

Town Of Nederland  
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY  
NEDERLAND COMMUNITY CENTER 750 Hwy 72 Nederland, CO 80466

Multi-Purpose Room  
May 21, 2014 @ 6:30 p.m.

AGENDA

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A. CALL TO ORDER

B. ROLL CALL

C. PUBLIC COMMENT ON NON-AGENDA ITEMS (Speakers limited to 3 minutes)

D. CONSENT AGENDA

1. Approval of the Minutes from the April 16, 2014 meeting – Pam North Acting Secretary
2. Approval of Warrants – Eva Forberger – Treasurer
3. Approval of hiring Cindy Downing as NDDA Board Secretary – Pat Everson

E. INFORMATIONAL ITEMS

1. Treasurer's report – Eva Forberger – Treasurer
2. Town Administrator Report on items affecting NDDA- Alisha Reis- Town Administrator
3. Report on meeting with CDOT and the Peak to Peak Scenic By-way-Katrina Harms
4. Nedpeds report- Conor Merrigan – Project Manager
5. Update on Electric Vehicle Charging Station Grant – Alexander Armani-Munn

F. ACTION ITEMS

1. Consideration of the Reappointment of Amanda Kneer to the NDDA Broad- Pat Everson
2. Consideration of applicants to fill board position opening July , 2014 expiring 2018
3. Consideration of additional funding for website for 2014 budget. – Pat Everson

G. DISCUSSION ITEMS

1. Discussion of proposal for updating the NDDA Master Plan- Alexander Armani-Munn
2. Discussion of the Principles of Sustainability and begin to develop a vision of a sustainable Downtown Nederland – Kevin Mueller
3. Discussion of social media protocol for NDDA Board members – Pat Everson

H. OTHER BUSINESS

I. ADJOURNMENT

NEXT REGULAR MEETING: June 18, 2014 @ 6:30 pm in the Conference Room

The NDDA Board may take action on any item included on this agenda, regardless of the heading under which such item appears. Discussion items may become action items if the Board determines that deferring final action on an item to a subsequent meeting is unnecessary or unwarranted and that taking immediate action does not compromise any third-party's rights.

The NDDA Board of Trustees meeting packets and agendas are prepared on Friday before the Wednesday meetings and are available on the NDDA website, [www.neddda.org](http://www.neddda.org). Copies of the agendas and meeting packet are available at no cost via email from [patricia.everson@gmail.com](mailto:patricia.everson@gmail.com). The information is reviewed and studied by the Board members, eliminating lengthy discussions to gain basic understanding. Short discussion on agenda items does not reflect lack of thought or analysis.

## **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

**TOWN OF NEDERLAND**

**WARRANTS**

**WARRANTS FOR MAY 21, 2014**

<b>Number</b>	<b>Date</b>	<b>VENDOR</b>	<b>AMOUNT</b>	<b>DESCRIPTION</b>
28468	15-Apr	Renne McCauley	\$ 152.00	secretary services
28550	13-May	Pam North	\$ 250.00	secretary services

**Total** \$ **402.00**



**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Patricia Everson- Chairman

INFORMATION: CONSENT:X OR DISCUSSION:

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**AGENDA ITEM:** Approval of Cindy Downing as NDDA Secretary

**SUMMARY:** Eva Forberger at our last meeting suggested Cindy as a possible candidate for the NDDA Board Secretary. She had previously worked for the Town, but had moved away. Recently, she returned to Nederland with her family and stopped in at Town Hall.

Jeff Green, Vice Chairman interviewed her and approved our hiring her as our secretary. I also believe that Katrina and Karina spoke with her and endorsed her as secretary.

Recently she agreed to attend the Joint Workshop on Code of Conduct and has helped by taking notes and assisting with the setup for our workshop last week.

Further, we met for an hour or so on Saturday to go over what was expected of her and I gave her a job description. We reviewed procedure for compiling the Agenda and Packet, and she has sat with Michele for instruction on taking minutes.

**RECOMMENDATION:**

After numerous emails and some phone calls, I would strongly recommend that we agree to accept her as our secretary

**FINANCIAL CONSIDERATIONS:** As previously approved by the board, this will be an independent contractor position, with the rate of \$16 per hour. Approximate hours per month 50-60 for Agenda, Packet, meeting and workshop attendance. Other projects to be approved by the board.

Attachment: Cindy Downing Resume

# Cindy Downing

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Manitou Springs, CO  
cldowning@hotmail.com  
720-514-1372

## Career Overview

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Several years of experience providing support to multiple executives. Excellent problem solver who consistently exceeds expectations. Team player with strong organizational, interpersonal and communication skills. Extensive experience in positions involving a high degree of trust, sensitive materials and confidentiality.

## Skill Highlights

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- Microsoft Excel
- Microsoft Outlook
- Microsoft Office
- QuickBooks
- Microsoft Office XP
- Microsoft PowerPoint
- Adobe Photoshop
- Peachtree
- Administrative support
- Filing and data archiving
- Research
- Data collection
- Data entry
- Spreadsheets
- Accounts payable
- Accounts receivable

## Core Accomplishments

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- Performed administration tasks such as filing, developing spreadsheets, faxing reports, photocopying and scanning documents.
- Developed a strong knowledge of hardware and software while keeping abreast of new applications that increased efficiency and productivity.
- Assisted with payroll preparation and entered data into cumulative payroll documents.
- Accounts receivable and payable
- Operated computers programmed with accounting software to record, store, and analyze information.
- Ensured smooth operations by supporting executive team.
- Data collection and analysis.

## Professional Experience

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### **Administrative Assistant The Christman Company Mount Pleasant, MI**

June 2012 to September 2012

Responsible for handling confidential information on a frequent basis. Prepare and type agendas, meeting minutes, memos, business letters, and safety compliance reports. Prepare, record, check over and proofread correspondence, invoices, presentations, brochures, publications, reports and relevant material

### **Wild Mountain Smokehouse and Brewery – Nederland, CO Nederland, CO**

#### **Administrative Assistant/Server**

August 2007 to March 2012

Assisted in all areas of administrative work including data entry, file organization, payroll, accounts receivable and payable. Thorough knowledge of restaurant systems and procedures. Provided excellent patron experiences through phenomenal customer service, evidenced by high number of regular patrons requesting to sit in my section.

**RE/MAX****Nederland , CO****Administrative Assistant**

February 2008 to January 2011

Assistant to real estate agents. Preparation of and modification of MLS listings, compilation of marketing other advertising materials, creation of post cards for agents, maintenance office inventory and agent supplies.

**The Town of Nederland Colorado****Administrative Assistant and Police Clerk Assistant**

December 2008 to March 2010

Assistant to the Town Clerk, Treasurer, and Town Administrator, and Police Chief. Duties included providing administrative support, water billing and inquiries, front desk inquiries, preparation of packets and agendas for board meetings, accounts receivable and accounts payable. Organizing, managing and preserving of the Town records. Prepared and recorded Town Meeting actions. Prepared and maintained minutes of town board meetings. Responded to front desk inquiries and maintained confidentiality. Performed a wide variety of general and technical clerical duties within the Police Department including maintenance of records and files, processing of statistical data and reports, providing information to the public, outside agencies and departmental staff. Maintained effective work relationships with the public and City staff. Sort, file, copy, and distribute crime reports, traffic reports, citations, petitions, and other materials to appropriate personnel. Work in property/evidence, transport evidence to crime lab, store evidence. Administered alcohol breath tests and reported results to probation officers.

**Education**

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**Colorado State University 99**

Fort Collins, CO

Fish and Wildlife Biology

**Michigan State University 2001**

East Lansing, MI

Fish and Wildlife Biology



# MEMORANDUM

To: Nederland DDA  
From: Eva Forberger, Treasurer  
Date: May 15, 2014  
Re: Treasurer's Report

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Attached is the April 2014 Financial report for the Nederland Downtown Development Authority. Please let me know if you have any questions.

