

# Golden Urban Renewal Authority

## City of Golden, Colorado

### Business Meeting

#### September 24, 2003

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

Commissioners present were:

Joseph Behm	Suzie Benz	Preston Driggers	Janet Green	Dave Ketchum
Jan Schenck	Roya Stanley	Henri Tiberi		

Bickart was out of town. Wheatley was out of town. New Board members, Joe Behm, Jan Schenck, and Janet Green introduced themselves and were introduced to the current Board members.

Also present were: Vicki Wagner, Karen Oxman, Carol Harwood, Diane Pasquarelli, Marcie Miller, Dave Shuey, Carl Neu, Warren Spaulding, John Spice

### Approval of Minutes

Stanley asked for approval of the September 10, 2003, minutes. It was **MOVED** by Benz and **SECONDED** by Driggers to approve the September 10, 2003, minutes. All Commissioners agreed.

### Public Comment

Carol Harwood encouraged the Board to do the research with regards to separate functioning between the City and urban renewal in various areas. Harwood further explained that there has been very strategic partnerships and alliances working together. Harwood encouraged the Board members to talk with other urban renewals and how they have been structured and choose what has been good and what has been bad. Harwood asked the Board to review the budget with regards to how much the urban renewal has to pay for City services. Harwood stated that GURA has paid an outrageous amount in City Services and that the fees were not negotiable. Harwood cautioned the Board members with regards to using City Staff for GURA office responsibilities.

Diane Pasquarelli welcomed the new Board members. Pasquarelli recommended that Stanley attend the following night's City Council meeting and read the Resolution that GURA adopted to show City Council that GURA is in agreement with City Council voting no on the ballot initiative. Pasquarelli stated this would ensure the Resolution be entered into a public meeting and possibly the Transcript. Pasquarelli informed the Board members of the tremendous amount of silent support that is coming out in articles to the Transcript. Pasquarelli stated that being a GURA Board member is controversial but that the Board needs to have the confidence to continue with the work of urban renewal.

Vicki Wagner asked the Board members to work hard and work well and that GURA will have the support of the community. Wagner suggested that the Board members seek advice from those who have been on the Board before and if questions arise, just ask. Wagner wished all of the Board good luck.

## **Communications**

Stanley informed the Board that participants of the Golden Group were present and prepared to give a summary of the mediation process with Carl Neu. Warren Spaulding, a member of the Golden Good Government League, summarized the reason for the mediation between the Golden Urban Renewal Authority, Golden Good Government League, and City Council, and named the participants of each entity that attended. A written document detailing recommendations from the Golden Group was distributed. Spaulding, Miller, and Stanley provided recommendations regarding communications. Spaulding read the written recommendations. Spaulding read the recommendations given by Marv Deselm relating to operational and structural considerations. Deselm was not able to attend the meeting, however, worked on this area with Dave Shuey. Councilperson Miller, another member of the Golden Group, discussed short-term and long-term recommendations for communications. Stanley additionally addressed communication issues. Spaulding added that one of the items in the summary was the importance of communication between the GURA Chairperson and the Mayor. Stanley reported that she and the mayor had met and discussed having regular meetings between GURA and City Council, possibly quarterly. Stanley stated that the purpose of such meetings would be to address any issues or differences, and reach an agreement to resolve those issues or differences. With regards to public events, Stanley brought up the example of the celebration of the Washington Avenue Bridge. Driggers has been working on a possible guest editorial for the Transcript to talk about what is going on with GURA, the new Board Members, and the new view and processes that are starting and being put into place for communications.

