

Town Of Nederland  
NEDERLAND DOWNTOWN DEVELOPMENT  
AUTHORITY

NEDERLAND COMMUNITY CENTER 750 Hwy 72 Nederland, CO 80466

Nederland Community Center  
December 17, 2014 @ 5:30 pm

AGENDA

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A. CALL TO ORDER

B. ROLL CALL

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

D. CONSENT AGENDA

Approval of the meeting minutes from the November 19, 2014 meeting

E. INFORMATIONAL ITEMS

F. ACTION ITEMS

1. Approval of Phase 1 and 2 of the DCI Technical Assistance proposal.

G. DISCUSSION ITEMS

I. ADJOURNMENT

NEXT REGULAR MEETING:

January 14, 2014 6:30 pm at the Nederland Community Center multipurpose room.

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](http://www.neddda.org). Copies of the agendas and meeting packet are available at no cost via email from [cindydowning0@gmail.com](mailto: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.

Minutes DDA Meeting date 11/19/2014

Call to order at 6:33 pm

Roll Call: All in attendance with the exception of Kevin Mueller who emailed he would not be attending

Public Comment on non- agenda items: None

Consent Agenda: Mandy Kneer had a slight change in the minutes. Wording Mandy Kneer said that .the Planning Commission will be focused on reviewing Town code, not code enforcement

.Mandy made the motion to approve minutes with the slight change. Peter Marshall seconded

All approved

Jeffrey made the motion to approve warrants. Mandy seconded. There was a roll call vote and all .approved the warrants

Financial Report: Treasurer provided financial report for year to date figures through October. The .Board asked that the Treasurer provide them what is remaining for any future event in December

After further discussion, the Board decided to have the lighting Ceremony from 5:30-7:30 on Dec 5 starting at Town Hall. And they agreed that the next business get together for the master plan update .discussions will take place January 13, 2015 at Saltos starting at 5:30

Action Items: There was some discussion regarding canceling the December meeting. Katrina indicated however that she was able to reach out to DCI who planned to provide a proposal related to the Master Plan update at the December meeting which if approved could be started in January 2015. After further discussion, the Board decided to move the meeting earlier to 5:30 for their December )meeting and only have one item on the agenda (the proposal from DCI

:Discussion Items

.There was discussion on the event that took place on Nov 11, 2014 at Very Nice )1

Mandy: She answered a lot of general questions regarding the DDA and thought attendance was .great

Peter (who cohosted with Kevin) monitored the *Riverwalk* table. He thought there was very good :energy overall. In terms of the Riverwalk, the main items of discussion were

Access/right-a-way concern

Reviewing Kevin Mueller's graphic which most people seemed to like

Unanimous support for pedestrian access under the highway

East/West extension were discussed

Sensitivity towards environmental concerns

Susan monitored the *Town Square* table. She thought people were excited about the concept. Some ideas discussed included

Replacement parking for utilization of Visitor Center parking lot for Town Square use

Town Maps/Place for advertisement of local businesses

Incorporating a Farmer's market as part of the Town Square concept

Katrina monitored the *Public-Private Partnership* table. She also answered questions about the DDA and what it is as well as provided more information as to the concept of public-private partnerships

Jeffrey monitored the *Circulation* table. He asked for input from those in attendance. Most, however, were interested in what Jeffrey had to say. He thought that it was good for business to preserve Nederland's number one asset (the picturesque environment around Nederland). If the Town were to build *additional* parking, it should be located on the outskirts of Town to encourage pedestrian traffic. The intersection at B&F/Lakeview and Highway 119 was also discussed. There was positive momentum towards the idea of a traffic circle being located there if feasible

Karina monitored the *Beautification* table. There was discussion of a theme/branding for the Town of Nederland

Nature and landscape

Home of your watershed

Other thoughts that came of the discussions included

Nederland is super beautiful from afar but up close not so much. Items that would

improve the up close picture include

Bury power lines     ▪

Maintain the sidewalks better     ▪

Work on noxious weeds     ▪

Address dilapidated structures     ▪

- Enhance the environment via

Riverwalk     ▪

)Education (see Home of your watershed     ▪

Multi-modal transportation

Get people out of cars     ▪

Provide a second bridge crossing     ▪

Code of Conduct/Rules of Procedure     )2

.There was discussion and agreement to table the *Rules of Procedure* to the January meeting

.Mandy made a motion to move the *Code of Conduct* to Action. Karina seconded. All approved

Many board members pointed out typos and some general clean up in the version they were reviewing. Those w/these minor clean up items would send the changes to Cindy Downing to create a .cleanup version

