

Town of Nederland

Nederland Downtown Development Authority

Nederland Community Center, Multi-Purpose Room - 750 Hwy 72, Nederland CO 80466

April 16, 2014 @ 6:30 p.m.

AGENDA

A. Call to Order

The meeting was called to order by Vice-Chairman Jeffrey Greene at 6:33 p.m., in the physical absence of Chairman Pat Everson. Pat attended the meeting remotely, via FaceTime.

B. Roll Call

Members present were: Jeff Greene, Katrina Harms, Mandy Kneer, Karina Luscher, Susan Schneider, Kevin Mueller, and Pat Everson via FaceTime video conferencing.

Also present were: Town Administrator Alisha Reis, Town Treasurer Eva Forberger, Pam North (temporarily acting as secretary to record meeting's minutes), and Conor Merrigan, NedPed project manager.

Conor Merrigan requested moving his Informational Item and Discussion Item forward on the agenda so that he could leave the meeting earlier. Katrina made a motion to that effect, and the board unanimously agreed.

C. Consent Agenda

1. Approval of March 19, 2014 Minutes : Jeff asked for approval of the March 19 minutes. Susan made a motion to approve, Mandy seconded, and the minutes were approved unanimously.

2. Approval of Warrants -Treasurer Eva Forberger: Eva reported warrants in the amount of \$250.00. Jeff asked for approval of the warrants. Katrina made a motion to approve, Pat seconded, and all were in favor as per roll call.

NedPed Update – Project Status and Schedule: After approval of the warrants Jeff introduced Consultant Conor Merrigan, who summarized the NedPed project's status, explaining that the redesign had been completed the previous week, and would be presented to the BOT for approval at their May 6 meeting. The remaining clearance requests had been submitted to Colorado Department of Transportation (CDOT), after which they will go to CDOT headquarters for final approval. The project then can go out to bid. A 3-week bid period is anticipated, and then the funds will need to be encumbered and the winning bid approved by CDOT before construction can begin. July 1 is the approximate breaking-ground date, with a 45 to 60-day construction window, which could begin sooner depending on CDOT. The Town will release a concurrent Request for Proposals (RFP) for construction supervisor/owner's representative contingent on an acceptable bid.

Alisha reported that utilities, right-of-way, and historical clearances have completed, and that handicapped parking spaces are being assessed. The completed plans for NedPed are due any day now, and then the project will be put out for bids. The bid process is heavily structured by CDOT. Susan asked if bids came back lower, could remaining funds be used elsewhere, and Alisha responded that they could in that instance. Alisha also said that Conor's final report will document all final changes.

Discussion of the Sustainability Action Plan (SAP), and the role of the Nederland Downtown Development Authority (NDDA): Conor Merrigan guided board members through the Sustainability Action Plan (SAP), and addressed specific actions that the NDDA is listed as leading or supporting. He cited eight items that were important (economic, social and environmental, and three supporting items,

then focused on the Economy and Jobs section. He stressed that the idea behind the Sustainability Action Plan was goal-setting, and assigning high, medium, and low priorities to those goals. The goals mentioned were: 1) NedPed, which would be completed in summer 2014; 2) BOT support; 3) the NDDA Master Plan, which was just starting and was intended to be completed this year, and had sustainability as an integral part; 4) evaluating how TIF and mill levy funds were being allocated; 5) developing green businesses; and 6) the feasibility of a second crossing over Boulder Creek. Katrina commented that the NedPed project should be changed to a lower priority since the Town has assumed responsibility for it after the BOT approval, and Alisha pointed out that it is Town staff rather than the Town who is handling it now. Alisha mentioned that the NDDA was going to support a feasibility study, and Katrina responded that at first she thought it was part of the goals, but now she didn't think it was. Jeff said that the study needs to come first, and Pat countered that feasibility has to come first. Conor asked which Action Items of the Sustainability Action Plan did the NDDA wished to pursue. Jeff asked for the next appropriate goal, and Alisha answered that it was getting input from emergency responders, and also voters' opinions, but that no timeline was in place. Susan thought that the fire districts should be in favor of it, and Katrina agreed that the fire districts were owed something. Jeff suggested that a statement was needed from stakeholders, and Conor responded that that is what will be pulled up when questions were asked about what the NDDA has done for sustainability. Katrina felt that it was a good list of things, and that crosswalks at the Lakeview intersection were important. Pat said that all are in last month's packet, and Katrina concurred that the packet had included a summary. BOT Trustee Peter Fiori, who was in the audience, said he was speaking on behalf of the Sustainability Advisory Board (SAB), who were supporting green certification and non-printable receipts, but that the SAB members were not business owners, to which Conor commented that the NDDA should not get too hung up on details. Peter said that the NDDA should be part of it, but that participation could take the form of suggestions. Jeff said that the SAB should give the NDDA ideas on how green businesses should operate, and Susan felt that the NDDA could be a salesman for that project. Peter replied that the NDDA should set standards. Conor suggested that the NDDA could work with business owners, conduct a survey, and appoint a task force as part of their supporting role. Businesses should form collaborative partnerships, and businesses with the highest potential should be mapped. Conor was advised to amend part of the Economy and Jobs section of the SAP, and Conor asked if the NDDA then would approve that section with those changes, to which Pat replied affirmatively, and that the plan and matrix would be combined at the end, then would go through the NPP process. Alisha mentioned that the plan could be used for laying out policies and philosophies, then reviewed and updated annually. Conor suggested that there should be an internal goal-setting process, then community input, after which the two could be combined. Jeff suggested that some revisions be made in the language of the Economy and Jobs section, and Pat offered to summarize the changes, to which the Board agreed..

