

**Woodland Park Downtown Development Authority Board of Directors**

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

**SPECIAL MEETING MINUTES**

**August 18, 2015 – 7:30 AM**

**CALL TO ORDER AND ROLL CALL:** Merry Jo Larsen, Chair, called the meeting to order at 7:30 AM.

**IN ATTENDANCE - Board of Directors:** Board of Directors: Merry Jo Larsen (Chair), Noel Sawyer (Vice Chair), Al Born (Secretary/Treasurer), Tanner Coy, Jon DeVaux, Vera Egbert, Michael Faber, Dale Schnikter, Jan Wilson. **Absent:** None. **Staff:** Brian Fler, Executive Director; Carol Lindholm, DDA Staff. **Others Present:** David Buttery, Lor Pellegrino, Wallie Dingwell, Neil Levy, Debbie Miller, Steve Randolph, Curt Grina, Tony Perry.

**ADDITIONS, DELETIONS OR CORRECTIONS TO AGENDA:** Larsen asked for an addition to the agenda: a report by Tanner Coy in regard to a meeting with developer Kevin Kratt, of University Village.

**MOTION:** To make the addition to the agenda as requested by Larsen. Wilson/Sawyer. Passed 9-0.

**APPROVAL OF AGENDA AND MINUTES:**

**MOTION:** To accept the Agenda as amended and to approve the Minutes of the August 4, 2015 Regular Meeting. Born/Wilson. Passed 9-0.

**FAMILY ENTERTAINMENT CENTER (FEC) UPDATE:** Fler referenced a letter from Carol and Bob Korzekwa dated August 12, 2015, which was in the DDA meeting packet, and which will be placed in the FEC file. Fler reported that the Korzekwas are not prepared to move forward at this time with the FEC due to financing. They might come back to the DDA in the future, but the DDA can't hold up anything that they are doing.

**AQUATIC CENTER CONTRACT TO BUY AND SELL REAL ESTATE:** To be discussed in Executive Session

**DDA ANNOUNCEMENTS:**

**Retreat:** Fler reminded that the Board that the DDA/Main Street Retreat will be held on August 24, 2015 from 10 AM – 2 PM at the Swiss Chalet.

**September Meeting Dates:** Fler asked if there were any issues with the September 1 DDA Regular Meeting date due to vacation schedules. As there were no issues, the September 1 meeting will be held as scheduled.

**Foundation Plan Review Committee:** Lindholm reminded the committee members of the upcoming meeting on August 25.

**REPORT BY TANNER COY:** Coy reported that he had recently met with Kevin Kratt, owner/developer of University Village, along with David Buttery and Neil Levy. The group had lunch, then went on a tour of Woodland Park, after which the group continued their conversation. Kratt reviewed the University Village development process, which was 15 years in the making. University Village had its challenges with signing tenants. Kratt thought that once he signed Costco it would make it easier to sign other tenants, which did not turn out to be the case. Same thing when Lowes came in. The lesson was that it was harder to attract tenants than he'd anticipated. Then, it was difficult to attract tenants during the recession. Nevertheless, he still turned down "weaker" tenants to avoid a stigma, and did not want businesses to come and then fail. Kratt spent a lot of money on marketing and branding, tying it to the university, with incentives for specific uses, such as an ice cream shop. Architecture and design standards brought good returns, with the use of towers, quality materials and colors. Kratt discussed precise site planning with specific uses in specific places which helped overcome topographical challenges. Costco could not be seen from the main entrance, but it would be a draw in itself. University Village yields the highest rents in El Paso County. Regarding Woodland Park, the perception is good, and people want to come up here, but there just isn't enough reason for them to do so. Kratt noted the Woodland Park needs more of what we currently have, such as Tweeds, Swiss Chalet, etc. Kratt outlined marketing strategy for downtown development suggesting a "rifle approach" vs. a "shotgun approach". Kratt recommended that we interview every business that has succeeded in Woodland Park, find out what got them here and what keeps them here to determine the data. Then be proactive in recruiting, with data in hand, with the reason they need to be in Woodland Park. While on the tour, when passing the Tweeds property, Kratt remarked that this is the kind of thing we need. Kratt remarked that downtown signage was detracting, ineffective and cluttered and needs to be addressed. In regard to Gold Hill North he recommended that we work with developers when they are doing renovation projects. Kratt was impressed with the Meadow Wood Sports Complex and considered it an asset to that neighborhood. Kratt was impressed with the Charis property and the investment they're making in the community. Kratt remarked that Gold Hill South was a great location for a hotel. At Woodland Station, Kratt noticed that there was no signage on Woodland Hardware. He thought Woodland Station could be the pedestrian center of downtown. He did not feel that Lot 3 would be good for retail, but Lots 2 & 4 could combine into a master plan that could work. He was not enthusiastic about having the Aquatic Center in Woodland Station; he felt it was good for economic development, but not for downtown development. If the Aquatic Center did go there, it might be a good idea for Lot 2 to be a central park, possibly with seasonal businesses such as an ice cream shop. He felt that the Bergstrom structures hid the development. He felt that the trailer park and the quonset hut should be a part of the development plan. He was impressed with Trail Ridge Apartments. He was optimistic about Woodland Park. Coy asked Kratt what lay ahead in his future. He has about another year at University Village. Coy asked if he would he have interest in Woodland Park in the future, and he said yes.

