

**Woodland Park Downtown Development Authority Board of Directors
Regular Meeting
Tuesday, August 4, 2020 – 7:30 AM**

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

AGENDA

1. Call to Order and Roll Call
2. Pledge of Allegiance
3. Election of Officers (Tabled until Council Appoints DDA Board Members)
4. Additions, Deletions or Corrections to Agenda
5. Approval of Minutes
 - a. June 9, 2020 Regular Meeting Minutes
 - b. July 7, 2020 Regular Meeting Minutes
6. Development Proposals for Woodland Station
 - a. Update from Negotiating Committee – *Tanner Coy/Elijah Murphy*
 - b. Presentation of Development Concept – *Mike Williams*
 - c. Members and Structure of the Negotiating Committee
 - d. Board Discussion of Development Proposals
7. Woodland Station
 - a. Landscape Maintenance – *Merry Jo Larsen*
 - b. Cog Car Pavilion – *Merry Jo Larsen/Dave Langley*
 - c. Cog Railway Interpretive Panels – *Sally Riley*
8. Business Support Initiatives
 - a. Pressure Washing – *Tanner Coy*
 - b. Community Marketing – *Elijah Murphy*
 - c. Holiday Home Tour Presentation – *Karolyn Smith*
 - d. Other
9. General Discussion
10. Audience Participation on Items Not on the Agenda
11. Adjourn

**Woodland Park Downtown Development Authority Board of Directors
Regular Meeting
Tuesday, June 9, 2020 – 7:30 AM**

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

MINUTES

- 1. Call to Order and Roll Call** – Merry Jo Larsen, Chair, called the meeting to order at 7:30am.

In Attendance: Merry Jo Larsen (Chair), Elijah Murphy (Vice Chair), Al Born (Secretary), Tanner Coy (Treasurer), Ellen Carrick, Jerry Good, Nick Pinell, Jan Wilson, Robert Zuluaga, Kory T. Katsimpalis (Assistant to the Board)

Absent: Nick Pinell

Others Present: Rob Felts, Suzanne Leclercq, Mark Rabaut, Brooke Smith, Karolyn Smith, Kip Wiley, Sally Riley, Stephanie Alfieri, Karen Casey, Norma Engleberg

- 2. Pledge of Allegiance** – Elijah Murphy led the Pledge of Allegiance.

- 3. Additions, Deletions or Corrections to Agenda**

MOTION: To accept the agenda as presented. Murphy/Carrick. Passed 8 – 0.

- 4. Approval of Minutes**

a. April 21, 2020

MOTION: To accept the 4/21/2020 Minutes as presented. Murphy – Carrick. Passed 8 – 0.

- 5. Finance Update**

-Tanner Coy updates the Board regarding the status of N.E.S invoices, stating that all invoices have been paid. To date, the total amount paid to N.E.S. for concept drawings and planning for Woodland Station is \$5,003.

-Additionally, we have paid the 2012 series bond payment. The total was payment was \$289,297.92, of which \$195,000 was principal and \$94,297 was interest. Principal outstanding balance is \$2,144,000.

-We have also paid the 2018 series bond payment. The total payment was \$71,634, of which \$50,000 was principal and \$21,634 was interest. Principal outstanding balance is \$400,000.

-Coy also reports that we have begun receiving requests for reimbursements within our existing reimbursement and redevelopment agreements. Those requests are being processed.

-Loan payment to the City in the amount of \$110,000 is due June 30; after payment, the principal outstanding balance of the loan will be \$818,167.

-Merry Jo Larsen thanks Coy for the update and asks that Coy send the document to Kory Katsimpalis for distribution to the Board.

6. Woodland Station

a. Cog Car

-Merry Jo Larsen provides updates, stating that the commemorative plaque for the cog car has arrived and installation is being coordinated. We now need to set a date for a small unveiling event/presentation. July 4th/5th was discussed previously, though city-wide events have largely been cancelled. Does the Board have thoughts on alternative dates?

-Jan Wilson states that she thinks the Board ought to be present for some sort of event.

-Larsen suggest that perhaps we table the decision to set a date until next meeting to better assess the situation and planning at that point.

-Elijah Murphy offers to work on tentative dates with Dwayne Carter.

b. Horse and Stagecoach

-Merry Jo Larsen remarks that she has seen many visitors admiring the sculpture and utilizing the nearby picnic tables and facilities. Now would be a good time to “spiff up” some of the landscaping around Woodland Station with some trimming, weed pulling, etc.

-Jerry Good, Robert Zuluaga, Elijah Murphy, and Nick Pinell previously, all agree to work together to perform light clean-up at Woodland Station.

-Tanner Coy requests that the return to the item of the cog car momentarily, and asks to “plant a seed” with the Board. Coy states that the Holiday Home Tour is currently in the planning phase, and will include some venues near Woodland Station. Therefore, the cog car might be a neat addition/attraction to this year’s Tour.

-Larsen is amenable to including the cog car in the Holiday Home Tour, and states that it may be a good way to introduce the car to the public in a meaningful way.

-Jan Wilson asks if people would be allowed inside the car; Coy responds that probably in some capacity folks would be allowed in.

-Larsen remarks that the car was the official Santa car during its tenure with the railway, which is something to keep in mind for future planning and events.

-Elijah Murphy is not completely opposed to having people inside the car, but we do need to be conscious of inflicting undue wear and tear. Perhaps a platform could be constructed.

7. Development Proposals for Woodland Station

a. Update from Negotiating Committee

-Tanner Coy presents the current concept plan (via .jpg). Coy states the plan keeps getting better and better! The most-current drawing by N.E.S. is not completely up-to-date, and does not include all elements that have been discussed to-date, but is most current version of the conceptual layout. The current plan includes indoor/outdoor entertainment; amusement and activities; food and beverage; retail and business space; lodging; and possibility for residential in upper-levels of mixed-use buildings.

-Other concepts include the ability to create a flexible rodeo/event space in the south-west corner, adjacent to the event center. This would require modifying the parking and access

to that area. Additional modifications may include special design considerations to the Saddle Club extension to better incorporate into the surrounding areas and uses.

