

Woodland Park Downtown Development Authority Board of Directors

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

SPECIAL MEETING MINUTES

March 22, 2016 – 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: Merry Jo Larsen (Chair), Noel Sawyer (Vice Chair), Al Born (Secretary/Treasurer), Tanner Coy, Vera Egbert, Jerry Good, Dale Schnitker, Jan Wilson. **Absent:** Jon DeVaux. **Staff:** Brian Fler, Executive Director; Carol Lindholm, DDA Staff. **Others Present:** David Buttery, Sally Riley, Lor Pellegrino, Wallie Dingwell, Neil Levy, Brooke Smith, Debbie Miller, Bob Foster, Arden Weatherford, Marty McKenna, Dave Langley, Judy Crummett, Lois Sill, Mike Waller, Dave & Deb Strawn, Lee Willoughby, Joan (no last name given).

Larsen recognized and welcomed Jerry Good, who was appointed to the DDA Board of Directors by City Council at the 3/17/16 Council Meeting.

WORKSESSION - WOODLAND STATION FUTURE VISION: Larsen noted the purpose of the worksession was to discuss Farmers Market in time for them to be ready for the first Farmers Market of the year. Larsen reported that Coy would make a presentation. Larsen welcomed Lois Sill and Judy Crummett, representing the Farmers Market. Sill referenced a packet of Farmers Market materials that was distributed to the Board. Crummett referenced a “Fact Sheet 3-22-16.” Crummett noted that 60% of the vendors are agriculture, garden or food related. Crummett then referenced “Vendor Types” from the fact sheet. Crummett mentioned the “Merchant at Market” program, where any local business may have a booth one day per season, at the regular rate. Crummett reported that people come from Kansas and Denver and other out of state areas for the Farmers Market. Crummett reviewed Market Pricing, Discounts, Sales Tax generated and Attendance (4-5,000 per day). Crummett reviewed the various partners. The fact sheet noted some of the vendors with store fronts that started or expanded at the Market, using the Market as a sort of incubator.

Fler noted the challenges the Market has faced in the past few years, needing to relocate.

Crummett mentioned their website. Sawyer congratulated the Market for their success. Sawyer raised the issues of landscaping, possibly a parking attendant and lease considerations. Crummett noted that they are an all-volunteer operation, except for the bookkeeper who is paid.

Coy asked why the Market was interested in Woodland Station. Crummett responded that there is huge potential there, and it should be a destination. The Farmers Market can help to make it a destination. This location is right in the center of town with good visibility.

Larsen then suggested that Coy make a presentation he had prepared regarding Woodland Station.

Coy presented a Woodland Station layout concept on a screen, depicting several potential phases. Coy suggested working with existing topography as much as possible. Coy noted locations where the land could be sloped. We could add some landscape, maybe some boulders and a flag. For an event day, Coy depicted some possibilities. With 10x10 tents, Coy

showed where 32 tents could go at Bergstrom Park, 43 at terrace #1, 46 at terrace #2, 74 at terrace #3 for a total of almost 200 10x10 tents. This could be a flexible venue. For example, Coy showed an opportunity for a circus tent or a beer garden. Coy indicated potential parking areas. Coy said that this is a thought for land use that could include Farmers Market, Vino & Notes and other types of events.

Larsen was impressed with this because it works with the existing topography. The fact that there is no permanent structures leaves this open for sale of the property. This puts this property to good use. Larsen sees this as kind of an event plaza, rather than a park. The key is that it creates a place where things can happen to strengthen the existing downtown. This is in preparation for a developer.

Wilson asked Buttery if there was City equipment that could be used. Buttery stated he would have to get Council's approval to dedicate City assets to the DDA property.

Schnitker asked what the issue was today to move forward. Larsen responded that we wanted feedback from the Farmers Market on the concept. Then Flier will explain the finances available. This will give us an idea of what we need to do now, and to look at a bigger picture, a 1-5 year plan. What do we start on the first year, how much money do we have? How can we use the property until we sell the land? If we can create an event plaza that creates more business for our town, then hopefully that will trigger more investment in our town.

