

Golden Urban Renewal Authority

City of Golden, Colorado

Business Meeting

May 23, 2005

The Golden Urban Renewal Authority of the City of Golden, County of Jefferson, State of Colorado, met on the above date in the Golden City Council Chambers 911 10th Street, Golden, Colorado, at the hour of 6:30 p.m.

Commissioners present were:

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| Joe Behm | Ted Bickart | Henry Tiberi | Roya Stanley | |
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Benz, Driggers, and Green were absent. Mark Heller, Debbie Rainguet, Steve Glueck, Genevieve Hale, Diane Pasquarelli, and Vicki Wagner were also present.

Approval of Minutes

Stanley called for approval of the May 9 2005, minutes. **Bickart MOVED to accept the minutes Tiberi SECONDED. All Commissioners present agreed.**

Public Comment –

Pasquarelli reminded everyone to attend the CDOT Beltway open house on May 24 at the Green Center. Wagner encouraged attendance at the Discover Golden event at the Visitor Center on May 26.

Reports of Committees/Matters for the Authority

Finance Committee –

April financial report – Heller presented the April 2005 financial report. **Tiberi MOVED to accept the financials. Bickart SECONDED. All Commissioners present agreed.**

Add Executive Director as check signer – Heller discussed the reasons for being added as a check signer and pointed out that a two-signer system already provides a check and balance. **Tiberi made a MOTION to authorize Mark Heller to be a check signer as the Executive Director. Behm SECONDED.** There was discussion regarding a dollar limit. Tiberi amended the motion to require that two Commissioners sign checks over \$5,000. **All Commissioners present agreed as amended.**

Human Resources Committee – None

Communications Committee – None

Development & Operations –

Discussion/action regarding Safeway OPA – Heller presented the Safeway OPA agreement. There was discussion regarding the site plan location for the directory sign and obstruction issues. Heller will visit the site with Clayton and select alternative sign locations. He will change the agreement to include language that addresses obstruction of the sign and will present new sign locations at the next meeting.

Discussion regarding procedure for Lot A RFP review – Heller distributed three proposals for Lot A that were received from three groups: Pedersen Development Company, The Evergreen Group LLC, and Dauer Haswell Architecture Group. He noted that the proposals are fairly different in terms of building design, purchase price and degree of public financing. Heller suggested that each group be invited to present at the GURA meeting on June 13. There was discussion regarding the review process and alley setback. The Board will submit questions to Heller by June 6. Heller will submit the questions

to all groups to be addressed in their presentations. Heller will prepare a matrix of the three proposals for the Board's review.

Hot Zone RFP update – Heller advised there is no update at this time as he is waiting for information from Benedetti.

Economic Development Commission Update –

Presentation by Steve Glueck – Glueck presented a summary of the 2005 Golden Marketing Campaign by Cohn Marketing and discussed how GURA's reinvestment funds fit in with EdComm's marketing budget. Glueck discussed the six components of the campaign including branding, promotions, Coors conversion, visitor public relations, market development and InGolden.com. He noted that the branding campaign will focus on attracting visitors from Metro Denver. Greeters have been hired as ambassadors to greet Coors tour visitors and to distribute a copy of the *Territorial Times*. Media contacts and frontline personnel are invited to an Explore Golden Night. Market development will focus on attracting visitors from the West Arvada/Westwoods and Evergreen/Genesee areas. Monthly emails with ads and a coupon are being sent to individuals signed up on InGolden.com. Glueck noted that the GURA reinvestment funds are spent on marketing, research, and business retention and attraction. Glueck added that he expects all of the reinvestment funds to be spent this year but any funds not spent will be carried over to next year. There was discussion regarding the ads, billboards, strategies for attracting Golden residents and new businesses to downtown, and the roles of the marketing committee and EdComm.

New Business

Presentation by Steve Glueck regarding parking and the Golden Downtown General Improvement District – Glueck gave an overview of what the Golden Downtown General Improvement District (GDGID) is and what it does. Glueck explained that GDGID, a Title 32 Special Improvement District, was formed in the early 1960s by business and political leaders who determined that more downtown parking was needed and that a revenue generating entity was needed to own and maintain the parking lots. Glueck added that GDGID generates about \$17,000 per year through property and automobile taxes and cash in lieu of parking fees. There was discussion regarding utilization of existing parking, anticipated peak periods, methods for determining future parking needs and GDGID's involvement in parking for current and future development.

Discussion/action regarding creation of "Corresponding Commissioner" position – Bickart presented the idea of creating a corresponding commissioner position as an alternative to the ex-officio position that was discussed at the last GURA meeting. There was discussion regarding the role of a person in that position. This item will be added to the agenda for the June 27 GURA meeting.

All-America contest funding and attendance – Heller announced that the City of Golden is one of 30 finalist communities for the National Civic League's 2005 All-America City Award. Genevieve Hale, a special intern to the City Manager at the City of Golden, invited GURA to participate in the final round of competition in Atlanta, Georgia, June 23-25. Hale explained that finalist cities send a delegation to the event for a presentation to the judges. There was discussion about how the cities are judged, the benefits of winning, suggested attendees, costs, presentation format, and rehearsals. **Bickart made a MOTION to authorize a maximum of \$10,000 to fund eight or more delegates to attend the All-America City event. Tiberi SECONDED. All Commissioners present agreed.**

Commissioners Concerns – None

Staff Report

Heller advised that the process of drafting downtown design guidelines has begun. Heller said the process will include creating an outline and assembling a committee consisting of two to three representatives each from GURA, the Historic Preservation Board, the City, and the Planning Commission. Heller advised that he will represent GURA and requested that someone from Development and Operations committee also plan to participate.

Heller noted that he and Rainguet attended a Culture Commerce and Communities Conference in Downtown Denver. He commented that the conference dovetailed with the Golden Cultural Alliance

planning retreat. Behm suggested purchasing Golden Cultural Alliance cookbooks, and it was agreed that GURA would purchase 200 cookbooks at \$10/book to send to the All-America City event.

Heller advised that the Evans properties are under contract with an option for renewal on June 9. There was summary discussion regarding earnest money, deadlines and the challenges of the property. Heller will monitor the process and provide an update on June 13.

Heller provided an update on the Millstone project noting that they will be digging the second hole in the next couple of weeks.

Heller noted that because two GURA Board applications were received, the position will be reposted with a new deadline of June 2 and interviews on June 9.

Heller advised that he granted permission to the organizers of the Second Annual Adaptive Adventures Bike Race to place their sponsors' Tuff Shed buildings on Lot A during the Sunday bike race.

Public Comment –

Pasquarelli commented on the special accounts listing on the profit and loss statement. She suggested that the Board allow at least 30 to 60 days for the Lot A proposal review process.

Wagner commented on parking issues with the Evans properties. She commented on Golden citizens who have never been Downtown.

Adjourn

There being no further business, Stanley adjourned the meeting at 9:00 p.m.

Mark Heller
Executive Director

Roya Stanley
Chair