

Town Of Nederland
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
NEDERLAND COMMUNITY CENTER 750 Hwy 72 Nederland, CO 80466
Back Stage Theatre

August 14, 2012 7:00PM

AGENDA

A. CALL TO ORDER

B. ROLL CALL

C. PUBLIC COMMENT

D. CONSENT AGENDA

1. Approval of July 10, 2012 Regular Meeting Minutes
- 2 .Approval of Treasurer's Regular Meeting report for August 14, 2012
3. Approval of Warrants

E. INFORMATIONAL ITEMS

1. Report on DCI Conference - Ron Mitchell
2. Executive Director report - Paul Turnburke
3. Drawing for gift certificates from participants in the Spring DDA Survey
Gift Certificates were donated by New Moon Bakery, Ace Hardware and Peak to Peak Imports
4. DAT report - Pat Everson/Ron Mitchell

F. ACTION ITEMS

1. Consideration of Rescheduling of meeting date
2. Consideration of Board member participation in the Comprehensive Plan Update
- 3 Consideration of the Adopt a Planter/flower Task Force
4. Consideration of Communications Task Force responsibilites and strategy
5. Consideration of Communications Task Force writing a column for the MT-Ear.

G. DISCUSSION ITEM

H. OTHER BUSINESS (NEW)

G. ADJOURNMENT

The NDDA Board encourages citizen participation. Public hearings and the “unscheduled citizens” agenda item allow an opportunity to address the Board. Discussion is limited to 3 minutes and please address your comments to the Board. Thank you for your cooperation.

The NDDA Board may take action on any item included on this agenda, regardless of the heading under which such item appears. Discussion items may become action items if the Board determines that deferring final action on an item to a subsequent meeting is unnecessary or unwarranted and that taking immediate action does not compromise any third-party's rights.

The NDDA Board of Trustees meeting packets and agendas are prepared by Friday before the Tuesday meetings and are available on the NDDA website, www.neddda.org. Copies of the agendas and meeting packet are available at no cost via email from info@neddda.org. The information is reviewed and studied by the Board members, eliminating lengthy discussions to gain basic understanding. Short discussion on agenda items does not reflect lack of thought or analysis.

Town of Nederland
Nederland Downtown Development Authority
Minutes to the Meeting
July 10, 2012 at 7:00 pm
held in the Multi-purpose Room of the Community Center

- A. Call to order
- B. Roll call of members present: Mary Ann Rodak, Katrina Harms, Annette Croughwell, Pat Everson, Donna Kirkpatrick
Also present were: Paul Turnburke, Eva Forberger, Alsiha Reyes
Absent: Ron Mitchell and Will Guercio
- C. Public Comment: Pat Everson congratulated our 2 new 4 years appointees, Mary Ann and Katrina.
- D. Consent Agenda
 - 1. Minutes from June 26 were approved
 - 2. Treasurer's Report was given and discussed. Eva also informed us regarding the new Recycle and Trash containers that are coming to town. They are bear proof and will be recycled by Green Girl recyclers
 - 3. Motion was made and all approved of the Treasurer's report
- E. Informational items
 - 1. Executive Directors Report given by Paul Turnburke
Discussion was held as to exactly what Paul's commitments were in regard to his attending the many meetings he does. He said he had done so as the representative of the DDA. He was requested to serve on the Comprehensive Plan update because of his DDA attachment. However Annette Croughwell is also part of this and could be the point person for the DDA.
 - 2. DAT Report given by Pat Everson.
 - 3. Paul reported that Ron Mitchell will be attending the DCI training in Denver on the 11th. There will be a conference in Golden in September that we might want to attend.
- F. Action Items
 - 1. Consideration of new direction for organizational duties of the NDDA. S. Discussion was held regarding what interests each of the DDA members have and forming tasks forces for the various interests to achieve more direction and involvement form the community. Mary Ann said she felt she is still learning and doesn't see a clear project at this time. Katrina is interested in the community process and working with information dissemination to the public via the website and Facebook primarily. Annette stated she is already serving on the Comp Plan update and wanted to stress that the DDA needs to make everything public via the new NPP process. Donna stated she is interested in the adopt a planter and park program and would like to coordinate.