Dave Shuey commented on the operational structure of the Golden Group's summary. Shuey felt it was extremely important to have the communications, however, if GURA is saying that something will be done differently, it must be followed through. Shuey stated that structure is needed on how the working relationship between City Council and GURA will be accomplished. Shuey reviewed Deselm's write-up stating that the GURA Board will need to make decisions on how involved the GURA Board wants to be in day to day activities, hands-on or provide a process for checks and balances. Shuey encouraged the Board to use City Staff for this assistance. Discussion ensued regarding responsibilities of the Board and the Executive Director. Benz commented that all of the Boards she has served on were decision making Boards and not day to day operations. Further discussion between Board Members and Shuey ensued relative to asking the City for assistance in the day to day operations of GURA. Driggers expressed some concern with the submitted recommendations by Deselm and Shuey and asked to address those concerns. Driggers will send a memo to Deselm and Shuey with that request. Stanley suggested that an additional member be added to the Communications Committee to define the next step of the Board's working structure. Discussion ensued regarding the working structure and dealing with personnel benefits if the working structure included enlisting the assistance of the City. Neu commented on the recommendations by Deselm and the comments written which suggest a concept of negotiating the relationship between GURA and the City and what processes or procedures need to be done to accomplish this. Shuey stated that the purpose of the mediation was due to the call to reform or change GURA and those changes need to be accomplished. Stanley summarized the discussion by stating that GURA is looking for change and now the Board needs to find the approach to operate and that there is a lot of willingness among the Board members to operate differently. Discussion ensued regarding the need to get information out now before the ballots get out in the hands of the public. Board members discussed showing people the before and after pictures of Golden since urban renewal. Miller reiterated that showing pictures of downtown Golden before and after urban renewal is extremely important.

Discussion ensued regarding what the Board members can do to officially counter the ballot issues. Stanley summarized the discussion that perhaps the Communications Committee needs to visit organizations and attend meetings to present GURA's opposition to the ballot issues. Green and Tiberi were added to the Communications Committee.

Ketchum reported that on October 24, 2003, at 4:30 p.m., there will be a ribbon cutting for the Ford St. and Washington Avenue Bridges. It was discussed that this event will be after the ballots have been mailed and there would be no effectiveness regarding the ballot issue. There needs to be more of a tactical approach within the next couple of weeks.

There was a discussion as to whether or not GURA and City Council could pass a joint resolution in mutual support and appreciation for each other and GURA. This was an item brought up during one of the Golden Group discussions. Stanley asked Ketchum to follow-up with this idea and report to the Board.

Tiberi asked when the next Downtown Merchants meeting would be held and if GURA should make an effort to meet with this group and distribute posters for the stores. Discussion ensued and it was decided that the Good Government League is pursuing this and might possibly have the posters printed by then.

Stanley asked if there was any other input from the Golden Group. Miller thanked the GURA Board for taking on the role of a Board member and all of the work that goes with it.

**IDEA COUPON** – Driggers reported that Wheatley distributed copies of the responses received to date. Discussion ensued regarding some of the interesting comments and Driggers encouraged everyone to read what was submitted. Green suggested letters be sent to those that gave input. Benz stated that Wheatley is in the process of thanking those that sent in their coupon. Discussion ensued regarding posting the ideas on the website at a future date without the names of individuals who submitted the ideas.

## **Reports of Committees/Matters for the Authority**

### **Property Development – CLEAR CREEK SQUARE JEWEL BOX -**

Ketchum read Amendment 3 to the Board Members and proceeded to discuss the terms of this amendment. Ketchum discussed section 5, the two options available to McGoo and a September 1, 2003, deadline for a decision on these options. Ketchum stated that he did not find a Performa and McBroom confirmed that there is no Performa. Ketchum stated that a combination of the options was met at this time. The lot was paved, however, the trailer remains on the lot. McBroom presented the Board with an update of where McGoo is at with this project. McBroom addressed the fact that he is unsure of who to deal with at GURA after the resignation of Becker and there has been a lack of communication to date. Tiberi stated that there is an address where letters need to be sent and McBroom should follow the agreement. Discussion ensued and Tiberi requested that McBroom submit a Performa confidentially to the Board as per the agreement. McBroom requested the Board provide a lease to Millstone at this time to keep the trailer on the site and Millstone pay rent on a monthly basis. Discussion ensued regarding the lease agreement. Driggers **MOVED** to provide a lease to Millstone for one year with thirty days cancellation. Benz **SECONDED**. Discussion ensued and Ketchum stated he will notify Benedetti to write the lease agreement as voted on. All Commissions agreed. McBroom is to use Ketchum as the point of contact for the lease and Tiberi as the point of contact for the Performa.

