

DOWNTOWN DEVELOPMENT AUTHORITY  
June 4, 1993 Board Meeting

Present: Bill Petty, Joe Skinner, Mark Hermunstad, Glen Dennis, Mancel Page, Dan Rosenthal, Ed Chamberlin, Ex-officio Pat Gormley, Kathleen Killian, DDA Counsel; DDA Director Barbara Creasman, and Secretary Wendy Schade. Also Mark Relph.

Absent: Jean Sewell

CALL TO ORDER

The meeting was called to order by Chairman Bill Petty at 7:30 AM

MINUTES

One correction was made to the minutes of May 7 before receiving unanimous approval. Paragraph 4 of Executive Session, "process has been delayed until July 1."

FINANCIAL REPORT

DDA did receive additional property tax revenue, thus recording a positive cash flow.

Grant of \$30,500 from Public Service will be transferred quarterly to Mesa County Economic Development, Incubator, Chamber, and additional projects as determined during the year. If any of the funds remain with the DDA, it will be for a specific project.

The \$5,000 expenditure under "Enterprise Zone" was money transferred to MCEDC.

Income from Enterprise Zone should always be ahead of expenditure, since monies must first be received and then transferred out.

Dan made a motion to approve the report. Ed second. It was unanimously approved.

SIGNAGE - Mark Relph

Mark Relph presented the map, showing location and wording of signs. Several sites may be listed on the same sign. "Historic Downtown" is mentioned on numerous signs. When looking at signs positioned on map, arrows are not necessarily facing the right direction.

Individual trails are not mentioned, but rather all are listed as "Colorado River Trail". The location of the sign for Colorado River Trail is at a confusing intersection, where arrows may not be accurate.

"Lincoln Park" is not mentioned, but rather "pool/park/golf/stadium", in order to give the best information to tourists. Commercial areas were not signed. There is no mention of "shopping" or "retail".

Decisions were made a month ago after meeting with representatives of several groups. 3-4 extra signs are available to be used as deemed fit to complete the project. Two signs are double sided -- Duck Pond, Columbine Park.

Signs are designed so that modifications can be made at the city Sign Shop.

Since hospitals and the airport already are signed, it was decided that additional signage was unnecessary.

Final preparations should be done in the next couple of weeks. It will take 6 weeks for the posts to be delivered. Order will be placed in July. Installation will begin in August and be completed by October or November.

It is anticipated there will be some challenge from the Highway Department. Delta and Estes Park deviated from state standards. All highway problems should be ironed out before going to City Council. Individual signs won't matter, but rather the philosophy.

#### ST. REGIS PROJECT

The Regis sold. It is now "St. Regis" again. Harley Nelson purchased a parking lot from Norwest in addition to the building.

St. Regis is open for lunch and dinner. The last time it opened, there were complaints of slow service. This is no longer true.

Possible facade renovation. Working with Ed Chamberlin. There is a problem with handicap access. Would like to raise the sidewalk, thus reducing the step. Working with city. The cost for curbs, irrigation and trees would probably be \$20,000.

Rooms at the St. Regis will eventually be fixed up for either hotel accommodations, offices, or apartments. A meeting room is being built immediately, which can be catered from the kitchen. AOTC reception was held at the Regis last year. The building is U-shaped around an inside patio, which makes it very versatile for different functions.

The St. Regis is talking to various people, hoping to obtain a grant or a low-interest loan. Can qualify for a loan from the RLF. However renovation costs could be \$70,000, which is more than what the Incubator program was designed for. Would rather have grant than loan. Next grant is scheduled for October under "historic grant". Money can be received for facade renovation, but can include other improvements also.

#### ART ON THE CORNER

##### Permanent Exhibit

As mentioned at the last meeting, three sculptures from the 1992 exhibit, have been selected to be purchased. George Walbye has negotiated:

"Shell Boys",	listed at \$18,000,	for \$10,800.
"Free Wheelin' II",	listed at \$15,000,	for \$10,000.
"High Plains Warrior",	listed at \$10,000,	for \$ 4,000.
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Total needed in order to purchase is:		\$24,800.

