

Town Of Nederland
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY
NEDERLAND COMMUNITY CENTER 750 Hwy 72 Nederland, CO 80466
Multi-Purpose Room
August 20, 2014
Approved REGULAR MEETING MINUTES

A. CALL TO ORDER

Meeting Convened at 6.38 pm

B. ROLL CALL

Present: Katrina Harms, Amanda Kneer, Susan Schneider, Peter Marshall, Karina Luscher, and Jeffrey Green

Absent: Kevin Mueller

Also present: Town Treasurer Eva Forberger, Town Intern Alexander Armani-Munn, Town Administrator Alisha Reis

C. PUBLIC COMMENT ON NON-AGENDA ITEMS (Speakers limited to 3 minutes)

Ron Mitchell would like to request that the "Back In Parking" item he requested to be put on the 8/20/14 agenda at the DDA 7/16/14 meeting to be discussed tonight.

Katrina Harms pointed out that the DDA had a budget workshop prior to this this meeting, so the DDA is pressed for time, and also that the DDA will be discussing parking at the 9/17/14 meeting so that would be a more appropriate time to discuss this item.

The board agrees to discuss the item at the next agenda.

D. CONSENT AGENDA

1. Approval of Meeting Minutes from the July 17, 2014 Meeting-Cindy Downing-Secretary

Amanda Kneer pointed out in Informational Item E. 2. Treasurers Report, that the word "Seth" should be changed to "staff".

Motion to approve minutes from the July 17, 2014 with the correction made my Amanda Kneer, seconded by Susan Schneider. Motion passed unanimously.

2. Approval of Warrants-Eva Forberger-Treasurer

Motion to approve warrants made by Susan Schneider seconded by Amanda Kneer. Motion passed unanimously.

E. DIRECTOR/STAFF/COMMITTEE REPORTS

1. Treasurer's Report-Eva Forberger-Treasurer

A Treasurer's report was included in the packet. Eva Forberger included a sales tax update in the packet.

2. Town Administrator Report on items affecting NDDA- Alisha Reis- Town Administrator

A report was included in the packet. This will be Alisha's last report since Kevin Mueller is a Trustee Liaison who will provide a BOT report. There is a new mixed use building going in next to the Black Forest that is about 12,000 square feet. This space will be used for warehouse, assembly, office and retail. They will also offer dock space for shipping opportunities for other other people in the community to use. They are looking to start building in the next month.

The Master Infrastructure plan was approved at the Board of Trustees meeting. They made a few tweaks and cleanups at the meeting and finalized the plan, which will be posted on the Town website. There are about \$10,000,000 in short term improvements in the next 5 years, and \$17,000,000 in long term work. Eva Forberger will be working on a financial plan for implementing the Master Infrastructure Plan. In all likelihood they will need to explore revenue expansion in the next 3-4 years.

The proposed event, Buds, Burger and Beers did not pass at the BOT meeting so it will not be occurring in the next year.

The fireworks item passed and the BOT has pledged \$5,000 to the fireworks.

3. Nederland Board of Trustees Report - Kevin Mueller

Kevin Mueller was not present to provide a report.

4. NDDA Chair Report- Katrina Harms

A report was included in the packet. The Marketing and Tourism grant that the Town approved will be \$24,108 (per Alexander Armani-Munn) with the match from the Town and DDA. The BOT approved it with some stipulations so 20% will be in advertising and the other 80% for getting people to stop as they are driving through town.