## **CLEAR CREEK SQUARE PARKING CONDO ASSOCIATION –**

Benz reported that the management company representative has been unable to meet with Benz and Tiberi. A meeting will be scheduled next week to review the invoices that need to be paid. Benz stated that she is reviewing documents found in the office but cannot find the signed recorded documents. Benz will ask Wheatley to go to the Recorder's office and get a copy of these signed documents. Stanley asked if Benz would like one of the new Board members to be appointed to the Parking Condo Association. Discussion ensued regarding the responsibilities of the Parking Condo Association representative. Ketchum explained the Parking Condo agreement. The Parking Condo Association representatives from GURA will be Tiberi and Benz.

In addition to the representatives on the Parking Condo Association, Stanley stated that there will be other opportunities on the GURA Board for various committees. Stanley informed the new Board members that a GURA representative to EDCOM will be needed as well as committee members for Communications and Operations.

**Parking –** None

**Transportation / Circulation -** None

**Business District Management –** Ketchum stated that the Downtown Merchants meeting involved discussion about the Washington Avenue Bridge restrictions and what the vision might be for the bridge area.

Driggers reported on his attendance at the Golden Visions Group. Driggers stated there was a discussion relative to an incentive for the merchants to remain open additional hours and on Sunday. Driggers proposed a plan to have GURA support this idea. Discussion ensued and the Board's consensus was not to rule out participation at this time and to support a viable program. Driggers will continue to research the possibilities for GURA's participation and report back to the Board.

**Livability –** None. There was a discussion as to what subjects would come under Livability. Stanley asked former Board members in the audience the reason for these outline headings. Harwood explained that the outline headings reflected the budget and the vision. Whatever the Board wanted to accomplish they ensured that the budget and the meeting agenda reflected in similar areas for consistency.

**Information and Constituencies –** None. This outline heading was also questioned as being needed. Stanley stated these items will be discussed at the recently formed Operations Committee.

**Culture and History –** None

**Partnering –** Stanley attended the EDCOM meeting and informed that Board that one of the discussions reflected Driggers' idea of grants to the merchants for extended hours. EDCOM will be distributing their stake holder's survey. Stanley reported on some of those results. EDCOM also discussed event sponsorships. Stanley asked for a volunteer to represent GURA on the EDCOM Board. Schenck will be GURA's representative. Behm will be the alternate. Stanley asked Schenck to confirm his appointment as GURA representative to EDCOM with Steve Glueck in City Planning.

## New / Unfinished Business

**EXECUTIVE DIRECTOR SEARCH** – Driggers presented the Board with a draft of the job description for the Executive Director obtained from descriptions pulled from other cities including Golden and other urban renewals. Driggers asked the Board to review the job description draft as part of the assessment process. Discussion ensued regarding Driggers draft of the job description. Schenck discussed the makeup of a selection committee to include outside stakeholders such as the City Manager, a City Staff person, a representative from the Merchants Association, citizens of Golden. Discussion ensued regarding the wording of the job description, a selection committee, and the time allotted for the selection of the Executive Director. Schenck stated the time frame to hire an Executive Director would be at least four months.

**COMMUNICATIONS PLAN PROPOSAL** – Driggers distributed a letter from Buehler Communications as an example of a professional firm to aid in developing a Communications Plan. Discussion ensued regarding the “Weekly Updates”, the web-site, and publish articles in the Informer. Driggers stated this is one possibility to move forward with a Communication Plan. Benz asked about the Weekly Update that Wheatley did in the past which was met with positive feedback from the community and if the Board was now considering something different. Stanley stated that ideally GURA would have a Communication Plan and hire an expert to assist in developing this plan which might include the Weekly Updates as well as the web-site, articles in the Informer and possibly a newsletter. Tiberi stated that this is more of a budget issue that should be left for the incoming Executive Director. Discussion ensued regarding the time frame for a plan and Schenck suggested the Board hold off on this plan until after the elections. At that time the Board could determine what it is they want to accomplish and move forward with that decision. Stanley stated the Communications Committee will address this plan after the vote and instead work on more imminent issues.

**URBAN RENEWAL VISION** - No report

**RESOLUTION #43** - Ketchum presented the Resolution urging a “No” vote on the Charter Amendment to eliminate the Golden Urban Renewal Authority. This Resolution was drafted and e-mailed to the Board members previously for their input. Ketchum discussed the changes made per Board member input and is now asking for the Board’s approval to adopt Resolution #43. Discussion ensued with Ketchum reading the Resolution #43 phrase by phrase. Schenck **MOVED** to approve Resolution #43 with changes discussed; **SECONDED** by Tiberi. Motion passed unanimously. Stanley will present this Resolution #43 at the City Council meeting the following night.