**Attachments:**

*DDA Financial Report*

**Town of Nederland**  
**Statement of Revenue and Expenditures**

*Revised Budget*  
*For Downtown Development Fund (70)*  
*For the Fiscal Period 2014-4 Ending April 30, 2014*

Account Number	Current Budget	Current Actual	Annual Budget	YTD Actual	Remaining Budget %
<b>Revenues</b>					
<b>Taxes and Fees Revenues</b>					
70-75-4000 Property Taxes	\$ 2,057.75	\$ 1,706.32	\$ 24,693.00	\$ 7,572.81	69.33%
70-75-4002 Specific Ownership Taxes	125.00	118.90	1,500.00	435.42	70.97%
<b>Total Taxes and Fees Revenues</b>	<b>2,182.75</b>	<b>1,825.22</b>	<b>26,193.00</b>	<b>8,008.23</b>	<b>69.43%</b>
<b>Misc Revenues</b>					
70-75-4900 Interest	41.67	19.13	500.00	76.43	84.71%
70-75-4910 Misc	41.67	0.00	500.00	0.00	100.00%
70-75-4915 Donations	83.33	0.00	1,000.00	0.00	100.00%
<b>Total Misc Revenues</b>	<b>166.67</b>	<b>19.13</b>	<b>2,000.00</b>	<b>76.43</b>	<b>96.18%</b>
<b>Grant Activity Revenues</b>					
70-75-8405 CDOT	35,500.00	0.00	426,000.00	0.00	100.00%
<b>Total Grant Activity Revenues</b>	<b>35,500.00</b>	<b>0.00</b>	<b>426,000.00</b>	<b>0.00</b>	<b>100.00%</b>
<b>Other Revenues</b>					
70-75-4990 Proceeds from Debt	29,708.33	0.00	356,500.00	0.00	100.00%
70-75-4998 Fund Reserve - Transfer In	0.00	0.00	29,728.00	0.00	100.00%
<b>Total Other Revenues</b>	<b>29,708.33</b>	<b>0.00</b>	<b>386,228.00</b>	<b>0.00</b>	<b>100.00%</b>
<b>Total Downtown Development Fund Revenues</b>	<b>\$ 67,557.75</b>	<b>\$ 1,844.35</b>	<b>\$ 840,421.00</b>	<b>\$ 8,084.66</b>	<b>99.04%</b>
<b>Expenditures</b>					
<b>Professional Services Expenditures</b>					
70-75-5100 Legal	\$ 62.50	\$ 0.00	\$ 750.00	\$ 0.00	100.00%
70-75-5115 Website	12.50	0.00	150.00	0.00	100.00%
70-75-5129 DDA Secretary Services	1,083.33	152.00	13,000.00	652.00	94.98%
<b>Total Professional Services Expenditures</b>	<b>1,158.33</b>	<b>152.00</b>	<b>13,900.00</b>	<b>652.00</b>	<b>95.31%</b>
<b>Building Expenses Expenditures</b>					
70-75-5200 Rent	41.67	42.00	500.00	168.00	66.40%
<b>Total Building Expenses Expenditures</b>	<b>41.67</b>	<b>42.00</b>	<b>500.00</b>	<b>168.00</b>	<b>66.40%</b>
<b>Department Specific Supplies Expenditures</b>					
70-75-5216 Trails/Sidewalks Maintenance	250.00	0.00	3,000.00	3,157.95	(5.27%)
70-75-5270 Downtown Area (DDA)	250.00	0.00	3,000.00	0.00	100.00%
<b>Total Department Specific Supplies Expenditures</b>	<b>500.00</b>	<b>0.00</b>	<b>6,000.00</b>	<b>3,157.95</b>	<b>47.37%</b>
<b>Office Expenses Expenditures</b>					
70-75-5410 Office Supplies	41.67	0.00	500.00	0.00	100.00%
<b>Total Office Expenses Expenditures</b>	<b>41.67</b>	<b>0.00</b>	<b>500.00</b>	<b>0.00</b>	<b>100.00%</b>
<b>Training, Travel, Meals Expenditures</b>					
70-75-5810 Conference/Training	25.00	0.00	300.00	0.00	100.00%
70-75-5830 Meals	83.33	0.00	1,000.00	0.00	100.00%
<b>Total Training, Travel, Meals Expenditures</b>	<b>108.33</b>	<b>0.00</b>	<b>1,300.00</b>	<b>0.00</b>	<b>100.00%</b>

**Town of Nederland**  
**Statement of Revenue and Expenditures**

*Revised Budget*  
*For Downtown Development Fund (70)*  
*For the Fiscal Period 2014-4 Ending April 30, 2014*

Account Number	Current Budget	Current Actual	Annual Budget	YTD Actual	Remaining Budget %
<b>Other Expenses Expenditures</b>					
70-75-5710 Postage/Shipping	8.33	0.00	100.00	0.00	100.00%
70-75-5735 Boulder County Tax Collection	25.83	25.29	310.00	113.29	63.45%
70-75-5740 Bank Fees	4.17	0.00	50.00	0.00	100.00%
70-75-5750 Advertising	41.67	0.00	500.00	9.75	98.05%
70-75-5770 Printing/Copying	25.00	0.00	300.00	0.00	100.00%
70-75-5790 MISC	0.00	0.00	43,000.00	0.00	100.00%
70-75-5999 Admin & Finance Allocation	541.67	0.00	6,500.00	1,625.00	75.00%
<b>Total Other Expenses Expenditures</b>	<b>646.67</b>	<b>25.29</b>	<b>50,760.00</b>	<b>1,748.04</b>	<b>96.56%</b>
<b>Capital Expenditures</b>					
70-75-6400 Equipment	0.00	0.00	2,000.00	0.00	100.00%
70-75-6500 Infrastructure	63,788.42	742.50	765,461.00	2,129.04	99.72%
<b>Total Capital Expenditures</b>	<b>63,788.42</b>	<b>742.50</b>	<b>767,461.00</b>	<b>2,129.04</b>	<b>99.72%</b>
<b>Total Downtown Development Fund Expenditures</b>	<b>\$ 66,285.09</b>	<b>\$ 961.79</b>	<b>\$ 840,421.00</b>	<b>\$ 7,855.03</b>	<b>99.07%</b>
<b>Downtown Development Fund Excess of Revenues Over Ex</b>	<b>\$ 1,272.66</b>	<b>\$ 882.56</b>	<b>\$ 0.00</b>	<b>\$ 229.63</b>	<b>0.00%</b>

**Town of Nederland**  
**Statement of Revenue and Expenditures**

*Revised Budget*  
*For DDA TIF Revenue Fund (80)*  
*For the Fiscal Period 2014-4 Ending April 30, 2014*

Account Number	Current Budget	Current Actual	Annual Budget	YTD Actual	Remaining Budget %
<b>Revenues</b>					
<b>Taxes and Fees Revenues</b>					
80-75-4005 TIF Taxes	\$ 11,916.67	\$ 13,246.96	\$ 143,000.00	\$ 58,786.05	58.89%
<b>Total Taxes and Fees Revenues</b>	<b>11,916.67</b>	<b>13,246.96</b>	<b>143,000.00</b>	<b>58,786.05</b>	<b>58.89%</b>
<b>Other Revenues</b>					
80-75-4998 Fund Reserve - Transfer In	0.00	0.00	78,295.00	0.00	100.00%
<b>Total Other Revenues</b>	<b>0.00</b>	<b>0.00</b>	<b>78,295.00</b>	<b>0.00</b>	<b>100.00%</b>
<b>Total DDA TIF Revenue Fund Revenues</b>	<b>\$ 11,916.67</b>	<b>\$ 13,246.96</b>	<b>\$ 221,295.00</b>	<b>\$ 58,786.05</b>	<b>73.44%</b>
<b>Expenditures</b>					
<b>Other Expenses Expenditures</b>					
80-75-5735 Boulder County Tax Collection	\$ 140.83	\$ 198.70	\$ 1,690.00	\$ 881.77	47.82%
<b>Total Other Expenses Expenditures</b>	<b>140.83</b>	<b>198.70</b>	<b>1,690.00</b>	<b>881.77</b>	<b>47.82%</b>
<b>Debt Service Expenditures</b>					
80-75-7100 Loan Principal	17,184.08	7,491.83	206,209.00	29,906.18	85.50%
80-75-7200 Loan Interest	708.33	646.43	8,500.00	2,646.87	68.86%
80-75-7400 Capital Lease Principal	408.00	408.12	4,896.00	1,632.48	66.66%
<b>Total Debt Service Expenditures</b>	<b>18,300.41</b>	<b>8,546.38</b>	<b>219,605.00</b>	<b>34,185.53</b>	<b>84.43%</b>
<b>Total DDA TIF Revenue Fund Expenditures</b>	<b>\$ 18,441.24</b>	<b>\$ 8,745.08</b>	<b>\$ 221,295.00</b>	<b>\$ 35,067.30</b>	<b>84.15%</b>
<b>DDA TIF Revenue Fund Excess of Revenues Over Expendit</b>	<b>\$ (6,524.57)</b>	<b>\$ 4,501.88</b>	<b>\$ 0.00</b>	<b>\$ 23,718.75</b>	<b>0.00%</b>

