



Memorandum

To: GURA Board of Commissioners
From: Mark Heller, Executive Director
Date: December 9, 2009
RE: Meeting Memo for December 14, 2009 Meeting

This memo will assist in the discussion of the following agenda items:

V. Executive Session re Lots 2 and 4

A few months ago, GURA published an RFP to solicit redevelopment proposals for the lots at either side of the Gateway Parking station. The RFP was “open,” meaning that soon after a proposal was submitted, it would be reviewed and possibly acted upon. Two proposals have been submitted for the Board’s review to date. The Board should consider these proposals before it discusses the input received from City Council at the December 3 meeting because City Council would rather GURA not proceed with any redevelopment of Lots 2 or 4 until a public planning process for “East Downtown” has been approved as discussed below.

VI.1.a-c. Discussion with City Council regarding Work Plan and Draft Budget

The meeting with City Council included discussion on several topics that should be considered by the GURA Board prior to finalizing the 2010 Budget and Work Plan and adopting Resolution 85. The meeting video is posted to the City’s website:

- **Downtown Management Plan:** Following a recent conference in Austin, TX regarding “downtown hospitality zones,” staff learned that there are a variety of policies and regulations that could help ameliorate downtown’s noise and sounds conflicts. There are additional ways to establish, enforce, and communicate expectations regarding a variety of other issues relating to living and working in a downtown. City Council has requested that GURA work with the Planning Department to draft recommendations. Developing such a plan could be done “in house” or through consultants for approximately \$20,000.
- **“East Downtown” Land Use Plan:** City Council also strongly requested that GURA re-consider launching a public process to develop a land use plan for the developable blocks bordered by Prospectors Alley and Ford Street along the east-west axis and by 14th Street and 12th Street. Such a plan would effectively be an update of the 1989 Urban Renewal Plan except in a smaller geographic area. The plan’s ultimate purpose would be to guide GURA’s investment decisions and to recommend changes to the code so as to encourage or discourage developments and businesses as recommended by the plan. Such a plan would also cost tens of thousands of dollars.

- Side Street Signage: Council recommended that the merchant signage not be so simple. The input was against an “egalitarian” and more towards free market and eye-catching.
- Web Site revision: Council requested that GURA help fund a comprehensive revision of the various government websites, including GURA’s. The goal would be to consolidate the websites and improve them. This is a \$50,000 project.
- Jackson Street Corridor Improvements: Council also requested that GURA reconsider contributing towards this \$1 million project. A cash contribution or even a loan would enable the City to expedite the project to one year rather than build it over two years.
- EDComm’s budget has been reduced significantly for 2010, partly to divert funds to the web site revision effort. EDComm’s request for \$7,500 in addition to the \$15,000 already in the GURA budget is included in the packet. The attached Resolution 84 setting the amount and intended uses for the Reinvestment Fund support is also included and can be amended if necessary to reflect decisions made at the GURA meeting.

VI.4.a. Hurricane Fish House Sales TIF Support

Preliminary negotiations among Maurice Couturier/Grappa, The Golden Civic Foundation, GURA, and NexCore appear to be progressing. NexCore is offering a very substantial tenant improvement plan and the Golden Civic Foundation is offering a 6% loan of \$150,000. Included in the packet is a spreadsheet showing a potential sales TIF proposal of nearly \$94,000 which would be the first source of repayment for the Civic Foundation loan. The proposal is based on a number of assumptions that require discussion by the GURA Board. These include:

1. Using the revenue projections developed by Mr. Couturier and approved by the Golden Civic Foundation;
2. Using a \$0 sales tax base; GURA normally uses the base from the business in the location immediately preceding the business in question, however we have no sales tax data for businesses at the site in question. At any rate, it is more than likely either that there was no business at the site in 1989 when GURA’s base was set, or that the sales tax generated at the time was minimal.
3. Sharing back 75% of the revenue realized by GURA; GURA should consider whether this percentage is too much or too little. Use a lower percentage would better assure GURA that it is preserving whatever sales tax base would have existed in 1989, and would also generate additional revenue for other GURA projects.

The Board might also consider imposing other terms in exchange for TIF support, such as additional sound and smell mitigation, agreements to not challenge property tax assessments, or others as might be appropriate.

The Board’s direction and offer will be transmitted to the other parties for continuing negotiations.

VI.4.b. Gateway Arch Letters

This agenda item is to discuss whether the Board wishes to add gold paint to the letters on the Gateway Arch. This idea was proposed earlier, but tabled until the rest of the changes to the arch could be assessed.