-Coy states that when presented with the latest ideas and requests for revisions to the drawing, Jon Romero with N.E.S. suggested to convert the concept drawing into a site plan document to provide the level of detail we are beginning to reach, stating that it is a more technical document, and is more expensive to produce. Coy reports that Mike Williams has stated his opinion that the developers are not quite ready to exit the concept phase and enter the site plan phase. To save time and money and to facilitate the process, Williams is taking responsibility for drafting some additional conceptual renderings that include his team's ideas. If approved, these can be submitted to N.E.S. for drawings. Williams has also modified the proposed phasing a bit, and has asked for the Board's consensus approval of the Phase 1 buildings. The developers would still like to break ground sometime this fall.

-Coy reports that he had a great meeting with Sally Riley, Planning Director, last week to review the concept plan in detail. Riley provided great comments and generally seems in support of the concept. Additionally, Coy emailed and spoke with Paul Benedetti regarding project updates, and to seek any comments, concerns, and guidance as appropriate. Mr. Benedetti was pleased to see progress and recommended that City staff be involved from this phase forward, and that a meeting between all parties be held in the near future. This afternoon at 3pm, a Zoom meeting will be held between Coy, Elijah Murphy, Sally Riley, and Mike Williams to continue the joint discussion.

-Jerry Good, Merry Jo Larsen, and Elijah Murphy state their excitement and encouragement regarding the current state of the development concepts.

-Coy states that City Staff and NETCO Fire Chief Lambert have provided initial comments/reactions to the preliminary concept drawings.

-Al Born questions how, if the developers are anticipating a fall 2020 groundbreaking, will we be proceeding with the surveying, lot, parcels, subdivision, drainage, etc.?

-Coy responds that we hope to learn more about those items during today's 3pm meeting. Sally Riley has provided an updated development task sheet, which lists a number of steps necessary to achieve milestones such as groundbreaking and ribbon cutting. These items will be discussed and negotiated amongst the DDA, developers, counsel, etc. to determine who will be responsible for each of these steps.

-Ellen Carrick asks if building designs, particularly those of the proposed tower on the northwest corner, will be discussed during the meeting. Coy responds that they will.

-Merry Jo Larsen remarks that the Board might anticipate holding additional meetings in the future to keep updated as development progresses. Additionally, we do have some access to grant writers who may be able to assist with securing grants to fund infrastructure and other needs.

b. Members and Structure of the Negotiating Committee

c. Board Discussion of Development Proposals – TO BE DISCUSSED IN EXECUTIVE SESSION

8. Business Support Initiatives

a. Pressure Washing

-Merry Jo Larsen states that Al Hagedorn is still willing to write a check to assist with funding of pressure washing efforts if/when a contractor is hired. Larsen also gives thanks to Kip Wiley, Public Works Director, for the recent pressure washing that occurred within the downtown corridor.

-Tanner Coy seconds the thanks given to Kip Wiley and the City, remarking that it now looks so much better! It is refreshing to see clean sidewalks, benches, lampposts, etc. and the new freshening is incredibly valuable.

-Coy reports that efforts to coordinate pressure washing of private businesses is proving to be more challenging. Coy has met with two contractors thus far. The first is Cedar Homes Restoration, who we've hired repeatedly in the past. Their bid is more affordable by a good portion. However, their equipment is currently not working and there is no ETA for its repair. The second contractor that has been contacted is Top Gun Pressure Washing. Their bid is anticipated back today. Both contractors are willing to work with the City's schedule for recovery/recapture of used water and cleaning materials.

b. Community Marketing

i. Karen Casey, Community Engagement Manager, to Present

-Karen Casey introduces the City's current marketing plan. Casey remarks that normally this would be the time of year that we would be doing some general tourism marketing. However, due to the current situation with COVID-19, the City Manager wanted to pull together a representative group from Woodland Park to support promotional efforts focused around the concepts of "recovery" and "resiliency".

-Last year, the City created promotional elements for general tourism as well as the Aquatic Center. Earlier this year, Casey had communicated with marketing partner KRDO to assess freshening the content for this year.

-The current "recovery and resiliency" campaign now presents an opportunity to invite local entities such as the DDA, Main Street, Chamber and others to participate.

-The promotions planning committee initially decided to focus on the local Teller County audience to communicate a safe, sure re-opening.

-The KRDO marketing effort works by continually monitoring how people are consuming marketing content online. The goal is to launch the campaign in the next 7-10 days, and as the environment continues to open up, we would transition the target audience from the local community to a more regional audience. Local regulations would be communicated and reiterated by placards placed in individual businesses.

-Casey encourages that the DDA join the efforts, and asks for questions and comments from the Board.

-Ellen Carrick asks if geofencing will be utilized during the first month of the campaign?

-Casey responds that geofencing doesn't make a lot of sense to use during the first phase, which is focused on local communities. However, during the second phase, when a more regional audience is targeted, geofencing may be used.

-Jerry Good clarifies if the group is asking for \$1,000 for campaign support?
-Casey responds that a typical campaign would cost about \$1,500/month for a three-month comprehensive campaign. To add a little more to the campaign added about \$795 dollars. We are planning to cut this campaign to two months. So, any amount of support each month would be helpful, perhaps \$200-400/month.

-Tanner Coy questions when the second (regional) phase is anticipated to begin.
-Casey responds that the second phase will begin in July, and will run approximately 30 days. In-run adjustments typically take about a week.

-Coy remarks that within the marketing plan he finds information regarding targeting the local market, but doesn't find anything about targeting the tourist market, or general Colorado/Front Range visitors. Coy asks Casey to describe what that phase looks like.

-Casey explains that initially, the planning team wanted to be sure to effectively communicate with the local community. Once phase two begins, it will add geofencing. Zip code targets will expand significantly to include general tourist audiences; the zip codes currently being targeted represent Teller County only.

-Coy asks if the targeting can be done by area, regardless of zip code? For instance, could Garden of the Gods be geofenced?

-Casey responds yes, it is possible. The marketing tools can also be used to drill down to specific individual demographics as well.

-Casey states that the plan being discussed would also be aligned with the Chamber's televised campaign, which is also targeted to the local Teller County/Woodland Park audiences.

