

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

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

**REGULAR MEETING MINUTES**

**September 5, 2017 – 7:30AM**

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

**IN ATTENDANCE – Board of Directors:** Merry Jo Larsen (Chair), Noel Sawyer (Vice Chair), Tanner Coy (Treasurer), Al Born (Secretary), Jon DeVaux, Ellen Carrick, Jan Wilson, Jerry Good, Elijah Murphy  
**Others Present:** Arden Weatherford, Bob Volpe, Brooke Smith, Dan Smith, Dan Taylor, Darlene Jensen, David Buttery, Debbie Miller, Donnie Beson, Jan Greene, Jane Mannon, Laurie Glauth, Lynn Jones, Matt Miles, Monet Ragsdale, Neil Levy, Pat Hill, Stephanie Alfieri, Stephanie Yeager, Suzanne Leclercq, Tim Dienst

**ADDITIONS, DELETIONS, OR CORRECTIONS TO THE AGENDA**

None.

**APPROVAL OF MINUTES**

- a. August 1, 2017 DDA Regular Meeting Minutes
- b. August 9, 2017 DDA Special Meeting Minutes

**MOTION:** To approve the agenda and minutes. Wilson/Sawyer. Passed 9-0

**FINANCE REPORT**

Tanner Coy stated that Mike Farina, City of Woodland Park Finance Director, provided him with a 2018 budget worksheet for the DDA. He and Mike Farina met briefly to review. Coy shared highlights and stated that he made edits based on the meeting with Farina and will submit the edited preliminary worksheet.

**TIF AGREEMENTS**

**Natural Grocers Proposal – Leadership Circle LLC**

Larsen explained that there have been two open meetings for public comment and two executive sessions so that the decision could be made today, fairly and unbiased. Larsen asked for a motion regarding this TIF agreement request. Receiving no motion from the Board, Larsen made a motion; due to confusion of the wording of the original motion, Coy clarified the motion for voting purposes.

**Motion:** To not enter into TIF reimbursement negotiations with the developer who is requesting it for this project at this time. Coy/Wilson. Passed 6-3  
Yes: Larsen, Coy, Carrick, Wilson, Good, Murphy  
No: Sawyer, Born, DeVaux

**PROPOSAL FROM DONNIE BESON**

Donnie Beson approached the Board by asking the Natural Grocer team prior to their departure from the room to rate their experience on a scale of one to ten on doing business, or starting to do business, in Woodland Park. Matt Miles, owner of Leadership Circle LLC, stated that the experience started out "good", that they looked at this market because they were presented with the TIF option that would offset the expense. He said he now feels the experience has been "very poor"; they would never have put a piece of property under contract had the TIF offer not existed. Miles added that Woodland Park is a great town, but is not quite big enough to support a national retailer on its own, and that the offset with the TIF provides that cushion. Coy questioned why Leadership Circle waited until the past couple of months to approach the DDA if this project was so contingent on the TIF. Miles responded that the lot had to get annexed into the DDA boundary and stated that, from the beginning, "it was presented to us" that the DDA would support the project. Coy responded that he was not a party to any commitments made and that the Board supports the project, just not through a TIF reimbursement. Coy continued to say that this is a supportive DDA and very supportive community; both will support Natural Grocers when it's here and hopes that Natural Grocers supports the community through payment of its taxes. Jon DeVaux stated that Natural Grocers has been approved by the City and he hopes they build.

Larsen asked Beson to clarify the purpose of his question. Beson stated he believes he has the skill set to help the DDA and the community, not necessarily with what they do, but how they do it. Larsen asked Beson if he is asking for a job. Beson said he is not looking for a job, that he first wants to see if his skill set would be helpful to the DDA. Coy thanked Beson for his proposal and resume, stating that he has enjoyed their numerous conversations about his experience and concept for moving forward. Noel Sawyer asked for clarification on the purpose of the discussion and suggested to Beson that he volunteer within the community first before approaching the Board for a job. DeVaux extended an invitation to Beson to come to every DDA meeting. DeVaux also stated that in pursuing a position with the Board, the process is to come in front of the Board, not to address Board members individually. Coy added that he really appreciates Beson's interest in the community and the Board. Larsen stated that the Board is not in the position to hire, thanked Beson for his interest, and welcomed him to volunteer and bring his ideas.

**MAIN STREET PARKING AUDIT**

Jane Mannon, Director of Special Projects with the City of Woodland Park, provided a progress update on the downtown parking audit and three-day utilization survey conducted in August. The goal is to develop actionable solutions in order to seek funding to make downtown friendly for businesses, visitors, customers and residents. The next step, the Parking Management Workshop on September 13 from 5-7PM in City Hall Council Chambers, will be a review and discussion of the information gathered. Transportation trends will be discussed, along with strategies to seek funding for concept design and development. Mannon strongly encouraged the DDA Board to attend the workshop in order to be involved in the decision-making process. There will also be a downtown walking audit on the morning of Friday, Sept 22, to gain impressions of walking along sections of downtown; a noon discussion will follow. Information from the parking and walking audits will be compiled for grant submittal to the New Mobility West program of Community Builders by the end of the year.

