

GRAND JUNCTION DOWNTOWN DEVELOPMENT AUTHORITY  
BOARD MINUTES  
THURSDAY, APRIL 24, 2014  
248 SOUTH 4<sup>TH</sup> STREET  
7:30 A.M.

PRESENT: Jodi Coleman-Niernberg, Les Miller, Shane Allerheiligen, Martin Chazen, Kirk Granum, PJ McGovern, Kevin Reimer, Stephan Schweissing

ABSENT: Jason Farrington

STAFF: Harry Weiss, Diane Keliher

GUESTS: Rich Englehart, Bennett Boeschstein, John Shaver

CALL TO ORDER: Jodi called the meeting to order at 7:30 a.m.

APPROVAL OF MINUTES: PJ made a motion to approve the minutes of the April 10<sup>th</sup> meeting; Kirk seconded; minutes were approved.

QUARTERLY BUDGET: This item will be tabled until next meeting. Harry and Diane have created a spreadsheet explaining line items in the City chart of accounts as well as any amendments that need to be made. Marty and Stephen would like to have the budget spreadsheet ahead of time.

FOLLOW UP DISCUSSION: There was a lot of information covered at the City Council workshop. The Board needs to discuss what the next steps are. On the topic of TIF utilization, Harry shared that the Longmont DDA which was recently extended for 20 years passed a very broad authorization that allows them to use TIF for anything in its Plan of Development, which includes district marketing, special events, and non-capital economic development activities. The BID statute allows such use.

Harry asked for some historical perspective on the past misuse of TIF that prompted the tightening down by Council in 2001. PJ explained that the DDA had seven employees and worked with the DTA to produce special events and marketing campaigns for Downtown retailers. DDA accounts were not kept by the City and the staff operated with complete autonomy including their own legal counsel. The Director would approach City Council to bond without a complete accounting of the previous bond. The members on the City Council changed in 1993, and that practice ended. The accounting was brought into the City system to monitor TIF funds. It's refreshing to have the City Manager and Attorney join our board meetings. Harry feels that the financial management of the DDA has improved vastly and is subject to regular monitoring that allows consideration of more flexibility in use of the TIF.

Rich convened City staff to discuss the impacts of community events. In addition to the DDA's role in the permitting of events, there are significant impacts on City operating expenses and labor allocation. Harry will work with City staff on a comprehensive assessment of event impacts that will inform policy changes for Council's consideration. We are looking at clearly defined boundaries with limited availability and potential increased costs to the applicant. Marty asked if there is a community calendar of events and street closings. The VCB maintains a master list on its website. Stephan feels that it would be good for the Downtown merchants to see that things are happening in other parts of the City.

If TIF policy is to be changed there will need to be a new DDA Electors' ballot authorization which could be presented during the April 2015 City elections. Kevin asked how much it costs to run a ballot question. Les stated that it's about \$15-16,000 per question. Electors would be anyone owning property, residing or doing business within the DDA district. John said the renewal ballot refers to "slum and blight" elimination as well as "public facilities".

Rich asked for clarification of how the façade program is funded with TIF when the monies are expended on improvements to private property. Harry explained that the facades of building are a component of the streetscape, and while they are privately owned, there is a legitimate public interest and purpose served in improving facades along with streetscape improvements. John described various ways the DDA could expand the range of projects under its current authority. PJ liked the idea of a revolving loan fund to help bridge TIF funds and private investment. Marty would like a better definition of "public purpose" and "capital facility."

Bennett brought up the 20-year Greater Downtown Plan that was adopted by City Council. John stated that the original Plan of Development was fairly expansive. PJ warned that the TIF constituents may not like the DDA competing with them. Marty feels the current restriction on TIF render it little more than an additional funding mechanism for improving City-owned assets. Now is the time to leverage the DDA's capital investments in public facilities with private investment in private property. The Board will need to assess the PoD and define any amendments. Marty asked how White Hall fits into this scenario. Harry explained that given its blighted condition, it is a legitimate TIF project, but at some point in the future when the project shifts to a development scenario, the public purpose aspect may change or go away and alternate funding could be necessary.

Rich asked what would happen if the vote was not passed. John stated that we would go back to the City Council's approach of approving individual projects. PJ asked if John would write a summary for City Council and plan for charrettes. Jodi feels we should get a fairly broad authorization for planning purposes. Jodi asked when our next meeting with council would be. Rich will coordinate a time with Harry. Marty added that tax hawks are worried about bypassing TABOR restrictions. Kevin doesn't want to have to go to City Council for each project. Stephan is concerned about the climate of the voters. Kirk feels the DDA board would need to explain the issues to the general public. Harry added that the board is partly responsible for getting the information disseminated.

Rich mentioned that the next election is a municipal election with five openings on City Council.

ADJOURN: Marty made a motion to adjourn; Kirk seconded; the board adjourned at 8:40 a.m.