



**Downtown Development Authority of Colorado Springs
Board of Directors Meeting
August 8, 2017 at 8 am
111 S. Tejon St., Plaza of the Rockies North Tower, Suite 400**

Board members present: Aaron Biggs, Steve Engel, Chris Jenkins, Dave Lux, Jessica Modeer, Chuck Murphy, Darsey Nicklasson, Ingrid Richter and Tony Rosendo

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

Guests: Hannah Parsons, Ryan Tefertiller and Peter Wysocki

Welcome

Steve Engel called the meeting to order at 8:02 a.m.

Minutes

Board reviewed minutes dated July 11, 2017. Following a motion by Chuck Murphy, seconded by Chris Jenkins, minutes were approved unanimously.

Financials

Heather Whitworth reported on the financials dated July 31, 2017, and said there is about \$51,000 property tax revenue and \$37,000 TIF yet to be received for the year. Tony Rosendo moved to accept the financials, seconded by Jessica Modeer, and approved unanimously.

2018 budget: Susan Edmondson reminded the board there will be a budget hearing at 8 am Wednesday, August 30, and a quorum is essential as the 2018 budget will be voted upon for quick turnaround submittal to the city. She presented the draft 2018 budget that was developed following a meeting held with the chairs and treasurers of each of the Downtown companies. Susan reminded the board about two new positions at Downtown Partnership that will serve many of the needs of the DDA: a part-time marketing coordinator and a full-time economic vitality coordinator.

Business attraction/retention

Hannah Parsons, chief economic development officer, Colorado Springs Chamber & EDC, gave a presentation on a request for support for job incentives. A software company with a potential 55 new jobs (averaging at least \$78,000 annual wages) is seeking to move to Colorado Springs, and, after a formal RFP process for office sites, has narrowed the search to three sites, one of which is Downtown. The Downtown landlord has provided some assistance that qualifies to match state job creation incentives provided by the Economic Development Commission. Ms. Parsons requests from the DDA a \$14,000 grant in order to complete a potential full match of the \$250,000 possible through the EDC.

Chris Jenkins disclosed that the Downtown property under consideration by the software company is owned by his company, Nor'wood, which has provided much of the local match portion of the request to the EDC.

Chuck moved to approve a \$14,000 grant. A robust discussion ensued about the importance of attracting new, high-paid workers to Downtown and the role that incentives can play in this effort. Steve Engel reminded the board that residential development followed by job/workforce attraction are the top goals of the Experience Downtown Plan. After further Board discussion, Chuck amended his motion to offer \$1,000 per new job

created by this company, paid over five years upon occupancy, capped at \$100,000 and contingent upon term of lease, annual certified statement on jobs created, and right to audit. That essentially means up to \$100,000 provided if the company brings at least 100 new jobs to Downtown over five years. The motion was seconded by Dave Lux, and approved unanimously. Chris Jenkins abstained from voting.

Old business

Susan updated the board on the following grants and TIF reimbursement agreements:

- Carter Payne: Grant application expected by September.
- Stratton (Southside Johnny's) block: Applicants are making progress, with a full TIF reimbursement request coming as soon as September.
- Regina's: Will open soon with completed renovations.
- Coquette's: Now open and it looks very good.

Updates on other Downtown businesses and properties:

- Public Market: Has signed a five-year lease at 9 S. Weber.
- SEEDS Cafe: Has closed.
- Colorado Square building (tenant Kinder Morgan): New owner; space is available.

Parking Enterprise Advisory Council

The city is in the process of creating an advisory council to oversee Parking Enterprise strategy. Susan asked the Board to nominate a Board member to represent DDA in its designated seat. Chris moved that Ingrid Richter serve in this position, seconded by Dave, and approved unanimously.

Board discussed Downtown Review Board, which has some openings coming up. Aaron Briggs currently serves an at-large position on the DRB and will be seeking another term. Stuart Coppedge fills the designated Downtown Partnership seat. Dot Lischick currently serves the designated DDA seat. Chuck Murphy moved that Dot be recommended to serve a second and final term, seconded by Aaron and approved unanimously. DRB will have an at-large seat due to one current board member not renewing. Board members are asked to contact Susan or Ryan Tefertiller with ideas of people to recommend for the position.

Midyear marketing overview

Laurel Prud'homme presented an overview of year-to-date strategic marketing, communications, and brand awareness using social, traditional, earned media, reports, presentations, press releases and advertising.

Next steps for marketing include a greater focus and use of social media and more storytelling. Upcoming work projects will focus on holidays, online and more segmented email, and social media enhancement.

Project updates

Gateways: Susan said a final design is close to completion for the east gateway at Pikes Peak and Colorado. The process has been meaningful and plans are to have a kick-off meeting in September. This project has created many questions that will impact future gateway planning including the role of property owners and who is responsible for ongoing maintenance.

Alleyways: A meeting is scheduled for stakeholders of the second block (1B) of alleyway design.

Bike share: Susan continues to meet with potential sponsors.

Entertainment district: Sarah Johnson, City Clerk, is finalizing the ordinance to enable creation of districts. Susan shared she has spent significant time educating Council members and some concerned residents about the reasonable business-supportive possibilities with an entertainment district.

New business

- A marketing video utilizing drone videography to tell the Downtown story will be premiered at the Annual Breakfast.
- The Colorado Classic is Thursday, August 10.
- Susan distributed Legacy Loop maps that are newly created through Parks.

Adjourn

Meeting adjourned at 9:52 am.