



GOLDEN URBAN RENEWAL AUTHORITY

Memorandum

To: GURA Board of Commissioners
From: Mark Heller, Executive Director
Date: January 8, 2009
RE: January 12, 2009 Meeting Memo

This memo will assist in the discussion of the following agenda items:

V1. Financial: 4th Quarter/Year End Report

This will be presented at the January 26 meeting. Preliminary figures indicate property and sales tax revenue in excess of the budget and expenditures below budget.

V2. Human Resources: Executive Director Evaluation Update

The Human Resources Committee met with me and Mike Bestor to evaluate my performance on December 10, 2008. The result of that meeting was to confirm the budgeted pay increase and to authorize a shift to the next salary grade.

V3. Communications: Annual Report Update

The first draft of the annual report is complete. Staff and the Communications Committee will work in the coming days to finalize and publish.

V4(a). 13th Street Arch

Since authorizing the publication of an RFP to construct an arch across 13th Street at Ford, I have been working with Winston & Associates, city staff, and other consultants to verify the functionality of drive lanes and site lines to ensure that the arch would not create unsafe traffic conditions. Digital renderings showing this analysis is included in the packet. We have also been preparing other engineering drawings and analysis that are needed for the RFP. We anticipate publishing the RFP by the end of January.

V4(b). Business Attraction and Retention Strategies

The GURA Development and Operations Committee met to review the August 2008 Business Attraction and Retention Strategic Plan and made a few changes. The revised plan is included in the meeting packet. The three changes are:

1. As phase four of the business recruitment strategy, include a coordinated showing of Golden to whichever businesses are identified by the earlier phases of the strategy. This could include an overnight stay and other enticements.
2. Along with the Chamber of Commerce and EDComm, investigate and possibly finance the implementation of a loyalty gift card program using Visa/MC. Such a program would replace the “Chamber Bucks” paper certificates and would be much easier to use and track.
3. Promote alternative transportation and parking codes that would facilitate redevelopment.

VI1. Prioritization of 2009 Work Plan

With the redevelopment of Lots 2 and 4 in limbo, the sanctioning of continued work regarding a new urban renewal authority at Golden Point, and the new emphasis on business attraction and retention, there is a bit of uncertainty as to the priority ranking of the work plan items. I would like guidance from the Board as to which of the work plan items are at the top of the list.

Directly related to this discussion is the approach towards the use of the \$500,000 or so remaining on the Colorado Business Bank loan. I recommend that the Board beginning thinking about whether it wants to draw all or some of that balance, and depending on the amount chosen, rank the projects that could be funded from the proceeds.

VI2. Process for New Urban Renewal Projects and Other Downtown Organizations

At the last GURA meeting, there was a request for more information on the process for creating a new urban renewal project/district, as well as a request for more information on what other downtown organizations might supplement or replace GURA when it sunsets. To provide this information, I have included an article written by a metro area planner who specializes in blight studies and a powerpoint put together for a CCRA conference by GURA’s attorney Carolynne White regarding the various downtown entities.

VI3. DBSI Bankruptcy

As of the date of this memo, I am waiting for a response from our attorney regarding whether GURA has any coming deadlines relating to this matter. If action or discussion is warranted, this agenda item will allow it.

VIII. Staff Report

Street Pole Banner Contest

I have been confirming bids for the production and installation of the new street pole banners, and I have been working with the City’s new Communications Manager and Graphic Designer to prepare for this contest. The announcement for the contest will be published in the February Informer and the 2008 GURA Annual Report.

PV Downtown

I have been working with a VP of Sales for Broomfield-based Real Goods Solar on evaluating the feasibility of a GURA-subsidized program to install photovoltaic panels on downtown rooftops. After several conversations, it appears that even if GURA committed all \$500,000 of its loan proceeds to this program, it could subsidize only ten installations. I cannot recommend such a program at this time.

Parking Code

Per direction from the last meeting, I met with the Planning Department and offered GURA's assistance to fund an addition to the scope of work for a transportation consulting contract already in place. The additional tasks would include a study and recommendations for code changes relating to downtown parking and shared parking ordinances.

Golden Point

I have continued meeting with the commercial property owners around Golden Point (near the high school) and around Water Street (east of Parfet Park) . A solid majority of owners are excited about the potential for assistance from urban renewal financing, and none of those with whom I met have objected to the concept. Our next step is to conduct blight assessments to determine whether the properties qualify under the Colorado Urban Renewal Act.

X. Discussion of Potential Redevelopment of Lot 4

This will be discussed in Executive Session.