Mandy made a motion to accept the cleaned up version of the *Code of Conduct*. Peter seconded. All .approved

**:Other Business**

Karina and Peter are investigating municipal code and policies that affect the commercial business district (CBD). Alisha offered to give a presentation on specific items the board was interested in at a .future meeting

.Mandy made a motion to adjourn at 8:35 pm. Susan seconded. All approved

AGENDA INFORMATION MEMORANDUM  
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY

MEETING DATE: 10/15/2014

INITIATED BY: Katrina Harms

INFORMATION: ACTION: X OR DISCUSSION:

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AGENDA ITEM: Approval of Phase 1 and 2 of the DCI Technical Assistance proposal.

SUMMARY: From their website:

*Downtown Colorado, Inc. (DCI) is a nonprofit membership organization committed to building better communities by providing assistance to Colorado downtowns, commercial districts and town centers.*

*Every day Downtown Colorado, Inc. strengthens communities across Colorado by supporting local governments in their efforts to support small businesses and grow a sustainable local economy. We achieve this by providing advocacy, technical assistance training, and educational events, often with the voluntary services of our wonderful membership base of professional downtown revitalization experts. DCI approaches commercial district and downtown revitalization through a comprehensive framework of downtown management, marketing, design, and economic development.*

The NEDDDA will hear a presentation from DCI on DCI, their services and mostly on the Technical Assistance program they are proposing for NEDDDA. The proposal was put together after a few conversations with DCI talking about where our DDA is at, what questions the board has been asking, and how we could work the Technical Assistance Program into a master plan update. You can read case studies from their Technical Assistance program here:

<http://www.downtowncoloradoinc.org/?page=techassistreports>

The information and training the Board will have access through DCI will give us the knowledge and confidence to move forward with the projects we are beginning to identify as important to our community.

The budget for this has been divided into 2 phases so that if we do not get funding for it from DOLA or other sources (there are a few other sources we could look at) in 2015 we could do phase 3 in 2016. This ensures we have enough money for our out of pocket expenses related to the proposal.

# AGENDA INFORMATION MEMORANDUM

## NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY

### RECOMMENDATIONS:

We have \$15,000 (max) available for the Master Plan update. I recommend we approve Phase 1 and 2 at this meeting and as soon as additional funding comes through add Phase 3.

### FINANCIAL CONSIDERATIONS:

We have \$15,000 (max) available for the Master Plan update. There is at least one potential source of funding for this, the DOLA Administrative Planning Grant, through which we could get up to \$7,500 for this program.



## Technical Assistance for Nederland

Thank you for your interest in DCI's technical assistance program to assist you in your initiative to revitalize your downtown corridor. The below proposal of services should provide an outline of the objectives as understood by our team in the application and first planning call. Please take a moment to review the below proposal of scope, skills, and an agenda. We ask that you revise this document to provide us with the most accurate picture of your community's needs.

### Outline of Services

1. Phase I DDA Board Training (Months 1-2): Provide training and consultation to the DDA board to define appropriate role in directing the organization and working with other entities working on downtown objectives and organizational frameworks to lead downtown initiatives and connect downtown to other regional and local initiatives that might be compatible, and look for opportunities to build collaboration and partnership among community stakeholders, including:
  - a. Outline a plan for stakeholder engagement in the DDA area (get more involvement; education of current services; identify best communication for the future)
  - b. Identify board members' roles and how this organization can best function without staff.
  - c. Outline a potential business-friendly community package to address needs of businesses through zoning codes, regulations and incentives.
  
2. Phase II DDA Strategic Planning (Months 3-5): Facilitate a dialogue with the DDA Board to understand objectives and outline a strategy for the next three-five years including the review of appropriate information and laying the foundation for the DDA Master Plan Update, including:
  - a. Identify short and long-term objectives/projects with implementation matrix for management, marketing, economic development, and physical improvements for increased commercial and residential activity downtown, while maintaining and celebrating the historical integrity and character. Use existing strategic plans to inform objectives and determine how to consolidate these plans into a cohesive framework.
  - b. Assist in forming objectives for events and evaluating current events against those objectives in order to streamline the event planning process.
  
3. Phase III DDA Support Services (Months 6-13): Assist the DDA in engaging with partners, businesses, and residents in fostering collaboration for effective implementation.
  - a. Provide materials and guidance to inform and facilitate creation of working committees with a structure for planning work and reporting on progress towards community-wide objective.
  - b. Work with DDA Board or representatives to problem solve around challenges and identify additional resources to overcome obstacles as they arise.