-Coy asks Casey if she can share the nature of the ads that would be sent to digital formats.

-Casey explains that KRDO creative staff will create a 15-second piece that can then be adjusted during the run. KRDO will then measure click-through rates as well as create a sub-page that can host business logos/links, list specials, etc.

-Merry Jo Larsen recommends to the Board that the item be tabled for additional consideration, and to ensure that we have the financial means to support the development efforts of Woodland Station first and foremost, before making additional financial commitments.

-Al Born asks if there was any metric used during last year's ad campaign for the Aquatic Center that could be used to assess results.

-Casey responds that she does not currently have the numbers, but anecdotally Aquatic Center staff saw an increase in visitation.

-Jerry Good comments that as a body that supports downtown businesses, the DDA should strongly consider supporting anything that benefits the business community.

Whether this is that venue or not is not entirely clear, but it should be considered now and come up with a decision today.

-Ellen Carrick comments that to go in with the City, Chamber, and Main Street, at a nominal cost of approximately \$200, would not dent our budget too much and might signal that the DDA is "leaning forward".

-Elijah Murphy comments that he has now been open for approximately two weeks, and has received three warnings thus far for social distancing. At the end of the day, approximately 50% of the customers at the Ute Inn are tourists. Many coming from Texas and other parts of the world. Despite what has been predicted, the effects of the pandemic have not hit as hard in Teller County, and we ought not be fearful of others bringing in the virus here from outside areas. We need to change the narrative in order to begin to get people out and about again.

-Jerry Good states that he is unsure if local geofencing is the best option, as we want to be open to the world. However, we should help however we can.

-Murphy also questions the targeting of local audience, and asks why would we spend the same amount of marketing dollars to reach a smaller audience.

-Karen Casey reiterates that the intent of the marketing campaign was to start small with the local audience, and then open back up in phases. We do want our locals to shop local, and feel that things are safe.

-Tanner Coy asks if part of the marketing message includes the sentiment of "safety", and if so, how will that be conveyed.

-Casey responds that she is unsure of exactly, what that message/tagline will be, but generally the idea will be "it's safe, we want you here, and look for these local businesses". Part of that will be the support of the message by local businesses by placing guidelines/instructions etc. within their businesses. (i.e. signs).

-Merry Jo Larsen comments that if the DDA were to participate in this effort, we would like to have more input into the planning. So far, we haven't been included. Larsen states her opinion that the Chamber does not represent all businesses in Woodland Park, but instead represents its membership. If the DDA participates in any level, Larsen asks that we have major voice in planning. Larsen asks the Board for their support or comment.

-Jan Wilson voices her agreement.

-Tanner Coy offers thoughts on the proposed marketing campaign. Coy states that over 14 years of business in Woodland Park, and after spending many dollars on marketing efforts, he and other business have learned the hard way that it can be very difficult to yield a ROI [Return on Investment] from marketing dollars. In our community, we have cyclical economy and tourism plays a critical part. We are already in the tourist season, so if we don't use the limited time we have to capture the current tourist audience in Colorado and among the Front Range and drive them to Woodland Park, we won't generate the activity necessary to generate an

ROI on any investment in marketing. While the local community is important and we fully support inviting them out and shopping local, it is not enough of a market to sustain our economy, especially during this difficult economic time. Locals know we are here and open, and have already begun to respond by coming out and visiting local businesses. However, we would be remiss to put money into a marketing campaign targeting local audiences. Additionally, spending taxpayer money on a “show” of solidarity is not a justifiable reason to spend the funds. We need to aim at ROI, and the only way to do that now is to target the Front Range. If the DDA were to participate, we would need to immediately expand the geofencing to include areas like Manitou Springs, Garden of the Gods, Air Force Academy, etc. Last, the proposed budget for marketing is rather small, and may not support the amount of repetition and runs to achieve the desired effect.

-Ellen Carrick questions if it might be possible for Karen Casey to meet with a few business owners to discuss if there is any give and take within the proposed marketing parameters.

-Casey responds she is happy to meet with any business owners. Her ultimate message today is that the City is launching the marketing campaign, and all businesses are invited (at no cost) to send logos/urls for promotion. Casey offers that perhaps it is more appropriate for the DDA to come in during the second phase, when the campaign is expanded to a larger audience when it meets our needs.

-Coy suggest that time is of the essence, and that now is the time to expand to the second phase and regional audiences. If we wait, we forego the opportunity.

-Casey responds that she is more than happy to go back to the group with the DDA’s comments, and get further direction from the group. Main Street has also met to discuss this item and will be providing comments soon.

-Coy asks if there is reluctance to expand the marketing campaign immediately because of a perception/fear of lack of safety.

-Casey responds that there is no fear. But we want to honor people who live in our community who want to feel like they can come and participate. For example, when you look at the variance approval for the casinos, we do have a low rate of infection. Currently, we have 35 confirmed cases. We are moving forward with caution and intentionality. The goal is to be conservative and cautious.

-Robert Zuluaga comments that he was in attendance at last night’s Main Street meeting. That group seemed to be non-committal regarding the marketing campaign, and were awaiting further input/action on behalf of the DDA. Zuluaga goes on to say that, as Tanner Coy has stated, time is of the essence. A month ago, we would have expected that we were promoting to the local community to come out. Now we’re a day late and a dollar short; we do not appear to be acting “bold” as a community. At one point we discussed a “wash out the COVID” campaign, but now it doesn’t appear we’ve got the confidence to move forward and make that declaration.

-Zuluaga asks Casey if the marketing planning group is willing to accept DDA input towards the marketing, or are there other decision makers that make that move forward?

-Casey clarifies that the group is made up of a number of stakeholders, including the School District, Main Street, City Council, Chamber, as well as Ellen Carrick and others. The intent is that the initial group meet one more time, and then expand to include a larger number of members.

-Zuluaga asks if there is a specific number of visitors that this campaign will hope to generate.

-Casey responds that the targeted audience is Teller County residents over the age of eighteen. Casey estimates that this would equal approximately 17,000 individuals.