**LOT 2 PERMIT**

Larsen explained that conditions were worked out with Steve Randolph; the abandoned dirt was removed from Lot 2 smoothly and on time. Coy referenced the letter from Steve Randolph submitted at the meeting by Arden Weatherford; Coy questioned Lor Pelligrino, City Planner, about the status of the permit work and if the City considered it complete. Pelligrino stated she had not previously seen the letter and that Coy could follow up with her on Sept 6 to confirm closure of the permit. Larsen added that some work was done to finalize the ongoing permit the DDA has with Mallet Excavating and more top soil was placed for Vino and Notes. Since then, a few more yards of dirt have been brought in to complete the top soil. It did get planted. Kelly Rodarmel, President of Woodland Hardware and Rental, provided the use of a tractor to spread out the dirt and get it planted. Once that permit is closed, a new permit will be opened to address the lower part for parking. Jan Wilson suggested sending a thank-you note signed by each Board member to Kelly Rodarmel.

**BOARD MEMBER TRAINING**

Larsen referenced previous discussions on board member training and suggested moving forward with training as quickly as possible. Coy stated that training is available from the Center for Nonprofit Excellence (CNP) and DDA Board members can register through the Main Street account. Darlene Jensen, Main Street Coordinator, added that the CNP represents 2000 non-profits in the Pikes Peak region. Jensen has taken the Board Responsibilities course which includes basic governance training—financials, voting and protocol as a board of directors. DeVaux requested getting information to Larsen so that she can call them. Coy also stated that courses provided by the Special District Association (SDA) were offered in June. Tim Dienst, Executive Director of the Ute Pass Regional Health Services District, mentioned that the SDA offers a board member manual on its website. Coy added that there is some money in the Travel and Training expense line item and could possibly be used to purchase manuals if necessary. Larsen, Coy and Jones will find out information about training and get it to the Board.

**NEWSLETTER**

Larsen stated that The Mountain Jackpot will put the DDA newsletter in the second issue of the month. Carrick and Jones have been asked to work on the newsletter together. Wilson would like to participate. The newsletter will explain to the public what the DDA is, how it functions, DDA projects, goals, the Foundation Plan, etc.

**GENERAL DISCUSSION**

Al Born stated that what Woodland Park is experiencing with traffic flow now is reminiscent of what went on in Manitou Springs. Communities can survive when there is a change in the traffic flow; Manitou struggled for many years before recovering. Several others commented on the bypass topic. Elijah Murphy asked if there has ever been a study about the bypass as a phased approach. David Buttery, City Manager for Woodland Park, responded that there were numerous projects completed on Highway 24 for about 15 years to avoid the high cost of a bypass. Wilson asked Buttery about the

possibility of approaching CDOT again to put in a sign directing trucks and buses to drive in the left lane when going through downtown. Buttery said he would be happy to ask CDOT again.

**AUDIENCE PARTICIPATION ON ITEMS NOT ON THE AGENDA**

Lor Pelligrino, stated that the Microtel project is progressing. Larsen asked Jane Mannon about postcards. Mannon stated there's no money in her budget this year, but it's worth pursuing for next year. Larsen referred to the photo on the community page that is beautiful and would make a great postcard. Larsen asked Mannon to research the cost of making postcards. Wilson would like to work with Mannon on the project. Debbie Miller, President of the Chamber of Commerce, shared information on the Lunch and Learn hosted by the Small Business Development Center this Thursday—Social Media 101. The Rocky Mountain OktoberfestPlus celebration is Sept 16 and 17. Darlene Jensen mentioned the Cruise Above the Clouds happening on Saturday, from 9-3 in Memorial Park. Also, the Department of Local Affairs (DOLA) has asked Woodland Park Main Street to host the state-wide Main Street Manager's Summit October 26 - 27; regional DOLA reps will be here and it's great exposure for Woodland Park Main Street. Tim Dienst mentioned that it's been a record-breaking year for ambulance calls, up 221 calls from this time last year, and over a third of the consumption is for non-district residents.

**MOTION:** To adjourn meeting. Coy/Wilson. Passed 9-0.

Meeting adjourned 8:47AM.

Recorded by: Lynn Jones, Assistant to the Board.

APPROVED THIS 3<sup>rd</sup> DAY OF Oct., 2017

  
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Al Born, Secretary