

Downtown Development Authority Board of Directors  
Minutes of the July 7, 1989 Regular Meeting

Members present: Chairman Gary Ashley, Dan Rosenthal, Guy Stephens, Mancel Page, Leslie Smith, Glen Dennis, John Gaarde, J.D. Snodgrass, Ed Chamberlin. Also present: Ginger Rice, Daily Sentinel; Frank Bering, Gladstones; Executive Director Barbara Creasman, Secretary Mary Ann Harms.

Call To Order

The meeting was called to order by Chairman Ashley at 7:30 am.

Approval of Minutes

Minutes of the July 16, 1989 Workshop were unanimously approved on a motion by Guy Stephens, seconded by Mancel Page.

June Financial Report

The budget is on target for the halfway mark of 1989. Barbara said the Enterprise Zone amount will be changing with the new funds. Also the Art On The Corner funds have not been received to date.

Motion: Leslie Smith moved the June Financial Report be accepted, Dan Rosenthal seconded the motion which unanimously passed.

National Park Status for the Colorado National Monument

Frank Bering said the project needs a champion in order to make it a national park. He said he had heard about the program a year ago and to date the only one who has spoken in favor of it is Bill Pratton. He said the major opposition to the change of status are those who are looking at it in the broadest perspective and that if the Park would only affect Rattlesnake Canyon and the Arches there would not be as much opposition to overcome.

Frank said that last year 920,000 people visited the Monument and if it were renamed "Canyon Rims" or "Canyon Spires" it would catch the eye of the tourist and it seem likely the visitor figures could reach 2,000,000 especially as close as it is to the Interstate. Hopefully it would be an alternate to Bryce and Zion parks. A road could be put in to facilitate camping and hiking trail access. If we could have 250,000 visitors per year stay one night it would be equivalent to \$52/day or \$13,000,000 spent locally in the summer. It makes much more sense to promote and support this than conventions, etc. to draw people.

The hearings on this issue will be conducted in October or November and Frank asked for the advice and help of the Board. At this time there are several different configurations being discussed regarding the size of the park, etc. Ben Campbell has proposed both the Black Canyon and the Colorado National Monument for national parks and at this moment his staff is hearing only negative comments. They need public support.

Gary Ashley asked if additional lands were acquired would it be a major expenditure and Frank said no as the lands in question are BLM lands. Gary commented that it should be enlarged to the fullest extent possible at this time and Guy added the more area the more time spent. Currently more political support is needed and access to the various plans i.e. agency reports. The BLM has proposed they keep the land and continue to manage it as a wilderness area. Glen Dennis said there is an undertow of opposition because of the controversy over Ruby Canyon - you can't hunt or fish and that is what is hurting this effort. Politicians listen to constituency and at this time there is a need to change the public's perceptions. Frank Bering said they need to think of it as Canyonlands where there is still four wheeling and fishing is allowed. Guy said that fishing is a great draw for Yellowstone.

The Board spoke in favor of the concept and J.D. said that even though the Board is in favor there are a number of proposals to be considered and the Board should pass a Resolution in favor of the concept not just voice their support. Gary said we should encourage Campbell's Office and ask they keep us informed and that Staff should draft a mild letter to Campbell and ask to receive copies of the current proposals.

#### Election of Officers

Last July Al Gipson was elected Chairman and Gary Ashley Vice Chairman. When Al resigned Gary Ashley became acting Chairman and no Vice Chairman was selected. A Chairman and Vice Chairman need to be elected.

#### Motion

Mancel Page made a motion that Gary Ashley be reappointed to the Board for a four year term and be nominated as Chairman, Guy Stephens and Ed Chamberlin seconded the motion simultaneously and the motion passed unanimously.

Dan Rosenthal nominated J. D. Snodgrass as Vice Chairman and Leslie Smith seconded the motion which unanimously passed.

The DDA Secretary is the Secretary to the Board of Directors and the City Treasurer or "Chief Financial Officer" is Treasurer for the Authority.

