

Nederland Downtown Development Authority Minutes for January 24, 2012

Board members present: Director Paul Turnburke, Peter Stader, Udo Sille, Steve Culver and Annette Croughwell.

Also present: Alisha Reis, Pat Everson and Tom Lawson.

Meeting called to order at 8:05 A.M.

1. Peter Stader read to the NDDA Board, Teresa Warren's Letter of Resignation from the NDDA Board for the record. This letter will be attached to these minutes.

Paul Turnburke updated everyone on the current status of the NDDA Board. He said we have received and acknowledge the resignations of Ken Adler, Teresa Warren, and Steve Culver. Paul said Jonathon Beggs resigned a couple of months ago. Paul said Annette Croughwell is our newest NDDA Board member, representing the BOT on the NDDA. Paul said he was confident that through our outreach efforts others would come forward and submit their applications to serve on the NDDA Board. Paul said that for right now the NDDA Board does not have a lot of business to take care of as we wait for the outcome of the April election.

2. Under public comment, Pat Everson said she was sorry that Teresa Warren and Ken Adler had resigned, because it does make it more difficult for the ones that are left to operate. Pat said she knew that some in the town had asked for this, but she wanted to let us know she was not one of them. Pat said that Teresa had done a great job and she hoped that we would convey that to Teresa and that she was right in that the sidewalks do stand for something. Pat said her concerns today were about our outreach program and that we do follow election rule procedures. Pat said some of us are concerned about the dollar amount and the vagueness of the description on the ballot about what we want the money for. Pat said it has always been her understanding that the Plan of Development came first with the approval of the BOT. Pat said the only documentation she has seen about a Plan of Development is the Master Plan that was approved by the BOT in 2007. Pat said this should be a resolution of the BOT, agreeing to follow this plan. Pat said she would like this clarified before she can make a decision to be for or against the ballot initiative. Pat said she is not in agreement with the

amount on the ballot initiative, but she might be persuaded, but maybe not at this time.

Peter Stader said that the ballot language is not yet finalized and that one of the first actions, should the ballot initiative be approved, would be the updating of the Master Plan and the BOT would have to approve the Master Plan before we move forward. Without an updated Master Plan that the BOT approves, nothing would be going on.

Paul Turnburke said he would like to clear up some of these questions. First, the Master Plan is a document that guides the organization. A Master Plan is a big vision that might include a number of projects. A Plan of Development would be a description of a project we want to undertake, that may or may not be in that Master Plan. There may be some small projects that may not be in our Master Plan. Paul said he would like to think that we are a small enough community, that if someone came forward with a great idea or project that didn't require a lot of money to implement or complete, that we could move forward on this with a Plan of Development for this particular project. Plan of Development's are very succinct documents that state exactly what we want to do.

Paul said we feel that updating our Master Plan is important because we need to look at what we started with and update it, adding and deleting ideas and get it current with everybody's thinking. Paul said the Plan of Development is a different thing, and every now and then we could come forward with a small Plan of Development, and ask the BOT's permission to at least begin the process of seeing if this something we want to pursue. If so, that would be the beginning of a lengthy review process. Paul said the BOT would be in control of any project or process, as they always have been, in seeing what projects get reviewed and move forward.

3. Paul started his Director's report by saying that Teresa Warren, Ken Adler and Steve Culver have been with the NDDA since the beginning and he is sorry that they have all decided to resign from the NDDA Board and that he will miss working with them.

Paul said he talked to Amanda McDowell, who is running FDGDays, and he said he would like to make some of our "Nedestrian" pedestrian crossing flags available to her on a loan for her to use. Paul was asking the NDDA Board for direction on this, if a loan of the flags to Amanda would be something we would be willing to do. The consensus of the NDDA Board was this would be okay.

Paul said that Ray Rovey has volunteered to secure our Pedestrian Crossing signs from blowing over. Paul said he has contacted Jason with Public Works to ask him if that is okay. Paul said he hates to have to turn down a volunteer that wants to do something. Paul has yet to hear back from Jason.

Paul said he attended a focus group meeting for the PROSAB Master update. Paul said the consultants wanted to receive input from the business community. Paul said he had the form available for anybody who would like give them their thoughts. Paul said Feb. 23rd, is the kick off meeting with these consultants, at 7PM at the Community Center.

Paul then talked about the rules of the election. Paul's interpretation of these rules is that as members of the NDDA Board, we can pass a resolution in support of the ballot question, and he has asked Annette to see if the BOT would also do a resolution in support of this ballot issue. Alisha Reis explained that main rule is that you, (NDDA Board), cannot spend any funds in support of this initiative and that we should work with our attorneys on drafting the wording of this resolution. Alisha said that the law still allows each of us to advocate on this issue on our own, as individuals on our own personal time. Committees that are advocating for issues must register with the State.

Alisha said that Feb. 17th is the deadline to get all the pro and con arguments collected to be included in the election book.

4. Alisha Reis said that the BOT referred the questions to the ballot. Alisha said at this time we need to be in close contact with our attorneys on what we do or say as a Board from here forward. Alisha wanted to remind everyone of the joint workshop with the BOT on Jan. 31st. Alisha said the public is welcome at this workshop. Alisha mentioned that the ECO Pass launch is coming up and that they will also be available at Town Hall on Friday afternoons from 2-5PM.