F. INFORMATIONAL ITEMS

1. Presentation in regards to establishing an entertainment district in downtown Nederland-Ron Mitchell

Ron Mitchell informed the DDA that there was an Entertainment District Law passed in 2010 that allows for downtown districts to become entertainment districts. This allows for people to have entertainment in the streets and people can carry liquor in the designated areas. It is highly successful, and since the Town of Greeley has done this, their sales tax revenue has increased 25%. The entertainment area has to be at least 20,000 feet, have 5 businesses to participate, and they have to form a board. The Greeley DDA supports this, and Ron feels the NDDA should support an entertainment district as well. Mitchell said he hired a lawyer who drafted a sample ordinance for the entertainment district and gave it to the Town for the Town attorney to review and critique. Mitchell said he would encourage everyone to go to Greeley to see their entertainment district. He also said that the events are family friendly, and many towns in Colorado are moving in this direction. Ron suggests the DDA could take funds from contingency to fund the entertainment district.

Amanda Kneer would like to know what the size of Greeley's entertainment district is.

Ron Mitchell replied that it is 2 city blocks. Mitchell also says that the Entertainment District Board can decide what kind of area they would like and decide the parameters.

Ron Mitchell states that the DDA in Greeley provides umbrellas, tables and fencing for the district. He said their expenses have gone down and revenue has gone back up.

Jeffrey Green believes an entertainment district would have ongoing costs. He thinks it is a good idea but even if the DDA were to buy the tables, umbrellas and fencing, who would set up the tables, store them, and who would clean up? Green would like to know if this would be an ongoing cost to the DDA?

Amanda Kneer feels it is divergent to have a separate performance space at Guercio ball field and also one in the Downtown District.

Katrina Harms asks the board if they would like to pursue getting the information and to make this an action item. Harms would also like to see examples from other towns, and how much it would cost the DDA to support an Entertainment District?

Ron would like \$5,000-\$10,000 out of contingency funds. Mitchell also states that he has paid an attorney to look over a proposal for him, and he is also going to circulate a petition to local businesses to find out who would like to participate. He also feels like businesses will not want to do an Entertainment District without support from the DDA.

Jeffrey Green likes the concept but he would like to have all the details written down in an official proposal so the board can vote on it. Green would also like to know not only what businesses would like to participate, but also how much money they would like to pledge.

Susan Schneider feels that \$5,000-\$10,000 is a vague number and a large part of the budget. Schneider does not want to throw money at something that she is not sure businesses want. Schneider feels if local businesses do not want to do it, then it does not make sense if the DDA puts money into it.

Karina Luscher said it feels like Mitchell wants this to happen in a backward fashion. The DDA is being asked to support an idea when there is no real information on this. Luscher feels like Ron needs to go to businesses, and get a board together to form an official proposal.

Mitchell suggests he can get some people from Greeley to come and present to the board so they can understand how this works.

Peter Marshall would like to know, before money is thrown into developing an Entertainment District, if there is a difference between a special use permit and an Entertainment District? Is it possible to just get a couple of special event permits?

Alisha Reis is going to check on this because every business has a licensed premise that goes to a certain area. The common consumption districts expand that beyond all of the licenses to encompass a broader area.

Mitchell said his daughter Annette will be the person to contact in the future in regards to this.

Katrina Harms feels this is a great idea and she is on board as long as local businesses support this.

Public Comment: Cynthia Shaw who owns the Pioneer said her and Ron have been talking about this idea over the past year. She feels anything that brings people to this town is a good idea, and she supports it. She is willing to put her time, energy and money into supporting this idea.

Susan Schneider said if the local businesses want to do this then it is the DDA job to help them. Schneider would also like to know if this is an initial investment for the DDA or an ongoing investment.

Ron Mitchell replies that this would be an ongoing investment, but it produces substantial revenue for Greeley, and he feels it would for Nederland as well. Mitchell is going to try to get someone from Greeley to come and present to the next meeting.

Amanda Kneer thinks it would be good if a summary of Greeley's or Westcliffe's process on this could be provided at the next meeting.

G. ACTION ITEMS

1. DRCOG Scoring of NDDA projects – Kevin Mueller

Kevin Mueller was not present for this meeting so Katrina Harms provided a report. This scoring is due September 19 and needs to be approved by the BOT. This can be presented on September 2nd or September 16th.