2. Alsiha stated we should set a joint session with the BOT so all is in alignment with how we proceed. She will set the request for a joint meeting as soon as possible. Annette stressed how we need to maintain a good relationship with the BOT citing the turning point in the past was the joint meeting with them at the Best Western.
A motion was made that the NDDA should organize around the idea of tasks forces. Because the issue is so complicated Alisha suggested we bring this back as an action item specifically stating the task forces to be created and whom would head them up in the next meeting. The item was tabled until a slate of tasks could be put together and resubmitted.
3. Consideration of a new job description for the NDDA Executive Director. Eva feels we need to remove the designated hours breakdown out of the description. This could possibly change as projects are initiated and then completed. A motion was made to approve the job description of Executive Director with a part time salaried position with a 40/60 salary split by Annette and seconded by Pat. The motion passed by all.
4. Consideration of a selection committee to hire a clerical staff for the board. Discussion was held and Eva explained that the position would be a part time 6 month position who would receive a 1099. They would be expected to have their own computer as we have none. We could however authorize the purchase of equipment for their use. The position would be approximately 7-10 hours per week. Katrina asked if this position could possibly share a space with the chamber. Paul offered his office space for a the clerical position. Could we achieve are data and materials with the Town's in the Community Center? Who would do the actual hiring?
There was discussion that the job should be an hourly position rather than an Independent Contractor, as the hours needed to be stated and we could not comply with the Independent Status rules. Mary Ann stated that the Executive Director should do the hiring and it was decided that Paul and Katrina would be the selection committee to hire the staff. Mary Ann made a motion to set up the selection committee of Paul and Katrina to hire an hourly employee as Secretary for the NDDA Board. The motion was seconded by Pat Everson and passed
5. Consideration of a Communications Task Force. Mary Ann made a motion to create a Task force for Communications with Katrina Harms, Pat Everson and Paul Turnburke. The motion passed.
6. Consideration of determining the NDDA representative on the RFP selection committee. Paul discussed the process and stated the bulk of the time spent would be in August. Donna made a motion for Ron Mitchell, Pat Everson, Katrina Harms, Alisha Reyes and two BOT member to be involved, the Mayor and Mayor Pro Temp. Pat seconded the motion. Motion passed.
7. We moved ahead to item #7 considering hiring Flagstaff Surveying to perform the work related to NEDPEDS. The work does not reference the CHARN markers as that will be done later. A motion was made to move forward to hire Flagstaff pending the approval of the IGA by the BOT on

July 17th. The survey is to cost \$5900 per the estimate. The motion was seconded and passed.

8. Consideration of renting the Multi-purpose room for the NDDA meetings. We do not have to pay the Community Center, but they are in dire need of income to continue their operations. Since we would effectively be blocking them from potential earnings it was agreed that we should pay for the use of the space. They only charge \$25 per hour with the addition of set up and break down fees should we request that. Katrina stated that we need to have consistency and provide an adequate space for the community should they choose to attend. A motion was made to pay the 2 hour fees plus the set up and break down costs of approximately \$62 dollars a month for our meetings in the community center multi purpose room. The motion passed.

Annette Croughwell made the motion to adjourn at 8:48PM.



MEMORANDUM

To: NDDA Board

From: Eva Forberger, Treasurer
Town of Nederland

cc: Alisha Reis, Town Administrator

Date: August 10, 2012

Re: Treasurer's Report

Since the last report, the DDA received two small invoices: one related to printing services at Business Connection and the other from Chris Smith for additional flowers. I have asked Public Works to provide an accounting of their time on both the flowers and sidewalks. I should have those figures for you by the next meeting.

Also in preparing for the 2013 budget, I broke out more details for prior year (2011) figures and noticed that the debt payments for the tractor were not booked against the TIF revenue. The adjustment for the tractor payments benefits the non-TIF balance by approximately \$5k.

