

Woodland Park Downtown Development Authority Board of Directors

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

REGULAR MEETING MINUTES

January 9, 2018 – 7:30AM

CALL TO ORDER AND ROLL CALL: Merry Jo Larsen, Chair, called the meeting to order at 7:34AM.

IN ATTENDANCE – Board of Directors: Merry Jo Larsen (Chair), Tanner Coy (Treasurer), Al Born (Secretary), Jon DeVaux, Ellen Carrick, Jan Wilson, Elijah Murphy

Absent: Noel Sawyer (Vice Chair); Jerry Good

Others Present: Bob Volpe, Brooke Smith, Curt Grina, Dan Taylor, Darlene Jensen, Debbie Miller, Eric Disman, Jane Mannon, Lynn Jones, Pat Hill, Sally Riley, Suzanne Leclercq, Tim Dienst, Tony Perry

ADDITIONS, DELETIONS, OR CORRECTIONS TO THE AGENDA

None.

MOTION: To approve agenda. Murphy/Carrick Passed 7 - 0

APPROVAL OF MINUTES

- a. December 5, 2017 DDA Regular Meeting Minutes
Lynn Jones shared a correction added by Sally Riley.

MOTION: To accept Minutes as amended. Born/Carrick Passed 7 - 0

CONTINUATION OF DISCUSSION ON NEW TIF AGREEMENTS

Ellen Carrick provided an update on the TIF application development. She has met with Al Born and Lynn Jones and it is still a work in process. The application explains what a TIF is, the purpose, the DDA's authority and basic objectives, and the process for approving a TIF request. Carrick added that she and Born are trying to stay out of the "financial weeds" to keep it simple to evaluate and mentioned that one criteria could be requiring the developer/owner to provide a funding plan. Al Born stated that components are being incorporated into the document to avoid some of the problems experienced with past TIF agreement applications. Born continued that a letter of financial funding indicates a huge commitment; the DDA doesn't need to also do a review of the applicant's financial statements, nor should it have to worry about the financial viability, which shrinks the application tremendously. If someone has a huge amount of money and it's a cash deal, they'll be up front on it. Born and Carrick will present a draft to the Board. Jan Wilson asked if there would be a criteria checklist; Born stated that the application is the checklist. Bob Volpe from the audience asked, "What if they don't have a letter of commitment?" Carrick explained that this is an idea being considered. Born said that the DDA will not get into the lending aspect and that TIF applicants must have enough cash for 18 months, which is when

the TIF would kick in. Jon DeVaux mentioned the Tractor Supply agreement and how they had to meet the city's design standards, which became part of the TIF request. The DDA wants to encourage architectural enhancements. Tim Dienst, Executive Director of the Ute Pass Regional Health Services District, requested that as the DDA moves forward with a proposal, it considers the impact on public safety. Referring to a Denver Post article, he stated that the Gallagher Amendment will impact rural special districts an additional 15% next year.

EVENTS COMMITTEE

Chair Larsen reiterated that the DDA does not want to be the head of the Events Committee and that events don't belong to the DDA. It is, however, kicking off the Committee because, as the owners of Woodland Station, the DDA would like to see events held on the property later this year. What is needed is a stand-alone committee that works with the DDA, Main Street, the City, etc. Darlene Jensen, Main Street Coordinator, stated that Main Street is focusing on fund raising now that it is a stand-alone 501(c)3. She will ask the Main Street Board if they would like to participate on the Events Committee. Tanner Coy stated that he supports the idea of an Events Committee and would like to consider using Woodland Station for a weekend during the Moose is Loose campaign which starts February 10. He added that one of the scheduled events is an ATV/dirt bike/OHV expo allowing local businesses to showcase some of their inventory; the upper portion, Lot 2, has been graded and is safe to use. The Moose campaign is great for bringing people to Woodland Park who would not ordinarily come in February. Coy will pursue insurance, etc. and bring information back to the Board. Larsen asked for consensus from the Board to move forward.

Larsen asked Coy if there will be some funding in 2018 in order to issue a second permit for the Woodland Station property for parking. Sally Riley, Planning Director, confirmed that the first permit has not been closed because the hole needs to be fixed. Coy stated that finances are tight and the ability to open a second permit will depend in part on the lawsuit. He added that the judge on the case has recused herself and there is no new judge yet. The DDA has budgeted all that it can for the lawsuit. Coy mentioned that there are some PILOT payments due to the DDA, that are not insignificant, and it may be time to pursue those.

Larsen stated that preparations are continuing for the Fall 2018 Logging Days event. There are logging companies ready to participate.