-Zuluaga asks if there is any relational data between marketing funds expended and audience reach, i.e. if \$2,000 is meant to reach 17,000 individuals, would \$4,000 spent effectively increase that visitation generated to 34,000 individuals?

-Casey responds that she does not have that answer at the moment, but can get the information and report back.

-Jan Wilson asks how many business owners are involved in the planning?

-Casey responds that letters are going out to business owners this week, and that the initial planning group was kept small and then intends to expand.

-Wilson observes that there are few if any downtown businesses directly involved, despite the fact that these planning efforts have been underway for several weeks. If this is aimed at helping businesses, shouldn't they be involved?

-Casey responds that the initial intent was to signal to the local community that Woodland Park is open as a means of supporting business.

MOTION: to appoint Elijah Murphy to the DDA Marketing Committee; to task Murphy with participating with the City Marketing committee; and authorize up to \$500 to be spent to support marketing efforts, at the member's discretion.

Coy/Good. Passed 8 – 0.

c. Other

9. General Discussion

-Elijah Murphy clarifies for the Board that his term is coming to an end, but he is re-applying. Therefore, his appointment to the marketing committee is technically contingent upon his re-appointment to the DDA Board.

-Tanner Coy reminds the Board that this might be Ellen Carrick's last meeting; he has ordered a farewell/thank you gift, but it is currently delayed. In the interim, Coy gives thanks and acknowledgement to Carrick on behalf of the Board for her service.

-Merry Jo Larsen reports that on May 30 we had a small "Woodland Park Adventure" event, with about 150 attendees. Event included a horse show, dog show, music, face painting and other activities. The community acted safe and considerate and had a good time. Hopefully we are getting ready to move on for more and bigger events.

-Elijah Murphy reports that most businesses are down about 25% from normal annual income. If anyone needs help navigating the PPP relief funds, Murphy offers his volunteer help and advice. We are all a long way of being out of the woods. The business is simply not there to bring staff back at full capacity.

-Robert Zuluaga gives “kudos” to Merry Jo Larsen for coordinating the event on the 30th. We need more of these outdoor events in Woodland Park!

-Ellen Carrick thanks the DDA for the opportunity to serve and wishes the group well.

-Al Born offers a “regurgitation” of some of his previous comments. We have, over the years, seen many development proposals for Woodland Station come and go. Thus, Born reiterates his comments from months ago, encouraging the DDA to acquire the services of a surveyor/planner and a marketing to turn the Woodland Station property into a “marketable product”.

-Sally Riley provides the Board with a brief update on some of the investments and activities that are presently underway within the downtown district:

- Congratulations to Mark Rabaut for attaining his C.O. for the new Microtel hotel. The facility brings a total of 62 new rooms to Woodland Park.

- Congratulations to Main Street for their “Mini Clean-Up” event, as well as the anticipated installation of six new wayfinding signs supporting by Main Street mini grant.

- Rhapsody Restaurant and Bar (East of Bergstrom Park) is currently being remodeled, and will include a new outside patio.

- Vectra Bank is moving forward with a remodel/upgrade of their drive-through lanes.

- The former Catamount Power Sports building is currently being renovated into a new Veterinary Clinic.

- Drew Stoll, owner of Great Outdoors Adventure, has created a new comprehensive trails map for Woodland Park and the surrounding area. The map will be shown at City Council during the next meeting. Of note – the map includes 65 miles of pedestrian trails and 68 miles of bike trails. This is more than our 57 miles of roads! This map is a tremendous project and asset for the area.

-Mark Rabaut reports that his C.O. for Microtel was attained April 27, and the hotel has been opened to guests since May 1. The project took longer and cost more than expected, but ultimately turned out better than expected. The hotel is planning on hosting a Grand Opening/Open House for September, 2020. Rabaut states that the project would not have been possible without the assistance of the DDA and members of the Board, as well as the prolonged assistance provided by the TIF Agreement.

-Suzanne Leclercq reports that Fourth of July festivities have been postponed, not cancelled. Fireworks display will still occur on the evening of the Fourth; small activities may still be present at Memorial. The full slate of events planned for Fourth of July celebration will now be held on September 12 in honor of Patriots Day.

-The following events have also been cancelled:

- Vino and Notes

- Oktoberfest

- Cruise Above the Clouds

-DDA appointment will be heard before Council next Thursday. Applications are due to the Clerk’s office by Thursday afternoon.

-Council elections will occur in November. Applications available in Clerk’s office August 4.

-CO Dept of Liquor now allows for some creative ideas regarding consumption areas – brainstorm.

10. Audience Participation on Items Not on the Agenda

11. Adjourn to Executive Session: *for the purpose of determining positions relative to matters involving development projects within the City of Woodland Park Downtown Development Authority District, regarding: a. 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).*

MOTION: To Adjourn to Executive Session. Coy/Murphy. Passed 8 – 0.

The following people were present at the Executive Session: Merry Jo Larsen (Chair), Elijah Murphy (Vice Chair), Al Born (Secretary), Tanner Coy (Treasurer), Ellen Carrick, Jerry Good, Nick Pinell, Jan Wilson, Robert Zuluaga, Kory T. Katsimpalis (Assistant to the Board)

12. Reconvene Regular Meeting

Following the Executive Session, Larsen reconvened the regular meeting at 9:59am. The following people were present following the Executive Session: Merry Jo Larsen (Chair), Elijah Murphy (Vice Chair), Al Born (Secretary), Tanner Coy (Treasurer), Ellen Carrick, Jerry Good, Jan Wilson, Robert Zuluaga, Kory T. Katsimpalis (Assistant to the Board)

13. Adjourn

MOTION: To adjourn the meeting. Born/Murphy Passed 8 – 0.

Meeting adjourned at 9:59am

Recorded by Kory T. Katsimpalis, Assistant to the Board

APPROVED THIS _____ DAY OF _____, 2020

Al Born, Secretary

**Woodland Park Downtown Development Authority Board of Directors
Regular Meeting
Tuesday, July 7, 2020 – 7:30 AM**

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

MINUTES

- 1. Call to Order and Roll Call** – Merry Jo Larsen, Chair, called the meeting to order at 7:30am.