TOWN OF NEDERLAND
DDA FINANCIAL REPORT JULY 2012

	YEAR TO DATE			FULL YEAR							
	2012		FORECAST REMAINING	2012		VS. BUDGET		2011			
	ACTUALS	% OF FORECAST		FORECAST	BUDGET	var	%	PRIOR YEAR	var		
BEGINNING FUND BALANCE	70,335			70,335	122,589	A		96,859			
NON TIF FUNDING											
TAXES	22,249	83%	4,474	26,723	26,723	0	0%	27,516	(793)	-3%	
INTERGOVERNMENTAL	66,677	35%	124,230	190,907	-	190,907	B	8,000	182,907	2286%	
LOAN PROCEEDS	117,000	72%	45,000	162,000		162,000	N				
MISCELLANEOUS	491	41%	709	1,200	-	1,200	G	2,258	(1,058)	-47%	
INTEREST	183	37%	317	500	-	500		714	(214)	-30%	
TOTAL REVENUE	206,600			381,330	26,723			38,488			
PERSONNEL	13,602	57%	10,158	23,760	7,630	16,130	211%	C	19,528	4,232	22%
LEGAL FEES	6,044	60%	3,956	10,000	3,000	7,000	233%	D	11,121	(1,121)	-10%
TREASURER'S FEE (TAX COLLECTIC	1,698	85%	302	2,000	-	2,000	E	1,981	19	1%	
ACCOUNTING FEE	500	29%	1,250	1,750		H		3,178			
CAPITAL OUTLAYS	312	0%	205,928	206,240		206,240	N	66,612	139,628	210%	
PROSAB GRANT		0%	1,000	1,000			G				
SIDEWALK MAINTENACE		0%	4,000	4,000			I	5,873			
FLOWERS/PROJECTS	2,131	59%	1,494	3,625			G	4,441			
OTHER	487	49%	513	1,000	525	475	90%	F	8,293	(7,293)	-88%
TOTAL EXPENDITURES	24,775			253,375	11,155			121,026			
TIF FUNDING											
TAXES	90,057	88%	11,872	101,929	101,929	0	0%	104,413	(2,484)	-2%	
TOTAL REVENUE	90,057			101,929	101,929			104,413			
DEBT SERVICE	25,243	12%	181,905	207,148	47,400	159,748	337%	N	48,399	158,749	328%
TOTAL EXPENDITURES	25,243			207,148	47,400			48,399			
ENDING FUND BALANCE	316,974			93,071	192,686			70,335			
NON TIF FUNDS BALANCE	61,839			7,969	(51,750)				(119,986)		
TIF FUNDS REMAINING	255,135			85,102	244,436				190,321		

**TOWN OF NEDERLAND
DDA FINANCIAL REPORT JULY 2012**

NOTES:

- A) Beginning balance is less than budget due to the timing of CDOT reimbursement for sidewalks phase 1
- B) Represents the CDOT reimbursement for Sidewalks Phase 1 which was forecasted to hit in 2011
- C) Assumes an Executive Director will stay on for the full year.
- D) Increased Professional fees to account for higher legal fee (\$4k) for DDA ballot initiative than budgeted and continual legal support.
- E) Did not budget for Boulder County Treasurer's fee for collection of taxes. Should include going forward or net out of revenue.
- F) Increased to account for office supplies/postage/website maintenance/membership dues
- G) Additional Revenue from the Adopt A Planter program/additional costs from the flower plantings/sidewalk maintenance
- H) Assume accounting fee allocation of \$250 per month starting in June
- I) \$1K GRANT FOR PROSAB MASTER PLAN FOR GATEWAY PARK

NOTES: (N)

Capital Outlays

NEDPEDs	166,240
Sidewalk Enhancements/Lakeview Intersection	40,000
Total	206,240

Intergovernmental

CDOT	124,240
CDOT Phase 1	66,667
Total	190,907

Debt Service

Budget Debt Payments	47,400
Sidewalk Phase 1 Old Costs	80,000
NedPeds	42,000
Sidewalk Phase 1 Fixes	40,000
Interest on new loans	540
Payments on Refinaced Loan	22,584
Savings from Payments on Old Loan	(25,375)
Total	207,148