D. Public Comment on Non-Agenda Items: There was no public comment.

E. Informational Items

1. Treasurer's Report: Eva Forberger, NDDA Treasurer: Eva had submitted her financial report, and she stated that for the most part revenue and expenses are in line with budget, although sidewalk maintenance has only 2.57% remaining, as snow removal cost had run higher than anticipated this year due to large amounts of snow, and another \$1,000 may be needed to get through the year. Jeff commented on the snow removal process. Pat questioned a budget item, which Eva answered. Eva said that the property tax revenue was received by the NDDA in bulk in the first few months. Katrina asked if administration was a minus item, and Eva replied that it was. Eva's submitted report summarized the NDDA revenues, expenditures, and revised budget.

2. Tax Incremental Funding (TIF) Explanation – Eva Forberger, NDDA Treasurer: Eva provided an understanding of the TIF proceeds, and how it affects the ability to take on debt. The

NDDA receives revenue from property tax-related TIF money, generated from the incremental growth, from the NDDA's year of formation, in property taxes.. The NDDA receives 100% of all property taxing districts incremental growth, which can come in two forms: 1) increase in value through higher property valuations and new construction, and 2) increase in mill levies and new taxing districts, such as ECOPASS. Pat asked Eva to put together information of TIF funding. \$310,000 was committed to the NedPed project.

3. Town Administrator's Report – Alisha Reis, Town Administrator:

Alisha cited the new members who had been elected on April 1 to the Board of Trustees (BOT), that Topher Donahue had replaced Annette Croughwell's resigned position, and that newly-reelected Kevin Mueller would serve as liaison to the NDDA. She also reported that several orientation sessions and financial briefings have been scheduled for the Board of Trustees and other advisory boards, including the NDDA, including an explanation from Carmen Beery on legal issues on Tuesday, April 28, and that a joint NDDA/BOT work session would take place on May 27 from 6-8 p.m.; its purpose will be to discuss the upcoming deadlines for the DRCOG funding inclusion for the next 5-year cycle. Mayor Gierlach will talk about DRCOG funding, and code of conduct for board members.

4. Update on EV Charger Station Grant Application – Alexander Armani-Munn: The Town's administrative assistant/intern, Alex Armani-Munn, who is working on preparing the grant application, reported that the BOT had approved the EV charging station grant application, with two handicapped spaces intact, and one charger that would accommodate two vehicles. Susan commented that although there would be no Town enforcement on parking in those two spaces, perhaps an explanatory letter could be put on windshields of cars mistakenly parked in them Alex explained the location of the EV charger station spaces in the Visitors Center parking lot.

5. Update on Beautification/Planter Program – Karina Luscher:

It was agreed that areas in town for the planters should be identified, which plants would be most suitable and sustainable, and that Karina will talk to Donna Sue Fitzpatrick about ordering the plants. Karina will be talking with a landscaper friend for advice. Maintenance and watering was discussed, and whether volunteers could help with that. Alisha said that the snow removal person did watering last year. Eva stated that \$3,000 has been put aside for purchase of plants, and that \$800 to \$1,00 would be needed for maintenance cost. Susan thought she had a couple of friends who could help, and Karina suggested that plant donations could be sought.

F. Action Items

1. Cancellation of the Planned May 7, 2014 workshop and setting of new date – Pat

Everson: After discussion regarding the board members' various schedules, the work session was rescheduled for May 14 at 5:30 p.m. It was mentioned that, as new members, Mandy and Susan had not been on the board when the last budgeting workshop had taken place. Jeff made a motion to cancel the May 7 workshop, and to reschedule the date to May 14; Mandy seconded, and all were in favor. Jeff confirmed the change.

