



Memorandum

To: GURA Board of Commissioners
From: Mark Heller, Executive Director
Date: January 21, 2010
RE: Meeting Memo for January 25, 2010 Meeting

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

V4a. Discussion re meeting with City Council re “East Downtown” Plan and other issues

The packet contains a revised draft memo which will be part of the GURA packet for the February 25 meeting with City Council. This memo is intended to set out the issues needing clarification and GURA’s questions, comments, and concerns regarding those issues. This version includes changes discussed at the prior GURA meeting as well as new background documentation from the Downtown Character Plan.

V4b. Hire A Senior Update

Last spring, GURA applied to the JeffCo Community Services Advisory Board (CSAB) for funding to help establish a retail incubator program. The CSAB changed direction and instead offered GURA a grant to subsidize a back to work program for seniors. Although this type of grant is far from typical for an urban renewal authority, a tentative decision to move forward was made since it would enable downtown businesses to be more competitive in these extraordinarily difficult times. Through multiple conversations, I was assured that GURA’s role would be strictly as a pass-through agency and that GURA would not be responsible for the employer’s taxes or management of employees hired through the program. GURA was told that the program would start September 1, 2009, and GURA began accepting applications on that date.

However, due in part to a months long delay for the county and the state contract negotiations, in part to the sudden departure of the county staff person in charge of this grant, and in part to another months long delay in obtaining a response from the county to GURA’s questions and concerns regarding the contract between GURA and the county, we have only recently been able to get a full picture of GURA’s obligations under this grant. Unfortunately, these obligations are much more complicated, extensive, and long-lasting than had been discussed last spring. Many of these obligations go beyond what GURA’s counsel can recommend, and many others go beyond what GURA should be expected to do given the role GURA might play. The packet contains two letters from GURA attorney Carolynne White and a response from the county attorney regarding the problematic terms of the contract.

Accordingly, I have asked that the grant be transferred to one of the other two grant partners in this program, JeffCo Workforce. I have preliminary assurances that JeffCo Workforce will accept the merchant applications that GURA has received to date, and treat them on a priority basis. These applications have not been vetted, so it is quite possible that either the position or the person would not comply with the grant requirements, but at least the merchants that have been in the queue since September would be reviewed first. GURA would provide informal assistance to JeffCo Workforce at least for this round of applications and possibly for additional rounds until the funds are fully-allocated. I am working with the CSAB and JeffCo Workforce to formalize this transfer as quickly as possible.

This agenda item will allow further discussion and staff direction on this matter.

V4c. Coors Kiosk/Video Display

Two recent meetings of the Retail Marketing Committee have confirmed a request that GURA fund some sort of kiosk/video display at the Coors tour bus-loading area. As this idea had previously been supported by GURA and since I have current direction to investigate a Coors/GURA partnership to upgrade the site generally, I am pursuing this idea as well.

This agenda item will allow further discussion and staff direction on this matter.

VII. Vision 2030 Presentation

Planning staff and volunteers working on the Golden Vision 2030 have requested this meeting so that they might record GURA's impressions after watching a series of interviews taken during last summer's Farmer's Market. Citizens and visitors were asked to discuss their views of what is important to them and to share stories of their thoughts, experiences and impressions of Golden. The Golden Vision 2030 team is also interested in how others react to those stories, which will be their goal for this meeting.

VIII. Staff Report

- Downtown Post Office: No further developments on this potential project.
- URA Legislation: The packet contains the first of at least three bills modifying the Urban Renewal Act. This bill is focused on limiting the use of productive ag land within urban renewal projects. GURA and Council will discuss the strategy for these bills at the February 25 joint meeting.
- Blue Canyon Support: No TIF update since the last meeting. The underground portion of the venture is now open. I provided Blue Canyon with the contact information for the alternative lenders I met with earlier.
- Hurricane Support: I spoke with NexCore to inform them that GURA has authorized me to negotiate a sales TIF deal but that before we begin that process we need to review the fully executed lease agreement, loan agreement, and other documents between Hurricane, NexCore, Golden Civic Foundation, and other major partners. I provided Hurricane with the contact information for the alternative lenders I met with earlier.
- Colorado Watermedia Show for banner contest: Following up on Commissioner McLetchie's suggestion of a Foothills Art Center contest reprise, Reilly Sanborn has suggested using the annual Rocky Mountain National Watermedia show, which will be on display from mid-August to mid-October. This is a nationally-recognized show jurored by established artists, so GURA is sure to get excellent choices. This is the link for last year's

show: <http://www.foothillsartcenter.org/exhibition.php?eventID=15>. The Colorado Open that we partnered on last year is not an annual show and will not be organized this year.

- Business Plan Prize: I forwarded the GURA discussion points on this topic to EDComm, which agrees with all points but the suggestion that the prize simply be abandoned in favor of something else. We will continue to brainstorm and to assess whether the prize amount can be boosted significantly with additional money and in-kind support.
- Streetlights around new bridge: This project will be re-assessed by Public Works in the spring.
- Welcome and speed signs: This project is on hold due to budget reductions in the Public Works department.
- Golden Gem Cinema update: The Golden Gem steering committee recently met with AMC representatives to discuss the rental fee for the Foss Auditorium. We are considerably closer to an agreement now, yet additional work is required to assure sufficient revenue. The next steps will be to solicit donations for operating capital and to explore advertising revenue.
- Noise Mitigation: Staff is conducting research into collaborative efforts to mediate noise and sound conflicts in mixed-used districts nationwide. We will then determine which strategies to use in Golden. These efforts will complement the code changes currently being considered by City Council.
- CEFI Institute: I have been asked to return to the Sonoran Institute's "Community Energy Futures Institute" to speak on the community outreach strategies we used for the Golden Sustainability Initiative in 2007. This conference will be in Grand Junction from February 17-19.
- Gateway Cleanup: The CDPHE will not issue the "all clear" for the clean up as we had hoped. The clean up program was scheduled to end with 2009, provided all monitoring wells were within acceptable limits. As I reported earlier, two wells were near but not within the limits, and our cleanup contractor was to argue that the processes at work underground would eventually bring the wells under the limit. CDPHE was not convinced and will require at least another round of testing in March. The EPA grant will continue to reimburse GURA for 80% of this approximately \$5,000 cost, and this project is still far under budget.
- Staff has completed outreach to the side-street merchants following the direction from City Council on December 3. After multiple rounds of visits and attempts, all but a few side street merchants have been contacted and their responses are quite favorable to the design presented to City Council. A few would prefer to design their own placards.