### **Team Member Skills** *(one team member may provide multiple skills):*

- **Resource Management:** Assess the various organizations working on economic development, physical improvements, and marketing and to determine the best role for the DDA. Assess partnerships and collaboration to provide greater access to local resources. Developing a plan for communications including intra-governmental reporting, government to public, and government to business, etc.
- **Urban Design:** Review existing building stock, traffic patterns, streetscape, gathering places, signage, facades, etc. to determine traditional assets, future planning, and “low hanging fruit” that may be implemented with little cost in a short period of time. An emphasis will be given to enhancing walkability and connectivity. **Land Use and Planning –** Review codes and zoning to assess impacts on historic preservation and business development. Utilize dialogue with community to identify underutilized properties, potential uses, and provide ideas for activating areas in or adjacent to downtown.
- **Economic Development Specialist:** Review of opportunities for industry, job creation, and tapping into regional economic initiatives.
- **Promotions/Marketing:** Outline steps to creating a more cohesive community approach to marketing, working with retailers and service businesses to increase customer base and revenues, and creating and events strategy. Review current training, marketing and events to understand how best to support community objectives, develop ideas to generate foot traffic and retail sales, and streamline event planning processes.

### **Preparation and Planning**

#### Downtown Colorado, Inc.

1. Work with host planning team prior to the Assessment visit to develop an agenda, invitations, a survey for business, develop an approach to community stakeholders and how best to engage them, gather and assess market data on demographics, leakage, and identify opportunity areas to build on;
2. Strategically identify team of DCI staff, consultants, and downtown professionals that visit communities statewide in two-day assessments to provide a user-friendly work-plan for downtowns to capitalize on their resources, and ignite excitement for downtown revitalization efforts.

#### Community Town Preparation Summary:

- Locally promote the meetings (with businesses, schools, hospitals, libraries, non-profits, businesses, historic societies, the county, residents, etc.) and formation of a Downtown Action Committee to solicit interest and participation.
- Schedule all meeting rooms and groups according to an agreed upon agenda. Town is responsible for team expenses.
- Compile list of downtown businesses, schools, organizations, etc. If possible, list those who own the business and property, absentee owners, located downtown or in larger area, etc.
- Compile all downtown maps (including zoning/land use) and maps of plans in the area that might impact downtown (residential or retail/commercial developments, improvements, signage, etc.).
- Provide any information that already exists on historic structures or a historic district.
- Compile any economic studies or analysis completed previously.
- Compile all marketing materials developed for the district, the Town, or the Chamber. Include a full list of all events and who plans them.
- Develop and present an orientation to the Assessment Team reviewing the Town historically and in the present, identifying key projects the Town has started or hopes to, assess projects and activities happening in the surrounding area that might impact the Town and downtown.



## Detailed Tasks by Phase

### A. Phase I DDA Board Facilitated Discussion (Months 1-2):

1. DCI will identify appropriate consultants to hold a discussion and workshop with the DDA board to assist in identifying its role in development initiatives, understanding the tools and financing mechanisms at its disposal, and answering any questions or concerns of the DDA Board members.
2. DCI will utilize information from this discussion to outline a draft DDA Board work plan with objectives and tasks for driving objectives outlined during the discussion.

### B. Phase II Downtown Assessment (Months 3-5):

1. Meet with Town Staff & Board, downtown businesses, residents, and other stakeholders to understand the mission for downtown and potential partners in downtown revitalization.
2. Develop and present a review of various financing mechanisms and tools that could be used to support downtown initiatives.
3. Hold a public presentation of findings and recommendations to begin to build community consensus based on community preferences.
4. Present the community with a written report and action plan of steps to take for a comprehensive approach to downtown revitalization.
5. Engage community participants in training and continuing education opportunities through discounted or complimentary registrations.

### C. Phase III DDA Support Services (Months 6-13):

1. DCI will assist community leaders to plan and execute follow up meetings geared towards activating partners and community leaders in a collaborative effort toward implementation of community-wide objectives that complement the DDA Strategic Plan.
2. DCI will assist community leaders to outline a plan for regular communication, reporting, and tracking of accomplishments.
3. DCI will facilitate two-three follow up meetings with the DDA Board of broader stakeholder groups to identify issues, challenges, and opportunities for enhancing downtown initiatives to keep the momentum going for your community's downtown revitalization initiatives.
4. Engage community participants in training and continuing education opportunities through discounted or complimentary registrations. Option to host training in the community to further local initiatives and showcase community successes. *May include additional expenses.*

