

## ACTION MINUTES

### DOWNTOWN DEVELOPMENT AUTHORITY MEETING

August 18, 2020

### ZOOM VIDEO CONFERENCE

2:00 PM – 4:00 PM

#### ITEM NO. 1 - Meeting called to order and roll call

Christian Henny, Board President, called the meeting to order at 2:01 PM. Meeting Notice and Agenda were posted on the City website with instructions for attending today's meeting via ZOOM. The meeting Notice was posted onsite at City Hall.

**DDA members present:** Christian Henny, Board Chairperson; Chad Lee, Board Vice Chairperson; Laura Kirk, Executive Director; Lisa Nieslanik, Board Member; Jon Zalinski, Board Member; Kevin Brady, Board Member; Greg Keller, Board Member

**DDA members not present:** Kurt Carruth, Board Member

**Council members present:** Steve Davis, City Council Representative; Charlie Willman, City Council Representative; Tony Hershey (left early), Paula Stepp, Jonathan Godes, Rick Voorhees, Shelley Kaup (joined late)

**City staff present:** Jen Ooton, Assistant City Manager; Steve Boyd; Brian Smith; Yvette Gustad; Matt Nunez, Economic Development; Matt Langhorst, Gretchen Ricehill, Debra Figueroa, City Manager

**Public present:** Cindy Svatos, Farmer's Market; Mary Elizabeth Geiger, DDA Counsel

**ITEM NO. 2 – Public Comment Limited to 3 Minutes Per Contributor:** Cindy Svatos commented that the Farmer's Market is open. Cindy would like the Board to consider holiday lights for downtown. Laura Kirk will connect with Cindy offline to discuss.

#### ITEM NO. 3 – Approve Consent Agenda:

*Items may be removed from Consent Agenda for discussion on request of any Board member. Items not removed may be adopted by general consent without debate.*

- A. Approval of Invoices for the Following:
  - a. DHM Design
  - b. Debra Bullock
  - c. Garfield and Hecht (Invoice not received prior to distribution of packet.

Removed from consent agenda)

- B. Approval of Minutes July 21, 2020

*Chad made a Motion to approve the Consent Agenda; seconded by Jon.*

*The Motion passed unanimously*

**ITEM NO. 4 – Joint Work Session with City Council Regarding DDA Plan Update:**

- Original DDA Plan was adopted in 2001.
- Colorado Downtown Colorado, Inc., Kat Correll – Kat is the Director of Downtown Colorado Inc. (DCI); in operation since 1982. Kat reviewed their mission statement, and services DCI has to offer. Kat reviewed a slide presentation. DCI will meet with DDA in September, and October, then finalize the plan in November.

- DDA Case Studies:

Longmont: Kimberly McKee, DDA Director. Reviewed the six different areas of their master plan. They are the largest DDA in this group and is a general improvement district.

Grand Junction: Brandon, DDA Director, explained their role and gave a brief presentation and slide show.

Windsor: Matt Ashby, DDA Director, reviewed their DDA role along with its structure and function. He reviewed a slide presentation.

- Business recruitment and attraction, and merchants' hours were discussed. Matt Ashby and Kimberly McKee discussed the role of their chamber of commerce and chamber of tourism.

**ITEM NO. 5 – DDA Board Budget Discussion:** Due to Zoom interference and reconvening through a new Zoom meeting link, Board counsel recommended discussing the budget at another meeting. Laura will send an email to Board members with suggested dates for next week.

- 2020 Budget Status
- 2021 Budget for Discussion and Approval
  - Prep for September 17th Council Budget Work Session

**ITEM NO. 6 – Future Meetings Relevant to the DDA:**

- September 15th, 2:00-4:00

**ITEM NO. 13 – Other Business:** None

*Jon made a Motion to adjourn; seconded by Kevin.*

*Adjourned at 4:00 PM*