Hope to have \$7,000 from mailings, golf tournament, and festival. Additional fund-raising should be easier, since sculptures chosen are very popular. \$10 from a lot of people really helps.

Doug Lockhart, from Public Service, would like to put a couple of thousand dollars towards a sculpture by challenging their more than 200 employees with a match.

Ron Havlik, Norwest, would like to meet or beat PSCO.

Geotech is willing to run an internal campaign with their 800 employees. If an employee donates \$50, Geotech will match. Geotech is also working on a larger donation to the Avalon.

Another good contact would be retired telephone employees.

Dan Rosenthal was encouraged to come to a Downtown Association Board meeting and also to talk to Mike Shafer ahead of time. With the "Save the Buffalo" campaign, merchants had fishbowls in their stores, which many tourists donated to. It was good to have something so visible. A similar campaign could be done throughout this summer's tourist season.

It was suggested that the DDA match whatever was raised by the Downtown Association. Barbara did not think that was a good idea.

Need to start public service announcements. Already have approximately 40% of what is needed, accounted for.

## Golf Tournament

The AOTC Golf Tournament, which brings revenues of \$1,500 - \$2,000, has not been full in the past. Need to encourage more participation. Would like to have someone challenge Norwest team. Cannot schedule the tournament for the weekend, since it is neither big enough or political enough. Won't let us have another tournament in the spring, because scheduling is real tight. Will try to have good prizes.

The tournament is scheduled for Friday, August 20. It will have a shotgun start at 1:00 P.M. This means everyone is scattered. Every team is assigned a beginning hole.

There is a barbecue at the end of the day.

Since the tournament is advertised as handicap as well as scratch, it is important that a handicap division exists. Otherwise a disclaimer is necessary, "Divisions determined by everyone who signs up" or "Divisions determined by the pro shop". Barbara will talk to them about handicap being important.

Everyone says the AOTC Tournament is one of the most fun tournaments. With 36 teams, AOTC can clear \$2,000. Last year there were 30. Two teams can play at the same time, 1A and 1B.

## Arts and Crafts Festival

There are less vendors this year. Profit should be approximately \$3,000 after paying expenses.

## DIRECTORS REPORT

### Avalon Project

In one week, two pianos have been offered. Talley's has a good piano, but it must be moved within the next week. Moving the piano may be a problem, since you have to go up two flights of stairs. But since the house is a tri-level, it may be possible to use a different exit.

The Impact Grant will go in front of the state, Thursday and Friday, July 15-16 in Sterling. Need to have representatives there. May decide to rent a van or possibly a plane, since it is an 8 hour drive. The meeting in Sterling may conflict with DDA Workshop.

The Avalon Theatre will be used for "The Frog Prince", June 11-13, but will not be used for the Arts and Crafts Festival.

Acoustics at the Avalon are great. Pat and Illene spoke at Philanthropy Days without a microphone.

## Museum

The museum sent a packet to the city to start seeking funding. A copy of the packet was sent to DDA. Bill and Barbara have met, regarding this packet.

The Museum is seeking our moral, political, and financial support. Museum has always been a high priority. However, the DDA does not have a lot of money to spend, since it is dealing with the last of the TIF funds. DDA has no formal process to hand out grant money but participates in appropriate projects.

There is a need to add an addition to the CD Smith building for exhibits. The Museum does not have a united focus. One wants to vacate, another wants to use it temporarily, and the other prefers permanent use of the building.

DDA needs to have good information. The Museum cannot receive blanket support from us. It's not enough to just have a good cause and be located downtown.

## Planning Session

It has been decided that a planning session will be held at Two Rivers from 4:00 - 7:00 P.M. on Thursday, June 17. This is in preparation for the budget. Mancel will be unable to attend.

## EXECUTIVE SESSION

Joe made a motion to enter into executive session. Mark second. It was unanimously approved.

## ADJOURNMENT

The meeting was adjourned at 9 am.