

# Golden Urban Renewal Authority

## City of Golden, Colorado

### Business Meeting

### March 24, 2008

The Golden Urban Renewal Authority of the City of Golden, County of Jefferson, State of Colorado, met on the above date in the City of Golden Council Chambers at 911 – 10<sup>th</sup> Street, Golden, Colorado, at the hour of 7:10 p.m. Commissioners present were:

A.J. Johnston	Ted Bickart	Bill Fisher	Preston Driggers	Paul Imse

Mark Heller, Councilor Oxman and Janis McBurney were also present. Henry Tiberi and Steve Taylor were absent.

### Approval of Minutes

Johnston called for a motion to approve the business meeting minutes of March 10, 2008. **Bickart MOVED to approve the business meeting minutes. Imse SECONDED. All Commissioners present agreed.**

**Public Comment** – In an effort to be as sustainable as possible, Vicki Wagner showed the Board a reusable bag that the Farmers Market will be selling this year, just to recover their costs. She also presented a handout entitled “Why B.Y.O. Bag is Better” which noted that although plastic bags are made from petroleum and manufacturing just 14 plastic bags uses the same amount of oil that would power a car for one mile, paper bags are even worse in that producing paper bags uses four times the energy as making plastic ones, as reported by the EPA.

### Reports of Committees/Matters for the Authority

**Finance Committee – Discussion/action regarding 2007 Year End Financials** – Heller went over the 2007 year end financial reports that were prepared from preliminary audited financials, and a brief discussion was held.

**Human Resources Committee – Discussion regarding hiring a planner** – Driggers lead a discussion concerning the advantages and disadvantages of hiring a full-time planner. Johnston noted that GURA has been giving EDComm between \$30,000 and \$40,000 a year over the past years, and stated that it would be fair to take those funds back beginning in 2009 if GURA will be taking on the primary responsibility of business attraction. Bickart remarked that part of the funds given to EDComm are used to cover requests for money for various events run by many different organizations; therefore, perhaps GURA may not want to withhold all of the funds, and should determine a specific percentage to withhold. Bickart further commented that the length of particular projects should be a determining factor in deciding whether or not to hire a full-time planner. A discussion was held. Separate from the possible planner position issue, **Bickart MOVED to decrease the Reinvestment Fund to the level sufficient to pay for incidentals (event sponsoring) as discussed and noted in the minutes. Imse SECONDED. All Commissioners present agreed.** Heller will send a letter to EDComm advising them of this matter that will be effective in 2009. Further discussion regarding the hiring of a full-time planner was held. The Board decided to leave it up to Heller’s discretion.

**Communications Committee** – Heller advised that the Annual Report is scheduled for delivery to GURA on Monday, March 31.

**Development & Operations – Discussion/action regarding energy efficiency standard** – Driggers commented that he would like to see a Silver LEED Standard in place when Lot 4 is marketed.

The Board continued its discussion regarding the establishment of an energy efficiency standard for GURA funded projects.

**Work Plan Update: grant applications and banner concepts** - With regard to the banners for the parking garage, Heller advised that he has researched the bids and has selected a vendor, and that it is now just a matter of selecting the design. He shared ideas including Arts Festival posters and historic photos. The Board previously set a May 15 banner installation deadline, so a decision on concepts and design will need to be made by the second Board Meeting in April. Johnston commented that he would like to see some sprucing up done to the primary southern entrance to Washington Avenue at 19<sup>th</sup> Street, and suggested painting the retaining wall at that location. Heller will look into this matter. With regard to the Web Design Grant Program, Heller advised that we have budgeted for five businesses and have received applications for seven. Given the fact that some of the designs are under budget; we will attempt to accommodate all of the requests. Imse commented that he would be happy to entertain revisiting the amount budgeted if necessary. With regard to the Façade Improvement Grant Program, Heller apprised the Board of the applications received, and requested direction as to the goal. Are we trying to focus on making the façade and awnings in the core area as best they can be, or is the goal anything within the district and not just the core area? A discussion was held, and it was mentioned that some of the applicants might be better served by applying to either the Energy Efficiency Grant Program or the General Grant Program. Priority core location specifics were discussed. The Board decided to give Heller the leeway to make the façade decisions. With regard to the energy efficiency grant program, Heller reported that we have received one new applicant. A brief discussion was held. It was decided that this would be a good topic for the six month newsletter.