Alisha Reis informed the Board that she is attending the required TIF training workshop in Thornton, and she needs to know what the DDA priorities are. Reis said she will do the

basics but she will need this information, as she will be advocating on behalf of the DDA . After Reis attends the training on Tuesday, she will email everyone and let them know how the training went and how things are looking. After that, Kevin Mueller will bring this information to the board on September 2nd to get a preliminary idea and it has to have approval on the September 16th so they can submit on September 19th.

Katrina Harms said there are here are two projects that have been identified as important to the Town and one is within the DDA's POD, that may fit into the TIP. They are the intersection of Lakeview and Highway 119 and the emergency bridge across Middle Boulder Creek east of Highway 119. These projects are also in the draft of the Town's Master Infrastructure Plan (MIP) and have been reviewed with preliminary improvement/project scope and cost. She feels the Pedestrian and possibly the Lakeview Project would fit into Congestion or Roadway Operational Improvement. Harms also states that CDOT likes connectors and and we could redesign that whole area. By fixing how people cross. and add the pedestrian and bike path, this will make it a bigger project it will be more points.

Motion to move these two projects to DRCOG scoring made by Jeffrey Green seconded by Amanda Kneer. Motion passed unanimously.

Katrina Harms suggest we discuss item 2. Request for funding in the 2015 Budget in the amount of \$10, 000 for the 4th of July Fireworks-Peak to Peak Healthy Communities

Barbara Hardt said they are requesting money not just for fireworks, but also for a festival that will be held downtown. The event would go from 9am until the fireworks start. There will be several events at the festival. They are looking for money to put the entire event together, and they feel they will need \$25,000 for the event. Hardt also states that the BOT did allocate \$5,000 to the event.

Susan Schneider would like to know what other projects they have in mind for additional funding they will need.

Hart said they are going to try to get \$5,000 from additional area business, and that so far they have a pledge of \$3,000.

Jeffrey Green suggests that they can ask businesses for a donation and the DDA will do matching funds. He feels this will help to get businesses to participate if the the DDA is doing matching funds.

Amanda Kneer would like to know what percentage of the budget did the BOT donate.

Eva Forberger replied that it is less than a half of a percent of the BOT budget.

Barbara Hardt said that Boulder County Parks and Recreation is interested in this as a heritage event and may donate but this event has to be solidified first.

Peter Marshall would like to know if this money covers the fireworks

Barbara Hardt said the fireworks will be \$18,000 to \$20,000. They are going to request that the contracted company not use any of the large compression bombs and that they use smaller ones in hopes that they will extend the show. She thinks the show averages about \$500 a minute. Hart says she feels the fireworks will keep people in town and draw in additional money for local businesses.

Amanda Kneer would like to abstain from any decisions since she is the Treasurer for the Peak to Peak Foundation.

Susan Schneider would like to know how much wiggle room is in next years budget.

Eva Forberger said the budget is tight since it is only \$27,000.

Katrina Harms feels since there is another budget workshop coming up, they will look at a more finalized budget. She feels the DDA is in support but they need a more finalized budget first.

Deb DAndrea feels everyone in the DDA is supporting the festival, but she feels there is hesitancy in the amount they have asked for. She would like to know if the DDA can donate \$5,000 and then match any additional funds. For instance, if they raised an additional \$2,000 then they would give a total of \$7,000.

Amanda Kneer states that the DDA gets their money from property taxes in the district and the budget will not increase much on a yearly basis.

DAndrea asks if money has been set aside for marketing for the DDA so perhaps when she writes a proposal she ask for help with marketing.

Katrina Harms said the event could be marketed through the DDA as part of advertising through all of Town and she could speak to Alexander Armani-Munn in regards to this.

Alexander Armani-Munn said they will do publications throughout the next year and perhaps next May and June they can focus on the fireworks.

