



GOLDEN URBAN RENEWAL AUTHORITY

Memorandum

To: GURA Board of Commissioners
From: Mark Heller, Executive Director
Date: March 18, 2009
RE: Meeting Memo for March 23, 2009 Meeting

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

V1. Finance Committee

The auditor has finished her review of GURA records and is preparing the draft audit. She reports no concerns to date.

V4a. 13th Street Arch

We received six responses to our RFP. I have reviewed the bids and checked references for the lowest bidder, TC2. Those references, including Rod Tarullo, were favorable. Jeff Kuhn of Winston Associates and Ward Mahanke of TST (one of the engineering firms retained by the City) compared the bids of each company and are comfortable with TC2's numbers. The TC2 bid is also significantly below our estimate from late last year. Funding for this project was budgeted for 2009, and it will not adversely impact or preclude any of GURA's other programming. Based on this feedback and GURA's capacity to fund the project, I recommend that the Board authorize me to execute a contract with TC2 for the construction of the arch option to be selected at the March 23 meeting. The TC2 Bid, the bid summaries and comparisons among all six responders, our original estimate, and the proposed contract are included in the packet for your review and approval.

VII. Clear Creek Books

I met with Craig Morgan, owner of Clear Creek Books, to discuss the needs of the business. Craig expressed interest in GURA's support for e-commerce and marketing, but we have not discussed specific dollar amounts or projects to date.

VI2. Gift Card, Buy Local, and other thoughts on business attraction and retention ideas

The meeting packet contains two memos drafted by new GURA intern John Hageman. These supplement the retail survey results and memo from Steven Williams distributed at the last meeting. Together, this work suggests that a gift card memo and a buy local campaign could improve patronage of downtown businesses. EDComm is also exploring these ideas. This agenda item will

allow a fuller discussion of the memos and the topic generally. My recommendation and request is for direction to pursue both a gift card and a buy local campaign in the very near term.

VIII Staff Report

1. The Millstone bankruptcy has resulted in a settlement with an investor for \$429,000 out of an initial claim of \$740,000.
2. No additional news to report regarding DBSI's bankruptcy proceedings.
3. There is again talk of forming a downtown residents association. What role should GURA or I play in such an organization?
4. The photo contest deadline is coming up on March 31st. We have no submissions to date. I published a press release regarding the contest and Pentax's new participation in it, and distributed it to the variety of the community's e-newsletters, blogs, YourHub, and the Transcript.
5. Barb Warden freshened up the GURA site to give the eye more room to roam.
6. I will give a tour of downtown Golden to planners and developers potentially from around the world in June during the Congress for New Urbanism annual conference, which will be in Denver.
7. I have been working with a group of other communities in Jefferson County to develop a series of business education seminars to assist small business owners in this down economy. The efforts of that group are summarized in the attached flyer.
8. I attended a meeting convened by Golden churches, the purpose of which was to foster communication among segments of the community that do not normally communicate.