**Town of Nederland**  
**Statement of Revenue and Expenditures**  
*Revised Budget*

*For the Fiscal Period 2014-4 Ending April 30, 2014*

Account Number	Current Budget	Current Actual	Annual Budget	YTD Actual	Remaining Budget %
Total Revenues	\$ 79,474.42	\$ 15,091.31	\$ 1,061,716.00	\$ 66,870.71	93.70%
Total Expenditures	\$ 84,726.33	\$ 9,706.87	\$ 1,061,716.00	\$ 42,922.33	95.96%
Total Excess of Revenues Over Expenditures	\$ (5,251.91)	\$ 5,384.44	\$ 0.00	\$ 23,948.38	0.00%





# MEMORANDUM

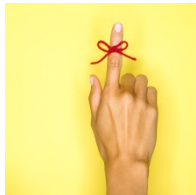
To: DDA Board of Directors  
From: Alisha Reis, Town Administrator  
Date: May 16, 2014  
Re: Administrator's Report to DDA

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In news around the downtown district:

- The Board of Trustees recently approved an application for Planned Unit Development (PUD) from Tom and Sally Grahn to adjust the lot lines in their property on East Street between 2<sup>nd</sup> and 3<sup>rd</sup> Streets, as well as plan for the property over time.
- You may have noticed (before the recent snow came in) that Public Works crews were working to grade the Guercio Ball Field and the new performance space. This is in preparation for seeding and opening by July 4. Work is set to resume after the break from weather, and to be seeding shortly.
- A proposal for an ATM banking machine will be before the Trustees for consideration to be located at the Visitors Center. The Town would receive a portion of user fees from this machine, which is meant to increase residents' and visitors' access to ATMs in the downtown area.
- The Trustees will consider and appoint residents to the various advisory boards on June 3. As you know, the DDA has an opening and is receiving applications for member terms to begin July 1.

I can expand on these issues and others at the DDA's meeting of May 21. Please feel free to contact me with any questions: [alishar@nederlandco.org](mailto:alishar@nederlandco.org) or (303) 258-3266.



**As a reminder, the Board of Trustees will host a joint session with the DDA Board on Tuesday, May 27 from 6 to 8 p.m. This work session is meant to discuss the upcoming deadline for DRCOG funding inclusion for the next 5-year cycle.**

**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Conor Merrigan – Nedpeds Project Manager

INFORMATION: X ACTION: OR DISCUSSION:

=====

**AGENDA ITEM:** Nedpeds Update for May 2014

**SUMMARY:**

There's not much to say as we're still waiting for CDOT to give concurrence to bid. As soon as they do, we will advertise and the bid will be open for three weeks before closing at which point we will need to get CDOT approval of the bidder chosen and then work can commence. The other step from CDOT is getting them to encumber the money, which is a parallel track and hopefully one that won't create additional delay.

The money is funneled through CDOT, and they have an internal process where they need to actually move the money into the account to be spent. This unfortunately is separate from the approval to bid and the approval to go ahead, but it can't start until they provide the concurrence to bid. The BOT's approval was good, since we wouldn't have wanted to go to bid without it, but CDOT is still crossing "t's" and it unfortunately took a while for the CDOT project manager and Brian to connect on an ADA issue that came up, which added to the delay. They have agreed to expedite, and Brian has gotten them the information they need on the ADA issues, but we are still waiting for their approval to go out to bid.

The CDOT project manager told me we should expect 4 weeks to fully encumber the money, and during that time we have a three week bid, approvals ASAP even if it means special meetings and then back to CDOT for two weeks for them to approve. Then, we start. The attached spreadsheet should help clarify, but if I can answer any questions feel free to write or call.

**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE:**

INITIATED BY:

INFORMATION:    ACTION:    OR    DISCUSSION:

=====

**AGENDA ITEM:**

Status of the Colorado Charge Ahead EV charging station grant application.

**SUMMARY:**

In a phone call with RAQC representative Katie Ruygrok earlier this month, I was informed that the application scoring team would be meeting on May 14 and contacting selected recipients within a week or two following the meeting. As of now, we have not yet heard anything from RAQC regarding the status of our application.

**RECOMMENDATIONS;**

I will maintain contact with RAQC and continue to monitor the status of our grant application. The NDDA board will be informed as soon as I learn anything new.

**FINANCIAL CONSIDERATIONS:**

Since submitting the grant application, the NDDA has substituted \$3,000 in project funding originally drawn from reserves with donated TARP funding. This greatly reduces the cost for the NDDA, which had previously allocated \$4,500 in funding for the project.

**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Patricia Everson - Chairman

INFORMATION:    ACTION:X    OR    DISCUSSION:

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**AGENDA ITEM:** Consideration to recommend the reappointment to the NDDA board for the term 2014-2018 of Amanda Kneer, for consideration by the Nederland Board of Trustees.

**SUMMARY:** Mandy has submitted a new application for reappointment to her position on the NDDA Board. She is unable to be with us this evening due to a previously planned trip to see relatives. She will be representing the Mountian Peoples Co-op as previously.

**RECOMMENDATIONS:**

1. Approval to send her name to the BoT for final approval
2. Do not approve and open the position to the other applicants.
3. Do not approve and continue to advertise

**FINANCIAL CONSIDERATIONS:** - None

RECEIVED  
5/15/14 to amend 4/22/14



**TOWN OF NEDERLAND  
STANDARD APPLICATION FOR  
APPOINTMENT OR REAPPOINTMENT TO TOWN  
ADVISORY BOARDS AND COMMISSIONS**

This is an application for appointment  or reappointment  to the  
**Nederland Downtown Development Authority**

Applicant Name: Amanda Kneer  
Mailing Address: PO Box 1855 Nederland CO 80466  
Street Address: 605 W. Rollinsville St  
Telephone number(s): (303) 258-7313 cell (303) 250-0331  
Email address: mandysue.schalz@gmail.com

- 1) Are you applying as a Property owner or Business lessee? property owner
- a. Physical address of property or business: 30 E. First St Nederland
  - b. Mailing address of property or business: PO Box 161 Nederland
  - c. Position (Owner, manager if property is a corporation): Treasurer
  - d. Name of Business if a Lessee: \_\_\_\_\_

- 2) If Property or business is not owned in an individual name, please list the type of ownership (LLC, Corporation, Trust, etc) and the name of the entity:
- a. Type of ownership: Corporation
  - b. Name of entity: Mountain Peoples Coop
  - c. Your relationship to entity: treasurer

If Corporation or Trust is owner of the property/business, a letter from the Corporate Board, Managing Agent, or other Trustees authorizing applicant to make decisions on behalf of the Corporation must be attached.

If a NEW APPOINTMENT, please describe any special knowledge, abilities, background or interests you feel will provide a positive contribution to the goals and purposes of the board or commission for which you are seeking appointment. (Attach resume if desired or use an extra sheet of paper, if necessary.) If a RE-APPOINTMENT, please describe previous board(s) experience and contributions.

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\_\_\_\_\_  
\_\_\_\_\_

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Please plan on attending the BOT meeting at which your appointment will be considered.

  
 \_\_\_\_\_  
 Applicant Signature

5/14/14  
 \_\_\_\_\_  
 Date

**FOR OFFICE USE ONLY:**

Date of initial appointment: \_\_\_\_\_

Replaced (if applicable): \_\_\_\_\_

Date of term Expiration: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

NOTES

Date of resignation or removal: \_\_\_\_\_

**Mountain Peoples Food Co-Operative**

**30 East First Street**

**PO Box 161**

**Nederland, CO 80466**

November 14, 2013

To Whom It May Concern:

The Mountain Peoples Food Co-operative board of directors authorizes Amanda Kneer, board treasurer, as the property owner/agent of the Mountain Peoples Food Co-Operative property located at 30 East First Street.



Mary Joyce



Lori Kinzel



Kate O'Donnell



Andre Mallinger



Lindy Masters

RECEIVED  
4/22/14



TOWN OF NEDERLAND  
STANDARD APPLICATION FOR  
APPOINTMENT OR REAPPOINTMENT TO TOWN  
ADVISORY BOARDS AND COMMISSIONS

This is an application for appointment  or reappointment

Applicant Name: Amanda Kneer

Mailing Address: PO Box 1855 Ned 80466

Street Address: 605 W. Rollinsville St Ned 80466

Telephone number(s): (303) 258-7313 (303) 250-0331

Email address: mandysue.schultz@gmail.com

Board or Commission for which (re)appointment is sought:

Nederland Downtown Development Authority

If a NEW APPOINTMENT, please describe any special knowledge, abilities, background or interests which you feel will provide a positive contribution to the goals and purposes of the board or commission for which you are seeking appointment. (Attach resume if desired or use an extra sheet of paper if necessary.) If a RE-APPOINTMENT, please describe previous board(s) experience and contributions. **Please plan on attending the BOT meeting at which your appointment will be considered.**

Currently serve on NDDA board, Mtn Peoples Coop board of directors, Ned Compost board + Peak to Peak Healthy Community Project board

  
Applicant Signature

4/22/14  
Date



**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Patricia Everson - Chairman

INFORMATION:    ACTION:X    OR    DISCUSSION:

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**AGENDA ITEM:** Consideration of two applicants for one position of NDDA board member with a term of 2014-2018. This recommendation will be forwarded to the Nederland Board of Trustees for final approval.