**TOWN OF NEDERLAND
DOWNTOWN DEVELOPMENT AUTHORITY**

WARRANTS

WARRANTS FOR 08/14/12

Date	Number	VENDOR	AMOUNT	DESCRIPTION
10-Aug	26557	Mountain Design & Publishing	\$ 84.71	printing services
10-Aug	26571	Chris Smith	\$ 313.00	flowers
Total Non Payroll Warrants			\$ 397.71	

fNEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
DIRECTORS' REPORT
AUGUST 14, 2012

1. Financial

Chris Smith submitted a partial bill for \$313 for maintenance (trimming, weeding, and fertilizing), purchase and planting of additional plants for pots, and replacement plants for bridge due to vandalism. This leaves \$181 from the original proposal to cover things until the end of summer.

Business Connection submitted a bill for \$84.71 related to printing costs.

2. Time Reporting

The following is a breakout of my time related to the NED PED project and basic administrative tasks. Since July 6, my time breakout is as follows (as of July 6):

NED PED time	22.0 hrs (59%)
<u>Administrative time</u>	<u>16.5 hrs (41%)</u>
Total time	38.5 hrs (100%)

3. The majority of my time was directed towards the NED PED project. Some of the tasks I worked on were:

Discussion with Lee Staedele re: approval of proposal, scope of work, and schedule

Discussion with Alisha re: organization of Ned Ped project relative to town staff

Research pre-qualified CDOT consultants for invitations to respond to RFP

Attended Comp Plan Steering Committee Meeting and BOT meeting

Discussion of water quality data with City of Boulder Water Dept.

Work on scheduling EPA Biodiversity Workshop

Meetings with Katrina and Ron re: Secretary job position description, advertisement, and process

Working with Pat on BOT packet, RFP Consultant Selection Committee

Respond to consultant questions related to RFP

Working on NDDA board packet

Responded to an inquiry from a potential new business in town, a nanobrewery.

The RFP for the Ned Ped project is in the advertisement period and proposals are due on 8/17. After that date, the Selection Committee will review the proposals and select a short list of consultants to schedule interviews with. Then they will work to make a final consultant selection for approval by the BOT.

In addition to working on the Selection Committee, Pat and I have researched community educational opportunities related to the Ned Ped project and are also planning to have a Technical Review Committee (consisting of Alisha R., Jason M., Mark W., and possibly Eva F.) to review plans from a town perspective related to items like life cycle cost analysis to determine both short and long term implications for maintenance and replacement. And Jim Shelly, Water Quality Specialist for the City of Boulder who has been doing water sampling and testing for over 20 years has agreed to work with consultants to review water quality data and any concerns.

We have received two resumes for the position of Secretary and the Selection Committee (Ron, Katrina, and myself) will be meeting to review and schedule interview(s). Any board member interested in participating in the interviews is welcome. We would like feedback from the board relative to hiring for this position. Should we go ahead and hire a Secretary or bring our suggestion to the board at our next meeting for approval?

The Downtown Colorado, Inc. Annual Conference will be in Golden this year, September 12-14. A digital copy of their program is included for board members to learn more.



DOWNTOWN
COLORADO, INC.

Design, Develop and Deliver: Partnerships for Shaping Vital Downtowns

DCI invites you to join us for our most interactive conference ever! You'll learn techniques to **DESIGN** a vibrant community, **DEVELOP** strategies for partnerships, and **DELIVER** an economically sustainable commercial district.

Our 2012 annual conference is designed to facilitate peer-to-peer interactions so you learn from your cohorts in communities across Colorado. Sessions and mobile tours will also highlight the community revitalization efforts that have helped Golden, home of the 2-hour vacation, to become a dynamic, vibrant place to live, work, visit, shop, dine out, attend school, and retire!



