked if we needed to do something like this for the newer members. Newer members expressed an interest in this. Fler noted that even long-term members might value training or a potential

Board certification process. Fler will implement an orientation program. Larsen noted that there are several members that have not been on the Board very long. Would it be appropriate to have it open to the public so that others could learn about the DDA? Fler would like to create an agenda for one-on-one Board training. Larsen noted that the DDA has taken a lot of heat in the past and people are critical of what the DDA has done. A lot of time and energy was put into the DDA in the beginning and the public doesn't understand how the DDA has evolved. Fler's objective is to have a transparent process.

3) DDA-Current Projects: Fler reviewed action items. Fler noted that this item would include items such as Amerigas, Beer Garden, Bowling Alley, etc. People need to know that the DDA is focused on getting things done.

4) "Main Street Program": Fler reviewed the action items. Fler reported that the Main Street process is in motion. DOLA (Dept. of Local Affairs) made a presentation at a meeting hosted by the Historical Preservation Committee. Brovetto suggested including the idea of forming a 501(c)(3). There are about 12 communities in Colorado in various stages of the Main Street program. There is a process to follow and there needs to be community buy-in. The program is well recognized nationally. The program brings in all the community groups under one umbrella. Brovetto noted that the DDA would be directly involved in the organization, possibly including participating in the funding effort to support the hiring of a part-time person. Faber asked if the Board could have more information about the program. Fler noted that there would be a community-wide meeting. Brovetto suggested that info on the Main Street program can be accessed online. Fler noted that Victor is in the application phase.

5) Community Beautification: Fler reviewed the action items. Fler noted that Coy and Cummer have been involved in regard to plantings, banners, etc. Brovetto has been involved with the Arts Alliance regarding bench placement, murals, etc. We want to look at a larger, more encompassing plan, not only for the DDA, but for the entire community downtown area. Brovetto noted that this integrates into the Main Street design committee.

6) Local Business Assessment: Fler noted that this was not taken from the retreat action items, but Fler has had a lot of feedback with the question "what are you doing for local businesses at the local level?" We want to work in concert with the Chamber, but there are specific things we can do as a DDA that address the businesses within the DDA boundaries. Fler then reviewed the action items. Fler noted that we are looking at expansion opportunities. So, we need to look not only at new growth, but also at vacant storefronts and at businesses that are struggling. There are resources available and we can help with that. Larsen noted that this is an important bullet point. This is what the DDA was based on. When the DDA was formed, and the businesses were asked to vote on the DDA formation, part of what was planned was to help existing businesses. Fler said that OEDIT will support the survey, which is a big undertaking. Fler would like to survey 100% of the businesses. The health of local businesses affects the long-term net revenue to the DDA. Brovetto noted that this goal relates to the Economic Development committee of the Main Street program.

FOUR YEAR GOALS

1) Transportation: Fler reviewed the action items. This is an area where we can't legislate changes, but we can have a significant voice. Regarding item b), this is important particularly as we build Woodland Station out. We will need to address parking, and we need to have a voice. Some people miss the old on-street parking. Some love the medians, some don't. We need to pay attention to what's going on at the City and State

level. Larsen felt this issue definitely needs to be addressed. There needs to be a solution to slow the traffic down; currently it's hard to get across the street.

2) Long-term Employment-Based DDA Project emphasis – DDA Expansion: Fleer reviewed action items. Fleer noted that this is a very critical component of what our mission will be over the next four years in how the DDA plays a role in economic development. Fleer reviewed the action items. Fleer noted that employment is a critical component to our economic model. Since the City Charter does not allow incentives, the DDA has the key tool of the TIF. DDA expansion opportunities: we need to objectively look at this. Expansion provides the opportunity for the DDA to be financially viable. The DDA could be in a leadership position to help facilitate responsible growth and expansion.

3) Build-out of Woodland Station: Fleer reviewed the action items. As new development comes forward we need to understand the infrastructure implications, and consider whether to handle infrastructure as we did with Woodland Hardware and Family Dollar/O'Reilly or whether we should tie infrastructure to the developer under a TIF scenario. Fleer sees this item as a partnership with the subcommittee for Current Projects. Faber suggested that somewhere in the action items we need to note a review of the current bidding process, to avoid a situation such as which occurred with the infrastructure project at Woodland Station supporting Woodland Hardware. It was decided to place this under Financial Accountability.

4) DDA Debt Coverage: The Board does care about their debt to the City and the bond debt. Fleer reviewed the action items. Fleer noted that the DDA has a limited life, during which the DDA needs to pay the bond debt and the debt to the City. The subcommittee can work on this. We need to be aware that there is going to be a property re-evaluation this year. Regarding action item d), Fleer would like subcommittee to review an equity pool and the ability to leverage the equity pool to benefit local business growth and development.

5) DDA Community Project Emphasis and Support: Fleer reviewed the action items. This was driven by a number of activities that the DDA can support, for example the recent Winter Beer Fest drew more than 300 people, with possibly 85% who were not from Woodland Park. This is an example of bringing people into the downtown. As a sidebar, Aspen Valley Ranch would like to be annexed into the City and have DDA involvement. Some of AVR is non-profit, some is for-profit. AVR is partially a music venue, and they are also looking at commercial opportunities. Fleer has had discussions in regard to connecting the OHV trail connection into downtown main street, Farmers Market, Rodeo/Equestrian activities, Aquatic Center, etc. DDA can have an impact. Brovetto noted that the Main Street program has a marketing component.

6) DDA Technical Emphasis: Fleer noted that we are already looking at broadband expansion opportunities. Action 22 has a broadband subcommittee. Broadband matters in relation to employment opportunities and in retaining businesses and/or new or expanding businesses. Fleer reviewed action items. One potential pilot project would be with the sewer treatment facility, looking at how to convert that into a biotech energy fuels program. Sturman Industries is looking at some significant expansion opportunities. Brovetto would like for Woodland Park to be a friendly Wi-Fi city; the DDA could support this. Buttery noted that this has been discussed in the past and the technology is there; is this something you want to spend tax dollars on? Faber noted that Colorado Springs has had a lot of experience in that attempt and has tested certain areas city-wide. It's usually a question of a capital investment. Brovetto felt it could attract business and tourism. Born asked if there was any opportunity for an association with Fort Carson and their communication needs. Born suggested a partnering of developing communication systems, such as in the field equipment. Faber mentioned rights of access to existing fiber optics. Turley noted that in working with Peterson, they have plenty of redundancy and none come up this way. Turley

also noted that phone communication is an issue – not enough circuits to bring calls to your phone. Fler noted that a lot of people work out of their homes and there are limitations based on internet speed and capacity. Turley felt that wireless was an issue and gave the example of communication during the Waldo Canyon fire and the lack of redundancy. Buttery noted that Verizon has a mobile unit for emergencies. Buttery mentioned that CDOT has conduits that might be shared for expanding broadband. Fler noted that CDOT conduits could be an option, but there is a price tag. Faber asked where the City gets its expertise. Buttery responded that there were people on City staff and the City also relies on Peak Internet. Faber said that Colorado Springs has a Telecommunication Policy Group. Faber noted that if we want more Sturman type businesses, communications is an important issue. Fler felt that a subcommittee might address this issue.

Fler reported that he would put the 2013 Work Program into a final draft following this meeting. Fler will also report on the DDA 2013 Work Program to the City Council in March.

Larsen suggested having one or two community members on the subcommittees. Larsen also suggested that we not overload Board with excessive subcommittee responsibilities.

ADJOURNMENT:

MOTION: To adjourn the meeting. Larsen/Born. Passed 8-0.

Meeting adjourned at 8:50 AM.