5. There were no bills or minutes to approve at this time.

6. Tom Lawson, of 91 Sundown Trail, said he was disappointed that the Phase 2 sidewalk project was voted down by the BOT, he felt that project was very important for the vitality of this community. He wanted to encourage the NDDA Board, and thanked us for our service to the community. He wanted to encourage the BOT to support this ballot initiative, that it was very important. Tom said you can sit and nitpick all

these little details, but then you don't move ahead and the most important thing is that we move ahead in this type of environment. If we don't move ahead we will fall behind. One the most important things this creates is employment. Employment is very important to a small community and people need to see beyond the horizon, not just what they see in front of them. It is the future that counts and the future that we will all leave as a legacy to this community. Tom said that he and his wife would like to make a donation to the adopt-a-planter program and he gave Paul a check for \$100.00, and if we needed it he would be happy to make another donation to help our cause to move ahead. Paul thanked him for the check and words of support on behalf of the NDDA.

7. Under new business was a discussion of our outreach efforts to our constituents on the upcoming ballot initiative. Paul had sent to the NDDA Board a DRAFT letter for our constituents on the upcoming ballot initiative for our comments. Paul said he also forwarded copies of this DRAFT letter to Teresa and Alisha at Town Hall for their input. Paul said some form of this letter will eventually go out to our constituents. Paul said that Teresa Myers is working on a list of the electors in the NDDA District. Paul said when a final list is available, we can begin to send them the information on the upcoming ballot initiative.

Paul said we might want to do our outreach in two steps. First is educating the electors on what the election would mean to them and how they can participate in the election. The other thing Paul said would be helpful is to hear from the electors on what they see as the future for the NDDA and we could include a list of projects that they could fill out as a survey, ranking the projects in order of importance to them, projects they could support as well as add ideas for new projects. Paul said his job as Director would be to give the NDDA Board the tools they can use to outreach to our constituents, one on one and to help facilitate and conduct some smaller meetings for different areas within the NDDA. Paul said he was looking for NDDA Board input on how we move forward on this.

Peter Stader said he was concerned about moving forward on this letter at this time without first going over it with our attorneys. Peter said that we may not be able to do anything about this DRAFT letter at this time.

Other NDDA Board members gave Paul their comments on the outreach program. The discussion then turned on the need and purpose of the NDDA, and the support we may or may not have from the BOT. A lot of

the discussion turned to the frustration of having to change from an organization that could get things done to one that was being totally consumed by processes. That the direction we were heading in was that we will be micro-managed by the BOT and if that is the way it is going to be, why even have a DDA. NDDA history was brought up, why and how the NDDA was formed. Frustrations and ideas were aired by NDDA Board members and members of the public.

8. Meeting was adjourned at 9:45 A.M.

Out next NDDA meeting will be on Tuesday, Feb. 14th. The meeting will take place at 8:00 AM at the Pioneer Inn, unless otherwise notified.

Submitted by Stephen Culver, Secretary NDDA.

Note: These minutes were never formally approved by the NDDA due to a majority of the membership resigning

Resignation Letter of Teresa Warren

To the citizens of Nederland and members of the Nederland Downtown Development Authority District,

It is with much deep thought and great consternation that I submit my resignation from the Nederland Downtown Development Authority, effective immediately. As Marge Simpson said, "Well, maybe one person could make a difference, but maybe they shouldn't." That pretty much sums up my feelings at this moment. I know myself well enough to know I am a do-er. What got me in this position in the first place was being tired of the way this Town looked and what little was being done about it. That was 20 years ago. My point is that rather than complaining about it, I chose to be proactive and volunteer my time and give my community the benefit of my professional experience in downtown revitalization to try to make a difference. Many years ago, I chose that career because I had a passion to see historic downtowns and mom and pop stores thrive in the face of the new commercial monster of shopping malls. It is difficult for me to imagine our own small community shooting their own foot by choosing not to continue the positive momentum of the sidewalks. In my opinion, this was a great project for keeping our tax dollars here, not down the mountain, which is

Nederland's commercial monster. I guess after all, Marge is a cartoon character. What does she know about real life?

First, I have to say these have been important years to volunteer on the NDDA Board. It has been fulfilling and exciting to be instrumental in creating visions for future community projects and meeting so many potential Ned liaisons and patrons of our efforts. To those I have served with on the NDDA Board over the last seven years, you HAVE BEEN MY ROCK!! You are some of the most passionate, community-minded business champions this town has ever fostered. Working together, we succeeded in forming a strong organizational and financing mechanism to bring our business community into the 21st century. Due to our energy and efforts, we have been successful, making many improvements to Nederland's infrastructure and positively stimulating its sales tax revenues.

Forming the NDDA has given Nederland commercial property and business owners a new voice in town policy. This is of high importance, as over 90% of NDDA constituents do not live in Nederland proper, yet pay the overwhelming majority of sales and property taxes that keep the town's coffers flush with revenue. It was a matter of common sense that the NDDA voting members overwhelmingly approved the creation of this entity in the first NDDA election in 2005. I hope these members continue to give the NDDA Board their vote of approval and gratitude by approving the April ballot initiative to allow the NDDA to spend its TIF funds on specific projects and renew the 5 mil levy so the NDDA can have professional management.

I leave this position knowing I have made a difference in my community. Whenever I see people using the "sidewalk to nowhere", I will always feel the joy of being involved with helping to make this town a safer place to walk, bike and play. The flower pots and the gardens we have planted will continue to blossom and evoke and exude a sense of community pride to all who look. For me, the John Deere tractor stands for the NDDA's commitment to maintain the infrastructure improvements it builds.

Good luck to everyone who is out there volunteering your time to help our Town. You are doing a wonderful service. And to those of you who are not

currently serving on any Town Boards, consider being involved in a positive way and work toward making the difference you care about.

Teresa Warren, owner, Off Her Rocker Mercantile and Fine Things4 East
First Street Nederland, CO. 80466