

Golden Urban Renewal Authority

City of Golden, Colorado

Business Meeting

July 12, 2010

The Golden Urban Renewal Authority of the City of Golden, County of Jefferson, State of Colorado, met on the above date in the GURA Offices at 922 Washington Avenue, Golden, Colorado, at the hour of 6:30 p.m. Commissioners present were:

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

Barb Warden, citizen, Marcie Miller and Mark Heller were also present.

Approval of Minutes -

Lyttle called for a motion to approve the business meeting minutes of June 14, 2010. **Taylor MOVED to approve the business meeting minutes. Baker SECONDED. All Commissioners present agreed.**

Reports of Committees/Matters for the Authority

Finance Committee – Heller reported that GURA is currently \$30,000 ahead of the property tax budget. This stems from a combination of a County reassessment as well as accurate budgeting.

Human Resources Committee – No Report

Communications Committee – The Annual Report has been mailed and is arriving at homes now. All commissioners agreed that this is the best annual report GURA has yet produced.

Development and Operations – Discussion regarding EDComm/GURA recommendations for economic and redevelopment support post 2014 - Heller noted that the EDComm /GURA committee met prior to this meeting to discuss potential recommendations to city council as to how to manage services that GURA currently provides when the downtown district ceases to be a project in 2014.

The committee will recommend that EDComm continue its involvement in the areas of business attraction and retention, marketing and primary job attraction city-wide. The committee also plans to recommend the creation of a DDA through a special election in the spring of 2011. The DDA would remain dormant until the end of the current GURA project revenue stream (end of 2014). The boards of both the DDA and the URA will be the same individuals through the transition. After 2014, the DDA will continue downtown program management and GURA will administer other urban renewal projects around the city. Heller presented a wish list for downtown programs and services, and noted that there is not enough revenue to accomplish everything, and both GURA/EDComm and Council will have to decide how to budget for all that is needed. The recommendations will be presented to City Council on August 5, 2010, and that will pave the way for another presentation in the fall that focuses on specific numbers as opposed to concepts.

Other Business –

Discussion/action regarding Web 2.0 and ways to improve GURA's communications – Heller presented a summary of ways to use the web to enhance GURA's ability to communicate with constituents. There ensued a discussion of the demographics of internet use, with the general agreement that many web users are older than one might expect, and a caution not to count them out.

As part of this discussion, Heller noted that the Vitality Project and the Golden Gem are public driven and may need a blog or Facebook page, but that GURA, which has a very specific and articulated purpose, does not need those types of social media communications. Baker noted that not every entity or program needs it's own website, and cited the Buy Local First program as an example of something that should come under golden.com or some other umbrella site. Barb Warden, a local web developer and owner of golden.com, pointed out that sometimes a stand alone site will not generate enough traffic on it's own, and recommended that something like the buy local program be tightly connected to golden.com so that it

could benefit from golden.com's much higher traffic. Ms. Warden also offered the Commissioners a one-month analysis of several Facebook pages owned by local businesses, and pointed out how some pages had greatly increased the number of fans, while others seemed to stagnate.

Discussion regarding CoBiz Bank loan and project options update – Heller reported that the balance of GURA's CoBiz Bank account is currently at \$346,000. He offered several options for how GURA might spend it:

Sidewalk Extensions – cost ±\$18,000, will use street parking on Washington; discussion re liquor licensing if there are no walls; separated from traffic by planters (can also be a downside – not enough separation) It was generally agreed that there was enough interest to pursue more information.

Coors Corridor improvements - \$250,000 – \$440,000 to widen & improve both sides of 13th between Ford and Washington Ave. This would approximate the Washington Ave. streetscape without the planters.

East Downtown study - \$50,000 to commission a study. Steve Glueck is proposing to get that started next year, and GURA could contribute.

Holiday Lighting – new lighting for the HWY 58 bridge. GURA could replace the strands of bulbs on the bridge with brighter bulbs and use the dimmer strands to light the chamber lot next to the pine tree or on the 13th street arch. Commissioners wondered if the lights on the bridge could be permanently installed and simply be turned on and off in order to save the expense of installation and removal. Heller will research possibilities for permanent installation, and the board will plan to use the other lights on the 13th Street arch.

Community Montage banner – A photo or painting will be populated with photos sent in by our community members. A Flickr or Mobile Me account can be used to collect photos of our population.

Chess tables - \$1700 for a chess table and two stools. Where to install seems to be the question – some prefer a cluster of tables in a park, perhaps Vanover Park, and some prefer to install the tables singly along the creek system.

Carousel – there was discussion about a carousel, but most Commissioners felt that such a project really belonged with the Parks and & Rec Department.

Discussion regarding energy efficient grant request from Millstone Condo HOA – Baker recused himself and left the discussion. Heller explained to the board that Baker has made a recommendation to his HOA to apply for assistance with an Excel energy efficiency grant. Excel is offering energy audits to increase energy efficiency in residential units. The audit will cost \$600, and if the HOA does not make the recommended changes to their building at least to the level of the grant, they will have to refund the audit amount. After some discussion, **Bickart MOVED and Taylor SECONDED, all commissioners present agreed. Commissioner Baker returned for the balance of the meeting.**

Commissioners Concerns –

Imse – Stated that he is still thinking about the lot at 13th and Washington.

McLetchie – none

Bickart – Reported that he is also concerned about the Bradley property at 13th and Washington and wonders what the options are if the property is not substantially complete by the end of summer.

One option is that the City could change the ordinance to require significant work on the project in order for the building permit to be renewed or remain in effect. A second option is that either the city or GURA could exercise the right of eminent domain, a process which Heller explained in detail.

Baker – Complimented the new recycling bins in the downtown area.

Taylor – Noted that the DocuWest film festival sponsored by Foothills Art Center was very successful, in part because of the GURA grant. He also stated that he wonders about wifi in downtown, and thinks it could be revisited; other commissioners agreed. Lastly, he stated that GURA has an opportunity to impact the increment by selecting a good project to kick start the DDA.

Lyttle – Busy in the B&B Biz – June was just shy of their best month ever.

Staff Report – Heller reported that both Café 13 and the Clothes Mine have been negatively impacted by the loss of their sandwich signs on blocks other than their own. Heller also said he has

offered to install two bike racks at Woody's in order to support their bike cruise. Mavericks owner is still hoping to open on July 15th, but does not yet have a liquor license.

Public Comment – none

Adjourn -

There being no further business, Lyttle called for a motion to adjourn the meeting. **Bickart MOVED to adjourn the meeting. Imse 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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