Katrina Harms asked Peak to Peak to give the DDA 30 days to finalize budget so they can see what is realistic to donate.

Katrina suggest we move up the 3. Presentation of the NDDA logo design – Alexander Armani-Munn

Two logos have been submitted by Jess Ansari. Armani-Munn would like approval of one of the two designs.

Motion to approve design #1 from Jess Ansari made by Amanda Kneer seconded by Karina Luscher. Motion passed unanimously

2. Presentation of the NDDA website proposal – Alexander Armani-Munn

Over the course of the last month Alexander has met with two local developers, Spafford Ackerly and Jennifer McLaughlin. Both designers seem capable but Spafford is more responsive and gave a very detailed proposal. Alexander would like approval to move forward with Spafford. He feels \$5,000 would cover the costs, and Spafford may likely come in under budget for that. If the DDA approves the website, it will most likely launch next month.

Armani-Munn said they are focusing on engagement and transparency. They would like to incorporate a directory of downtown businesses as well as a Google map. Business owners will be able to go on, register and provide information for their business. There will also be a blog a blog so people can comment on the site.

Armani-Munn said Spafford proposed Word Press sites which are user friendly. Spafford also offered to provide support at an hourly rate, and also to work with a member of the DDA to train them to use the site.

Motion to accept the NDDA website proposal from Spafford Ackerly and allocate \$5,000 from the budget made by Jeffrey Green, seconded by Susan Schneider. Motion passed unanimously

H. DISCUSSION ITEMS

1. Discussion and update of the vendor licensing issue

Alisha Reis said the majority of the BOT did not feel this is a pressing issue. Reis feels they need look at mobile selling of all kinds, and the BOT would like the DDA to look at the code first. Reis also noted that there was also an idea where they could get the Planning Commission and the DDA together

Jeffrey Green said he tried to get together with the Planning Commission but was not successful. Green also informed the board that he had been doing research on vending in other towns and found the codes included the following restrictions:

- Limit in proximity to other food sellers
- Background checks
- Must be 18 and over
- 50 feet from any residential zone
- Can not impede traffic

Alisha Reis feels the DDA should get together first and invite the SAB, and if they don't want to participate, then pass it to SAB before it goes to review for BOT.

Amanda Kneer would like local businesses to attend the workshop.

3, Consideration of a Public Outreach Plan-Alexander Armani-Munn

Alexander Armani-Munn feels like everyone is on the same page with what they would like to see in the Master plan. He feels the board needs to start moving to the phase of how

we present this to business owner and residents He would like the Board to start thinking about this and would like to know how the Board would like to start. Arman-Munn feels it be a good idea to approach business owners and let them know what the DDA's Master Plan and Vision Statement is, get business owners input and then bring that to the public. Alexander suggest perhaps a business event, or an ongoing survey online might be a good idea. He would like to know how the board wants to approach public outreach.

Jeffrey would like to have a NDDA night at the Very Nice Brewery, perhaps one Wednesday a month he could host an event.

Susan Schneider suggests rotating this event between other businesses.

Katrina Harms feels it s a good idea to understand what the DDA would like out of these events.

Alexander proposes convening a workshop to focus on this in September and put together an outline for these events. After the outline is completed, perhaps they could start the events in October.

Susan Schneider would like to know if there is any way they could consider this kind of an event space that Ron is providing as a town square. Because perhaps that would free up some funding?

Eva Forberger said if they used this as part of debt authorization and used TIF money they could do some things. It may not happen right away but it's part of the planning budget Eva said if you put it as part of the debt authorization and used TIF funding it would be possible.

I. OTHER BUSINESS

No other business.

J. ADJOURNMENT

Motion to adjourn made by Amanda Kneer, seconded by Susan Schneider. Motion passed unanimously.

Meeting adjourned at 8:43

NEXT REGULAR MEETING: September 17, 2014

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 on Friday before the Wednesday 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 cindydowning0@gmail.com. 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.