

Minutes of the Downtown Development Authority of Colorado Springs
Board of Directors Meeting
8 a.m., August 9, 2016
111 S. Tejon St., Plaza of the Rockies North Tower, Suite 400
Colorado Springs, CO 80903

Board members present: Aaron Briggs, Jill Gaebler, Chris Jenkins, Dave Lux, Jessica Modeer, Ingrid Richter, and Tony Rosendo. Steve Engel and Dot Lischick were present on phone conference call.

Staff: Susan Edmondson, Sarah Harris, Laurel Prud'homme, Heather Whitworth and Margo Baker

Guests: Mike Bartusek, Bill Carroll, Brandon Straub, Ryan Tefertiller and Barbara Van Hoy.

Welcome

Ingrid Richter called the meeting to order at 8:05 a.m. She welcomed guests. Several items from the agenda were reordered to accommodate board members' schedule conflicts.

Minutes

The Board reviewed minutes dated July 12, 2016. Following a motion by Jill Gaebler, seconded by Chris Jenkins, minutes were approved unanimously.

Financials

Heather Whitworth reported that during the period ending July 31, 2016, about \$88,000 in mil and \$60,000 TIF tax money was received. There is about \$40,000 mil and \$30,000 TIF yet to come in. The revenue usually decreases this time of year. Expenses this month were primarily for security and the Pikes Peak MakerSpace and RBA grants.

2017 Budget Draft

Budget Review: Susan reminded the Board of the 8-9am Sept. 1st Board meeting to finalize the 2017 budget and vote on the master plan. Once DDA revenue projections are received from the city, there is a tight turnaround to get the final numbers into the budget, obtain Board approval and submit to city staff.

Marketing / Branding Overview: Laurel presented an overview of the proposed marketing / branding efforts for Downtown. She distinguished among the consumer marketing that focuses primarily on shop/dine messaging vs. the broader intent of brand awareness that builds momentum and fosters economic development. The additional resources will allow for more year-round messaging, which was not previously possible. Also, a major website redesign is in the works.

General discussion ensued about to what degree DDA funds should be used for marketing and brand awareness of Downtown vs. brick-and-mortar projects and building the reserve fund.

Scope of work:

Board members reviewed the 2017 scope of work; Susan stated the document is very similar to prior years but does note that DDA will be making its first TIF reimbursement in 2017, to Blue Dot Place.

TIF Reimbursements

123 N Cascade Ave: Guests Brandon Straub (Front Range Commercial), Mike Bartusek (Associated Design Professionals), and Bill Carroll (One Financial Corporation; flew in from Ohio) introduced themselves on behalf of the Pietraszek family. They stated their intent to seek TIF reimbursement for a new hotel project at 123 N. Cascade Ave. They shared a brief overview of the family's current properties owned as well as local projects:

1. 123 N. Cascade (proposed home of Hilton Garden Inn)
2. 7 Bijou (the Majestic building which was recently acquired)
3. Interquest (new hotels)

The overview and tentative budget of the HGI property includes a parking plan for guests to utilize hotel valet parking at the parking garage across the street through the city's Parking Enterprise. Cascade Avenue will lose four parking spaces but Bijou will pick them up. The property will be 10 stories with first-level commercial space and a basement. In discussion, the Board agreed the project generally meets the goals of the DDA Plan of Development. On a motion by Tony Rosendo, seconded by Jessica Modeer, board voted unanimously to invite a full TIF reimbursement application on the project.

Pop Up Shops

Sarah Harris shared that with such low vacancy rates at the street level Downtown, the Holiday Pop Up Shop program will not be possible in its current format. She instead proposed a collaborative initiative with Colorado Collective (CoCo) for a Pop Up Marketplace in one location with several vendors, to be facilitated by CoCo, due to its deep connections in the maker/artisan community. DDA and the property owner would assist with rent. The Board agreed that this is a good project and gave the go-ahead to pursue a Holiday Pop Up Marketplace.

Plan of Development and Master Plan

Board members reviewed the current draft iterations of the Experience Downtown Plan of Development and Master Plan and Sarah shared several small changes that have been made in the current draft. Sarah introduced two areas still under revision for which consensus is needed, those being in regard to building heights and view corridors. There was a significant discussion about whether to include restrictions on building height (page 2-8). DDA's goals are to increase density and encourage development, but the market, land value and construction costs often realistically determine how many stories a building has. The Master Plan sets priorities and makes recommendations but is not intended to be restrictive in nature.

Chris Jenkins moved to remove language in regards to consideration of height limitations and view corridors; seconded by Tony. The motion passed in the affirmative, with Aaron Briggs opposed. With these changes, the Master Plan and Plan of Development will be brought to the September 1 special board meeting for a final vote of approval.

Old Business

Due to time constraints, Susan will email minor updates about the following business items:

1. Springs Rescue Mission grant
2. Bike share
3. Boundary expansion

Adjourn

The meeting adjourned at 10 a.m.