In Attendance: Merry Jo Larsen (Chair), Elijah Murphy (Vice Chair), Al Born (Secretary), Tanner Coy (Treasurer), Ellen Carrick, Jerry Good, Nick Pinell, Jan Wilson, Robert Zuluaga, Kory T. Katsimpalis (Assistant to the Board)

Others Present: Suzanne Leclercq, Brooke Smith, Darrin Tangeman, Sally Riley

- 2. Pledge of Allegiance** – Elijah Murphy led the Pledge of Allegiance.

- 3. Election of Officers**

-Merry Jo Larsen begins the discussion, and asks for comments from the Board regarding the election of DDA officers.

-Robert Zuluaga begins by offering an apology for the “charade” he has seen personally as the Council liaison for the DDA. Zuluaga states that he is unsure if he has not communicated well enough or if there is just a high level of existing tension amongst Council. Zuluaga poses the question to the DDA, “if we have so many people unhappy with where things are at, what can we do internally to shake things up to give people a sense that it is not business as usual?” Zuluaga continues, stating that it doesn’t make sense for the City to stand in the way of the DDA. How can the DDA do something different to give a perception that things are actually moving forward? Zuluaga voices his frustration that Council is making the citizens who serve on the DDA Board look like they have some alternative agenda.

-Larsen thanks Zuluaga for his comments and support, stating that much of the current animosity towards the DDA is tied to old/past baggage.

-Jan Wilson states that she is satisfied with the current slate of Officers, and is also in agreement with Robert Zuluaga’s comments.

-Elijah Murphy comments that if we are going to make changes, we must ensure that they will be effective. Murphy asks Suzanne Leclercq if anyone has applied to run for the DDA Board; Leclercq indicates that no new applications have been received.

-Darrin Tangeman states that the recommendation to Council was to open the DDA application window back up, and also to put up a resolution to Council to change the total number of required members of the DDA [down to five].

-Murphy comments that he understands why some people would want to reduce the number of DDA Board positions, as that could make it far easier to manipulate the Board rather than having a broad cross-section of the community represented. Murphy goes on to remark that he recently saw a missive online between two Council members stating that the individual has gone back to see what the DDA has done, and it was an outstanding item. Many of the things we have taken on is the baggage from previous efforts and leadership. The Aquatic Center costs all of us quite a bit every year. The government is not the best at business—business owners are the best at business.

-Al Born states that the make-up of the Board could potentially change according to Council's final decision. Therefore, it may be best to maintain the current Board make up until that decision is made.

-Merry Jo Larsen concurs with Al Born's statement, and urges the Board to consider how we wind down the DDA responsibly over the remaining eleven years of the organization's life span.

-Tanner Coy clarifies with Al Born if his recommendation is to table the election of officers until after City Council makes their final recommendation regarding DDA Board make up; Born indicates Coy's summary is correct.

-Larsen asks if we can legally do that, or if we need to take a formal vote to leave the Board as-is?

-Tanner Coy states the election of officers did not come up during conversations with Board legal counsel Paul Benedetti.

MOTION: to table the election of officers until the first meeting of the DDA following Council's final decision on DDA Board appointments. Coy/Pinell. Passed 9 – 0.

4. Additions, Deletions or Corrections to Agenda

MOTION: to approve the agenda as presented. Wilson/Carrick. Passed 9 – 0.

5. Approval of Minutes

a. May 5, 2020 Regular Meeting Minutes

-Tanner Coy questions a timestamp included on page 6 of the Minutes. Kory T. Katsimpalis responds that the timestamp was erroneously left in the document, and was merely a tracking note made during transcription. The timestamp will be removed from final version.

MOTION: to approve the Minutes as presented, with the removal of timestamp. Wilson – Carrick. Passed 9 – 0.

6. Finance Update

-Tanner Coy provides a report which includes 2019 Approved Budget, as well as the unaudited actuals from 2019. Coy is awaiting a meeting with City Finance Director to go over final audited actuals and perform reconciliation. Numbers included in the report reflect those that have been recorded by Coy for 2019.

-For all revenues, which total \$611,865.79, Coy has revenue receipts from the County Treasurer which add up to that amount.

-There were abatements for 2019 which have been recorded.

-\$415 had been budgeted for interest on deposits; our actual confirmed interest income for 2019 was \$7,414 according to City Finance.

- Miscellaneous revenue in the amount of \$4,177 reflects the donations that were made in support of the Stagecoach sculpture at Woodland Station.
 - Total revenue for 2019 was \$613,976.81, which is approximately \$15,000 more than was budgeted.
 - Expenditures included four ads in the Mountain Jackpot at \$25/each; other line item expenditures such as Legal Services and IT Services were close to budgeted amount or under. Professional Services in 2019 were over budgeted amount, due to the fact that we did not have a line item for this expense when the 2019 Budget was created – it was originally included in Legal Services, and then a line item was created by former Finance Director Mike Farina for Professional Services.
 - Total expenditures for 2019 were approximately \$29,000 below budget.
 - Fund Balance for 2019 closed out at \$70,041.01 according to DDA records; this amount needs to be verified against the City's audited actuals.
 - Coy directs attention to the backside of the document as well, which includes a record of monthly revenues, County Treasurer's Fee, as well as any abatements associated with each month.
- Sally Riley asks Coy to explain why TIF reimbursements are less in 2020 than in 2019.
- Coy responds that projections are based on individual property values as they are recorded at the time when the DDA budget is drafted. If mills change, which they did this year, that will affect the taxes paid and therefore the reimbursements made to individual properties.
- Riley asks how many TIF agreement reimbursements are currently being paid by the DDA.
- Coy responds that he does not have the chart at-hand presently, but names approximately seven properties who are currently receiving reimbursements. There are additional businesses that do not receive reimbursement payments, but instead received assistance from the DDA with infrastructure improvement costs, etc.
- Riley asks if we have monitored our existing agreements to ensure that payments are being made according to agreements? Coy responds in the affirmative.