Sally Riley stated that the City conducts an orientation at the end of January (Monday, January 29 at 4PM) for all special events coordinators and food vendors. Andrew Lemmons, Teller County Environmental Health Officer, is responsible for all the food vendors and will be featured this year because there are new food vendor applications. The orientation includes reviewing the permit application for temporary use and the equipment and support that the City has for events (i.e., cones, barricades, etc.) Last year close to 150,000 people came to Woodland Park through events. Larsen suggesting creating a form for event coordinators to keep track of attendees. Riley added that the Farmers Market has this down to a science. For other organizations, it's difficult to track. Jane Mannon, Special Projects, referring to a question from last month's meeting, clarified that vendors coming to events do pay sales tax to the city. Mannon also added that the sooner events can get scheduled, the sooner marketing can begin.

GENERAL DISCUSSION

Elijah Murphy mentioned a discussion at yesterday's Main Street Board meeting about the consideration of expanding the Main Street boundary to include more historical sites.

Coy mentioned that the Moose campaign is progressing well. He explained that valuable aspects of the campaign include collecting personal information and getting great feedback on the community.

Larsen stated that Woodland Park will host the Colorado Pro Rodeo Association Winter Convention, which includes 150-200 people from four states. Event organizers are in the process of securing the Country Lodge and are looking for room sponsorship for the event which takes place on February 10 and 11. Larsen added that hosting this event puts Woodland Park in a higher standing in the rodeo world.

AUDIENCE PARTICIPATION ON ITEMS NOT ON THE AGENDA

Sally Riley and Jane Mannon shared information on the progress of the Community Builders/New Mobility West grant. Community Builders, a non-profit organization, provides technical assistance to communities that have highways running through their downtowns. The City hired Charlier Associates to conduct the Walking and Parking Audit to prepare the city to pursue a \$75,000 grant supporting the development of a downtown strategic plan that will strengthen the economic vitality of the core commercial center. Development goals include: 1) placemaking—emphasizing identity, which Woodland Park has struggled with in the past; 2) infill and redevelopment, which feeds right into Woodland Station and potentially attracting an investor; and 3) traffic calming aspects of taking advantage of the highway and utilizing it as an asset. Five partners have been identified—Chamber of Commerce, DDA, Main Street, the School district and CDOT to review the grant application and get it submitted in February. Mannon added that there is a meeting scheduled next Wednesday, January 17, to make sure the City is on the right track. Main Street appointed Laurie Glauth to participate on the team. Larsen will attend that meeting on the DDA's behalf.

Mannon added that the City was notified of successfully receiving a Safe Routes to School grant in the amount of \$300,000 for getting sidewalk connections complete—on South Ave between Habitat for Humanity and the park, and between Habitat for Humanity and Baldwin.

Susanne Leclercq stated that there is a public meeting tonight for council to discuss the process for hiring a new city manager. Regarding the election, there are no initiatives. There are two candidates for mayor and seven candidates for three council positions.

Tim Dienst provided an EMS update: EMS had a record year last year—402 calls more in 2017; 2,757 calls for a 57% transport rate. Through November 2017, EMS billed nearly \$3.5 million in patient revenue and wrote off \$2.1 million in contractual and bad debt to Medicare, Medicaid and private pay; \$254,633 was sent to collection agencies. The average ambulance bill last year was \$2,682 and the average payment of all payors combined was \$599. He concluded that although EMS is busy, it doesn't mean they're making money.

Debbie Miller, Woodland Park Chamber of Commerce President, announced that the marketing Lunch and Learn will be held Thursday, January 11 with Mike Perini leading the session. She added that the Chamber will hold the candidates' forum on March 13 in Council Chambers; it's a time for the public to listen to the candidates who are running for office. Also, the Chamber is taking applications for special awards that will be given out at the annual Chamber dinner on March 16.

Darlene Jensen mentioned that Main Street is going forward with gathering volunteers for the July 4 event. She added that the Main Street Board had a 2018 work planning session yesterday at the new Main Street office located at 400 W. Midland Ave.

Curt Grina, President of the Pikes Peak Regional Hospital Foundation, provided an update on the business aspects of the hospital campus. New services generating additional traffic, revenue and quality of life for the community and patients include gastroenterology services, pulmonary diagnostics and cardiac rehabilitation. The Medical Office building is and has been fully occupied for a long time and there is some discussion on expanding medical office capacity on the campus. Forest Ridge has turned the corner on being a start-up and has received quality awards; the track record has been phenomenal on quality.

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

Meeting adjourned 8:34AM.

Recorded by: Lynn Jones, Assistant to the Board.

APPROVED THIS 6th DAY OF FEB, 2018



M Born, Secretary