This year's distinguished speaker line-up features:



Amy Cortese
author of *Locavesting*



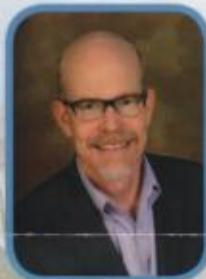
Rich Kylberg
Arrow Electronics



Steve Mouzon
Mouzon Design



Jon Schallert
Destination Bootcamp



Brad Segal
Progressive Urban
Management Assoc.

Program Partners



Conference Host & Sponsors



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Portell Works
The Communications of Place

PiperJaffray

Grimshaw
& Herring



Bohannan Huston



Design, Develop and Deliver: Partnerships for Shaping Vital Downtowns

WEDNESDAY, SEPTEMBER 12, 2012

Pre-Conference Tracks:

- Main Street Track (facilitated by the Department of Local Affairs)
- Creative District Track (facilitated by Colorado Creative Industries)
- Pedestrian Safety, Part I*
- How to Prepare Downtowns for the Tidal Wave of E-commerce*
- Citizen-Powered Policy Change & Home-Grown Public Outreach*
- 2012 Mid-Year Economic Update
- The Silverton School Rehabilitation Story*
- Community Marketing Trials & Successes
- Alleys, Breezeways & Public Art: Creating Gathering Spaces
- Mobile Tours include: Pedestrian Safety, Part II: Golden Walkability Audit; Historic Neighborhoods; and Foothills Art Center

Lunch-Time Plenary: Five Years Out, Rich Kyleberg, Arrow Electronics

Evening Plenary: Community Development & Legislative Redistricting, Brad Segal, Progressive Urban Management Associates

Mayor's Welcome Reception & Networking Dinner: Enjoy Golden's welcoming hospitality and locally sourced fare, visit with conference sponsors, and network with conference attendees. Networking activity led by Marilyn Manning, Manning Business Solutions.

THURSDAY, SEPTEMBER 13, 2012

Morning Plenary: Destination Bootcamp, Jon Schallert, The Schallert Group

Break-Out Sessions and Mobile Tours include:

- Sustainability Toolkit for Family-Friendly Cities*
- Market-Based Planning & Implementation*
- Public Participation, Part I: Tools & Techniques for Community Engagement (3-Part Series)*
- Think Like a Developer: Understanding the Real Estate Development Process in Your Downtown*
- Mobile Tours include: Clear Creek Path Revitalization; Public Participation, Part III; Coors VIP Tour; and Downtown Sustainability & Energy Efficiency Initiatives
- Asset Mapping & Real Estate Transactions* (CLE Credit)
- Placemaking to Revitalize Mixed-Use Neighborhoods*
- Parking: A Strategic Community Asset*
- Colorado Community Development Financial Institutions*
- Placemaking to Revitalize Mixed-Use Neighborhoods*

Lunch-Time Dine-Arounds*: Six topics, six Golden restaurants, and an interesting and often spirited discussion on topics affecting Colorado's downtowns.

- Public Participation, Part II
- Creative Industries*
- Special Districts & Financing Mechanisms*
- Healthy Communities by Design
- Healthy Food Initiatives
- Locavesting (Local Investing)

*Pre-registration and Dine-Around payment are required! Lunch is included in Dine-Around registration; tickets will be given at check-in.

Round-Table Forums:

- Mini Bootcamp
- Understanding Options for Special Districts*
- Creating an Incentive Strategy to Stimulate Development
- Attracting Investments to Your District*

Exhibitor Networking Breaks: Connect with DCI sponsors and vendors to gain valuable insight into products and services to enhance your revitalization initiatives.

2012 Governor's Awards for Downtown

Excellence Gala Dinner: Join us in honoring outstanding achievements in revitalizing downtown and neighborhood business districts.

