

DOWNTOWN DEVELOPMENT AUTHORITY  
December 3, 1993 Board Meeting

Present: Joe Skinner, Glen Dennis, Mancel Page, Ed Chamberlin, Bruce Hill, Jean Sewell, DDA Counsel Kathleen Killian, City Council Representative Dan Rosenthal, Ex officio Pat Gormley, DDA Director Barbara Creasman, Secretary Wendy Schade.

Absent: Bill Petty, Mark Hermundstad.

CALL TO ORDER

The meeting was called to order at 7:35 AM by Joe Skinner.

MINUTES

The minutes of November 5 were approved.

FINANCIAL REPORT

Finances are pretty much on target. At January's workshop, we will go through the budget describing the different categories.

Received the Mayor's letter written to Joe regarding financing of postage and data processing.

One of the strengths of the DDA is the fact that it doesn't receive general funds, and is therefore independent.

Most of the postage expenses are not DDA related, but rather pertain to special events and the Avalon.

"Computer costs, equipment or processing", This is our use of data processing staff if they have to work with us on computers, maintenance, or programming. If DDA had a new system, it would not cost \$5,000 a year to maintain.

We currently have a pretty good data base. Although programming costs were extensive, it was a one time occurrence, but should not be ongoing. Would like to have info in January regarding costs of computer system.

It was agreed that we will write a letter requesting that the City not transfer any funds at this time.

Need to provide financial information to the City, so they will better understand DDA finances.

## HISTORIC DISTRICT SURVEY UPDATE - Kris Ashbeck

The RFP will be out by the end of this month. Surveys should begin in February. Local Affairs will help pay for intern to assist. Assistance funds have been committed from the Downtown Association (\$100) and the DDA (\$500). Kris would like help in choosing a consultant, which should probably be a board member or an owner of a building Downtown. Suggestions should be made to Barbara. Ed might be able to volunteer.

Most of Colorado Avenue in the Downtown area will be included. The depot is not included in this survey. It is already on the National Historic Registry and already qualifies for all of the benefits for grants. There are several parties interested in purchasing the depot and doing rehab.

The Avalon has just submitted application for rehab for the facade. Study of costs of doing facade needs to be done. The middle front would have to be rebuilt where there used to be 3 french doors and little balconies.

Part of the historic district will include the St. Regis. Harley, the new owner, is doing some work and is looking to apply for a grant by the March deadline. He will not be in competition with other applications. Ed is working with them.

Any grant for a private individual/property requires a public entity sponsor. There were no objections to the DDA sponsoring the Regis grant. As a public sponsor, the DDA would not incur any costs nor would it be obligated for any funds. The grants come from the gaming industry of Colorado. The State is interested in doing larger projects in this area.

## TRANSPORTATION PLAN

Efforts have been started, which will go through a couple of phases. Input from the community is important.

The plan needs to address more than just car traffic. Upgrading and improving existing systems is very important, since any new system would bypass Downtown.

Glen met with Mark Relph on the Grand Avenue committee. Things need to start happening soon. They are open to ideas concerning amenities. The basic plan is pretty much in place, but some changes can be made. Low level lighting is something that should be considered. Signage, turn lanes, and planters create an atmosphere which says, "You have arrived." Since Grand Avenue is not State highway, we should be able to put up signage.

The airport is not Downtown, but the railroad is. Neither will move. It is important to connect main forms of transportation.

Pat - Should emphasize the bus depot, which is part of 5th Street. Would like it to stay Downtown.

Have time to look at this. Can give comments to Barbara.

Rather than just having signs that read "Downtown", we should reiterate "Government, Financial, Business, Judicial Center". May want to change word to "community", not "center".

Bennett has talked about having stronger village centers, but is it worth it to save 5 minutes--a 15 minute trip instead of 20? Would this not contribute to urban sprawl? We need to encourage people to come Downtown. It is important that Downtown remains the central core.

1st & Grand is listed in the Transportation Plan, but current improvements will begin east of this intersection. DDA should emphasize revision of 1st and Grand rather than reconstruction and identify problems. The State Highway Department is planning a major study of this. Since this is a state highway; the City has no jurisdiction. Board authorized Barbara to revise the draft memo and send to Bennett.

#### DIRECTOR'S REPORT

##### Avalon

A press release has been issued, announcing that El Pomar has granted \$50,000 to the Avalon. This means the Avalon has now met the City and State requirements to proceed with acquisition and interior remodeling of the theatre. But more needs to be done, so fund-raising activities will continue.

\$85,000 is still needed to renovate the facade. Lions Club and Boettcher foundation are possibilities; also Gates and Bonfils-Stanton.

##### Woolworths

The building leased by Woolworths is owned by three parties. Leland Schmidt, who owns the west 50, has a lease which expires in January 1996. Golden, owner of the middle section, and Shari Raso, owner to the east, both have leases which expire in January 1997. Since leases have not yet expired, the building is not currently available and may stay vacant for a couple of years. Corporate offices of Woolworths will not be making any decisions until January. Woolworths is obligated to put the walls of partition back up.

## Whitman Park

Need to talk to Parks and Museum Board. Don't have specific plans. Just want the park more usable.

## EZ Contributions

Fund-raising for many organizations may pass through the Enterprise Zone. Dalby Wendland devised several scenarios to show how taxpayers can benefit from EZ contributions. Credits can be carried over for up to 5 years. There are more variances for individual contributions. Rules for corporations are more consistent.

Last month a decision was made for the DDA to receive 5% for administrative services. A lot of time is spent talking to potential contributors and going to meetings.

The Museum and Mesa County Economic Development have recommended a cap. A \$1,000 donation costs the same to process as a \$50,000 contribution.

We have created a system that works. How to compensate is not an easy question. Barbara recommended that the Board authorize the Finance Committee to approve an interim fee through the end of 1993 to facilitate year end donations.

All but one of the other EZ administrators charge an administrative fee. Some charge a flat percentage, others are looking at a sliding scale.

Jean made a motion so authority could be given to develop a policy. Glen second. It was approved.

## TIF

DDA received a letter from an individual in Clifton. It was forwarded to us from the City. The letter is very confusing. Barbara agrees that the tax bill should not look like that. The County says that is how the computer is set up.

DDA has a 5 mil levy, even though it looks like 16 mil levy if you add DDA & TIF on tax bill. This is confusing for property owners, but don't know whether it can be straightened out. Barbara will write a letter to clarify what the DDA is and where it gets its revenue.

Dan spoke to Bobby Ward, who wrote the letter. He feels the DDA is breaking the law. Dan referred him to Ron Teck, the Assessor. What we are doing is legal. TIF doesn't have a separate mil levy and the response should state this.

EXECUTIVE SESSION

Bruce made a motion to enter executive session, Dan second.  
Motion carried.

ADJOURN

Glen made a motion to adjourn, Jean second. The meeting was  
adjourned at 9 AM.