



# GOLDEN URBAN RENEWAL AUTHORITY

## Memorandum

To: GURA Board of Commissioners  
From: Mark Heller, Executive Director  
Date: March 5, 2009  
RE: Meeting Memo for March 9, 2009 Meeting

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

### **V2a. Heller paternity vacation/leave**

Our delivery date is April 15. Beginning from the delivery date, I will take a 2-3 week vacation. After that, I will work from home on Fridays. The office will be staffed by our new intern on Fridays. Since there are several projects coming due or requiring Board action around this time, we will need to coordinate and distribute responsibility as described below.

### **V4a. Decision Process for Various Projects**

- 13<sup>th</sup> Street Arch: Bids are due on March 9. Evaluation and selection are scheduled for the March 23 meeting. We will have support from the City's Public Works Department on opening and evaluating the bids. This should be a decision of the full Board.
- Street Pole Banner Photo Contest: Images are due by March 31 and the selection of the 15 images and top 3 winners is scheduled for the April 13 meeting. The subcommittee of Me, Lyndall, Philip, Reilly Sanborn and the City's graphic designer Sarah Yongprakit could make these selections.
- 150<sup>th</sup> Anniversary Banner: The Foothills Art Center will present the submissions at the April 27 GURA meeting. GURA will pick five for the public phase of the contest, which will be held from May 3-17. GURA will produce a banner of the winning entry for display from June through December.
- Arts Fest Banner: The Arts Fest organizers will make the selection of the poster image by June 1. GURA will produce the banner from this selection for display from July through August.

The below chart sets out the important tasks and dates for these projects:

<b>Project</b>	<b>Task</b>	<b>GURA Meeting* Or Deadline</b>	<b>Packet Date</b>
13 <sup>th</sup> Street Arch	Bids Due Award bid Project Complete	3/9* 3/23* 6/1	3/19
Photo Contest	Photos Due Select Winners Install Dedication/Awards	3/31 4/13* 5/29 6/12	4/9
150 <sup>th</sup> Banner	Pick top 5 Public vote Install	4/27* 5/3-5/17 6/1	4/23
Arts Fest Banner	Selection by Arts Fest Install	6/1 6/30	

#### **V4b. Renewable Energy Demonstration Project**

At prior meetings, the Board has discussed funding some sort of photovoltaic project. The Board considered and rejected proposals for a limited number of installations on private buildings, and directed me to brainstorm a public facilities project. In order to scope such a project, I need additional direction on the budget and purpose for such a project.

#### **VII. Response to Recession and Clear Creek Books Discussion**

Clear Creek Books has announced it will likely close in a few weeks. While the community has frequently suggested its desire for a bookstore over the years, the actual patronage seems to lag this repeated, expressed interest. GURA was an early supporter of this business, providing a small grant for energy efficient lighting during the tenant buildout. About a year ago, GURA also evaluated the feasibility of a sales TIF agreement but the projections did not merit one. In the year since, the business has struggled under its obligations and the worsening economy. The bookstore has scheduled two community brainstorming sessions on 3/8 and 3/15 for ideas on rescuing the business. I have offered to meet with the bookstore's proprietor.

The dominant needs of the business appear to be for assistance with rent and debt repayment. GURA's Grant Guidelines, adopted in September of 2004, caution against grants for such needs.

#### **III. Restrictions**

Projects eligible for funding must also meet the following criteria:

1. The project must be located within the GURA District;
2. The project must be of a physical nature; and
3. The project must be consistent with other GURA policies, guidelines, and the Urban Renewal Act.

#### **IV. Prohibitions**

GURA will not authorize a grant for:

1. Direct support of individuals for personal use;
2. Endowments;
3. Debt retirement or operating expenses; and
4. Projects designed to influence legislation or elect candidates to public office.

This policy could be revised, although doing so should be done with great care. GURA might also explore other revisions to its grant-making policies in response to the deepening recession. One suggestion could be to directly fund individual business or joint marketing/advertising expenses. These necessary expenditures are often the first to be discarded in a down economy. GURA is also researching gift card and buy local promotions along with EDComm.

This item is on the agenda to allow discussion of the outcome of the first bookstore brainstorming session as well as any other thoughts on the bookstore and on GURA's role in retail support. The bookstore has not made any specific formal or informal request for assistance from GURA.

#### **V12. Blue Canyon Bar & Grill Grant Request**

Blue Canyon Bar and Grill has requested support for an extensive kitchen remodel that is intended to increase the restaurant's capacity and capability, and to improve ventilation and temperature. Such a request complies with the GURA Grant Guidelines. The budget for this project is nearly

\$63,000.00. Blue Canyon has not requested a specific grant amount, so presumably any level of support would be acceptable.

### **VI3. Ad Hoc Citizens Committee on Holiday Lights**

Judy Denison has announced her intention to form a committee to study the holiday lights issue. This agenda item will provide an opportunity for the Board to discuss this issue and to potentially designate a representative to this committee. This past holiday season, the City Council decided to maintain the planned holiday light display through that season, and declared its intention to revisit the issue before next season. A recent US Supreme Court case summary that is closely related to this issue is included in the packet for your review.

### **VIII Staff Report**

1. Sales TIF Procedure: The city attorney advises that future sales TIF agreements that involve calculating the base tax from a defunct business which has not authorized disclosure of its taxes should not disclose or reference those taxes in any way. Rather, the agreement should simply state a base tax from which the increment would be calculated.
2. Research into a Golden cinema was limited in the past week to meeting with Reilly Sanborn of Foothills Art Center, who is interested in assisting with this project. There is a potential for Foothills' DocuWest film series to be shown at the AMC.
3. Work on the Baby Doe, Image Designer, Plummer, and D'Deli façades are all underway.
4. I hired a new intern, John Hageman who will initially work on the gift card research, web grants, and PV project. Steven Williams continues to work on the Business Attraction/Retention project, façade and energy grants, Google 3D mapping, and will assist with the 13<sup>th</sup> Street Arch. John will work Mondays and Friday, and Steven will work Tuesdays and Thursdays.
5. I continue working with Steve Glueck and Planner Rick Muriby to analyze the square footage, useage, parking spaces available, and parking spaces required of the downtown parking district. This will give us the data necessary to evaluate the code and formulate alternatives.
6. The City's Forester expressed concern that the lighting of the spruce tree at the corner of 10<sup>th</sup> Street and Washington could be damaging the tree. The contractor retained by GURA has been installing lights on trees at the Botanic Gardens for eleven years, so we met with the Botanic Gardens' forester to assess spruce trees there. The conclusion of the meeting was that the holiday lighting was probably not damaging the tree. However, the tree does appear to be in decline, possibly from the recent years of drought and wind. Extra care and water will be applied to the tree.