



City of  
**Evans, Colorado**

## **AGENDA**

Evans Economic Development Advisory Council  
February 6, 2011 – 5:30 p.m.  
Evans Community Complex – 1100 37<sup>th</sup> Street  
**City Council Chambers**

Advisory Council packets are prepared several days prior to the meetings. This information is reviewed and studied by the Council, eliminating lengthy discussions to gain basic understanding. Timely action and/or short discussion on agenda items does not reflect lack of thought or analysis. An informational packet is available for public inspection and is posted on our website at [www.cityofevans.org](http://www.cityofevans.org).

### **CALL TO ORDER**

### **ROLL CALL**

Chair	Cruz Moncivais
Vice Chair	Scott Riley
Members	John Benjamin
	Fred Burmont
	Bill Garcia
	Ranelle Lang
	Kip McLeland
	Cecil Knox
	Dennis Oberhelman
	Wayne Pickens
	Kim Wass

### **AUDIENCE PARTICIPATION**

(This portion of the Agenda is provided to allow members of the audience to provide comments to the EEDAC on items that were not considered on the current Agenda.)



City of  
**Evans, Colorado**

**ACTION ITEMS**

- 1) Approval of Minutes of January 16, 2012 meeting
- 2) Matching Grant Programs
- 3) Billboard Marketing Signage
- 4) Goals, Priorities and Assignments for 2012

**DISCUSSION ITEMS**

- 1) One Time Funding List
- 2) Committee Open Floor Discussion
- 3) Staff Updates - see attachment
- 4) Upcoming Meetings –
  - a. Monday, March 5, 2012
  - b. Council Worksession on Signs is Tuesday, February 7, 2012 at 6:00 pm
  - c. GARA Lunch is Wednesday, March 21, 2012

**UPCOMING MEETING ITEMS**

Real Estate Update  
Live in Evans  
Intern Program  
Goals for 1<sup>st</sup> Quarter 2012  
Strategic Operations  
B2B Event

**ADJOURNMENT**

At 7:00 PM Chair will call for motion to table unfinished items and adjourn.

**MINUTES**  
**EVANS ECONOMIC DEVELOPMENT ADVISORY COUNCIL**

Regular Meeting  
January 16, 2012 – 5:30 p.m.

**Action Items**

Welcome Center Map Placement	IP
Annual Report for Economic Dev	IP
Ask realtors about program results	At lunch
Data reporting on projects	IP
Host a lunch for GARA	IP
Report on stats for website	Done
Matching Grants Project	
Slideshows for economic development	
Live in Evans Project	
Intern Project	

**CALL TO ORDER**

The meeting came to order at 5:40 pm.

**ROLL CALL:**

Present: John Benjamin, Fred Burmont, Bill Garcia, Ranelle Lang, Cruz Moncivais, Wayne Pickens, Cecil Knox, Kip McLeland, Scott Riley, Dennis Oberhelman, Kim Wass

Absent: None

**ACTION ITEMS**

**Approval of Minutes**

The minutes of December 5, 2011 were reviewed. Mr. Burmont made a correction to the minutes on page 4, second to last paragraph, by deleting the last unfinished sentence. Moved by Mr. Oberhelman, seconded by Mr. Wass to approve the minutes as corrected. Unanimous support.

**Strategic Operations**

Dr. Dallas Everhart presented an overview of the Strategic Operations that the City of Evans has been working on over the past year. Now each area is proceeding to undertake a similar approach. The focus is on a return of investments (ROI) in both time and money for the City, and in changing the outcomes for the future. It's a tool that the City has been using, and implementing elements since the middle of 2011 In June the management team started an overall City wide plan. At this point economic development is ready to proceed and staff would like the input of the EEDAC.

Dr. Everhart gave an overview of the Patterson process and Tom Patterson. This process has worked with many corporations on creativity and innovation to change the outcome (change the performance). Otterbox is an example of a company that has implemented this process. It blends together strategic, operational and financial plans. There are six phases and many of those would benefit from the wisdom of the EEDAC: perspective, turning points, evaluation....