FRIDAY, SEPTEMBER 14, 2012

Policy + Space: An Interactive Discussion to Shape Policy Affecting Colorado's Downtowns:

- Panel Discussion
- Round-table Topics Include: Energy and the Environment, Regionalism and Connectivity, and Locally Grown Resources

Plenary: Locally Grown: Agrarian Urbanism, Steve Mouzon, Mouzon Design and author of *The Original Green*

Note: Single-day registrations are available

***CM Credits**

Design, Develop and Deliver: Partnerships for Shaping Vital Downtowns

Creative District and Main Street Tracks:

Wednesday, September 12:

DCI is pleased to announce a Creative District Track for this year's pre-conference sessions. This track will include: How to Form a Scientific & Cultural Facilities District, Data Collection Methods and GIS, and Financing Mechanisms. This year's Main Street 101 Track covers promotion, design, organization, and economic restructuring, in addition to Main Street 201: Real Estate Development. Tracks are included in full conference registration or are available through Wednesday-only registration.

Governor's Awards for Downtown Excellence Gala

Each year, the Governor's Awards for Downtown Excellence Gala serves as the highlight of our three-day conference. Held on Thursday, September 13, 2012 in the evening, the gala will celebrate the amazing projects and people that are committed to community revitalization in the State of Colorado. This year the gala will open with a reception in the American Mountaineering Center Museum. Get ready to cut loose and have some fun while honoring the important revitalization work in our state! Governor's Awards Gala tickets are included in full conference registrations and are also available for individual purchase.

Conference Lodging

Table Mountain Inn, \$138/night
1310 Washington Avenue, Golden, 800.762.9898
www.tablemountaininn.com
To learn more about the City of Golden, please visit
www.cityofgolden.net

U.S.D.A. Rural Development Registration and Travel Scholarships

DCI offers \$200 reimbursable registration scholarships and travel grants to eligible low-income, low-population communities with funding from a U.S.D.A. Rural Development grant. Travel grants can be used to reimburse eligible local governments for travel expenses, including mileage and hotel costs. Please contact DCI at events@downtowncoloradoinc.org to inquire.

Promote Your Downtown!

Tour of Colorado's Downtowns Silent Auction

DCI invites all Colorado communities to participate in a fun promotion of Colorado's downtowns! For the second year, DCI is hosting a Tour of Colorado's Downtowns Silent Auction. Downtowns can develop a "Night in [Your Town]" package. Visit the conference website for details and to submit your package.

Conference Registration*

Registration Type	DCI Member Pricing	Non-Member Pricing
Early-bird registration (by Aug 17)	\$210	\$310
Standard registration (after Aug 17)	\$285	\$375
Emerging Leaders* (student members)	\$135	N/A
Wed, Sept 12, only (includes Main Street Track)	\$80	\$95
Thu, Sept 13, only	\$155	\$175
Fri, Sept 14, only	\$115	\$135

*Full conference registration includes:

Pre-conference sessions, welcome reception, educational sessions, mobile workshops, round-table forums, exhibitor hall admission, Governor's Awards for Downtown Excellence Gala Dinner, plenary sessions.

Additional Tickets*

Additional Tickets	DCI Member Pricing	Non-Member Pricing
Plenary Lunch (Wed, Sept 12)	\$30	\$30
Networking Dinner (Wed, Sept 12)	\$35	\$35
Lunch-time Dine-Arounds (Thur, Sept 13)	\$30	\$30
Governor's Awards Gala Ticket only (Thur, Sept 13)	\$75	\$75

*Ticketed Events NOT included in Conference Registration:

Plenary Lunch, Networking Dinner and Lunch Time Dine-Arounds

Ticketed Events for those NOT attending the conference:

Wednesday Luncheon, Networking Dinner, Lunch-Time Dine-Arounds, and Governor's Awards for Downtown Excellence Gala Dinner

Cancellations & Refunds

All cancellations or refund requests must be submitted in writing. Written cancellations received by August 10, 2012 will receive a full refund minus a \$25 administrative fee. Cancellations received after August 6, 2012 will receive a 50% refund. Cancellations received after August 20, 2012 will not receive a refund. A \$25 administrative fee will be applied to all refunds for cancellations. Cancellations and refund requests can be faxed to 303.282.0658 or emailed to events@downtowncoloradoinc.org.

