

**Downtown Development Authority
Board Meeting
Thursday, July 3, 2003
Whitman School, 248 South 4th Street**

PRESENT: Doug Simons, Becky Brehmer, Harry Griff, Larry Botkin, Pat Gormley, Harry Butler, Karen Hildebrandt, Steve Jennings, Barbara Salogga, Harold Stalf and Sue Schore.

ABSENT: PJ McGovern, Bruce Bengé

CALL TO ORDER: Doug Simons called the meeting to order at 7:40 a.m.

APPROVAL OF MINUTES: Harry Griff moved, with second by Becky Brehmer, to approve the minutes of the June 5, 2003 minutes. Harold noted that John Helm's name was spelled incorrectly and should be "Held." The minutes were approved as corrected.

PARKING STRUCTURE: Harold reported that Mesa County is moving forward with its plans for a parking structure and the City will join with them in order to add another floor for parking for City employees. A RFP has been advertised for the design work. PJ met with Bob Jasper and discussed whether or not there would be a better parcel of land for this structure, as PJ believes the Alpine property would be more suitable. That is not a viable option for the County as they can proceed more quickly by building on their own property. Harry Butler reported that the City is only in the beginning discussions with the County, and Kelly Arnold is exploring this option because the lease is almost up on the Assembly of God church property, which is now being leased for employees' parking. Harry Griff spoke with Norm Franke of Alpine Bank and Harry agrees that the City should join with the County on a smaller structure that will accommodate employee parking. Norm identified the owners of the land parcels where Alpine and US Banks are located. He believes his plans for parking will enhance the Alpine building and he is fairly committed to a parking structure at 4th and White. Harry added that any parking structure would be primarily for employees' parking, but that would, in turn, open parking for the general public and eliminate some of the problems associated with parking on the street.

Doug stated his support for the County/City structure to accommodate employees, while Harold expressed his concern that it must aesthetically appealing and must have some curb appeal.

7TH STREET REDESIGN: The City's capital improvement proposals went before City Council early this week and the proposal for reconstruction on 7th Street from Grand to Pitkin is estimated to cost \$1.4 million. Doug asked about the status of federal gateway money. At one time Kelly Arnold had suggested that money might be available to use for this area as it serves as an entrance to downtown. Harold emphasized that this project is necessary and it is his hope that the City will join with the DDA in funding it. He also suggested that Main Street redesign should be extended from 7th to 8th Streets.

REED BUILDING: Harold reported that Shaw Construction's deadline for completion of the Reed Building was yesterday, but they are not quite finished because there is minor finish work to do, plus the antique push/pulls and lock sets to be installed on the front doors. The contractor has a \$200 per day penalty that will be imposed. John Held from CHS was here on Tuesday, June 3 for the final inspection of the building. It is Harold's hope that all of the project will be closed out by July 31.

The buyer is asking for a contract closing date of September 1, with them putting down 50% and the DDA carrying the other 50% for another 30 – 60 days. Doug reported that PJ would respond to this request after he has had an opportunity to read Harold's email describing the detail of the general

agreement. Harry Griff asked if CHS had ever stated directly why the request for additional reimbursement was denied, and Harold said that, although John Held and other staff members were supportive of the request, the director denied it because the building will be sold. Harry then added that CHS, at other times, had funded private façade renovations and it was still unclear to him as to why the request was denied.

DOWNTOWN LOGO: Barbara Salogga distributed color copies of the logo design which was selected for the Downtown and described its versatility in being used in different applications. The images on the cubes will change throughout the year, but exemplifies the motto, “Shop, eat, stay and play.” Karen reported that the DTA had formally accepted the logo at its Board meeting the day before. Harry Griff moved to approve the third version shown, adding that the word “Downtown” would be in a darker font and the images would be interchangeable. Larry Botkin seconded the motion. Approved.

WAYFARER SIGNAGE: Harold showed three-color schemes of the same logo which would be used on the directional signs. Harry Butler asked if people would understand the pictures on the logo and suggested that it might be more appropriate to put on something to represent lodging. It’s important to let people know that there’s lodging downtown. Harold responded that the Downtown Partnership didn’t want to do anything to jeopardize the good relationships recently built with the hotels on Horizon, as they have been very cooperative in promoting downtown to their guests. These 18” x 30” signs will be placed every 3/10 mile, and 20 signs would cost \$1600, or 50 for \$2400. The smaller distance signs underneath the logo sign would bring additionally costs. Harry Griff moved, with second by Becky Brehmer, that the DDA spend up to \$3,000 for 50 signs. General consensus was approval of the purple / green combination.

