

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

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

**REGULAR MEETING MINUTES**

**March 6, 2018 – 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:** Bob Volpe, Brooke Smith, Dan Taylor, Darlene Jensen, Debbie Miller, Ed Beaumont, Jane Mannon, Kerri Kilgore, Pat Hill, Sally Riley, Stephanie Alfieri, Tim Dienst, Tony Perry

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

Tanner Coy requested the addition of a discussion on office space. Elijah Murphy requested the addition of a Main Street report.

**Motion:** To approve agenda with the additions. Wilson/Sawyer Passed 9 – 0

**APPROVAL OF MINUTES**

- a. February 6, 2018 DDA Regular Meeting Minutes
- b. March 1, 2018 DDA Special Meeting Minutes

Sally Riley indicated that the March 1 minutes read as if Tony Perry were present at the March 1 Executive Session and needs to be corrected since he was not present at the Executive Session.

**MOTION:** To accept the Minutes as corrected. Wilson/Carrick. Passed 9 - 0

**TIF APPLICATION**

Al Born proposed having a work session today or discussing the application in a separate meeting. The Board suggested a workshop meeting to be held on Tuesday, March 13 at 7:30AM in Council Chambers. Coy suggested having attorney Paul Benedetti look through the document prior to the workshop. Sally Riley, Planning Director, commented that it is an outstanding document and added that it would be helpful to review the process steps so that they match up with the development process. Riley referenced process steps for Woodland Station that Benedetti had previously reviewed; she provided the Board with a copy of her Woodland Station Review Process Flow Chart from 2013. Born suggested sending a copy of the TIF draft along with the flow chart to Benedetti prior to the TIF workshop.

**MAIN STREET REPORT**

Elijah Murphy shared the following Main Street updates: Main Street provided a letter of support for the Community Builder's grant; is working to promote local downtown businesses through social media; will

be hosting a Non-Profit Expo on April 14 at the Ute Pass Cultural Center; joined the Colorado Visitors' Bureau; reported over 4,000 volunteer hours in 2017; submitted the 2018 work plan to DOLA for approval. Current projects include the baggage building, historical markers and participating with Build A Generation on the July 4th Event. Murphy also shared the possibility of having an event at Woodland Station the night before the motorcycle rally with the intent of showing respect to our veterans and raising money for our ambulance services. He indicated that the DDA Board would need to approve the use of Woodland Station for the event. Murphy asked the Board if it would be in agreement of allowing Main Street to organize the event. Larsen asked for discussion from the audience and confirmed that Main Street could move forward.

Darlene Jensen, Main Street Program Manager, mentioned the discussion at the last Main Street Board meeting of acquiring signage for RV parking at Woodland Station by Memorial Day weekend; it would remain up for the summer. A lot of business owners would love to see parking for oversized vehicles. Jensen requested support from the DDA and stated that Main Street will work with the City on permits. Larsen requested discussion from the Board. Coy asked for confirmation that it would be signage that could be installed, removed and reinstalled. In addition, he asked if the sign locations had been identified and if they would be on DDA property. Both the City and the DDA Board will need to approve sign locations. Elijah Murphy, Jan Wilson and Jon DeVaux will work with Main Street on the signage project. Al Born asked for clarification on access to the parking. Jensen suggested access through use of Saddle Club Ave, not Highway 24. Noel Sawyer suggested creating parking lot guides so that parking is done in an orderly fashion. Coy referenced the DDA concept plan and said that he could add in some parking ideas, let Sally Riley review them, then bring them to the Board. Sawyer suggested having the Board review the document again at next week's workshop, as a reminder for what the goals are for that area. Coy will make revisions for the Board's review. Riley reminded the Board that when CDOT reviewed the traffic study for Woodland Station, there was a requirement to post signage on Saddle Club Ave to direct people to the light on Fairview; that signage has never been completed. It would be good to include that directional information with any new signage. In response to a question by Sawyer, Riley confirmed that the bathrooms at Bergstrom Park are open 24 hours as a requirement from CDOT in order to be identified as a rest area.

#### **WOODLAND STATION**

Tanner Coy has not spoken with Mallet Excavating yet to see where they are and hopes to have an update at next week's workshop meeting. Coy projects that more top soil will be needed. Murphy mentioned there is an organization that promotes wildflower seeding and he will look into it.

Coy stated that there is a lis pendens on the property filed with the County because it is subject to litigation. The trial has been postponed; the plaintiff has requested a trial of more than five days. It is not known yet when the trial will be rescheduled and where it will take place.

#### **OFFICE SPACE**

Coy mentioned that he heard that Lee Taylor has office space available for the DDA in the Woodland Professional Building, where the Main Street office is located. Sawyer asked for the purpose of the DDA having an office. Coy responded that it would be good to have an official office for meetings and for secure file storage. Currently there are DDA files at City Hall and at Tweeds. The office space would be approximately 10' x 10'. Larsen agreed that it would be a good place for files. Coy added that the Board might need to address how to provide public access if the office is not staffed during business hours.