7. Woodland Station

a. Improvements to the northern portion of the property

- Merry Jo Larsen requests that the Board consider utilizing some of the DDA revenue to fund upgrades to the Cog Car park site located at Woodland Station. Larsen suggests that property lines be created for the site so that developers understand the property better and what the DDA would like to do with it.
 - Larsen references the most-recent drawings produced by N.E.S., stating that her request for lot lines may differ from those depicted. Larsen asks that we create a property line for the cog car that begins at the sidewalk along Bergstrom Park, continuing 60 feet south; and then from the back of the car, 40 feet west. This spacing will leave enough room for access to development as well as Bergstrom Park. The proposed area would be maintained as a public park space.
- Al Born comments that he understands the need to define the cog car's placement and adjacent area. Born asks if the current location is the final/permanent location if/when site improvements occur. If the location is permanent, we need to perform a subdivision around the perimeter and simultaneously define the permanent location of the cog car. It has been suggested that we put a 20-foot deck around the south side of the car. How much space in total do we then need? This area is within the central business district and would be subject to the setback requirements of the district. Depending on what we determine to be the "front" of the property, that will determine what setbacks need to be set. If the north side

of the car, contiguous with the alleyway, is determined to be the “front”, then we need to maintain a 10-foot setback from the property line to the improvements; the south side would then be the “rear” and would require a zero-foot setback. That may be hazardous if our deck happens to reach out twenty feet over a zero-foot setback. We need to determine how much additional land we need for the cog car site. Then, on each side (east/west), we need to maintain at least a six-foot setback from property lines.

-Born continues, stating that in order to perform a full-blown perimeter survey, and to perform a proper subdivision process, it will take some time and we will need to make some decisions along the way. Born proposes that we perform the perimeter survey in order to better-define the site for potential developers. Interior lot lines will then be dependent upon whatever eventual development goes in to the site.

-Born adds that the perimeter survey may also allow a potential contact with Arden Weatherford to see how the AmeriGas property can fit in to the whole process.

-Ellen Carrick asks how far the proposed retail/lodging building would be from the existing cog car site.

-Merry Jo responds that we do not yet know exactly how far those elements would be from each other, though the Negotiating Committee may have more information based on their discussions with the developers.

-Tanner Coy responds that he does not know the actual distance, but estimates it may be close to 25 feet.

-Al Born reiterates that we will not be able to answer that question until the cog car site is defined.

-Elijah Murphy comments that as we go forward, we must work with the developer on this item so that we can come up with solutions that integrate with the existing development plans. Murphy proposes that all lines be drawn when development occurs, so that we may perform subdivision, survey etc. all at once rather than duplicating efforts within the process. We can come up with proposed lines, share them with the developer, and make sure that they are amenable to the proposed development before being finalized. We can also produce some additional drawings of our proposed cog car site and proposed platform/improvements. The thought is that a platform be constructed on the south side of car to preserve the north side view corridor.

-Ultimately, the cog car and improvements will become the property of the City as a feature of Bergstrom Park so we need to work with the City as well when developing plans for cog car site placements and improvements.

-Jerry Good expresses his full agreement with Murphy’s sentiment that we must work closely with the developers. We want to make this all work, so the developer is a part of the overall equation.

-Good asks Al Born to clarify his comments regarding Arden Weatherford’s possible involvement.

-Born responds that Mr. Weatherford owns the piece of ground [AmeriGas site] adjacent to Woodland Station, and it could potentially be included in development efforts moving forward. Born suggests that we “let bygones be bygones”, and attempt to determine what

will be in the best interest of that area and the City of Woodland Park. Good replies that “bygones” are still currently attacking members of the DDA Board. Born suggests that we work with Weatherford somehow, to find mutual benefit for the two sites. There is an exit on Highway 24; how can we use that to benefit the design of Woodland Station. If we can’t work with Weatherford, we may lose access to that potential entrance site to Woodland Station. Then you could develop that zone more productively with the additional acreage.

-Good states that we are currently only considering the proposal by Mike Williams and team, and finds it curious that Arden Weatherford is being discussed at this time.

-Born answers that we have been dealing with Williams’ group for quite a while now. Many plans have been made and proposed in the past that have not come to fruition. While the current developers have been engaged for a while now, they have been slow in coming up with definite plans. Born suggest we take a bigger-picture approach if possible, and attempt to increase the overall size of the area for potential development. If AmeriGas is not included, we could potentially become “land-locked”, which could have effects on elements like drainage, etc.

-Elijah Murphy states that if Arden Weatherford were to want to enter into this process, it could save expense for both he and the Williams’ group, as they could share expenses on improvements such as drainage. The final development will take cooperation in order to find success.

-Sally Riley provides additional detail regarding the subdivision process. Riley explains that the process begins with the submittal of a sketch plan with final proposed lot lines. The purpose of the sketch plan is to allow planning staff and utilities staff to review the plan and check for any “fatal flaws” in the plan. This first step usually takes about three weeks, and there is no fee required. The sketch plan is very important to determine if the proposed development and lot lines are feasible.

-Riley explains that if all services and access is included in the sketch plan, the preliminary plat process can be skipped if the sketch plan meets the criteria for a minor subdivision. Once the final plat is submitted, it goes through the planning commission and City Council for final reviews. Additionally, because the Woodland Station site is in an overlay district, there is some flexibility in set-back, structure height, and other similar requirements that may be proposed by the developers and then reviewed by the DDA, City Staff, and Council

-Robert Zuluaga asks Riley to describe the process for blending Bergstrom Park and Woodland Station/Cog Car site, if/when that were to occur as a result of the proposed development.

-Riley responds that the process itself is a straight-forward process, though it would ultimately be a policy decision made by City Council and their determination of what is in the best interest of the community.

-Elijah Murphy adds that if the City were to not accept the proposed addition to Bergstrom Park (which includes the cog car), it could alternatively be platted over to the developers.

-Al Born comments that the subdivision process can be lengthy, stretching anywhere from 90 to 120 days.

-Riley answers there are many factors that can affect the timeline. Surveyors first need to perform and prepare the proper documents. Once final plat is submitted, going through Planning Commission and City Council can take as little as 60 days.