Nederland Pedestrian Enhancement Design (NedPeds)
and
Nederland Pedestrian Transportation and Storm Water Management
Improvement Project

Up dated Report from the Design Advisory Team

August 14, 2012

The DAT continues to get emails and input from citizens whose property is impacted by the project. We have also heard very positive comments from other citizens on how the public will be involved in the design process.

The RFP Selection Committee has been chosen and all have accepted. They will be Paul Turnburke, NDDA Director, Ron Mitchell - Chairman NDDA, Pat Everson - Vice Chairman NDDA, Katrina Harms - NDDA Board, Alisha Reis - Town Administrator, Joe Gierlach - Mayor, Kevin Mueller - Mayor Pro Temp. and Abra Greissler - CDOT

The RFP has been released and advertised in various places. The Proposals are due August 17, 2012 at 4:00. They will be opened and circulated to the Selection Committee, to be studied and reviewed. The Selection Committee will meet on August 22, 2012, 7:00 to discuss and prepare a short list of applicants by Friday August 24. Final selection interviews will be scheduled between August 27-30th. Final selection will be on Friday August 31.

Meanwhile, we have received a memo from the Mayor -Joe Gierlach, indicating that we may not be able to obtain additional grant money for the design portion of the project. He has advised that we should only consider our original budget amount of \$78,000 for design, of which we have allocated \$6000 for completion of the necessary survey work.

The Mayor indicated that there has been a great deal of discussion at DRCOG about the process and procedure for this new \$40M available vs \$80M that has been submitted for new projects. Our Ned approach was to ask for an increase in an existing approved project and not apply for a new project, which would have been included in the \$80M.

Further, he indicated that there have been additional Federal rules and programs that will impact these projects,(primarily FastTracs related projects). The latest is called "MAP-21".

The Mayor's recommendation is that we continue to focus on our own approach, hire the Landscape Architect/civil engineer, determine how much more we will need to complete the project and then go back to DRCOG possibly under the MAP-21 process.

So, although the news is not the best at this point in time, there is still a chance that we will be able to get more funding for construction, which would definitely help with our sustainability goals.

AGENDA INFORMATION MEMORANDUM
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
MEETING DATE: August 14, 2012

INITIATED BY: Paul Turnburke

INFORMATION: ACTION: X OR DISCUSSION:

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AGENDA ITEM: Discussion regarding rescheduling our regular meetings

SUMMARY: As Teresa M. was reviewing scheduling of town board meetings, she realized that our regular meeting time overlapped with the date for town board work sessions. Therefore, in order to avoid conflicts for members of the public as well as our BOT liaison, it was requested that we move the date of meetings.

The available dates throughout the month are: all Mondays, 1st and 3rd Wednesdays, and 1st and 4th Thursdays. I have also learned from Dawn B. that the 4th Thursday of September, Art at the Center has reserved the multi-purpose room from 5-9 pm, so that date would not be available for us to meet in that room. Dawn has mentioned that she gets frequent requests for Thursday evening meetings.

RECOMMENDATIONS: Decide on a time and date that is agreeable to all.

FINANCIAL CONSIDERATIONS: None

AGENDA INFORMATION MEMORANDUM
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
MEETING DATE: August 14, 2012

INITIATED BY: Paul Turnburke

INFORMATION: ACTION: X OR DISCUSSION:

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AGENDA ITEM: Discussion on participation by board members in the current outreach process being initiated by consultants working on the update of the Comprehensive Plan.

SUMMARY: The consultants working on the update of the Comp Plan have requested that members of the Steering Committee assist them with ways to connect to the community in order to get feedback for the new plan. I informed them of the desire by the board to be more visible in the community and of discussions related to creating smaller groups within the district for individual board members to meet with. This possibility was well received by the consultants, with the understanding that the board would consider this idea and respond. The consultants have indicated that they can assist the outreach efforts by providing collateral material, like guidelines on how to have effective meetings, and potential questions/topics for discussion.

RECOMMENDATIONS: The Board should discuss the basic concept of smaller sub-zones of the district and individual board member assignments, and if the idea is agreeable, decide if this is a good fit as a first meeting topic. There could also be other ways for the board to assist the planners in obtaining public feedback.