## Costs for Services:

\$ 12,000	Phase I & II DDA Board Training and Strategic Planning (Months 1-5 includes preparatory work, DDA training, and one follow up visit) <i>Includes team expenses.</i>
\$ 5,000	Phase III DDA Support Services (Months 6-13 or 2016) <i>Expenses will be invoiced to community.</i>
<b>\$17,000</b>	<b>Total in 2 Phases</b>

## Potential Sources of Reimbursement

\$7,500	DOLA Administrative Planning Grant
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**DOWNTOWN  
COLORADO, INC**

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www.downtowncoloradoinc.org

Date/Time	DRAFT Agenda – PLEASE EDIT TO BE RELEVANT TO YOUR COMMUNITY	Attending	Location (Name & Address)
<i>Your dates</i>			
9:00 AM 11:00PM	Orientation/Tour - Presentation on history of Town and current state of affairs.	Town Manager, Town Planner	
12:00 PM- 1:00 PM	Working Lunch with Staff, Commissioners, Trustees,	Town Staff-Dept. Heads/Planning Commission, Trustees, County Commissioners	
1:15 PM- 2:00	Focus Group Meeting 1 (45 Min) Town & County	Town Staff/Trustees, County Commissioners, Planning Commission Members, County and Municipal Planning Department, Commissioners	
2:00-2:45	Walk around Town		
2:45 PM - 4:00 PM	Focus Group Meeting 2 (45 Min) Service Providers	Library District, Trails Group, Fire Protection District, Recreation District, Lion's Club, Rotary Club, school administration,	
4:15PM - 5:30PM	Break /Walk Around (45 min) Food for team		
6:30PM- 7:15PM	Focus Group Meeting 4 (45 Min)	Chamber of Commerce, Business Owners, Commercial Property Owners	
7:30PM- 8:45PM	Focus Group 5 –General Public (45 min)	Residents, community members at large including members of non-profit organizations unable to attend daytime meetings	
10:00 PM	Draft Recommendations		
<i>Your dates</i>	<b>Town must provide a working room for the team that has access to a printer, internet, and a scanner.</b>		
8:00 AM	Working Breakfast - Recap Issues and Recommendations – review presentation draft		
9:00 AM	Team writes report narrative sections		
10:00 AM	Team members create action matrix items		
12 Noon	Working Lunch Delivered – Town should provide projector. Team makes final edits to power point		
1:15 PM	Team Members compile Power Point presentations sent to Team Leader		
4:15 PM	Meet with client to review	Town Administrator & Planner	
6:30 PM	Reception/Presentation	Invite ALL participants and Town	



# Menu of Services for Downtown Development Authorities

## Membership

DDAs may join DCI as a Public or Nonprofit Partner Organization that allows all employees of your organization to use DCI membership benefits for a single payment. As a member, receive discounts on our educational events and take advantage of our networking and professional development opportunities.

\$215 per organization

## Guide to Downtown Redevelopment Financing Mechanisms

Learn and understand the differences between Business Improvement Districts, Downtown Development Authorities, and Urban Renewal Authorities as well as the projects and tools that other districts have successfully implemented in their area.

Available for download on our website

## DDA Quarterly Meetings

At DCI's quarterly meetings for Downtown Development Authorities, leaders and board members from DDAs across the state join in discussion of their latest projects, successes, and challenges and share the methods that have led to successful implementation.

No cost, open to members only

## Development & Improvement Districts Forums

The monthly DIDs Forums feature engaging discussions led by area specialists to provide special districts information and a space to ask questions about topics such as financing mechanisms, engagement, and communications. Forum topics are released with the events calendar each year.

\$30 per session; \$15 for call-in

## Annual Vibrant Colorado Downtowns Conference

DCI's annual four-day conference is the premier space to gain resources, training, and ideas in all areas related to economic development and community viability in Colorado. Learn from and network with experts and your peers, and take advantage of our Special Districts conference track.

\$395, non-members;  
\$200, members

## City Builder Forum

On Feb 5, 2015, DCI will host large and mid-sized communities and districts to help foster dialogue around innovation and problem solving for community and economic development in an urban setting. Through interactive dialogue and sharing, participants identify areas of collaboration, programming and creative solutions.

See DCI's Events Calendar for details

## Technical Assistance

DCI will gather a team of specialists who will visit your community and outline a comprehensive plan of action to jumpstart your community's development projects. Participate in our year-long Downtown Sustainability Partnership program and receive a discount on DCI's trainings and events.

Contact us to receive a quote