#### Director's Report

1. Third and Main. Barbara said that Elam Construction had submitted a two part bid to fill and level the 3rd and Main property for \$9,400 and to apply 6" of roadbase, 2" asphalt and striping for an additional \$8,500 or a total project cost of \$17,900. The City estimate was roughly \$7,500. There was a discussion regarding the current status of the property and a reminder that there was a letter from the owner allowing this type of development. Leslie Smith questioned the improvement of a piece of property that belongs to a private individual and Dan Rosenthal asked if a contract could be drawn up so the City/DDA would get their money back when the property sold. Guy Stephens said we don't want the City to think that this is a priority with the DDA as our first priority is the North Alley Undergrounding. Gary Ashley asked Barbara to draft a memo to Mark Achen regarding the 3rd and Main property.

#### Avalon Committee

The Avalon Committee was formed several years ago and the interest was in providing a facility for the performing arts. The core of the Committee was Chairman Leland Schmidt, Bob Van Deusen, Evelyn Kyle, Jane Quimby and Pat Gormley. The initial idea was to build a facility by Two Rivers for \$13-\$15 million. More recently it has been decided to target the Cooper Theater (the old Avalon Theater). The building is structurally sound, will seat 1600 when renovated and can also be used for social gatherings (weddings, banquets, etc.). The cost would be approximately \$1.5 million including changing the facade. It is anticipated that there would be a \$100-\$150,000 annual shortfall. Originally the owner wanted \$385,000 for the building and now is it \$200,000 or less. The plan would be to operate it as a theater for several years if the United Artist contract could be renegotiated.

Leslie said that Leland Schmidt is concerned that this project may conflict with the museum and there is a chance that a group of six individuals may purchase it privately. Regardless, it is a good time to tie the property up.

#### TIF Legislation

Barbara said the purpose of the TIF Amendment is to alleviate the hit that is taken when properties go exempt i.e. Boise property. She has a meeting with Tillie Bishop and Tim Foster on Monday.

### Retreat

It was suggested that a limited number of guests be invited as a more intimate atmosphere is desired. Joe Skinner will be in attendance in it was suggested that someone from the Riverfront be invited for dinner.

#### Retreat Draft Agenda

1. Review Plan of Development - Skinner
2. Review goals from last year - Creasman/Ashley
3. Priority goals list for this year - long and short term
4. Dinner
5. Take and prioritize goals list above
6. 8:00 take priorities and set out those that can be done and are practical.

Barbara said there is nothing wrong with long term goals but the strategy was missing from last year. We need to start positioning the DDA to start to accomplish their goals.

Guy said he would like to have an updated retail property list especially around City Market and the Boise sites.

Barbara said the museum has made an offer on the downtown property based on their appraisals and other appraisals have come in higher on the counter offers. The museum will meet next week to discuss the various offers/proposals they have received. Gary said the downtown option is potentially more expensive than the other offers. LaBelle has been very actively pursuing the Museum as has Fruita.

Gary said after the Museum meeting our Board and the Museum Boards need to get together and in the interim we need to keep lobbying. Guy said that the Board should not lose sight of the possibility that there may be more land available for the Museum in a different location.

Dan said the Board needs to do whatever it can to keep the Museum downtown. Barbara said it is important to let them know we are still supporting their efforts and Gary said we need to stay in there and guide them.

### Walking Willie

Leslie Smith said that Sterling Smith has become involved with Walking Willie who will be kicking off his cancer awareness walk in Colorado in Grand Junction. He will be in Grand Junction the week prior to the start of his walk on August 26, 1989. He is not associated with the American Cancer Society and any monies raised he wants donated for cancer awareness. This "happening" will be presented to the Downtown Association at their next meeting, July 20, 1989.

Budget Committee

The budget committee for this year will be: J.D. Snodgrass, Chairman, Leslie Smith, Glen Dennis and Dick Will. J.D. said he will meet with Barbara and then contact committee members. Gary said there will not be a final budget prepared until after the retreat. He tentatively scheduled the Budget Presentation for the August 4, 1989 meeting.

Adjournment

The meeting adjourned at 9:15 am.