**SUMMARY:** This position must be filled by a property owner in the district in order to comply with the Colorado State Statute forming the Downtown Development Authority Districts, which requires that a majority of the board be property owners.

Advertising for this position began on the Town's website after the April election was completed. It was also posted on our Facebook page and the NDDA website.

We have had two applications: Peter Marshall - Range View, LLC - 4 E First St. and Ronald Mitchell - Nederland Central Business District Redevelopment, LLC -Lots between 1st and 2nd St (North and South) and Hwy 119 and Snyder St - (West to East) minus lot 25 E 1st St.

Please review two applications attached.

**RECOMMENDATIONS:**

1. Recommend that this position be filled by one of the two applicants.
2. Recommend that the Board of Trustees fill the position with one of the applicants.
3. Do not recommend either applicant and continue to advertise for an applicant.

**FINANCIAL CONSIDERATIONS:** - None

RECEIVED  
5/5/14



**TOWN OF NEDERLAND  
STANDARD APPLICATION FOR  
APPOINTMENT OR REAPPOINTMENT TO TOWN  
ADVISORY BOARDS AND COMMISSIONS**

This is an application for appointment  or reappointment  to the  
**Nederland Downtown Development Authority**

Applicant Name: PETER MARSHALL  
Mailing Address: 142 THUNDER RIDGE RD  
Street Address: NEDERLAND CO 80466  
Telephone number(s): 303 258 7858 303 717 0352  
Email address: pmarshall194@gmail.com

- 1) Are you applying as a Property owner or Business lessee? Property owner
- a. Physical address of property or business: 4 East 1st Street
  - b. Mailing address of property or business: P.O. Box 356 Nederland CO 80466
  - c. Position (Owner, manager if property is a corporation): Owner
  - d. Name of Business if a Lessee: \_\_\_\_\_

2) If Property or business is not owned in an individual name, please list the type of ownership (LLC, Corporation, Trust, etc) and the name of the entity:

- a. Type of ownership: LLC
- b. Name of entity: Range View LLC
- c. Your relationship to entity: Partner

If Corporation or Trust is owner of the property/business, a letter from the Corporate Board, Managing Agent, or other Trustees authorizing applicant to make decisions on behalf of the Corporation must be attached.

If a NEW APPOINTMENT, please describe any special knowledge, abilities, background or interests you feel will provide a positive contribution to the goals and purposes of the board or commission for which you are seeking appointment. (Attach resume if desired or use an extra sheet of paper, if necessary.) If a RE-APPOINTMENT, please describe previous board(s) experience and contributions.

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**Please plan on attending the BOT meeting at which your appointment will be considered.**

P. Marshall  
Applicant Signature

5/4/14  
Date

**FOR OFFICE USE ONLY:**

Date of initial appointment: \_\_\_\_\_

Replaced (if applicable): \_\_\_\_\_

Date of term Expiration: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

**NOTES**

Date of resignation or removal: \_\_\_\_\_



RECEIVED  
5/1/14

TOWN OF NEDERLAND  
STANDARD APPLICATION FOR  
APPOINTMENT OR REAPPOINTMENT TO TOWN  
ADVISORY BOARDS AND COMMISSIONS

This is an application for appointment  or reappointment

Applicant Name: PETER MARSHALL

Mailing Address: 142 THUNDER RIDGE RD

Street Address: NEDERLAND CO 80466

Telephone number(s): 303-258-7858 303 717 ~~800~~ 0352

Email address: pmarshall194@gmail.com

Board or Commission for which (re)appointment is sought:

Downtown Development Authority

If a NEW APPOINTMENT, please describe any special knowledge, abilities, background or interests which you feel will provide a positive contribution to the goals and purposes of the board or commission for which you are seeking appointment. (Attach resume if desired or use an extra sheet of paper if necessary.) If a RE-APPOINTMENT, please describe previous board(s) experience and contributions. **Please plan on attending the BOT meeting at which your appointment will be considered.**

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P Marshall  
Applicant Signature

4/28/14  
Date

## Application for the Nederland DDA.

My application to fill a seat on the DDA board is driven by a desire to serve the community I have been a part of for 20 years. My involvement in the town itself has grown steadily over the years. I now rarely “go down below”, and try to live my life up here. My involvement and connection with town has reached a new level altogether with the purchase of the old “Off Her Rocker” building. Tom Plant, Dawn Dennison, my wife Shannon, and I, intend the building will become the full time home of Dawn’s “Crust, Wood Fired Pizza” business.

- New building/business owner in Nederland (4 East 1<sup>st</sup> Street).
- Have lived outside town for 20 years. Excited to finally have an opportunity to participate in the shaping and development of downtown Nederland.
- Have a desire to help downtown Nederland become a *destination*, and:
  - More visitor friendly
  - More functional for residents and tourists
  - Work on parking issues
  - Make downtown more pedestrian/bike friendly.
  - Would encourage the town to be a leader in creative, environmentally sensitive development
  - Continue to explore the availability of grants (such as the NedPeds funding) for additional town projects.
- Worked in committee environments at CU Boulder and when working as an ergonomics consultant.
- Have worked with “process” and “flow” in my work as an ergonomist.

Thank you for your consideration.  
Peter Marshall.



RECEIVED  
5/5/14



**TOWN OF NEDERLAND  
STANDARD APPLICATION FOR  
APPOINTMENT OR REAPPOINTMENT TO TOWN  
ADVISORY BOARDS AND COMMISSIONS**

This is an application for appointment  or reappointment  to the  
**Nederland Downtown Development Authority**

Applicant Name: RONALD A. MITCHELL  
Mailing Address: P.O. BOX 17065, Boulder 80308-0065  
Street Address: 75 EAST FIRST STREET, UNIT "B"  
Telephone number(s): 303-618-9431  
Email address: ronaldamitchell@mail.com

- 1) Are you applying as a Property owner or Business lessee? Property Owner
- a. Physical address of property or business: Lots between 1st & 2nd,
  - b. Mailing address of property or business: Snyder and 119, Less 25 E First St.
  - c. Position (Owner, manager if property is a corporation): LLC MANAGER
  - d. Name of Business if a Lessee: \_\_\_\_\_
- 2) If Property or business is not owned in an individual name, please list the type of ownership (LLC, Corporation, Trust, etc) and the name of the entity:
- a. Type of ownership: LLC
  - b. Name of entity: NEDERLAND CENTRAL BUSINESS DISTRICT REDEVELOPMENT, LLC
  - c. Your relationship to entity: \_\_\_\_\_

If Corporation or Trust is owner of the property/business, a letter from the Corporate Board, Managing Agent, or other Trustees authorizing applicant to make decisions on behalf of the Corporation must be attached.

If a NEW APPOINTMENT, please describe any special knowledge, abilities, background or interests you feel will provide a positive contribution to the goals and purposes of the board or commission for which you are seeking appointment. (Attach resume if desired or use an extra sheet of paper, if necessary.) If a RE-APPOINTMENT, please describe previous board(s) experience and contributions.

Previous service as a board member and chair,  
of the DDA.

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Please plan on attending the BOT meeting at which your appointment will be considered.

Ronald A. Mitchell  
Applicant Signature

5/5/2014  
Date

**FOR OFFICE USE ONLY:**

Date of initial appointment: \_\_\_\_\_

Replaced (if applicable): \_\_\_\_\_

Date of term Expiration: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

Date of reappointment: \_\_\_\_\_ Date term expires: \_\_\_\_\_

NOTES

Date of resignation or removal: \_\_\_\_\_

**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Patricia Everson/Katrina Harms

INFORMATION:    ACTION:X    OR    DISCUSSION:

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**AGENDA ITEM:** Consideration of an additional funding for the website not in the 2014 budget.

**SUMMARY:** Some time before the weekend of May 14, 2014, it is believe by Katrina Harms who monitioris and also set up our website that it was hacked and all of our documents were destroyed. She took precautions to prevent the hacker from returning, but has experienced other problems. To solve this she hired another web designer for several hours to rehabilitate the website and get it ready to put the lost files back.

The web designer has worked at least 2 hrs @ \$40 an hour, but an allowance should be made for further work . When the website is ready, the files will need to be put back. I have found most of the files on the back up disk that Sue left us but not all. Checking with Cindy, she is willing to work on putting the files back up on the website. It is estimated to be approximately 3 hrs, but more time should probably be allowed for any unforeseen complications.