-Born asks that if the subdivision is done, with lot lines and corners defined, then to do a minor subdivision internally is much shorter. By having the perimeter well established, the developer can then design the piece of ground they need for the given structure. It will be important to have the piece of ground well-defined as the developer goes in to the capital market, as the property becomes part of the collateral used to secure funding. Lenders will want to focus on that which is foreclosable. We can reduce the time for the developers if we work to define the perimeter and corners.

-Tanner Coy attempts to provide a summary of the discussion. Based on Larsen's comments, there is a primary desire to define an area around the cog car, as the first step of this process. That space would then be dedicated to a park and public use. Coy references the current drawing from N.E.S. calling attention to the red boundary that is drawn around the structure marked as lodging/retail. Coy questions that if that line were to become the defined boundary, would it be compatible with the proposal put forth by Larsen. Larsen states that she would propose moving the boundary as shown to "square up" the boundary line. This may require moving the proposed structure 20-30 feet to the south.

-Larsen states that the proposed park area would still be available to the developers to use for events, concerts etc. while still being owned by the City and operated as a public park.

-Coy states that the remainder of the public space would be modified as well; Larsen comments that it would result in more private property owned by the developer.

-Larsen urges some improvements be made around the cog car site, as a means of taking a first step and incentivizing the developers to continue their process as well.

-Coy states that the last email received from the developers, which was received on June 30th and forwarded to the Board, expressed enthusiasm towards the project and the developers are looking forward to working the DDA going forward.

8. Development Proposals for Woodland Station

a. Update from Negotiating Committee

-Tanner Coy reports that he has spoken with Mike Williams since receiving the June 30th email. Williams indicated that his group has begun writing the development narrative as requested, and that they feel they have a finalized concept plan that has been produced by the developers in order to save additional expense with N.E.S. They are currently waiting for one of their investor/partners to review the final concept as it is drawn. Once the last investor/partner review and approves the concept, it will be submitted to the DDA. If the DDA approves the concept drawings, it would be sent to Jon Romero with N.E.S. to be turned in to a final concept plan. This could be shown to the public, City Council and others with some amount of detail.

-Elijah Murphy states his opinion that we need to put down at least the framework of a plan in order to move forward. We need to work with developer to define lot lines and other elements and see more drawings.

-Robert Zuluaga refers to Al Born's comments regarding bringing in Arden Weatherford, remarking that it seems to be a bit "testy" at the moment. However, Weatherford is a property owner in the adjacent area of Woodland Station. Zuluaga asks if Weatherford has access to the concept plan drawings as of this time. Tanner Coy responds that he does have access to the materials, as they are all public documents. Zuluaga asks Born if he would be willing to approach Weatherford gauge any appetite for collaboration. This should happen sooner rather than later to foster inclusivity. Zuluaga also questions whether the proposed tower structure could be shifted south and still be maintained as a visual attractor for the site.

-Tanner Coy reminds the Board the developers have stressed adamantly that the proposed tower structure needs to be as close to Highway 24 as possible. The developers have also been asking for DDA approval of that proposed structure for some time now. The current location depicted represents a concession to some degree on the part of the developers, as it is no longer right up along the north boundary. Coy states that suggesting the building be moved south would not be well-received by the developers. We have discussed the structure at length, and need to make a decision.

-Merry Jo Larsen questions if we want a building that tall that fall north.

-Jerry Good comments that the issue has been discussed previously at length.

-Larsen states for the record that she does not want a three-story building next to Bergstrom Park. We have yet to perform a balloon test or other means of approximating the proposed building height, and are stalemated. We need to get off of square on and begin determining lot lines, structure heights, etc. and moving forward.

-Elijah Murphy states that the proposed tower structure would be below grade in relation to where the cog car is, and would not appear to be 30 feet above the grade of the street.

-Jan Wilson asks who is responsible for coordinating the balloon test, the DDA or developers?

-Murphy responds that because it is our requirement, we need to do it ourselves.

-Ellen Carrick states that it would be helpful to perform a balloon test soon, as well as to walk the proposed site of the retail/entertainment/lodging site to determine if there is any room for adjustment from the proposed location. Currently it is difficult to envision the exact placement.

-Larsen comments that most people are fond of the cog car and want to see it utilized, so we need to protect it and ensure its importance in the community.

-Al Born asks for the exact height of the building in question.

-Tanner Coy answers that the developers indicate the building would be 36 feet tall, though because it begins on the second lower terrace, would not appear to be 36 feet above the grade of street level.

-Jerry Good asks Sally Riley what the current height restriction is in town.

-Riley responds that the current height restriction for the central business district is 35 feet, measured from the mean grade. However, because Woodland Station is within an overlay district, taller heights can be proposed. Additionally, Riley comments that the least bit of

breeze during a balloon test can impact results. Instead, a more accurate method might be the use of surveyor's poles that are able to be extended and maintain rigidity.

-Larsen reiterates that once the structure is built it is there forever, and now is the time to do it right from the start.

-Larsen requests that we budget \$40,000 for landscaping and development of the landscaping site. If we can approve the request, we can begin to determine lot lines and heights, and begin the subdivision process. Larsen asks for comment from the Board.

-Jan Wilson comments that if improvements are made and the cog car is subsequently moved, then we have effectively thrown that money down the drain.

-Larsen questions if we then need to take a formal vote on whether or not the cog car will be moved. The current location has so far seemed to work well.

-Jerry Good comments that any hinderance to development of the property is not agreeable. Putting restrictions around the car may be putting the cart before the horse. We need to let the developers figure out what they need. The cog car is a beautiful asset to Woodland Station and the community, but we need to not put cart in front of horse.

-Tanner Coy states his support for generally improving the property. These efforts will surely cost money, and Coy supports the DDA spending money towards that goal at the appropriate time, and that part of the property will be an important part of the overall development and should be designed to be compatible with the proposed private improvements. Whether the cog car stays where it is or is shifted a little bit in any direction, so be it. Ultimately it is one piece in a puzzle, and we don't really know the answer at this point. Coy voices support for continuing to work with developer. They have been enthusiastic about beginning to make improvements to that part of the property. Coy suggest working closely with the developers through the design process to ensure compatibility with the overall plans being put forth by the developers. Considering how close we are to receiving final concept plans in the next few weeks, let's not jump too far too soon. Coy asks if the platform around the cog car is a priority at this time. If so, is it appropriate to reach out to someone like David Langley to get rough ideas of what it might look like?