Good remarked that there is evidently no imminent development going on. Good asked if the Farmers Market was comfortable knowing that it could be pulled out from under them. Crummett responded that they're not comfortable with it, but they know what the facts are. Sawyer said that this brought in the consideration for a one or two year agreement. Also, this space will be used for other events. Crummett remarked that if something came along, they wouldn't want to stand in the way.

Marty McKenna remarked that this is an amazing use of the land. This has a lot of potential to bring people downtown.

Lee Willoughby thanked Coy for the visual. Willoughby commented on the view of Pikes Peak from the site.

Crummett remarked on parking. If the upper part could be made safe and ready that would be wonderful. Farmers Market's main issue is parking. Farmers Market would like to use the lower part for parking.

McKenna noted that if there are 100 tents there will be 100 vehicles, and those vehicles will be there all day. The customers leave, but the vendors don't leave. The vendors need to park on the lower part. Businesses lose business due to loss of parking. Crummett says Farmers Market has a plan for parking on the Amerigas site.

Dave Strawn remarked that this is a good idea to generate income, but he is more interested in the long term plan for Woodland Station. Is this just an interim plan? Strawn wants to see a defined program, a long term plan for Woodland Station. Strawn would like to see the land sold to a developer who can develop it. Larsen responded that this is what the DDA is working on. Coy remarked that the long term plan is to develop Woodland Station. This is an interim plan to add value in the meantime and it might help marketability. Strawn said the market will drive it; he would like to see a defined plan for moving forward. The interim plan is a great idea, but it's not the highest and best use of the property. Larsen noted that this is what the DDA is working on. Right now we are working on the Farmers Market so they can start in June.

Dingwell mentioned that the Arts & Crafts people were not represented.

Bob Foster asked who would be trying to bring in other events to the site.

Sill addressed the Craft issue. When the Farmers Market first started they limited the crafts, as they wanted to be known as a Farmers Market. But, they also wanted to please the local people. Most of the county people are crafters, not farmers, and they wanted to be a part of it. The Farmers Market have wanted to be separate. Because the Crafters are close the Farmers Market, it seems like they are a part of Farmers Market, but they are not a part of Farmers Market. The Farmers Market is not in the Craft business. Riley noted that this year the Arts & Crafts people will be located in a portion of Bergstrom Park.

Fleer said we are trying to accommodate the Farmers Market. We have spoken with the Crafters and discussed the idea of Saturdays, and they weren't interested in that. Fleer met with the Finance Committee to discuss the potential of spending DDA dollars to help the Farmers Market. We'll bring that proposal to the Board in April. Fleer noted that he had met with JPS Engineering and Mark Lamb Excavating. We met on the site and got the latest topo. It looks like a two-tiered approach makes sense. Riley has worked with the Farmers Market on the traffic flow. Amerigas property owners are willing to cooperate with the Farmers Market. This is probably a two year use. Fleer has access to free quality fill material from Memorial Park for use at Woodland Station for the Farmers Market. Fleer will bring a budget to the Board in April. June 3 is the first Farmers Market this year.

Wilson said if the City has equipment, and Buttery could go to City Council, why would we have to hire an excavator? Fleer said that would not be his call. That would be up to City Council. Buttery said it would be the DDA's best bet to move forward with what Fleer is proposing with a contractor. City crews are already busy. If the City Council would direct this, then OK, but this would not be Buttery's recommendation to Council. When you hire a contractor you have a guaranteed time frame to meet your June 3 time frame.

Coy asked about Fleer mentioning retaining an excavator. Fleer said he is not yet hired, just planning. Coy asked if we would seek bids. Fleer said that was not required and was not his intent. Fleer tries to use local people. Lamb did the original work at Woodland Station. We're trying to accommodate the Farmers Market.

Schnitker asked if Fleer had a dollar number. Fleer responded that it would take about \$20,000 to do the two tiers, some landscaping, pedestrian access, bringing in the fill and bringing in some aggregate. Fleer is looking local to try to compress the budget. This is not just about Farmers Market, it's about making Woodland Station a marketable site.