**RECOMMENDATIONS;** It is recommended that the board approve this request to restore our website.

**FINANCIAL CONSIDERATIONS:** The present budget has an allowance of \$150. This covers the cost of hosting the website. The increase for restoration will be 1 – Webmaster - \$120 plus data entry of \$100 Total increase in line item - \$220.



AGENDA INFORMATION MEMORANDUM  
NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY  
MEETING DATE: May 21, 2014

INITIATED BY: Alexander Armani-Munn –Town Intern

INFORMATION: ACTION: OR DISCUSSION:X

=====

**AGENDA ITEM:** Discussion of the proposal for the Master Plan Update

**SUMMARY:** See attached proposal

**RECOMMENDATIONS:** Discuss moving forward under the suggested timeline with the implementation of the Update to the Master Plan.

**FINANCIAL CONSIDERATIONS:** Need to formulate a budget for outreach and other branding recommendations from the allowance of \$40,000 approved by the voters in 2012

2014

# Nederland DDA Master Plan Update: Strategic Plan Proposal



Alexander Armani-Munn  
Town of Nederland  
5/19/2014

## Table of Contents

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Planning Foundation	
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Plan Development	
Performance Measures	10



## Dear Members of the Board,

I would like to begin by thanking you for granting me the opportunity to lead the planning and development of your 2014 Master Plan update (MPU). I am confident that this update will open a new and exciting chapter in the evolution of Nederland's already charming and vibrant downtown.

In submitting this letter of intent alongside the herein proposed strategic plan, I would like to make clear my intentions and aspirations for the development of the MPU. Stating such is a vital first step in establishing an adequate level of understanding between myself as the lead planner and the Board as the central authority sanctioning the MPU.

I believe that in developing this MPU, the Nederland Downtown Development Authority (NDDA) has a unique opportunity to not only renew its commitment to enhancing the downtown area but also to reinvigorate itself as a valuable community asset, beginning with increased awareness and interaction with residents and business owners. I base this claim on my perception of the NDDA as an underutilized and underrepresented organization within the community. I feel that these concerns were expressed well by member Karina Lucsher at the May 14 work session and reaffirmed by the rest of the board.

Essentially, the NDDA has not done enough to establish an identity-or, as Karina stated, a brand-and could benefit from more proactive interaction with community stakeholders. As such, I recommend that the NDDA use this MPU to not only reassess its planning but also to rebrand and to create a fresh and permanent dialogue with the community. This is not to say that the NDDA is lacking in hard work or accomplishments; rather, it is to suggest that the NDDA has not done enough to inform residents of its hard work and accomplishments. I firmly believe that by thoroughly promoting the progress that has thus far been achieved the NDDA can entice the essential interest of community stakeholders that will drive the forthcoming MPU process.

In conclusion, I contend that the recommendations in the herein proposed strategic plan serve to not only guide the MPU process but to establish the avenues of communication and branding that will guide the NDDA beyond the forthcoming MPU, sustaining a relationship with community stakeholders that is both fruitful and enduring.

Respectfully,

**Alexander O. Armani-Munn**  
Town of Nederland  
Administrative Intern



## *Executive Summary*

The goal of the herein proposed strategic plan is to establish a conceptual framework for developing the forthcoming MPU. Using a system-based approach, this framework will provide the NDDA with a sequential process for conducting community engagement and for shaping the goals and objectives that will eventually guide the MPU.

A system-based approach to strategic planning requires an understanding that your organization functions as a single component within a larger system, and as such, your planning impacts, and is likely dependent upon, all other components within the system. In this case, the Town of Nederland represents the system, and the NDDA along with Town administration, private residents, business owners, and interest groups represent the various components within the Nederland system. In the context of strategic planning, these components are referred to as the “community of stakeholders.” This strategic plan will take into consideration the insights, concerns and interests of all members within the community of stakeholders.

Recent planning initiatives in the Town of Nederland-i.e. the Comprehensive Plan, Vision 2020, the Master Infrastructure Plan and the Sustainability Action Plan-have demonstrated the ample benefits of a well-directed public input process in developing plans that are integrated, coherent and effective.

Adopting a system-based approach to planning the MPU will allow the NDDA to achieve its goal of integrating its planning with that of other organizations within the community. Furthermore, the MPU will benefit from using existing Town plans as models for community outreach and development.

It is also important that the NDDA firmly establish its guiding principles prior to undertaking the development of a MPU. The herein proposed strategic plan provides a compilation of guiding principles that reflects past NDDA plans and initiatives as well as the common principles contained within existing Town plans. A well-established set of guiding principles provides the NDDA with a platform for initiating conversation within the community. The goal is not to push our guiding principles but rather to leverage them with those of other members in the community of stakeholders.

Finally, the herein proposed strategic plan will proceed in three phases. The first phase will be the “Planning Foundation,” which will require the NDDA to review the success of past plans and projects and to consider the progress of ongoing plans and projects. This phase also requires the NDDA to establish the means of communication that will be used throughout the MPU process. The second phase is a comprehensive SWOT analysis (strengths, weaknesses, opportunities, and threats). This phase, well acting as a natural extension of the first, will be distinguished by its focus on community engagement. The final phase will be “Planning Solutions.” The goal of this phase is to take the dialogue of the first two phases and sculpt it into a formal MPU. The three phases of the herein proposed strategic plan can be succinctly presented as the three I’s: Inquiry, Input, and Initiative.



## *Guiding Principles*

The 2013 Comprehensive Plan Update describes downtown as “the heart of the community.”

As a community based organization, the NDDA’s raison d’etre is pleasing a constituency. By following the guiding principles listed here, the NDDA can realize its purpose, and thus, preserve downtown as “the heart of the community.”

- Pursuing Sustainability
  - “Internalizing a model of sustainability in which a healthy society comes from a healthy economy and healthy environment is essential for both.”
- Localizing the economy
  - “Nederland’s economy is local, community-based, self-sufficient and is characterized by diverse and essential products.”
- Engaging stakeholders
  - “Actively encourage connections between residents, service providers, businesses and government.”
- Accommodating culture
  - “Nederland provides arts and culture, education and community activities that include the entire community.”
- Synergizing planning
  - “Nederland is a complete community guided by a shared vision reflecting community values and priorities.”
- Empowering the community
  - “Our greatest assets are our residents.”



## *Community of Stakeholders*

There are three classes of stakeholders in the Nederland community of stakeholders:

- **Change agents**
  - Those responsible for implementing changes proposed by a specific plan or policy.
- **Assets**
  - Those who assist in the implementation of changes proposed by a specific plan or policy.
- **Beneficiaries**
  - Those who benefit from the changes proposed by a specific plan or policy.

The stakeholders we will be engaging are listed here in accordance with their likely roles in the planning process. While a stakeholder may be identified here in one capacity- for example, residents as beneficiaries-it is important to recognize that the roles stakeholders play are malleable. A resident may, in one instance, be a beneficiary, but in another be an asset. As members of the NDDA, you represent the central grouping of change agents, but as members of the community, you are inherently beneficiaries.

### **Change Agents:**

- NDDA
- Town Staff
- Nederland Board of Trustees
- Nederland Commercial Property Owners
- Boulder County Commissioners
- Colorado Department of Transportation

### **Assets:**

- Nederland businesses
- Community organizations (i.e.-Nederland Area Seniors, Teens, Inc., NMSHS, Wild Bear, Nederland Public Library, NedCompost, Backdoor Theatre, and Nederland Community Center).
- Boulder County businesses and organizations (i.e.-EcoCycle, Inter Mountain Alliance, and Boulder County Farmers Market).

### **Beneficiaries:**

- Nederland residents
- Nederland visitors
- Boulder County residents
- Peak-to-Peak residents
- Future generations

## *Action Plan*

In this section of the proposal, I will outline the specific action items and chronology of the MPU. While the specifics of this plan are set forth with careful consideration, they are not binding. The herein proposed strategic action plan should be assumed with flexibility in mind. As the discourse on the MPU develops, new ideas and challenges will likely emerge that will require the NDDA to reassess its process and determine new, accommodating solutions for unforeseen issues. As such, I ask that members of the board consider this Action Plan with the knowledge that we are not static, and our ability to serve constituents depends on us instead being dynamic and adaptive.

As previously stated, the three phases of planning contained in the following action plan can be identified by the three I's: Inquiry, Input, and Initiative. In the first phase, the "inquiry" phase, the NDDA will work with other change agents and assets to shape the questions that will need to be addressed in the planning process. The second phase, the "input" phase, represents the core of the planning process. In this phase, the NDDA will actively engage change agents, assets and beneficiaries in a dialogue that addresses the questions developed in the first phase. In the final phase, "initiative," the NDDA will take the input from phase two and use it to shape policy initiatives and projects that address the insights, interests and concerns expressed by all members in the community of stakeholders. Following completion of the third phase, the NDDA will present a draft MPU to relevant stakeholders for a final round of review before proceeding with implementation.