-Larsen responds it would indeed be a good start, and is confident that we can come up with a good solution collaboratively. We need to get started with basic clean-up, mowing, and maintenance.

-Ellen Carrick wonders if perhaps we should set aside some money to be used for architectural renderings of a platform and associated improvements. Carrick also asks when the plaque installation is scheduled. Larsen responds that the plaque has been produced and will be mounted on the door of the cog car. Duane Carter is working to coordinate a time for a celebration when his family can attend from out of state.

-Nick Pinell concurs with Carrick regarding the desire to produce preliminary drawings of the proposed platform. Pinell also offers to perform some weed-whacking and mowing around the cog car and stagecoach. Pinell goes on to say that the developers have seemed to be fairly adamant about placing the tower on the north-east corner of the lot and a request to change the location may encounter a fair degree of push-back.

-Larsen states that the reason she proposed going 60 feet from the street is in part to accommodate the stagecoach sculpture currently in the park.

-Larsen asks if we can allot some amount of money to support basic maintenance of the cog car and stagecoach area. There was a grass fire on the site two years ago, so we need to be mindful of the vegetation getting too high again.

-Tanner Coy explains that as far as budgeting for these items, the 2020 budget has been approved and we need to work within that. Any expenditures beyond what has been budgeted would require supplemental appropriation on behalf of Council. The amount of money we can expend on this is somewhat limited. We have \$4,997 left in the Woodland Station improvements line item, and may incur more expense during the planning and development process. Based on the change of mills after our budget was approved, we are now estimating about \$20,000 less in revenues than originally budgeted.

-Larsen asks if we can spend any of the money that has rolled over from the last two years?
-Coy answers that it may be possible, but would likely still require a request to Council for supplemental appropriation.

-Coy comments that we do have \$10,000 in beautification, and if pressure washing is performed, that balance will drop to about \$6,000. WE could potentially squeeze \$10,000 from the current budget to support preliminary improvements around the cog car, including platform design and production.

-Jerry Good comments that he does not disagree with the desire to make improvements and enhance the property. However, at this point it might be premature to spend money if the improvements will be torn up during development. The urgency to perform more major improvements is in question.

-Robert Zuluaga comments that it seems there is more than enough money to perform clean-up and mowing. The site currently looks a bit neglected, and we are in the middle of tourist season.

-Al Born comments that to perform clean-up and proper stewardship of that land is appropriate. Born goes on to explain the source of his basic frustration; currently, we have four different concept plans, none of which have come to fruition, and are discussing even more concept plans. It should be up to the developer to present full concepts to the Board, not float four separate plans. Historically, we have seen lots of plans that have not come to fruition. How do we get the developers to perform? Maybe one way is to define the property and say to the market "here is what we have to offer", and list infrastructure and improvement placements. That way the market may put pressure on Mike Williams and group to proceed.

-Elijah Murphy comments that money, time, energy, are needed to get any development done. The four concepts present a progression, not separate concepts.

-Tanner Coy reiterates that the developers have indicated that they have a "finalized plan", and are awaiting final review from one remaining investor/partner. The estimated timeline to receive the finalized plan is 3-5 weeks. If the DDA approves the plan, the DDA will submit

the plan to N.E.S. for final site plan preparation. We can then move beyond concept phase and begin negotiating disposition and development, phasing, pricing, etc.

-Born asks why the DDA, rather than the developers, would be paying for the preparation for the site plan, as it ought to be the responsibility of the developer.

-Coy responds that we began the relationship with N.E.S. when there were two developers engaged, and we were attempting to combine their separate proposals into one cohesive concept. The DDA assumed the role of working between the parties to ensure the best interest of the public, and to engage an independent party in N.E.S. to further that goal. Since then, one of the developers has backed out and we remain in the same role. At this point, N.E.S. has all of the files and drawings so it makes sense to continue with them through this portion of the process. Additionally, we have imposed some requirements and parameters onto the project, so it seems appropriate that we would continue to be involved in order to facilitate the development.

-Larsen comments that this appears to still be up in the air, and asks the Board for comment regarding how they would like to move forward.

-Elijah Murphy offers a motion in response to Larsen's request for comment.

MOTION: to allocate up to \$500 for mowing/trimming/clean-up of Woodland Station.

Murphy/Coy. Passed 9 – 0.

-Nick Pinell offers to work with Merry Jo Larsen to coordinate mowing of Woodland Station.

-Tanner Coy offers to reach out to David Langley to initiate a conversation regarding design and construction of a platform for the cog car.

-Robert Zuluaga states his opinion that it be a good idea for Al Born to talk to Arden Weatherford pre-emptively to get input and gauge possibility of collaboration.

-Born states his willingness to reach out to Weatherford at the direction of the Board to see if anything can be brought forward.

b. Members and Structure of the Negotiating Committee

c. Board Discussion of Development Proposals – TO BE DISCUSSED IN EXECUTIVE SESSION

9. Business Support Initiatives

a. Pressure Washing

-Tanner Coy offers that the current bid for pressure washing has come in at \$3,498, and would include all private properties on the north side of the highway as well as a handful on the south side.

-Larsen responds that she believes the pressure washing is after the fact at this point, as our tourist seasons begins to decline after the Fourth of July weekend.

-Robert Zuluaga asks when the pressure washing would occur, as it seems it needed to happen weeks ago.

-Coy concurs, stating that the contractor's equipment is still broken and no timeline for repair has been provided.

MOTION: to wait until 2021 to pursue pressure washing. Larsen/Wilson. 6 – 3. Coy, Zuluaga, Good oppose.

MOTION: to perform washing this season, 2020. Zuluaga/Born. Passed 9 – 0.

b. **Community Marketing**

c. **Other – Follow up from Work Session**

10. Adjourn

MOTION: To adjourn the meeting. Born/Murphy Passed 9 – 0.

Meeting adjourned at 9:00am

Recorded by Kory T. Katsimpalis, Assistant to the Board

APPROVED THIS _____ DAY OF _____, 2020

Al Born, Secretary

DRAFT