

Woodland Park Downtown Development Authority Board of Directors

**Historic Ute Inn
204 W. Midland Avenue, Woodland Park, CO**

SPECIAL MEETING - WORKSHOP MINUTES

October 17, 2017 – 7:30AM

CALL TO ORDER AND ROLL CALL: Merry Jo Larsen, Chair, called the meeting to order at 7:40AM.

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 (Ellen Carrick and Al Born left before the meeting was adjourned.)

Others Present: Bob Volpe, Ken Tamez, Lynn Jones, Neal Levy, Rachel Riley

ADDITIONS, DELETIONS, OR CORRECTIONS TO THE AGENDA

Motion: To approve agenda. Wilson/Good Passed 9-0

WOODLAND STATION AND MOVING FORWARD IN 2018

Larsen began the discussion with the Woodland Station property and Mallet Excavating. She questioned the Board as to whether another contractor should be considered for the second permit to finish the lower part. According to Tanner Coy, all that is needed to close out the existing ZDP so that it will be considered completed by Sally Riley, Planning Director, is re-vegetation to stabilize the surface. Coy confirmed that roads are not complete, but posed the question about how much the Board wants to do since the property is subject to litigation. Coy added that there are a few things incomplete by Mallet due to their having to excavate boulders and address other items, but the project is as complete as it will be without adding additional expense. The Board budgeted approximately \$20,000 for the first phase; the DDA has spent just under \$15,000. Larsen asked the Board if the property could be used for overflow parking. DeVaux suggested combining efforts with the City, as the 2018 budget is being prepared, to add signage and make the property available for overflow parking. Mayor Levy was in agreement that the idea could be presented by Noel Sawyer to City Council at the next workshop on Oct 26, 2017.

Elijah Murphy suggested bringing people up the Pass, instead of having leakage down the Pass, and using the Woodland Station property for events. Soldiers and their families are always looking for something to do. Larsen referred to the previous Events Committee and asked the Board if the Events Committee should be put back together in 2018 after the lawsuit is finished. Murphy recommended working with Main Street because of their ability to get the volunteers. DeVaux referred to the lack of RV parking. Carrick stated that Vectra Bank is now using their electronic sign to invite visitors to use their parking lot. Al Born shared that he attended the City's parking workshop which indicated that parking is adequate and not used to capacity except during the Farmer's Market, but that parking signs are not

effective. Murphy added that adequate signage/wayfinding is the number one problem needing to be addressed. He also suggested encouraging the Catholic church to add parking availability to their signs; Carrick said she could follow up with the church.

Coy stated that protecting the property is a top priority. The value of the land is over \$1MM, with the majority of the value on Lot 2. Losing a portion of Lot 2 through the lawsuit would inhibit future development of the site. The costs of infrastructure development are so great and without the rest of that property intact, it would be even less feasible to develop that land. Coy proposed going into 2018 with a perspective that is open-minded to any development proposals; however, this Board would not act as the developer of the property, but as stewards until the private sector yields some development proposal that is viable. Coy referred to the Woodland Station Land Improvement, Use and Management Plan, stating that it is partly underway. Until the Board knows the outcome of the lawsuit, Coy suggested working with Sally Riley and the City on minimal expense improvements including parking, signage, general clean-up and stabilization of the surface to complete the first phase.

Ken Tamez from the audience spoke about First Fridays in Raleigh, NC, which are sponsored by the city and include vendors, live bands and events for kids. Wilson added information about a Friday evening market in Littleton. Murphy suggested the City, Main Street, and the DDA work together to bring more events and that the objective is to attract people. Coy acknowledged that Murphy was really hitting on the Foundation Plan and read part of the plan.

Larsen confirmed consensus with the Board on the following primary points for further discussion for 2018: wayfinding, events, promotions. All can be worked on now with Main Street and the City without waiting for the lawsuit. The newsletter will help make this information known.