**CCRA CONFERENCE REPORT** - Benz reported on her attendance at the CCRA Conference in Montrose, Colorado. Benz presented some information about the “Main Street” program held weekly in downtown Main Street during the summer. This program has proved to be very successful in downtown Montrose. Benz strongly encouraged each Board Member to attend one of the annual conferences held by the CCRA. Benz reported on programs for historic downtown preservation. Benz attended a seminar on networking and smart decision making during tough economic times. Benz attended a seminar on retail mix of a downtown Main Street and the competition that surrounds the downtown and how a downtown can keep people interested in coming back. Benz reported that the trend is changing and people are looking for uniqueness. Benz reported on the walking tour through Montrose and the focus of Montrose to get the citizens to revitalize their buildings by painting and restoration. Benz reported on the information obtained at this seminar as being informative and educational.

Schenck discussed the Main Street program and the possibility of Golden participating in this program. Schenck suggested inviting a speaker with expertise on this. Behm offered to make the contacts for this presentation.

**BY-LAWS AMENDMENT** - Driggers submitted the proposed "Term of Office" By-Laws Amendment Draft. Driggers asked the Board to make a motion to place proper notice in the paper for discussion of a By-Law change for "Term of Office" at the next regular GURA Board Meeting. Discussion ensued regarding Driggers' draft wording of this proposed change to the By-Laws. Schenck made the **MOTION** to move forward with placing proper notice in the paper for the By-Laws Amendment; **SECONDED** by Benz. All Commissioners agreed.

## Commissioners Concerns

**Behm** asked to participate on the Operations Committee. Stanley asked if any other Board Members would like to step forward and participate on this Committee.

**Schenck** welcomed the newer Board Members and the not very old members and it is his hope that the Board can move forward and work with Council on any issues and come to an understanding.

**Stanley** asked Green if she would be willing to join the Operating Planning Committee. Green agreed.

**Driggers** reported that EDCOM would like to have a joint meeting some time in the fall with one of the issues being to streamline the grant application process. Driggers also agreed to be on the Operating Planning Committee.

**Ketchum** reported that there are several items that need to be scheduled. One of the items is the budget. Ketchum suggested forming a committee to review last year's budget. Ketchum stated the need to post all of the meeting materials and other information on the web-site. Ketchum asked the Board for acknowledgement that he modify and start posting to the web-site. Stanley stated the Communications Committee will discuss providing input for the web-site at their next meeting. Ketchum commented on the Weekly Update that was e-mailed in the past. Ketchum stated this was a good idea gone bad. Ketchum feels this should be a monthly update memo. Ketchum felt the Weekly Update was more of a Chamber Update. Ketchum suggested posting at least one in October.

**Ketchum** asked for decision on proceeding with the budget. Stanley asked the Board for their input based on Ketchum's suggestion. Discussion ensued and the decision was that Ketchum and Benz would provide a first draft of a budget.

**Benz** submitted an invoice for approval from Edward Kraemer and Sons in the amount of \$162,779.34 for the Washington Avenue bridge. Benz made a **MOTION** to approve the payment to Edward Kraemer and Sons; **SECONDED** by Driggers. Schenck asked for clarification of the signature requirements on checks. Benz provided explanation and Ketchum stated this would be discussed in the future. All Commissioners agreed and the motion passed.

**Stanley** reviewed the Committees that need to begin work within the next few weeks. The first Committee is the Communications Committee which consists of Green, Driggers, Tiberi, and Stanley. Green will organize the first meeting. Stanley stated the meeting must be posted. Wheatley is out of town; therefore, Ketchum suggested Stanley call Susan Brooks to get the criteria for public posting of meetings.

**Stanley** will ask Wheatley for the list of organizations so that the Board Members can meet with members of those organizations.

**Stanley** asked for someone to take the lead on the Operations Planning Committee. Behm, Driggers, Green, and Stanley are on the Operations Planning Committee.

## Staff Report

Wheatley was out of town.

## Adjourn

There being no further business, Stanley adjourned the meeting.

Sharon Wheatley  
Communications Coordinator

Roya Stanley  
Chair