Levy said that Kratt asked where else was there vacant property in town, and we don't have much. Kratt told Levy that he thinks Woodland Station is a very valuable piece of property to develop maybe in the next three to five years.

Buttery remarked that Kratt had been impressed with the things that have happened here in the past years such as beautification.

Egbert said it was good to get that input from a successful developer, seeing that University Village has been such a good project. Egbert was interested his comments about being targeted about what we want to bring in, and that he turned down some tenants at a tough time.

Born asked what determined a strong tenant vs. a weak tenant? Coy responded that Kratt did not elaborate on the criteria, but an example would be of a person who cooked for a family reunion who thinks they can run a business. When we don't own the real estate we can't really stop this kind of thing. But, Coy reiterated the idea of a rifle shot marketing approach. If we can attract the "right" businesses, we can help to combat the revolving door.

Sawyer noted that there are challenges with the trailer park and the quonset hut.

Larsen asked if anyone had anything else to say or report prior to Executive Session.

Debbie Miller announced a Business After Hours at Coldwell Banker. Miller is working with the SBDC on a business planning program for September, and it will be a sponsored event and therefore a free class.

Curt Grina made some comments about the school system. There is a group that is starting to work on a proactive plan independently of the school administration and the management, but in cooperation with them, to make some dramatic improvements to the school district. This plan could be a real shot in the arm for the school system as well as for business. Larsen asked for Grina to keep the DDA posted.

At 8:00 AM, the Board took a short break before moving into Executive Session.

Following the break, Larsen asked for a motion to go into Executive Session.

**MOTION:** To adjourn to Executive Session for the for the purpose of determining positions relative to matters involving development projects within the City of Woodland Park Downtown Development Authority District regarding the Aquatic Center Contract to Buy and Sell Real Estate. Sawyer/Faber. Passed 9-0.

**Adjourn to Executive Session:** Larsen made note that the Executive Session was in reference to: The purchase, acquisition, lease, transfer, or sale of real, personal, or other property interest under C.R.S. 24-6-402 (4)(a), and/or, Determining positions relative to matters that may be subject to negotiations; developing strategy for negotiations; and instructing negotiators under C.R.S. 24-6-402 (4)(e).

Meeting adjourned to Executive Session at 8:07 AM.

**RECONVENE REGULAR MEETING:** Following the Executive Session, Larsen, Chair, re-convened the regular meeting at 9:05 AM.

The following persons were in attendance at the Executive Session: Merry Jo Larsen (Chair), Noel Sawyer (Vice Chair), Al Born (Secretary/Treasurer), Tanner Coy, Jon DeVaux, Vera Egbert, Michael Faber, Dale Schnikter, Jan Wilson. **Staff:** Brian Fleer, Executive Director; Carol Lindholm, DDA Staff. **Others Present:** David Buttery, Neil Levy.

Larsen, Chair, stated: "If any person who participated in the Executive Session believes that any substantial discussion of any matters not included in the motion to go into the Executive Session occurred during the Executive Session, or that any improper action occurred during the Executive Session in violation of the Open Meetings Law, I ask that you state your concerns now." Hearing none, the Board returned to the regular meeting.

Following the Executive Session, DeVaux made a motion to proceed with negotiations with the City at the level of payment for no less than 3.1 acres and move forward to City Council and the public hearing. Born clarified: so we want to develop the contract, proceed with the plan as presented at this time on the piece of ground discussed.

Larsen asked if there was any discussion.

Coy noted that the buyer just told the Board that he was "scared to death" of the future if the Aquatic Center moves forward in Woodland Station. Coy clarified with Buttery that this is what was said. Buttery responded, yes. This concerned Coy.

DeVaux called for the question.

**MOTION:** To proceed with negotiations with the City, with payment for 3.1 acres minimum, and proceed forward to City Council and the public hearing in regard to Aquatic Center Contract to Buy and Sell Real Estate in Woodland Station. Motion Passed 6-3 with the following Board members voting No: Wilson, Coy, Larsen.

**ADJOURNMENT:**

**MOTION:** To adjourn the meeting. Schnitker/Sawyer. Passed 9-0.

Meeting was adjourned at 9:10 AM.

Recorded by:

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Carol J. Lindholm, DDA Staff

APPROVED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2015

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Al Born, Secretary/Treasurer