### **Phase I: Planning Foundation**, to occur June-July 2014

#### **Basis:**

Phase 1 will prepare the NDDA to engage in productive planning later in the MPU process. As mentioned in the letter of intent included with this proposal, the NDDA is in need of a rebranding and improved messaging. This requires the NDDA to first shape its message and then to apply a brand to that message. Once the NDDA has accomplished those prerequisites, it should focus its efforts on raising brand recognition and on broadcasting its message. As such, Phase 1 is presented here in two parts: branding and messaging. These parts should be pursued concurrently.

#### **Goals:**

1. Develop a clear message that embodies the past efforts and accomplishments of the NDDA while clearly defining the future goals and objectives of the NDDA.
2. Design a recognizable brand that reflects the mission and principles of the NDDA.
3. Equipped with a brand and a message, the NDDA is adequately prepared to not only engage in, but to lead, the discourse that will drive the MPU.



## Tasks:

1. Board of Trustees work session:

It is recommended that the NDDA participate in a work session with the Nederland Board of Trustees. The proposed goal of this work session should be to first review past NDDA plans and projects and to integrate future plans and projects with those of other advisory boards. With liaisons on each advisory board, the BOT represents the ideal partner in assisting the NDDA with shaping its message and aligning it with those of the other advisory boards. The NDDA should supplement this work session by conducting correspondence with the other advisory boards.

2. Assets and Change Agent outreach:

It is recommended that the NDDA produce a survey to present to asset members in the community of stakeholders. The NDDA should focus its asset outreach in this phase on commercial property owners and downtown business owners specifically. This will help the NDDA to further develop its message by aligning its own principles and objectives with that of the property and business owners who are directly impacted by the actions of the NDDA.

3. Internal strategizing and assignments

It is recommended that the NDDA task an individual member, or members, with the development and maintenance of branding and messaging. These members will not be required to make decisions unilaterally but rather to spearhead efforts to develop and maintain the NDDA brand and message. This requires maintenance of social media, drafting press releases and correspondences, scheduling and planning public engagements, and designing-or contracting-graphic representation of the NDDA.

4. Public engagement

It is recommended that the NDDA participate in at least three public engagements during this phase. The purpose of these engagements should not be to participate in discourses necessarily but rather to simply begin informing beneficiaries within the community of stakeholders. These engagements will give the NDDA the opportunity to “generate hype” in the community and to begin broadcasting its burgeoning message and brand. Essentially, we want to give people the impression that “big” things are coming in Nederland, specifically downtown. This also an opportunity to promote past accomplishments so that people can gain a better overall understanding for what the NDDA does. Possible events to participate in include the Nederland 4<sup>th</sup> of July celebration, the High Peaks Arts Festival and Nederland First Friday.

## Phase II: SWOT Analysis and community input, to occur July-September 2014

### **Basis:**

In phase II, SWOT Analysis, the NDDA will use its phase I preparations in branding and messaging to conduct extensive community outreach. Ultimately, the goal of this phase is to generate input from the community that addresses the goals and principles set forth by the NDDA in phase I. It is recommended that the NDDA organize its planning in this phase according to the five focus areas presented in the 2006 Plan of Development: Circulation, River walk, Beautification, Town Square, Public/private promotion and partnership. For each focus area, a SWOT analysis should be administered to address Strengths, Weaknesses, Opportunities and Threats with input from the community. Identifying the strengths of each focus area will give the NDDA a better understanding of what is currently attracting people to downtown and how such attractions can be further promoted and possibly improved. An analysis of weaknesses in each area will reveal where the NDDA should focus the majority of its improvement efforts. An opportunity analysis will help the board with goal-setting for the MPU, both long term and short. Finally, it is important that the NDDA take into consideration the threats, or challenges, that must be overcome to accomplish the goals in each focus area. While it is recommended that the NDDA create separate task forces, or subcommittees, for each focus area, a steering committee should be assigned to coordinate the efforts of each subcommittee and ensure that they all align with the goals and principles of the NDDA and community.

### **Goals:**

1. Maintain a dialogue that involves all groups in the community of stakeholders and supports the development of the MPU.
2. Leverage the goals and principles of each stakeholder group to create an MPU vision that is cohesive and reflective of each group.
3. Use the strengths identified through SWOT analysis to continue promoting the NDDA and the MPU process.
4. Use the weakness and opportunity analysis in each focus area to begin formulating short and long term goals to be contained within the MPU.
5. Use the threat analysis in each focus area to develop strategies for overcoming challenges and achieving long and short term goals.

### **Tasks:**

1. Establish task forces/subcommittees to facilitate discussion on each focus area identified in the 2006 Plan of Development: Circulation, River walk, Beautification, Town Square, and Public/Private partnerships.
2. It should be the responsibility of each subcommittee to organize and administer focus groups with members of the community to gather ideas and insights relevant to their respective focus area.

3. In this phase, it is also recommended that the NDDA host cultural events downtown in partnership with local businesses. The NDDA can use these engagements to continue dialogue; however, they should not be treated as formalized discussions. Essentially, the idea here is to diversify our planning efforts and to avoid fatiguing stakeholders with formalized meetings in the Multi-Purpose Room. We want to attract people to downtown. Rather than “asking” stakeholders to attend a meeting, we want to “invite” them to enjoy the downtown area we are actively seeking to improve. These events could be held on a monthly basis throughout this phase.
4. This phase should also be supplemented with a well-maintained discourse through social media. Social media should not be one-sided, used simply as a means for sharing information but rather as a catalyst for discussion. We want to solicit feedback. This can be achieved by conducting public opinion polls and surveys. Every posting on social media should request feedback from stakeholders.
5. Finally, this phase should also be used to formalize partnerships with asset members and fellow change agents identified in phase I. Furthermore, it is recommended that any professional consultation occur in this phase. This includes ecological, economic, and spatial studies.

### **Phase III: Plan Development**, to occur October-November 2014

#### **Basis:**

Phase III represents the culmination of efforts in phase I and II. At this point, the NDDA should take all public input compiled in phase II to the drawing board and begin formulating practical solutions. Essentially, this is the phase wherein the MPU is actually drafted. It is recommended that two-three public hearings/open forums be administered to share the progress of the MPU draft with the public. This will allow for tweaks and changes to occur that tailor the final product to any overlooked concerns not captured in the phase II public input process.

#### **Goals:**

1. To draft an MPU that reflects the cumulative planning efforts administered in phase I and II.
2. To share the MPU draft with community members and solicit any necessary feedback for improvement prior to formalization.
3. Approval of the MPU.

#### **Tasks:**

1. Work with fellow change agents and partners to begin drafting the MPU.
2. Conduct 1-3 public hearings/open forums to share the MPU draft with members in the community of stakeholders.
3. Approve the draft when it had gained adequate approval from the community of stakeholders.

## *Performance Measures*

It is recommended that the NDDA maintain sets of qualitative and quantitative data throughout the planning this process. While the means for measuring progress can be discussed, the following methods are strongly recommended:

### **Quantitative data:**

- Track attendance at focus groups, cultural events, and public hearings/open forums.
- Monitor social media engagement. This includes measuring the number of participants in online polls and survey, page views, and electronic correspondences.
- Also, the NDDA should monitor the number of contacts that are occurring with members in the community of stakeholders regardless of the venue.

### **Qualitative data:**

- Regular debriefings and reports should be administered to measure the quality of social media interaction, public engagements, and planning events.
- The NDDA should consistently be scrutinizing its own efforts and seeking strategies for improvement. For example, if online surveys are not generating enough responses, the NDA should seek an alternative to facilitating online feedback and dialogue.



**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Trustee Kevin Mueller -

INFORMATION:    ACTION:    OR    DISCUSSION: X

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**AGENDA ITEM:** Discuss Principles of Sustainability and begin to develop a vision of a Sustainable Downtown Nederland.

**SUMMARY:** It was discussed at our workshop on May 14, 2014, that we incorporate the Principles of Sustainability into our master plan update. Trustee Mueller has brought this concept to our attention and we need to become familiar with the concepts he is proposing to decide if we will direct Alexander to incorporate into his proposal.

Please see attachments:  
1.Strategic Master Plan Principles

**RECOMMENDATIONS:**

**FINANCIAL CONSIDERATIONS:**

# **NDDA's Strategic Master Plan Principles**

## **Principles**

### **Ensuring Downtown's Survival as a Vital and Viable Economic, Residential and Environmental Eco-System**

Sustainability means meeting the requirements of the present without compromising the needs of the future. The DDA will embrace sustainability as a fundamental tenet of downtown development.

