

**Golden Urban Renewal Authority
City of Golden, Colorado
Business Meeting
May 10, 2010**

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 – 10th Street, Golden, Colorado, at the hour of 6:30 p.m. Commissioners present were:

Paul Imse	Steve Taylor	Philip Baker	Annette Lyttle	Lyndall McLetchie
Ted Bickart	A J Johnston			

Paula Reed, Phil Rutkowski, Todd Grover and Renee Rinehimer, all from EDComm were present. Steve Glueck, representing the City of Golden, and Mark Heller and Marcie Miller were also present.

Approval of Minutes -

Lyttle called for a motion to approve the business meeting minutes of April 26, 2010 as amended. **Imse MOVED to approve the business meeting minutes. Bickart SECONDED. All Commissioners present agreed.**

Reports of Committees/Matters for the Authority

Development and Operations – Discussion regarding collaboration with EdComm on economic development downtown and city-wide – Glueck reported that GURA and EDComm have been in discussions regarding a number of projects that they have in common, and ways in which the two groups might prioritize those projects, and structural ways to meet project goals when the funding available through GURA is no longer available after 2014. Programs that this joint committee is currently discussing are: community marketing, business attraction and retention, parking and transit management, development and redevelopment, and providing policy recommendations to the City. There was discussion about how the groups should measure success, and Bickart noted that thinking about the metrics now will inform the structure of the delivery of services. The group will make its next report to City Council on May 20, 2010, and a final report with recommendations on July 15, 2010.

As an outgrowth of that discussion, attention focused on the Mayor’s memo about sustaining Golden’s primary job base. Although the suggestions in the memo don’t impact the GURA/EDComm committee directly, they will impact our larger discussion. Of the suggestions in the memo, Taylor suggested a business incubation facility that provides technical resources to new start-ups might be an interesting concept. Glueck noted that traditional brick and mortar incubators often fail because of the expense. He also noted the importance of making certain that we have the right zoning in our business parks for the type of businesses we want to attract.

Finance Committee – No report.

Human Resources Committee – No Report

Communications Committee – The final draft of the Annual Report is being reviewed.

Discussion/Action regarding MSEI Grant – Heller advised that the Governor’s Energy Office is offering the Main Street Efficiency Initiative (MSEI) grants. Six grants ranging from \$100,000 to \$250,000 will be awarded, with the intent of helping small businesses become more energy efficient. GURA, in collaboration with the Citizens Sustainability Advisory Board (CSAB), will produce a competitive application for the \$250,000 grant that will be used as seed money for a phased revolving loan fund for

commercial performance contracting. McLetchie suggested that our grant proposal should highlight our facade program experience and the fact that we have some experience in administering a program of this type, and in negotiating landlord/tenant relationships. Bickart recommended a cap of perhaps \$100,000 of GURA matching funds as the grant monies and applications come in. **Bickart MOVED that GURA match up to 40% as loans are made, with payments not to exceed \$50,000 per year, with a cap of \$100,000. McLetchie SECONDED. All Commissioners present agreed.**

Discussion/Action regarding Golden Gem – Approving Articles of Incorporation – Heller presented Resolution Number 87, incorporating the Golden Gem Cinema as a Colorado Non-profit corporation, as well as the Articles of Incorporation. Johnston recommended that item #5 in the resolution, which addresses appropriating money for 2010, include a specific dollar amount, which was \$60,000. Baker stated that he thought the date of 2010 should be extended to 2011, because the first movie would not show until September and start-up costs might not be determined until well into 2011. Imse felt that paragraph #3 of the resolution should be deleted, stating that the Gem board of directors would make decisions concerning the by-laws, rather than this body. Imse also suggested that the Articles of Incorporation should contain a non-discrimination clause, perhaps as part of Article IX. Heller responded that he would check with GURA's attorney. Lyttle asked for a motion to adopt the resolution as amended. **Imse MOVED; Taylor SECONDED. All Commissioners present agreed.** Lyttle then asked for a motion to adopt the articles of incorporation with the caveat that Heller check on the non-discrimination clause. **Baker MOVED; Taylor SECONDED. All Commissioners present agreed.**

Heller asked if anyone from the GURA board would like to serve on the new Golden Gem Board. Taylor and McLetchie volunteered to serve with Heller, creating a three-person board. **Imse MOVED to appoint Heller, Taylor and McLetchie as the first Board of Directors of the Golden Gem Cinema; Bickart SECONDED; All Commissioners present agreed.**

Heller reported that he had had some discussions with the CMC board, and that they were amenable to adding a third weekend on 60 days notice, and with the caveat that their programs and possible rescheduling of same will take precedence over the Gem adding a third weekend.

Discussion regarding the State Historic Fund and the façade program - Heller told the Board that he had met with three representatives from the State Historic Fund who had come to Golden to view three properties with an eye to the façade program and historic designation. The properties are the Ace Hi Tavern, the Oddfellows Hall, and the downtown Post Office. If directed by the board, Heller would like to work on site assessments and grants, then the more refined construction drawings and grants, and to encourage participation by property owners. There was general agreement from the board, and Heller will begin the process, which might include some joint meetings with HPB. Heller commented that the State Historic Fund people had expressed some interest in getting all of downtown Golden designated as a State Historic District. This designation has no teeth, but is merely a way to become eligible for funding as a district.