FINANCIAL CONSIDERATIONS: None

AGENDA INFORMATION MEMORANDUM
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
MEETING DATE: August 14, 2012

INITIATED BY: Donna Sue Kirkpatrick

INFORMATION: ACTION: X OR DISCUSSION:

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AGENDA ITEM: Creation and Appointment of NDDA board members to Adopt a Planter and Flower Task Force

SUMMARY: A task force for planters and town flowers should be created to address a program for informing people about how to donate to the Adopt A Planter program and how to assign planters to donors. Also needed is a program to contact prior donors to see if they want to continue. The Task Force would aid in the selection process for contract labor to plant the planters in the spring. This Task force would be headed up by Donna Kirkpatrick with the help of one other NDDA board member.

The Task Force would also consider other areas of the District that might be included in the program. There should be some interaction with the Town Adopt A Park Program, with consideration of putting some of our flower projects in the Adopt A Park Program headed by PROSAB.

RECOMMENDATIONS: Approval of the Adopt-A-Planter and Flower Task Force headed by Donna Kirkpatrick and a volunteer from the Board to assist.

FINANCIAL CONSIDERATIONS: Creation of an Adopt A Planter fund to help finance the purchase and planting of the Planters in the District. This will increase our budget in the future for allocation of our non-TIF funds which is extremely limited at this time. With increased funding we may be able to expand the program to include other areas of the District.

AGENDA INFORMATION MEMORANDUM
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
MEETING DATE: August 14, 2012

INITIATED BY: Katrina Harms

INFORMATION: ACTION: X OR DISCUSSION:

AGENDA ITEM: Discussion on creating a communications/social media strategy for the NDDA.

Discussion of/Information on creating a communications/social media strategy for the NDDA

SUMMARY: The NDDA Website is not as navigable as it should be to people looking for information on the board, meetings or current projects. It also badly needs to be updated with the new projects.

To be as transparent and community focused as possible it is important to communicate often and in ways all people accept communication. This can be done easily with a strong strategy and process. Creating a Communications/Social Media strategy would ensure that every means available is being utilized to communicate with stakeholders and the community.

Facebook posts should happen regularly and as often as the Website is updated. It could be used very effectively to not only share what the NDDA is doing but also what other communities are doing and news items and stories that are relevant to what the NDDA is trying to accomplish.

An easy newsletter format should be created (mail chimp or similar product) to communicate via email to those who prefer emails. These newsletters can also be printed to send to those who do not communicate electronically and could be put at the Community Center and Town Hall.

RECOMMENDATIONS: Immediately: Review and Update Website with new project information (nedpeds). Edit pages that have very outdated information. This should be done by the Communication Task Force. Coding would be done by Board Member Katrina Harms.

Next 30 days: With input from the Communication Task Force reorganize/restructure Website to present information in a more accessible way. Create and implement a social media/communications strategy that will include regular updates on projects to the community through Facebook, Website and media. Coding would be done by Katrina Harms and the new admin would be responsible for future Web and Facebook updates.

FINANCIAL CONSIDERATIONS: No financial impact on NDDA except for time spent by admin.

AGENDA INFORMATION MEMORANDUM
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
MEETING DATE: August 14, 2012

INITIATED BY: Katrina Harms/Pat Everson

INFORMATION: ACTION: X OR DISCUSSION:

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AGENDA ITEM: A monthly column for the Mountain Ear.

SUMMARY: We have been asked by Barbara Hardt to write a monthly column for the Mountain Ear, similiar to the Mayor's Corner. This column would run in the same space as the Mayor's Corner, in a different week. We would have the ability to report our activities in a format and way of our choosing. Details will be worked out with Barbara if we agree. The Communications Task Force would write the column until we have decided on a Secretary for the Board and if that person would be assigned the duty.

RECOMMENDATIONS: We accept Barbara Hardt's offer to publish a column monthly devoted to the activities of the NDDA, with the Communications Task Force controlling the content and responsible for submitting to the paper.

FINANCIAL CONSIDERATIONS: None