Sawyer added to the priorities for 2018: fiscal responsibilities; Lot 2 – parking, beautification, events, promotions. Sawyer also suggested clarifying varying structures for TIFs based on Tony Perry's comments about TIFs at the City Council meeting. Coy agreed that some additional clarity is important. Larsen suggested a workshop specifically on TIF and the Board agreed: Oct 31, 7:30AM, Historic Ute Inn. The workshop will focus on the Board's approach to new TIF agreements and criteria used to evaluate each agreement individually.

Larsen asked Murphy and Wilson to approach the Main Street Board and invite them to a DDA workshop on events, promotions and/or parking; date to be determined. It will be a DDA workshop, and Main Street will be asked to attend. The agenda will be decided at the next DDA Board meeting. Coy suggested having a facilitator to keep the conversation on track.

GENERAL DISCUSSION

Jerry Good requested to address comments made at the October 5 City Council meeting by Tony Perry, President and CEO of Park State Bank. DeVaux suggested doing nothing different. Murphy and Coy addressed the comments; they feel like many of the issues are being resolved and that this Board has been doing the right things. Murphy suggested putting an article on the Woodland Park Community Page on Facebook; if an article is placed on there, people will read it. Jan Wilson suggested Perry's comments be addressed at the next City Council meeting. DeVaux suggested staying off Facebook; the Board is doing the right thing and will keep doing the right thing. If there is a legitimate business that comes to the Board for a TIF, the Board can go forward with that. Coy asked Mayor Levy and Noel Sawyer as Council Representative about the Council's interpretation of the comments made by Perry

and if the DDA could expect any further dialogue. Levy stated that the Council had not been privy to Perry's comments prior to the Council meeting. Levy added that he is disappointed with the DDA Board, not as the mayor, but as a businessman. Natural Grocers spent a lot of money and all they received is a "no", nothing else; they weren't serviced well. If they don't come, we miss out on \$4MM in sales tax. Noel Sawyer commented that eventually the DDA would have to deny a TIF; Natural Grocers just happened to be the first one. Sawyer continued by saying that this is a good opportunity as a Board to step out of individual agendas, look at both sides and then come to a proper decision. Sawyer added that Tony Perry brought up two issues: the lawsuit and the Natural Grocer's TIF. Larsen added that Matt Miles from Leadership Circle, LLC came to Woodland Park to look at properties and during that time, she explained to Miles that Natural Grocers didn't fit within the scope of what the DDA is trying to do. Coy confirmed Larsen's comment and added that Miles made a statement that the TIF would be automatic. Wilson referred to an article written by Pat Hill, reporter with the Courier, stating that businesses within the DDA boundary would automatically receive a TIF. Carrick added that real estate agents publicize properties indicating that tax incentives are available.

Born recommended considering two points—that Tony Perry is a resident of this community, so he can operate as a bank president or a private citizen; the DDA Board is learning a lot more about what's going on here and that perhaps the legal situation the Board is facing and the Natural Grocer's TIF agreement could have been handled differently up front. In addition, when it comes to the Woodland Station property, Born suggested that this Board lacks the expertise and contacts in the business development community to move it forward. He also suggested that maybe another group of people with special talents in land development is needed to see what can be done with the property.

Coy added that he wants to make sure that the Board has really good communication with City Council, that they are fully aware of what's going on with the DDA, and the DDA has their support. He asked the Board if they can seek input/dialog from City Council on a more formal level, opening the line of communication. Coy stated that he does not want to see the DDA on a City Council agenda without the Board knowing it.

AUDIENCE PARTICIPATION ON ITEMS NOT ON THE AGENDA

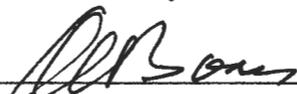
None.

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

Meeting adjourned 9:05AM.

Recorded by: Lynn Jones, Assistant to the Board.

APPROVED THIS 14th DAY OF Nov, 2017



 Al Born, Secretary