Discussion/action regarding a promotional video monitor at the Coors visitor parking lot – Heller presented several options for an LCD monitor that would play a loop of video promoting Golden and its amenities to Coors visitors as they wait for the bus to transport them from the visitor parking lot to the brewery. He emphasized that the monitor would be inside the pavilion, protected from the weather, and would face the parking lot. McLetchie was troubled by the expense, which ranges between \$8,500 and \$13,000. **Taylor MOVED to instruct staff to pursue the purchase of equipment and content; Bickart SECONDED; Imse, Taylor, Baker, Bickart, and Lyttle agreed; McLetchie dissented. The motion carried.**

Discussion/action regarding a parking request from CSM – Heller reported that he met with some CSM representatives regarding career day on campus. CSM recognizes that they cannot accommodate all the parking needs during this time, and would like to consolidate the recruiters' cars in Golden's downtown parking lots. CSM will inform recruiting companies where to park, will provide signs and parking staff at the structure to encourage smooth traffic flow, and will provide vans for pick-up and drop-off. In addition, CSM will create and distribute a coupon book and map to all recruiters, students, graduates and alumni. The board directed Heller will pursue this.

Discussion/action regarding a sign grant request from Vital Outdoors – Heller presented a grant request from Vital Outdoors for funding to help defray the costs for a new internally lit sign. The costs

would be \$3,100 plus permits and installation. Heller reminded the board that they had contributed 50% of the costs of Foss Liquor's new sign. **Baker MOVED for funding 50% of cost of the Vital Outdoors sign not to exceed \$1,550; Taylor SECONDED.** In discussion, Taylor was concerned that Foss might do away with the awning. Heller said that was unlikely. Imse felt that GURA should not set the precedent of always funding 50%, and that he would feel more comfortable with 30%. **Imse AMENDED the motion to fund 1/3 of the cost of Vital Outdoors' sign.** Baker responded that he would rather look at it on a case by case basis and keep the dollar range within certain limits. Imse proposed that GURA fund the Vital Outdoors sign at \$1,000. Taylor stated that he was comfortable with \$1,500. Bickart reminded the board of Robert's Rules of Order, stating that once a motion is on the table and debate/discussion has started, there must be a formal amendment. **Johnston SECONDED Imse's motion to amend. The motion to amend the motion carried, with Baker and Taylor as the dissenting votes.** The amended motion on the floor is to fund the Vital Outdoor sign for \$1,000. **The motion passed as amended.**

Discussion regarding summer schedules – Heller reported that the Board has canceled the last meeting in May, and canceled the second meeting in June, which would have also been GURA's annual meeting. The GURA By-laws state that in the event that the annual meeting cannot take place in June, it will take place at the first regularly scheduled meeting in July. This means that GURA's 2010 Annual Meeting will take place on July 12, 2010. The board has also canceled the second meeting in August. A further look at the upcoming vacation schedules of the board members revealed that there will be no problems convening a quorum during the summer months.

Discussion regarding City Council "ends policies" and metrics for downtown – Heller listed the current metrics being used to evaluate the success of projects in downtown Golden, and posed the question of whether or not these are the appropriate ends to base our metrics on. The general answer was no. Heller then asked if the board is interested in brainstorming ends policies that might provide a better measurement of downtown success. It was agreed that the board was interested in coming up with other measurements that might provide more useful information.

Commissioners Concerns –

Lyttle – Thanked the departing members, Bickart and Johnston for their service, let them know that their wisdom and voices in discussions will be missed. GURA has purchased a memorial brick for each

Bickart – Invited the board to a garden party at his home on July 7, 2010

Johnston – Thanked his fellow board members for a great experience, and appreciates how all members of GURA always try to do the right thing. He is impressed by the City and by GURA.

Imse – Still thinking about the Bradley property at 13th and Washington...

McLetchie – Wants to have a plaque on the monitor at the Coors visitor lot that indicates who is providing the monitor, although she remains opposed to the project; promoted attendance at Vision 2030

Taylor – Thanked Bickart and Johnston for wisdom

Baker – Also thanked Bickart and Johnston; noted that it's time to refresh the large art banners downtown; In response to Baker's comment about the art banners, Heller presented an idea for a collage of photos of Golden citizens that, when viewed from a distance, becomes a familiar landscape of Golden. The board was unanimously enthusiastic.

Staff Report – Heller reported that there are no applicants yet for the two open positions on the GURA board. Heller also noted that the Colorado URA statute says that urban renewal can be used in unincorporated areas of the county if the lot in question adjoins a city URA project. He wonders if this might apply to some Pleasant View properties, and stated that sharebacks and TIF could be negotiated with the county and the City of Golden. Carolynne White thinks that GURA could provide incentives to redevelop that corridor under that statute. The board agreed that it would be very easy to find blight in that area, and was interested in exploring the idea of buffing up that entry into Golden.

Public Comment – Barb Warden addressed the monitor at Coors and said she noticed lots of TVs and monitors in use on a recent trip to Disneyland. In addition, the merchants are nearly unanimous in their desire for it.

Adjourn -

There being no further business, Lyttle called for a motion to adjourn the meeting. **Imse MOVED to adjourn the meeting. Baker SECONDED. All Commissioners present agreed.** Lyttle adjourned the meeting at 9:00 p.m.

Mark Heller
Executive Director

Annette Lyttle
Chair

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