DOWNTOWN PARTNERSHIP: Steve Jennings distributed copies of the Partnership’s quarterly financial report and indicated that 83% of the Partnership pledges have been paid. Several of the businesses that pledged have gone out of business, but out of the \$20,000 originally committed, \$17,500 has been collected. Barbara has been contacting new businesses, encouraging the owners to become members of the DTA; the web site is up and running, although there is a lot of work remaining. The first Farmers Market Festival is scheduled for this evening and will run every Thursday evening through September 18. Barbara explained the advertising that she has been doing for the event; downtown businesses are getting enthused, creating unique things to do at their stores during the festival and the excitement is growing.

Harold informed the Board that the City’s transfer of their \$75,000 pledge will occur only after the Board accepts the Partnership’s quarterly report. Doug suggested that the DTA should transfer their pledge money into the Partnership fund quarterly rather than just one time at the end of the year. By doing this, the financial report would show cash in the account, rather than a zero balance with cash due. Harry Griff responded that without doing quarterly transfers, the City would have the same questions that the Board had. Karen indicated that the DTA has the money to transfer; they had previously wanted to do so, but Harold had told them it would not be necessary. Harry Griff moved that the DTA transfer \$10,000 today into the Partnership account so that the financial report would show \$10,000 before presenting that information to the City. Larry Botkin seconded the motion, passed.

DIRECTOR’S REPORT:

- 1) Sue reported briefly on the recent Art & Jazz festival, stating that it was a tremendous success and current estimates show that approximately \$1500 was netted from the event! Art Vendors had provided feedback to Cheryl Hogan, saying this year’s festival was 1000 times better than last year’s! Karen added that the committee wanted this to be the beginning of a quality juried show and the end result was just that. Discussion focused on whether or not the

festival should continue through Sunday afternoon as it did this year, or if the music and vending should all end sooner. Barbara's advertising campaign bought radio ads from stations in Moab, Price and the Roaring Fork Valley and display ads in eight resort papers. The entries in the sculpture hunt raffle showed that 18% of the registrants came from outside of a 60-mile radius. Barbara stated that she learned a great deal from her advertising efforts and learned to manage the press. Next year she will attempt to bring in a national beverage company as a sponsor for the event.

- 2) Harold notified the Board that the permitting process is being revised and the City Clerk is preparing a revised ordinance for Council's consideration. The DDA is proposing a sidewalk-dining fee on a graduated scale based on the number of tables or chairs. He recommended looking at changing the pedestrian right of way to 5 feet rather than the current 8 feet. Doug asked if there was any merit in charging the restaurants a fee for outside seating when the DDA is promoting that they have outside seating. Harry Griff agreed that the payment should be based on the number of seats at each establishment rather than having a set fee for all. Becky Brehmer moved to accept the recommended changes to the ordinance, except to amend it by noting that the fee for sidewalk dining should be set at \$10 per chair. Harold Stalf added that the annual fee is due by April 1; Harry Griff added that it be non-refundable. Larry Botkin seconded the amended motion. Passed
- 3) Harold informed the Board that the annual July Fourth parade was to be held on Main Street, July 4, beginning at 1:00. The Museum of Western Colorado is considering undertaking this event next year and making it an historic family-fun event.
- 4) Cinema at the Avalon's proposal of hosting approximately 330 days of film at the Avalon is under consideration by City Council. This venue will not impact any of Ron Wilson's (Sandstone) productions, as film will be used to fill only the dark days. This item is on the August 6 agenda for Council's approval. The financial commitment of undertaking this venue will be to pay the \$36,000 of arrears to the City by December 2004. The Cinema group will run the concessions and take care of the daily cleanup; Two Rivers will handle the larger maintenance of the building. Harry Butler suggested that the Cinema consider providing free shows for children each Saturday morning.
- 5) Stephanie Parker is resigning from her position with the DDA, effective July 18. This means reassignment of staff and consideration for hiring another employee. Harry Butler suggested contacting Job Corps for some assistance, and Harry Griff added that America Corp might also be a good resource.

There being no other business, the meeting was adjourned at 9:15 a.m.