

Woodland Park Downtown Development Authority Board of Directors

**City Hall – Upstairs Conference Room
220 W. South Avenue, Woodland Park, CO**

SPECIAL MEETING MINUTES

June 24, 2015 – 7:30 AM

CALL TO ORDER AND ROLL CALL: Chairman Dale Schnitker called the meeting to order at 7:30 AM.

IN ATTENDANCE - Board of Directors: Board of Directors: Dale Schnitker (Chair), Merry Jo Larsen (Vice-Chair), Al Born (Secretary/Treasurer), Jon DeVaux, Vera Egbert, Michael Faber, Noel Sawyer, Jan Wilson. **Absent:** Tanner Coy. **Staff:** Brian Fler, Executive Director. **Others Present:** Neil Levy, Mayor.

Jan Wilson volunteered to record attendance, motions and schedule for this meeting.

ADDITIONS, DELETIONS OR CORRECTIONS TO AGENDA: Hearing none, Schnitker asked for a motion to approve.

APPROVAL OF AGENDA:

MOTION: To accept the Agenda as presented. Born/Larsen. Passed 8-0.

WOODLAND STATION LOT 2 DISPOSITION & DEVELOPMENT AGREEMENT: Fler noted that this topic would be discussed in Executive Session.

GENERAL DISCUSSION: Fler noted that the 4th of July Celebration would be sponsored by Main Street and Build A Generation this year at their new venue at the Cultural Center.

DeVaux suggested that the DDA should set aside some funds for improvement of the downtown district. Fler responded that this is one of the reasons for the creation of Main Street. For example, if there were to be a downtown makeover like was done a few years ago, that would be run through Main Street.

MOTION TO ADJOURN TO EXECUTIVE SESSION:

MOTION: To adjourn to Executive Session. DeVaux/Wilson. Passed 8-0.

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:

The purchase, acquisition, lease, transfer, or sale of real, personal, or other property interest under C.R.S. 24-6-402 (4)(a), and/or

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).

Chairman Schnitker read the purpose of the Executive Session into the record.

Meeting adjourned to Executive Session at 7:35 AM.

RECONVENE REGULAR MEETING: Following the Executive Session, Chairman Schnitker reconvened the regular meeting at 8:16 AM.

The following persons were in attendance at the Executive Session: Dale Schnitker (Chair), Merry Jo Larsen (Vice-Chair), Al Born (Secretary/Treasurer), Jon DeVaux, Vera Egbert, Michael Faber, Noel Sawyer, Jan Wilson. **Staff:** Brian Fler, Executive Director. **Others Present:** Neil Levy, Mayor.

Chairman Schnitker stated: "If any person who participated in the Executive Session believes that any substantial discussion of any matters not included in the motion to go into the Executive Session occurred during the Executive Session, or that any improper action occurred during the Executive Session in violation of the Open Meetings Law, I ask that you state your concerns now." Hearing none, the Board returned to the regular meeting.

GENERAL DISCUSSION: Larsen asked for an update on the Master Plan for Woodland Station. Fler reported that this would include the Aquatic Center. Fler noted that we will work with NES on this. Fler noted that he would also like to see a Master Plan for Lot 2. DeVaux suggested that we keep in mind the original concept of the DDA in the Foundation Plan, and how it helps downtown merchants. Fler noted that on Lot 2, we have not had a comfort level with what it would look like at build-out, and the impacts that would have. Parking flow, stormwater, etc.; all needs to be considered. This would include the Amerigas site as it is in the overlay district. Egbert asked that the master plan not be promoted too early, as we have had so many renditions in the past. Faber noted that unlike the relationships in the past, the DDA now has a good relationship with the City Council. Fler noted that with Woodland Hardware and the Aquatic Center, we are now filling in the pieces that make sense. It was suggested that the topic of the Master Plan be discussed in August.

Fler is considering a daytime retreat in August with the DDA and Main Street at the Swiss Chalet with the topic of retail. Fler would like to bring in a retail consultant for this event.

Sawyer asked Fler to comment on the Colorado Municipal League conference. Frank Grey, Economic Development Director in Castle Rock has a DDA which works closely with planners and developers. Fler feels that the City does a good job working with developers. Sawyer learned that social media and advertising were the least effective ways to bring businesses to a community. Sawyer noted that it was suggested to recruit from California. Fler noted that we work through the State of Colorado. Fler gave the example of Sturman Industries who were originally looking in El Paso County, but who were directed to the City of Woodland Park by Rocky Scott, the Economic Development Director in the El Paso County area at the time. On retail, companies have a script that they follow. They rely on peer conversation and looking at the demographics. Also, talking to an Economic Development director is a factor. Businesses like Walgreens and Walmart make companies take notice in Woodland Park.

Larsen was interested when the Sturmans gave a presentation at a DDA Retreat a couple of years ago, they remarked on the good impression that the City made.

Fleer noted that 2/3 of the State of Colorado had yet to recover from the recession. Woodland Park is doing well and we have opportunities.

There was a discussion about the importance of Broadband and high speed internet in Teller County. This is important in attracting business.

Larsen asked about the status of the Vectra property purchase, as this will be important to the Master Plan. Fleer noted that he, Erin Smith, City Attorney and the Vectra attorney are in negotiations.

Egbert noted that Main Street and Build A Generation are sponsoring the 4th of July Celebration and encouraged people to attend.

ADJOURNMENT:

MOTION: To adjourn the meeting. Larsen/Wilson. Passed 8-0.

Meeting was adjourned at 8:47 AM.

Recorded by:

Brian M. Fleer, DDA Executive Director

APPROVED THIS _____ DAY OF _____, 2014

Al Born, Secretary/Treasurer