There are four basic principles of sustainability that when followed will lead Nederland towards a sustainable future and provide a competitive advantage to all those that call Nederland their community.

The Four Basic Principles of Sustainability:

1. Reduce and eventually eliminate our dependence on fossil fuels and heavy metals
2. Reduce and eventually eliminate our dependence on man-made chemicals that persist in nature.
3. Reduce and eventually eliminate the destruction of nature
4. Ensure that we are not stopping people globally from meeting their needs

## **Strategies**

**Coordinate with Town staff to develop a prioritized list of infrastructure needs.**

**Coordinate with the community through open forums to further develop a vision of what a Sustainable Downtown Nederland will be how it will function and what it might look like.**

**Develop strategic plan based on ideas that address the community's needs while demonstrating a clear path towards achieving the vision of a Sustainable Downtown Nederland.**

**Develop an RFQ to solicit the services of firms that can demonstrate successful implementation of the Four Principles of Sustainability in all areas of municipal operations and downtown development.**

## **Economic Sustainability**

- Promote a philosophy of sustainability in all improvements. Localize work and material and the planned maintenance and replacement of material.
  - Continue the educational process by becoming familiar with environmental best practices and low impact design principles
- Inventory existing structures and systems to determine first how to utilize and/or improve these assets before developing and installing new infrastructure.
  - Hire ecologist to identify and categorize local natural capital.
- Design systems with the principles of bio mimicry to achieve flexibility, levels of self-maintenance and to serve a municipal function while improving bio diversity.
- Discourage sprawl by encouraging reinvestment in existing developed properties, and support more balanced regional development.
  - Contact land owners and discuss the benefits of in-fill, low impact development.

## **Physical Sustainability**

- Provide regular and scheduled maintenance for previous DDA pedestrian improvements projects. Anticipate future repair needs by planning projects and setting aside funds as part of a long-term financial plan.
- Construct DDA developments with the goal of eliminating environmental impacts so as to minimize unforeseen long-term infrastructure issues that get passed to future generations
- Recognize that maintenance and repair are perpetual concerns, and thus must be anticipated in one-year, five-year, and ten-year capital improvements plans and on-going structural assessments.

## **Environmental Sustainability**

- Coordinate DDA activities with other sustainable planning efforts, including Boulder County, City of Boulder, the Regional Transportation District, Nederland Chamber of Commerce and the Nederland Sustainability Advisory Board.
- Encourage energy efficiency in existing and future downtown developments.
- Support collaboration with others, including the potential development of a system of linked open spaces and a pedestrian/bicycle paths, as well as storm water mitigation that protects the water shed.
- Encourage the preservation of open space, natural beauty, historic buildings, and critical environmental areas like Middle Boulder Creek.
- Promote the development of downtown as a compact center for development.
- Encourage a variety of well-planned transportation choices, including mass-transit, biking, walking, etc.
- Encourage local businesses and government agencies to use Earth-friendly strategies and procedures. These include using low emission vehicles, recycled/recyclable products and building materials, energy efficient lighting, etc.

- Work with the Boulder Creek Watershed Initiative and others to educate the community about storm drains and water quality issues.
- Assist the Town in meeting its energy goals established in Resolution 2005-03.
- Assist the Nederland Sustainability Project to increase the percent of recyclables captured from the waste stream. Provide recycle containers on downtown sidewalks to enable pedestrians opportunities to recycle glass, newsprint, etc. Encourage composting efforts by downtown businesses.

## **Social Sustainability**

- Create and maintain compact, walkable and safe downtown neighborhoods with opportunities for social interaction.
- Encourage mixed land uses that will promote a varied population throughout the day and night, and encourage the retention and attraction of businesses that serve a downtown and near downtown residential population.
- Foster distinctive, attractive neighborhoods with a strong and unique sense of place.
- Work towards collaboration with local governments and others to achieve cooperation and efficiency in public operations.
- Encourage citizen and stakeholder participation in development decisions to foster involvement, ownership and pride in community.



**AGENDA INFORMATION MEMORANDUM**  
**NEDERLAND DOWNTOWN DEVELOPMENT AUTHORITY**  
**MEETING DATE: May 21, 2014**

INITIATED BY: Patricia Everson - Chairman

INFORMATION:    ACTION:    OR    DISCUSSION: X

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**AGENDA ITEM:** Discussion of social media protocol for NDDA Board Members.

**SUMMARY:** Michele Martin – Town Clerk has been working on setting protocols for Town Staff and Boards for social media conduct. It was discussed at the Joint Workshop conducted by the Board of Trustees for new Trustees and appointees to various boards. Early this year, Michele suggested that when we get a new secretary we start to formalize a code of conduct for social media for the NDDA board members.

She forwarded two documents adopted by other Towns in Colorado as a guiding principle.

At this time, the NDDA board should discuss if they want to move forward with this, or wait until the Town adopts a policy. In the meantime, it would be good to know what the Town Attorney suggests for conduct on such social media as Facebook and Twitter.

Cindy took notes at the workshop which she is willing to share with us.

**Attachments;**

1. Pueblo Colorado – Use and Approval of Social Media
2. City of Thornton - The purpose of this Directive is to establish guidelines for the use of social media to communicate information on-line to citizens, businesses and organizations.



## CITY OF PUEBLO

### INTER-DEPARTMENTAL POLICY AND PROCEDURE

**Effective Date: 10/01/2010**

**Sunset Date: (five years from revised date)**

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## USES & APPROVAL OF SOCIAL MEDIA

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### **PURPOSE**

To address the changing way residents communicate and obtain information relating to the missions, programs, and goals of the City online, the City of Pueblo may consider participating in social media formats to reach a broader audience where appropriate and when approved by the City Manager and Information Technology (IT) Department.

The City Manager has an overriding interest and expectation in establishing the official message of the City. Accordingly, this policy establishes guidelines for the use of social media.

### **BACKGROUND**

Recently, many governmental entities at the federal, state, and local levels have begun to explore the use of social media sites as they increase in their popularity among the general public. Such sites include Facebook, YouTube, Twitter, and Flickr.

Recognizing that government use of social media is becoming more mainstream and even desired by the public, the IT Department established a strategic management project in FY2010 to evaluate the policy needs before establishing social media as an official additional communication tool. Accordingly, this policy outlines the appropriate uses of social media by the City and the approval processes for such use.

### **DEFINITIONS**

***Blog:*** A contraction of the term “weblog;” a type of website with regular entries displayed in reverse-chronological order and featuring commentary on recent events and other materials, such as photographs or video.

***Facebook:*** A social networking site where users can develop a personal profile, add friends, communicate with peers by private message or public postings, and notify their

followers of what they are currently doing via a “status update.” Additionally, users may follow entities and organizations in order to receive notifications when new information is available.

***Flickr:*** An image and video sharing website where users upload personal photographs and videos to albums which may be shared with the public or restricted to specific individuals as determined by the user.

***Microblogging:*** A form of blogging that allows users to make brief updates or publish multimedia such as photos or videos to the public or to specific individuals as determined by the user; entries typically consist of a single sentence, fragment, photograph, or video.

***Social Media:*** A new set of Internet tools enabling users to participate in community experiences online and to connect with people of common interests to learn, play, work, organize, and socialize; networks may be open to the public or restricted to members as determined by the user.

***Twitter:*** A social media and microblogging service enabling users to send and read short messages of 140 characters or less known as “tweets;” such messages are then displayed on the author’s profile page and delivered to the author’s subscribers who are known as “followers.”

***YouTube:*** A video sharing website where users upload and share videos.

## **POLICY**

- A. All official City of Pueblo presences on social media sites or services are considered an extension of the City’s information and communications networks.
- B. All City use of social media must be approved by the City Manager and be in compliance with this policy.
- C. It is the responsibility of the IT Department to act as the City’s official spokesperson, including acting as the City’s official web presence via social media.
- D. The City will maintain one official page per each approved social media outlet, which is to be created, maintained and monitored by the IT Department, all of which are to be regularly updated.
- E. Potential uses for social media include, but are not limited to:
  - a. Sharing published news releases from the Information, Police, and Fire Departments,
  - b. Publicizing Parks & Recreation programs sponsored by the City of Pueblo,
  - c. Publicizing new services, holiday closings or other information normally only found on the City’s primary website, and

- d. Issuing emergency alerts, road closures, or weather alerts affecting large numbers of citizens.
- F. The City Manager and Director of Information Technology will review and approve requests to use social media sites as deemed appropriate.
- G. Use of social media must comply with applicable federal, state, and city ordinances, regulations, and policies, as well as proper business etiquette. This includes adherence to established laws and policies regarding copyright, records retention, of the release of public information, the First Amendment, privacy laws and information security policies established by the City of Pueblo.
- H. Wherever possible, links to more information should direct users back to the City's official website for more information, forms, documents or online services necessary to conduct business with the City of Pueblo.
- I. Employees representing the City via the City's social media outlets must conduct themselves at all times as representatives of the City of Pueblo.
- J. The IT Department will distribute all social media content and ensure each of the approved uses and sites adheres to the social media policy for appropriate use, message and branding consistent with the goals of the City of Pueblo.
- K. Violation of these standards may result in the removal of pages from social media outlets. The City Manager and IT Director retain the authority to remove information.
- L. The City of Pueblo reserves the right to remove any messages or postings, including those that are obscene, and in violation of the copyright, trademark right, or other intellectual property right of any third party.