Then Dr. Everhart presented an overview of Plan on a Page and passed out the Plan that is currently in place for the overall City. Each Department is now undergoing their own Plan on a Page, which references the overall Plan and then works within each specific area. The EEDAC should be involved because of their history and knowledge of the City and the economic development attempts in the past. The Committee can offer a broad view of the overall perspective and key turning points, and would offer a valuable brain trust for the department to move into the actual operational goals. The outcome will be more successful with the help of the EEDAC.

Mr. Moncivais asked about when the process started for the City, which was in June of 2011 based on work done by the City Council in 2010. Mr. Garcia asked about the initial strategic operations process and how long that takes to get underway. The recommendation is to take several days for a new organization, but the City has already spent a day and a half to get the overall City work done (with the staff). This is such a new way of looking at things, and such difficult work that we often just get as far as we can in two days.

Once it becomes the operating system it can be updated every ninety days.

Moncivais asked how the EEDAC would fit. Dallas suggested that we review the City wide strategic operations (which identifies economic development as a priority) and move forward from there. The City Council looks to the EEDAC for a framework and the strategic overall view.

Mr. Burmont sees a lot of value in this process to the operating departments but not to the advisory committee. How would it benefit to have the EEDAC participate? Mr. Moncivais asked the same question. Ms. Trent presented her view of how valuable the EEDAC would be in the strategic process. It would help define the role of the EEDAC, help offer perspective and key turning points, serve as strategic tool, bring the Council closer together, and give valuable input to staff.

Mr. Benjamin agreed with Ms. Trent and suggested that the EEDAC could go through the same process with details and tangible results. Measurement and reporting are tools that could be used with this process. Mr. McLeland stated that most organizations that are successful have a strategic plan. Mr. Moncivais suggested that the amount of time is a concern. Dr. Everhart suggested starting with 2- 4 hours with perspective and planning, giving staff guidance and the ability to build a bridge to the operational side. Core issues and action items would be developed.

Mr. Garcia sees great value in doing this approach and seeing the bigger picture of the economic development plan would be good. His concern is that he would want to be in step with the City Council in this process. The EEDAC should help the Council with their vision, and he would want some parameters, or some direction to move forward. Mr. Moncivais stated that the EEDAC had done this

last year and again a few weeks ago with the City Council so that some of this is completed. His other issue is time – this is a volunteer group, and while it might be a great idea do we really have time? The final concern is that the EEDAC needs to be in line with the City Council.

Mr. Pickens asked if he could be given the reader's digest version. Dr. Everhart and Ms. Trent offered a quick review of the process, which really offers focus for the organization. The real question is what input this body will have in preparing the document for presentation to the City Council. Mr. Moncivais suggested that much of this work has been done already and the blanks could be filled in that way.

Ms. Lang indicated that the relationship of the Committee to the City Council is sensitive and sometimes it's easy for the Advisory Committee to get ahead of the City Council. The process might be a bit clunky but might be more effective for the relationship to the City Council. If the group wasn't advisory, the process might be more appropriate. Within this structure, though, it might be best if staff created the Plan and presented it to the City Council, with input from the Committee.

Mr. Garcia suggested that the group is a very active Committee, and the WIN wheel and Action Initiatives might be the best place to be involved. Mr. Moncivais echoed Mr. Knox about not spending time on some things the City Council wouldn't approve. Mr. McLeland stated that businesses start at the top, then work their way down. The same thing could happen here, as we have some guidelines to establish. Mr. Burmont stated that last year the Committee spent time creating ideas and a plan and presented that plan to the City Council. He is concerned that the Committee shouldn't waste time on areas that the City Council isn't interested in pursuing.