2. Consideration of the NDDA becoming a working partner with Art at the Center for First Fridays, including budgeting of \$1,200 to help promote and advertise the event – Katrina

Harms: This topic included the budgeting of \$1,200 to help advertise and promote the event. Katrina felt that advertising was necessary, and that if the NDDA pushed the event, the downtown Nederland businesses would stay open in the evening for the events. A mountain banner was available, and it would cost about \$100 to put a summer scene on the back. A current contact/email list should be assembled by visiting all the local businesses, and the NDDA webpage should be updated to promote First Fridays. Ideas could be suggested to and shared by business owners to help make the events successful. Susan questioned cost, and Katrina said that no permits were needed so far, and that a cost sheet had been provided in the packet. A pdf could be sent to each business to be posted. A new, updated list of businesses was necessary and \$800 should cover that expense. Jeff said that he was okay

with the \$1,200 budget. Karina felt that the First Friday events would be good for the NDDA for outreach and establishment of relationships with businesses. A Facebook page could be created, and Karina has a friend who could help with that. Katrina said that since Karina has a friend who would help, she also would volunteer. Susan suggested that putting NDDA members out front as helping businesses might be helpful. Pat felt that the resulting new email list would be a very desirable and valuable resource. Katrina mentioned concern relating to privacy issues of NDDA members' email addresses, but Susan felt that email addresses would make the NDDA more accessible. Katrina thought that the NedWEB program renewal would help in the outreach process. She also said that a First Friday this May was desirable, and that last year's May First Friday had been very successful. Susan, Mandy, and Jeff all agreed to help, and Katrina wanted to make a list of volunteers for that effort. Susan suggested that a 10% discount on purchases made on First Fridays would be good, and that a map could be generated of all businesses offering such a discount. Jeff felt that offering a discount should be the prerogative of each business. Karina espoused the concept of giving ideas to each business owner, with the anticipation that the ideas would grow organically. Jeff asked for a motion to partner the First Fridays with Art at the Center. Pat made the motion, Mandy seconded it, and all were in favor, as per roll call.

G. Discussion Items

Discussion of the resignation of Renee MacCauley as NDDA Secretary, and plans for future hiring of Secretary – Pat Everson: Renee MacCauley had submitted a letter of resignation as NDDA secretary, creating a vacancy for that position. The letter had not been included in the packets, and Karina requested a copy of MacCauley's resignation letter. Pat complimented the hiring committee on their previous efforts to fill the position, and said she could act as secretary until May. The Board discussed various options of action: 1) whether to continue to try to fill that position; 2) to create an executive director position that would encompass those secretarial duties; or 3) to have an interim person continue to take the minutes at each meeting until a new secretary was found. It was suggested that an executive director would be a viable option only if the NDDA has the money to fund the position. Karina supported having both an executive director and a secretary. Susan asked what an executive director's salary might be. Eva replied that \$21,000 is what Paul Turnburke had been paid annually for that part-time position, and that he had been wrapping up the Sidewalks I Project at that time, so he'd had many responsibilities. Susan wondered if the job would be so overwhelming now, and Alisha responded that \$21,000 would work if the tasking was well-outlined. Jeff pointed out that the NedPed project was over as far as the NDDA was involved. Pat cited updating the Master Plan and grant writing as current goals. Jeff did not like the idea of an executive director/secretary combination position, saying that an executive director probably would not want clerical duties. Pat suggested that Pam North could continue recording the minutes temporarily at \$250 per month. Pat also mentioned that she has to do a lot of paperwork herself. Katrina asked if debt authorization for 2016 could fund an executive director, and Eva briefly explained the TIF funding. Susan wondered if the secretary position could be offered to Alex Armani-Munn, the Town's intern, as part-time work, and Eva responded that Alex already has a full-time position with the Town. It was suggested that perhaps someone could volunteer as an intern, to which Alisha replied that unpaid interns are rare. Jeff said that he would like to hire an executive director, although the NDDA still would be stuck hiring a secretary, and that perhaps one of the other applicants during the hiring committee's search might be a possible answer. Katrina replied that most of the other applicants probably no longer wanted the job. Eva said that she has a friend looking for a part-time job. Jeff encouraged continuing to look for a secretary. Jeff and Karina agreed to interview Eva's friend, and to continue to look further for a secretary to fill the vacancy. Jeff asked Pat to put it on the agenda.

H. Other Business:

Ron Mitchell spoke briefly on his intention to seek a permit from the Town to use his property between the old Cosmic Cowboy location and Salto for motorcycle parking. He had run a quick study for the past two summers on motorcycle parking, and he stated that the lot could hold 63 motorcycles. He planned to request permission from the Town for that purpose.

I. Adjournment:

Mandy made a motion to adjourn; Susan seconded. All were in favor, and the meeting was adjourned at 8:49 p.m.

Next Regular Meeting: The next regular NDDA meeting is scheduled for May 21, 2014, 6:30 p.m., at the Nederland Community Center (Multi-Purpose Room), 750 Highway 72, Nederland, CO.

UNAPPROVED