Wilson said that if the land was sold, we need to help the Farmers Market relocate. Fleer noted that Farmers Market is aware of the possibility. And a potential developer might see the Farmers Market as an asset.

Good asked if anyone had spoken with Woodland Hardware about this. Fleer said he and Riley had both spoken with Woodland Hardware. They are supportive of Farmers Market, though there is some apprehension about customer parking. Crummet suggested that they be a part of the market, with garden supplies, etc. out in their storefront.

Good noted that we should consider the point of view of the businesses.

Larsen said we need an avenue to have other events in addition to Farmers Market. Main Street could be an avenue. Vino & Notes and the Car Show might like to be involved.

Someone needs to contact them. We need to address that. That would be important for the health of the downtown.

Egbert spoke as the Chairman of Main Street. Event planning is not in their mission. Main Street would be willing to be partner, but not to take a lead on creating events. They would be happy to have a dialogue with anyone who wants to have an event.

Coy agrees that the events are healthy for the community. Coy sees improving the balance of land use downtown between commercial, private property, events and the real estate assets. DDA can be proactive in marketing the District as a destination. Taking a business approach Coy sees real estate that could be an asset. In order to maximize the return on investment to move forward with some vision for events that are likely to grow as a result of using the land is important. Having a phased approach is important. We need to look down the road.

Fleer said that he would have engineered drawings by Friday. We're required to have a grading plan. Fleer will bring these to the Board in April. Wilson asked about the cost of the drawings. Fleer said no cost yet. Riley has been working on parking. Riley noted that Coy had laid it out. Coy asked if the Board could see any drawings as soon as possible.

Schnitker asked how long it would take to complete the project. Fleer responded 30 days at the most.

Larsen asked the Board for consensus to move forward with this plan in mind.

Egbert was in favor. Egbert felt that activity next to the highway will entice people to stop. And we can encourage the businesses across the street to take advantage of the situation.

Coy was in favor.

Sill said they were hoping they could be in by June 3, and Farmers Market is looking forward to being in that location.

Crummet noted that Farmers will not be the first event to be located there, as Vino & Notes has been there, on the hard surface rather than on the ground. This location will be good for many events.

Good was in favor.

Schnitker said sooner is better. Let's move forward.

Born said this concept is a good use for right now. Born recognizes that this is temporary. We can use the land for any advantages we can.

Wilson was in favor. Wilson suggested the downtown businesses have something going on in front of their businesses on market days.

Sawyer said as soon as we know who was tasked with what job, we could move forward with an amazing Farmers Market.

Sill encourage all to read the Farmers Market packet of information.

FARMERS MARKET 2016 – DDA FUNDING: No action was taken on this agenda item.

GENERAL DISCUSSION BY DDA BOARD AND AUDIENCE PARTICIPATION ON ITEMS NOT ON THE AGENDA:

McKenna asked if every downtown business was allowed to put up a tent free of charge. Crummett responded, yes outside your business; the Merchant Program for the Farmers Market is available, but not free.

Riley was glad to see Coy’s presentation, which is the same as the group had been working on. Glad we’re on the same page.

Foster said we want to consider the local business’s needs.

McKenna said the established businesses are the foundation of the downtown. We need to help and support the established businesses.

Buttery said we are fortunate to have numerous locations for events in Woodland Park. This will add to the inventory of venues. Buttery added that Memorial Park would possibly have a grand opening at the 4th of July event.

Mike Waller felt the proposed Farmers Market venue is a great idea of it can be completed by June 3.

Dingwell wanted an update on the pedestrian crosswalk. Buttery said the new HAWK system would not be put in until fall. But we can work with Colorado Mounted Rangers, or the Police Dept. to help with safe passage across Center Street if it’s necessary.

Foster asked if any events would be using the ground for free. Larsen said that was to be determined. Foster felt that there should be a fee.

ADJOURNMENT:

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

Meeting was adjourned at 8:47 AM.

Recorded by:

Carol J. Lindholm, DDA Staff

APPROVED THIS _____ DAY OF _____, 2016

Al Born, Secretary/Treasurer