VII.1. URA Legislation

The packet includes a letter from the City of Northglenn detailing their positions on the various potential proposals to amend the Colorado Urban Renewal Act. The proactive effort by cities and

counties to craft a compromise bill jointly seems to have stalled. Staff requests direction from GURA on how aggressively to follow this issue and whether to try to enlist support from the City of Golden, partner with Northglenn, and how else to approach the matter.

VII.2. Downtown Post Office

The packet includes a letter from the USPS indicating that the downtown post office **might** be listed for sale in the not-to-distant future. **If** it is listed, the building and its parcel would seem to be a high priority project for GURA. The USPS has indicated that it might be willing to lease back the building. I have asked GURA's banker about a new loan for this purpose, but have no response as of the date of this memo. This agenda item will allow further discussion of this topic and to provide direction to staff.

VII.3. Meeting Time and Place

GURA traditionally cancels meetings near the Memorial Day, Thanksgiving, and Christmas holidays. Last year, GURA also cancelled a meeting to attend the Scrambowl event with so much of the rest of the community. The attached Resolution 86 also includes cancellations for the meetings closest to the Independence Day and Labor Day holidays, for a total of six cancelled meetings out of the potential twenty-four meetings for the year. The Board might instead consider converting to meeting once per month as does most of the other boards and commissions (except Planning Commission and Sustainability). An alternative resolution is included in the packet if that choice is made. GURA's Bylaws allow either alternative:

ARTICLE III – MEETINGS

Section 1. Annual Meetings. The annual meeting of the Authority shall be held fifteen minutes prior to the second regular meeting of the Authority in June of each year at the regular meeting place of the Authority. In the event that a second regular meeting in June is not scheduled or otherwise does not take place, the annual meeting for that year shall be held on the first scheduled meeting of July of that year at the regular meeting place of the Authority.

Section 2. Regular Meetings. Regular meetings may be held without notice at such time and place as may from time to time be determined by resolution of the Authority. The Authority shall by resolution each year determine the order of business for regular meetings.

VII.4. Scrambowl Team Names

Commissioner Taylor was tasked with suggesting names for the GURA Scrambowl team. He submitted seventeen suggestions to the Staff Naming Committee (SNC) which processed the suggestions through a double blind research regimen and rigorous focus groups processes. The five finalists are, in no particular order:

- I Can't Believe It's Not Gutter
- Scared Splitless
- Split Happenz
- Pin Fall Wizards
- The Bowling Stones

IX. Staff Report

- Photovoltaics: Staff had been preparing an RFP for installation of PV on both parking garages, but put that strategy on hold pending the outcome of two alternatives. The first was to explore a proposal by Golden Power Partners and the Renewable Social Energy Fund, which is a combination specializing in financing renewable energy systems for local governments and non-profits. The second was to work with the City and its energy service company McKinstry & Associates. In any case, since the most likely financing tool will require a fifteen-twenty year term, GURA will have to work with the City or another entity to commit to terms beyond 2014. City Staff has decided to retain McKinstry, which will immediately reserve Renewable Energy Credits (RECs) from Xcel. These are a necessary component of any financing package. McKinstry will then assist in preparing the RFPs for financing and installation.
- Golden Gem Cinema: Negotiations are continuing with the AMC, as is organizing for 2010. There may be a fundraiser in the near future, supported by a \$1,000 loan from GURA.
- I continue to work with Lisa Knipp of Coors to investigate improvements to the Coors tour bus visitor kiosk
- Hire A Senior Program: I am waiting for the County's response to a letter I drafted with GURA's attorney outlining our concerns with the proposed contract.
- Blue Canyon Support: I met briefly with Ted Johnson to discuss the grant, but have not yet discussed sales TIF support. Mr. Johnson has requested a loan from the Golden Civic Foundation, which could provide another three way partnership opportunity similar to what we may use with the Hurricane proposal.
- Parking Garage maintenance and crime issues: The maintenance of the parking garages has been in flux lately with the cleaning crew having quit and the replacement not yet hired. The property management company is undertaking this task until a replacement is found. A recent spate of break-ins has also occurred. I will work with the Police Department and our partners in the Clear Creek Square garage to develop a response. As it happens, the Police Department has been using calls to the garages as a training exercise to develop officer skills in problem solving. The Police Department will finalize this report next month.
- Annual Report: Drafting and design work has begun. Staff is aiming for a February publication.