

# Golden Urban Renewal Authority

## City of Golden, Colorado

### Business Meeting

### Sept 22, 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 6:30 p.m. Commissioners present were:

|               |                   |              |              |                |
|---------------|-------------------|--------------|--------------|----------------|
| Paul Imse     | Lyndall McLetchie | Philip Baker | Steve Taylor | Annette Lyttle |
| A.J. Johnston |                   |              |              |                |

Councilor Oxman, Mark Heller and Janis McBurney were also present. Ted Bickart was absent.

### Approval of Minutes

Johnston called for a motion to approve the business meeting minutes of September 8, 2008. **Imse MOVED to approve the business meeting minutes. Baker SECONDED.** Lyttle noted a correction with regard to attendance. **All Commissioners present agreed as amended.**

**Public Comment** – none

### Reports of Committees/Matters for the Authority

**Finance Committee** – none

**Human Resources Committee** – none

**Communications Committee** – Imse commented that it was time to begin thinking about the 2008 Annual Report. Heller advised that the design has already been chosen, and that work on the content will begin soon. He further advised that we will try to get a newsletter out in October.

**Development and Operations – Discussion/action regarding design and outreach ideas for monument at 13<sup>th</sup> and Ford** – Heller apprised the Board of the cost estimate received from Winston Associates, and a discussion was held. It was decided that Winston Associates will be engaged for this work.

**Discussion/action regarding surface treatment for Lot 2** – After discussion, the Board deferred a decision on the surface treatment for Lot 2 until they have had sufficient time to thoroughly review the responses to the Lot 2 & 4 RFP.

**Discussion/action regarding banner design contest** - The Board continued discussion from previous meetings of the banner design contest, including the various timelines and voting procedures. **Baker MOVED that GURA pursue discussions and actions with Reilly Sanborn, Executive Director of Foothills Art Center, relating to the banner contest beginning with the American Print Exhibition to be displayed January 31 and March 22, 2009; that the GURA Board will choose the top five finalists with public vote choosing the winner from the top five; and that GURA will allocate \$950 for Sanborn to execute the program, plus the cost of the banner. Imse SECONDED. All Commissioners present agreed.**

**Other Business – Discussion/action regarding grant request from Clear Creek Books** - Barb Warden appeared on behalf of Clear Creek Books requesting a grant to promote e-commerce. After discussion, **Imse MOVED that the request be granted in the amount of \$1250. Taylor SECONDED. All Commissioners present agreed.**

**Presentation of interactive maps by Barb Warden** - Warden demonstrated a series of interactive maps soon to be posted to the GURA and Online Golden websites that will help the public find and/or select their downtown destinations. Baker shared an idea in which there would be one main page to select categories from as opposed to separate pages for each category, i.e. commercial properties, cultural, dining, and shopping. A discussion was held. As the idea was well received, Heller and Warden will meet in the upcoming week to discuss this change and the associated costs.

**Discussion/action regarding photo contest idea for street light banners** - Heller led a discussion regarding a photo contest idea for the street light pole banners. He advised that the biggest ongoing expense involves the number of changes per year, and suggested changing the banners twice per season, instead of the current eleven times per year. Photographs for the banners could be purchased from a professional photographer, stock photo agency or solicited from a public contest. A discussion was held and the Board liked the idea of a public contest. Taylor suggested considering placing banners on the street light poles on the north end of Washington Avenue, as well as the immediate downtown area. The Board decided that Heller should pursue this matter.

**Commissioners Concerns** – Baker gave an EDComm update. He advised that they will be renewing their contract with CCT Advertising at the end of this calendar year, and the site cityofgolden.biz is up and running and has received some good reviews.

Lyttle commented that she noticed that Jimmy John's has a coming soon sign in their window.

Johnston requested updates on the Foss spaces and the purpose of the meeting set September 25 for the property owners near 24<sup>th</sup> Street and Ford, which Heller will address during Staff Report.

**Staff Report** – Heller advised that he has no further update on the Foss spaces at this time. With regard to the meeting set on September 25 with the property owners near 24<sup>th</sup> Street and Ford, Heller advised that he will explain what urban renewal means, what blight means, what a blight study is and the process, how tax increment financing works, and help the property owners understand how TIF may or may not help them achieve their goals. Heller reported that he received word from the City that the "Howdy Folks, Welcome to Golden" arch will soon be partially dismantled for repair. He advised that Jimmy John's is coming to Gateway Station. Heller provided an update on the large banners that he, McLetchie, Baker and Sanborn have been working on. Heller advised that he spoke with Carolynne White about the CIRSA matter discussed at the previous meeting. The Board authorized Heller to take care of the matter at his discretion. With regard to the façade program, Heller reported that we now have final designs and are soliciting bids. Timing was discussed in that this grant was to be completed in 2008. Given the fact that the merchants are concerned that construction would overlap with the winter months and holidays, and the fact that we are trying to help the merchants, the Board directed that construction using this grant will be permitted in the early part of 2009. The Oddfellows Building façade was also discussed at length. McBurney noted that the sidewalks are scheduled for power washing on September 28. Baker enquired as to whether Heller had yet received an update from the Governor's Energy Office on the PV project. Heller noted that they are currently attempting to set a meeting date. Taylor requested an update on the business retention and attraction plan. Heller advised that there is one spot left in the Energy Audit Program, and one spot left on the web pilot program. We haven't yet done the help wanted sites, and that transportation improvements will come during the study that will get underway soon. He further advised that intern, Steven Williams, has been working on collecting all of the various business attraction and retention surveys.

**Public Comment** – none

**Executive Session** – Johnston **MOVED** to go into Executive Session for the purpose of discussing the purchase, acquisition, lease, transfer, or sale of real, personal, or other property interest under C.R.S. 24-6-402(4)(a) regarding the real property known as "Lot 2 and Lot 4 of the Golden Gateway Station Minor Replat Number 2." Taylor **SECONDED**. All Commissioners present agreed. The Executive Session began at 7:55 p.m. and ended at 9:20 p.m.

Johnston confirmed that the participants in the Executive Session included A.J. Johnston, Paul Imse, Lyndall McLetchie, Philip Baker, Steve Taylor, Annette Lyttle, Mark Heller, and Janis McBurney, and called for notification of any improper action in violation of the Open Meetings Law. Johnston acknowledged that there were none.

### **Adjourn -**

There being no further business, Johnston called for a motion to adjourn the meeting. **Imse MOVED to adjourn the meeting. Lyttle SECONDED. All Commissioners present agreed.** Johnston adjourned the meeting at 9:25 p.m.

Mark Heller  
Executive Director

A.J. Johnston  
Chair

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