## **PROCEDURES**

- A. Departments requesting to distribute information on the City's official social media pages via the IT Department must fill out the attached "Social Media Business Case & Request" form detailing why it is necessary, the proposed social media solution, the time and resource requirements for such use, and what will deem its use successful.
- B. The Director of Information Technology will review the request and make a recommendation to the City Manager if it is deemed appropriate and the IT Department has sufficient capacity to create, maintain, and monitor.
- C. The City Manager will have final approval of all social media requests.
- D. If approved, the IT Department will be responsible for creating, maintaining and monitoring all social media platforms (one per each social media outlet as approved), and will act as the official spokesperson to ensure a unified City message. Communications

- E. The IT Department will maintain a list of all approved uses and will provide a link to all social media pages on the official [www.pueblo.us](http://www.pueblo.us) website.
- F. Only City e-mail addresses or e-mails authorized in advance by the IT Director will be posted on the site or used to create the web site accounts. Use of generic email addresses, for example, webmaster@pueblo.us, is appropriate to create social networking accounts.
- G. To the extent that design parameters of the host site allows, City of Pueblo pages will conform to the following:
  - a. Be identified as a City of Pueblo official site,
  - b. Contain appropriate staff contact information,
  - c. Contain the City logo,
  - d. Have a link to the appropriate page of the City's website, and
  - e. Specify that all content, comments, and replies posted will be subject to Colorado public information laws.
- H. City-generated content shall:
  - a. Respect copyright and fair use laws,
  - b. Contain the following legal disclaimer,
    - i. *“The City of Pueblo is not responsible for the content nor endorses any site which has a link from this page. All content, comments and replies posted are subject to Colorado public information laws; the City of Pueblo reserves the right to remove any messages or postings.”*
  - c. Not use vulgar, offensive, threatening, or harassing language,
  - d. Not engage in political or religious advocacy or commentary,
  - e. Not support or oppose any ballot issue or candidate for office, and
  - f. Not promote or advertise any businesses or commercial enterprises, unless they are providing support to City services.

## **ACCOUNTABILITY**

The IT Department will be responsible for enforcing this policy.

## **FORMS**

See attached “Social Media Business Case & Request” form.



## Social Media Business Case & Request

**Brief statement of problem or business need:**

**Brief description of proposed social media solution (include which social media outlet is being requested):**

**Describe the resource and time requirements for the IT Department to create, maintain and monitor to the social media tool to ensure it is updated appropriately:**

**Cost Estimate:**

**Benefits (improved productivity, timeliness of providing information, etc.):**

**What feedback methods are allowed for this social media tool, and how will they be managed?**

**What measures will be used to determine the success of this use of social media?**

**Names of approved departmental social media staff contributors:**

**Submittal Information:**

Submitted by: \_\_\_\_\_

Department: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

**Approvals:**

Department Head Approval: \_\_\_\_\_

Director of Information Technology Approval: \_\_\_\_\_

City Manager Approval: \_\_\_\_\_

## SOCIAL MEDIA

### 1.0 Purpose:

- 1.1 The purpose of this Directive is to establish guidelines for the use of social media to communicate information on-line to citizens, businesses and organizations.

### 2.0 Scope:

- 2.1 This Directive applies to any employee using social media to further the goals of the City and the mission of its departments, and to provide information to its targeted audiences.

### 3.0 Policy:

#### 3.1 Site/Selection Approval:

- a) The Communications Division will advocate using social media to help departments reach their stated goals by assisting departments in developing appropriate uses for social media, assisting in the selection of appropriate social media outlets, and helping departments define a strategy for engagement using social media. The Communications Manager will consult with the departments on how to best use various social media outlets to achieve the City's goals.
- b) Any department wishing to create or remove a new social media presence must submit a request to the City's Communications Manager who is responsible to ensure that the City's array of sanctioned social media accounts is kept to a sustainable number and appropriately supports the City's Internet-based communication strategy.

#### 3.2 City Branding/Communication Strategy:

- a) City-designated social media Web sites are to be consistently branded in order to communicate a clear association with the City, and must contain the following City-standard disclaimer:

"The City of Thornton's use of external social media Web sites is provided as a public service. The City of Thornton disclaims liability for ads, videos, promoted content or comments accessible from any external Web page. The responsibility for external content or comments rests with the organizations or individuals providing them. Any inclusion of external content or comments on external



social media Web sites does not imply endorsement by the City of Thornton.”

- b) Branding should include, but is not limited to, the inclusion of the City logo and, where possible, the City’s official Web site colors.
- c) The City Manager or his designee will determine, at their discretion, how Web-based social media resources will be designed, implemented and managed as part of the overall communication strategy. City-related social media Web resources administered by City departments may be modified or removed by the City at any time and without notice as further described in this document.
- d) All official City of Thornton presences on social media sites or services are considered an extension of the City’s information networks and are governed by the City’s Administrative Directives as detailed in the Employee Handbook, and the City’s Strategic Communications Plan found at K:\Communications\Communications Strategic Plan. All communications published via social media should adhere to these messages located in the Foundational Ideas section included in the City’s Strategic Communications Plan:
  - The City of Thornton is efficient, effective and responsive; excellent customer service is a top priority.
  - Tax dollars are managed wisely; City citizens receive high-quality service at low cost with the tax dollars they contribute.
  - Thornton is a premier place in which to live and work; the scope and breadth of City programs and services directly and daily affect citizens’ quality of life in a positive way.
  - Thornton City government welcomes participation, interest and attention from citizens whom it serves or who help pay for the services it provides.
  - City government values innovative ideas, use of new technology, and creative problem-solving in providing services and programs to its residents.
  - Thornton is a city of opportunity, a community of cohesive and safe neighborhoods, and a healthy community that appreciates its natural surroundings and resources.
- e) The naming and contact conventions used for social media Web sites shall be City-of-Thornton-specific and must not contain individual employee names. All approved social media Web sites will be linked with the City’s official Web site.
- f) Wherever possible, links to more information should direct users back to the City’s official Web site for more information, forms, documents or on-line services necessary to conduct business with the City of Thornton.

- g) The Communications Division is responsible for monitoring content on each of the department's social media sites to ensure adherence to the Social Media Policy for appropriate use, message and branding consistent with the goals of the City of Thornton.
- h) Violation of these standards may result in the temporary removal of department pages from social media outlets by the Communications Manager or IT Director until the issues are fixed.

### 3.3 Site Content/User Responsibility:

- a) Departments and staff using social media are responsible for complying with applicable federal and state laws, and City regulations and policies. This includes adherence to established laws and policies regarding copyrights, First Amendment, privacy laws and information security policies established by the City of Thornton.
- b) City social media messages may not be used by any City employee or representative for private or personal purposes or for the purpose of expressing private or personal views on personal, political or policy issues. City social media messages may not be used to express personal views or concerns pertaining to City employment relations matters.
- c) Employees representing the City government via social media outlets must conduct themselves at all times as representatives of the City of Thornton.

### 3.4 Security:

- a) Social media Web site accounts are considered a City asset and logins to these accounts must be securely administered in accordance with City Information Technology (IT) security policies. Information regarding account logins and passwords will be shared only with individuals directly administering social media sites. A list of approved administrators for social media Web sites will be provided to the Communications Manager and the IT Director. Logins and passwords will also be provided to the IT Director. Departments shall keep the number of administrators for the social media sites to as few as possible and practical.
- b) A social media Web site account shall not be used by the City, nor any City employee or representative, to disclose sensitive and/or confidential information without the prior express written approval of the City Attorney's Office.

4.0 Distribution:

- 4.1 All Department Heads, Sector and Division Managers, and Administrative Directive Manual Holders. Department Heads are responsible for disseminating the above information to other affected personnel within their respective Departments.

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Jack Ethredge, City Manager

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Date