Dr. Everhart indicated that there are several ways to approach this issue and that depends on how the Committee wants to structure it. One way is to get guidelines from City Council and fill in the blanks, another way is to have advice from the Committee up to the City Council. Mr. Moncivais indicated he felt that the advice was already happening. Dr. Everhart suggested that the strategy now helps the overall plan and outlines how each task fits into the plans. That will provide consistency over time and focus on the goal and the outcome.

Mr. Benjamin talked about the department plan from Finance. Mr. Moncivais stated that we are in the early stages of developing the plan for EEDAC and that we should take that information and move forward from there.. Ms. Trent tried to recap the ideas of the Committee to get some consensus.

Mr. Garcia said he was interested in the process and participating. Mr. Oberhelman stated that his concern was a time involvement issue and how involved the Committee wants to be in the development and scrubbing of the plan. He does not have the time to do that. He feels it's a good process but too time consuming. Mr. Knox stated that volunteers created the country and what the Committee is being asked is how much free time is available to participate in the project. Mr. Wass indicated he felt that the Committee's work to date has been very active, but without any consistent focus and with a lot of projects. Not really sure where we want to be in one or two years. So the only problem for him is the time it would take to participate.

Dr. Everhart suggested that the Committee ponder the issue and then come back to it. Staff will start work on the Plan and bring it back to the Committee at some point.

Mr. Knox moved to table the matter to the next meeting, and Mr. Riley seconded the motion. There was unanimous support.

### Way Finding Signage Proposal and Costs

Ms. Trent indicated a meeting with members and the consultants had taken place on December 14<sup>th</sup>, and that the City Council would hear the proposal on February 7<sup>th</sup>. The consultants had suggested certain signage at certain locations and with drawings to show the end product. They also included a price estimate for some of the signs.

Mr. Moncivais indicated he could not attend either. Ms. Lang asked about the Avenues of Evans and if that was too generic. Mr. McLeland thought that the commercial core had developed that way organically. Ms. Lang stated she liked the description, which Mr. Burmont had coined originally. Mr. Burmont reviewed the meeting from December 14<sup>th</sup> using the full handouts and schematic designs from the consultants.

Mr. Burmont suggested that the City should focus on getting people off the main corridors and into the Avenues as well as working with CDOT. The main entrance type signage (which was not priced) may need to wait. Ms. Lang asked what was needed from the EEDAC. Mr. Moncivais suggested that any comments from the EEDAC would be forwarded to the Council as a consensus. Mr. Oberhelman stated that the plan looks good, but budget would be an issue. Mr. Moncivais asked what would be more important to the EEDAC: the lower cost wayfinding signs or the more expensive community image signs? Without any idea of a budget...

Mr. Pickens stated that the initial purpose was to bring in outsiders to increase revenue. That would logically focus on the main arterials to get people off the highway and into Evans. That would be the bigger expense but would bring outside money into the community and might be a good focus. Mr. Knox agreed that the main intent would be to do just that. Mr. Wass asked which signs would do that. Mr. Pickens indicated community image signs regarding where we are would do that, and we might not need the big rock sign.

Mr. Riley asked about the mechanism to make the sign change with CDOT. The thought was that the consultants were going to work on that. Mr. Benjamin suggested that if he were on the highway a large rock sign might not make a difference but the informational signs would (i.e., Eat in Evans, directional arrows, etc). If revenue is first and we are trying to hook people traveling through those types of signs would be the best investment. Mr. McLeland thought these were just examples, with details later and we could make changes with symbols or other types of wording.

Mr. Burmont suggested that since there are twenty two billboards between Platteville and Ault on Highway 85, the City could advertise on one of those billboards. Mr. Morris (City Council) had suggested that the City offer incentives for businesses to advertise on those billboards. There are many ways to

approach this. There were some general comments that this might be the cart in front of the horse and how this fit in with the wayfinding sign program. One question is what kind of funding is available and if CDOT will constrain some of that.

