

MINUTES
Downtown Development Authority
City Council Annual Meeting
Tuesday, September 11, 2001
Hawthorn Suites, 225 Main Street

PRESENT:

DDA/DTA: Bruce Hill, Doug Simons, Janet Terry, Bruce Bengel, Becky Brehmer, Chris Launer, P.J. McGovern, Pat Gormley, Ed Chamberlin, Scott Howard, and Barbara Creasman.

City Council: Kelly Arnold, Reford Theobald, Dennis Kirtland, Bill McCurry, and Harry Butler.

ABSENT:

Jim Spehar, Cindy Enos-Martinez, and Greg Palmer.

The meeting was called to convene by Bruce Hill.

TIF Bond/Loan Discussion

Bruce introduced the discussion by saying that we were working towards a new bond and in discussions with Ron Lappi and Kelly Arnold, they suggested we discuss the possibility of a loan with City Council because it makes better economic sense to do a larger bond after 2003. Bruce noted that the DDA developed a capital project list for 2001 and 2002, the period of the proposed loan and a budget for the 2003 bond of about \$3.5 million, which would pay off the loan and fund additional projects. He mentioned sample projects for on-going efforts such as Reed Building façade, Avalon, etc. He noted the \$50,000 grant for the Reed building that we had to match to secure the funding. This work is scheduled for this year. There was a fair amount of follow-up discussion.

Dennis Kirtland asked if this was capital money or funding for operations. Doug Simons said that has been one of the issues. P.J. McGovern used the Avalon as an example of a TIF capital project that has undergone several major renovations and that we need to also handle maintenance and operation of these projects. The Council agreed to move forward under this scenario but directed staff to check out the mechanics of how best to handle this, taking into consideration of Amendment 1, making sure there are no adverse affects.

TIF Extension

Barbara reported that she met with Sam Mamet, Colorado Municipal League, concerning the possibility of enabling legislation for the TIF extension. Sam said he thinks it is "doable". He suggested that we stay with just the DDA's and not include URA's, "we'll deal with it if they ask". He asked Barbara to call the other DDA's and get their support or at least make sure the DDA knows where they are on this issue. Also he asked Barbara to call Ron Teck and update him. The DDA has discussed this with Ron and after Barbara gives him an update, Sam would like to talk to Ron about the process, etc. Sam mentioned entering it as a technical amendment. He said that Dee Wisor, our bond counsel, is drafting some language for the DDA to review and that Barbara should call Dee in a couple of days if she hasn't heard back from him.

The importance of continuing to maintain the existing base was explained. If the DDA

_____ our base goes back to zero and it will take a few years to build up an increment. One of the problems we have had is that the original base was set in 1981 at the height of the boom so therefore, there wasn't any increment for almost 10 years. Reford Theobald suggested that Council should draft a resolution of support. The DDA should also pass a resolution. Barbara noted that we may need representation to testify in support.

Parking – Rate Increases

Marketing of the rate increases was discussed. P.J. McGovern put together a list of possibilities for discussion.

1. Print an announcement and/or information piece in the Downtown Association newsletter, which would encourage business owners to inform their employees about the changes, the point being that the employees and business owners are those most affected.
2. Put an informational “hood” on all of the parking meters throughout the “free holiday parking season” that informs both customers and downtown workers about the changes.
3. Have a Press Conference that outlines all the positive aspects of the rate and fine increases and encourage the media to print an informational article regarding the changes and more specifically the timing of the changes.
4. Take an ad out (and/or press release) in The Daily Sentinel that outlines the changes, the timing of the changes and reason for the changes.
5. Do nothing. Marketing price increases only enflames the customer. It is my opinion that these price changes will not generate the high degree of adverse reaction that some believe it will have, and therefore, simply implementing the increases without fanfare would be the best alternative.

The DDA thinks we should do #1 and #5 but not the marketing to the general public because the objections are mostly from employees.

Two Rivers Policy

Bruce Hill brought up one other item. He and Barbara had just attended a meeting of the Two Rivers Building Committee. The proposal for certain policy changes including increasing rates was presented. Based on what we saw, the cost to service clubs would almost double and that could result in a loss of their business.

Kelly Arnold relayed additional suggestions from City staff:

1. Reconsider free holiday parking. This will be a good time to make changes to meters, signage, etc.
2. Consider a visitor pass so we don't ticket out of town shoppers. Barbara noted the Downtown Association suggested this several years ago but the City legal staff didn't like it.
3. ?