Sawyer agreed that it is in line with being professional. Larsen will follow up with Lee Taylor. Coy mentioned that Susanne Leclercq stated that the cabin is still available; not free, but low cost. It is the former DDA office. Jerry Good offered office furniture; Jan Wilson offered filing cabinets.

#### **GENERAL DISCUSSION**

Lynn Jones expressed her appreciation for the DDA, Main Street, City and Chamber organizations in the launch of Colorado GearLab, a business she opened with her husband, George, on February 10.

Jan Wilson shared last night's Keep Woodland Park Beautiful meeting and the discussion of a subcommittee for events. The subcommittee will work with the DDA.

Coy stated that the Moose is Loose campaign was very successful. More than 200 people participated on the opening day at Tweeds. Tweeds saw significant increase in business during the campaign. Coy thanked everyone for their support and participation. Sawyer asked if there has been any thought to running the campaign twice a year due to its success.

Larsen stated that the Colorado Pro Rodeo Association (CPRA) convention took place the same weekend as the Moose is Loose kick-off. Woodland Park hosted 85 people from out of the area, members said it was the best convention they have ever had, and CPRA wants to come back. The Ute Trail Stampede (UTS) Rodeo won the best new rodeo of the year. Larsen added that dates for this year's UTS Rodeo are July 13, 14 and 15.

Larsen mentioned that the DDA newsletter is being worked on and will highlight renovations at McDonald's, Gold Hill South and Catamount. Larsen asked for newsletter content suggestions from the audience and the Board.

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

Tim Dienst, Executive Director of the Ute Pass Regional Health Services District, thanked the DDA for sending out the request for the citizen support letter; 15 letters were received. Dienst thanked Elijah Murphy and the DDA for planning the pre-rally fund-raising event. The District is working on developing a Stop the Bleed program which is intended to give citizens and students information on how to stop the bleed right then and there if something bad happens. As of the end of February, there have already been 464 ambulance calls, up 93 calls from this time last year. There is no significant pattern and it's the concurrent calls that are difficult. Sawyer asked what's going on at the state level to help special districts. Dienst stated that they're working with the legislature about the Residential Assessment Rate (RAR) which will go down to 6.11% in 2019. This will have a devastating financial impact on fire departments from Lake George through Green Mountain Falls and will negatively impact a lot of rural services. The projected decrease in revenue to the District is \$150,000 - \$175,000; it's all part of Gallagher. The impact is being caused by the significant housing growth on the Front Range. The District is also working with legislature and Health Care Policy and Finance to try to get enhanced federal monies to help support some of the Medicaid reimbursements. The District is doing everything it can to maintain financial stability through normal revenue streams. Coy asked about the assessment rate change coming due to Gallagher. Dienst responded that 2019 is the next assessment year. Sawyer added that the Gallagher Amendment is very important and that his research shows that adjustments for the Gallagher Amendment will continue year after year because the growth in Colorado Springs residential will continue to expand. The big concern is what the fire department will lose. Coy stressed that in the math that drives all these things, the assessed value is a very important figure, just as much so as the assessment rate that is going to adjust. The rate adjusts downward because of an upward increase in

the assessed valuation, which generates tax revenue. As the overall amount of real estate value increases, the revenues go up and the rate is adjusted downward to maintain a percentage of revenues between commercial and residential. Because of the recessionary years we have been through, the assessor has our commercial values at lower levels than they used to be and the reassessments tend to follow market trends because of how the reassessment works and the time period the assessor is allowed to look at for comparable sales and market data. In future years, Coy expects both commercial and residential values to increase. As that happens, it compensates for a reduction in the assessment rate. He is cautiously optimistic that the future is not as bleak as what we're calculating, although he agrees with the approach of hoping for the best and planning for the worst.

Murphy mentioned that his business was flat for the fall of 2017 and the importance of bringing more business into Woodland Park.

Sally Riley stated that both Gold Hill South and McDonald's are spending approximately \$250,000 each on their remodels.

Ed Beaumont stated that he was under the impression that the TIF application would be voted on today. Leadership Circle wants him to negotiate a TIF agreement, but he can't do that without a finalized TIF document. Larsen invited him to attend the TIF workshop on March 13. Al Born and Ellen Carrick feel like they're ready to move forward and Born suggested that the Board needs to come prepared so that modifications can be made at that meeting.

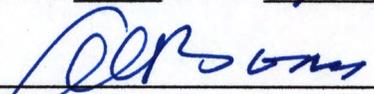
Debbie Miller, President of the Woodland Park Chamber of Commerce, invited everyone to the ribbon cutting at GearLab at 2PM today. The Candidate's Forum for the City municipal election takes place on March 13 at 6PM in Council Chambers. Chairman John Thomasson will be the moderator and the forum will be broadcast live. The annual Chamber dinner will be held on March 16. Charis Bible College has filmed the winners. The April Lunch and Learn is on April 5 and will focus on developing a business canvas model. The Denver Metro Chamber is looking at a potential sales tax increase for the November ballot to help with roads.

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

Meeting adjourned 8:41AM.

Recorded by: Lynn Jones, Assistant to the Board.

APPROVED THIS 10<sup>th</sup> DAY OF April, 2018

  
\_\_\_\_\_  
Al Born, Secretary