**Discussion/action regarding Gateway Station – Financial Update** – Heller summarized GURA's expenditures on the garage, cleanup and all other associated project costs to date. He also provided a summary of GURA's past and future draws against the Colorado Business Bank loan.

**Lot 2 Option** - Heller advised that the Lot 2 Option draft was sent to NexCore last week.

**Mutual Waiver** – Heller reported that the Mutual Waiver draft was sent to NexCore last week.

**Spandrel color** - The Board decided on brown for the spandrel color on the new parking garage. With regard to the sidewalk on the Jackson Street side of the parking garage, Heller mentioned an issue concerning the sidewalk width. When the trees are planted, the space between the planters and the landscaping strip next to the garage is insufficient. He presented an idea about changing this to a curvy, sort of meandering sidewalk to increase the width. Bickart suggested reducing the size of the openings for the trees, which would require using smaller grates, and saving the grates which have already been ordered for other streetscape projects.

**Other Business – Discussion/action regarding constituent outreach and business attraction efforts** – A lengthy discussion was held regarding suggestions for outreach and marketing efforts compiled during a previous meeting held with Heller, Driggers and Imse. Relative to focus on outreach, Driggers and Imse summarized ideas such as a brochure targeted towards retail business owners, a newsletter to property owners updating on GURA's activities and programs, and separate luncheons for downtown property owners and downtown business owners for information exchange. Driggers and Imse will prepare a draft newsletter of what they have in mind to share with the Board. Business attraction was also discussed in-depth and many ideas, as well as concerns, were exchanged. With regard to the new higher-priced commercial spaces, it was suggested that offering incentives such as TIF may be worth exploring. Heller reported that an Italian-based Mediterranean restaurant is considering leasing Rhapsody's space, and a discussion was held regarding a TIF incentive with them.

**Commissioners Concerns** – Oxman shared some ideas regarding banner concepts including key players in the community such as CSM, Coors and the Bradford Washburn American Mountaineering Museum, as well as the other museums in the district. She mentioned that Saturday evening, March 29, between the hours of 8 p.m. to 9 p.m., that Coors is going completely dark, and that this would be a huge energy savings over time. Oxman also mentioned that she met the gentlemen who are considering leasing Rhapsody's and gave them a walking tour of downtown Golden and the Community Center.

Fisher commented that in terms of the banners, he would like to see them give people a quick flash of all of Golden's happenings in an attempt to get them to patronize the City. Fisher further commented that he feels that GURA should attempt business attraction.

Driggers asked about the scope of services for 13<sup>th</sup> Street. Heller advised that it will be covered in the Staff Report.

Imse told the Board about an upcoming silent auction for the community choir and asked if the Board may want to donate a brick to help them raise money. Heller advised that GURA gives bricks to the Civic Foundation Auction. Imse stated that he received a call from Mayor Smith informing him that he had not been chosen for the Walkability Committee because they decided not to select anyone who was currently on any Board; however, they would like participation from GURA. Imse advised that he would be happy to sit in.

**Staff Report** – Heller gave an update on the 13<sup>th</sup> Street Corridor and presented a quote from Winston Associates, Inc. to the Board. The Board was in agreement that it is a reasonable quote. With regard to the wireless update, Heller reported that although C-Com is half way through their two month extension, they do not have any solid prospects to date. As there are no real alternatives, they will probably be given more time. Heller advised the Board of two potential Board member prospects. Heller commented that he provided a draft of the Affordable Housing Report to the City Manager, and that he would add any edits from the Board. He advised that the Affordability Housing Task Force will be appointed on April 10<sup>th</sup>. Heller informed the Board that we received the DRCOG Award, and also an award from the Jeffco Health Department for the sustainability initiative.

**Public Comment** – Vicki Wagner commented that she is in favor of the idea regarding sprucing up the 19<sup>th</sup> Street and Washington Avenue area.

## **Adjourn**

There being no further business, Johnston called for a motion to adjourn the meeting **Imse MOVED to adjourn the meeting. Fisher SECONDED. All Commissioners present agreed.** Johnston adjourned the meeting at 9:20 p.m.

Mark Heller  
Executive Director

A.J. Johnston  
Chair