**Consensus for City Council:** signs need to be focused on bringing new clients in from Highway 85 into the commercial districts of Evans to bring revenue into the City. Internal signage for current residents is secondary and community identity is secondary.

**Feedback for DW:** add more general words or symbols for food, shopping, dining, etc. such as international symbols. Color coding is preferred on Avenues, with symbol for function. Can use symbol and color both to have the visual impact (as allowed by CDOT on Highway 85).

**Separate issue:** funding for billboards along Highway 85. Graphic design and set up, rental of billboard, total cost would probably be a low of \$8,000 for one billboard and add \$6000 for each additional billboard.

At 7:35 Mr. Garcia made a point of order regarding time of adjournment (listed at 7:00 in the agenda). Mr. Wass moved to make the above recommendation to the City Council and pass the information on to the consultants. Mr. Garcia seconded that motion, which was passed by unanimous consent.

## **DISCUSSION ITEMS**

### **Committee Discussion**

None

### **Staff Updates**

None. The next meeting will be on Monday, February 6, 2012 at 5:30 pm.

## **PARKING LOT ITEMS For Upcoming Meetings**

Real Estate Update  
Live in Evans  
Matching Grant Programs  
Intern Program  
Goals for 1<sup>st</sup> Quarter 2012  
Billboard signs  
GARA luncheon  
Retail Strategy  
WayFinding Signage  
Building and Development Manager  
Link to packets

**ADJOURNMENT:**

Motion by Mr. Benajmin, unanimous support. Chairperson Cruz Moncivais adjourned the meeting at 7:40 p.m.

NOT YET APPROVED

**Evans Economic Development Advisory Council**

Updated 11.3.11

**Analysis of 2011 and 2012 Budgets for Economic Development Programs**

October 20, 2011

	2011 Budget					2012 Budget	
	Original Budget	EEDAC Recommended	City Council Authorized	Revised Budget	City Council Authorized	EEDAC Recommended	Original Budget
	1/1/11	2/15/11	3/15/11	4/12/11	8/16/11	9/12/11	10/3/11
<b>BUDGETS FOR ECONOMIC DEVELOPMENT</b>	<b>\$ 51,775</b>	<b>\$ 100,000</b>	<b>\$ 51,775</b>	<b>\$ 121,775</b>	<b>\$ 121,775</b>	<b>\$ 200,000</b>	<b>\$ 24,502</b>
<b>Existing Business Retention and Expansion:</b>							
<b>Matching Grants</b>		<b>\$ 10,500</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,500</b>	
(Develop and implement a "matching grant" program for outdoor improvements related to property improvements for attraction of customers...)							
Signage Program		\$ 10,000	\$ 10,000	\$ 10,000	\$ 25,000	\$ 50,000	
(Develop and implement a "way finding" signage (real and virtual) program to direct visitors and motorist to the major business areas...)							
Shop & Dine in Evans Map Program		\$ 4,000	\$ 4,000	\$ 4,000	\$ 15,000	\$ 10,000	
(Develop and implement a "Shop Evans Campaign" program to encourage businesses and residents to buy from Evans businesses)							
SBDC Funding		\$ 2,500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	
(Provide funding to the Northern Colorado Small Business Development Center ("SBDC") to provide business planning, training and counseling)							
Chamber Funding		\$ 14,000	\$ 10,800	\$ 10,800	\$ 10,000	\$ 12,500	
(Provide funding to the Evans Area Chamber of Commerce ("Chamber") to provide marketing opportunities for existing businesses in Evans)							
<b>Primary Employment Attractions and Expansion:</b>							
<b>Target Business Study</b>		<b>\$ 10,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000</b>	
(Identify and determine what "targeted" industries or retail businesses fit the current inventory of available commercial sites)							
<b>Data Collection</b>		<b>\$ 12,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 12,000</b>	
(Collect and maintain current relevant data to assist in marketing the City of Evans to employer site-locator decision makers)							
<b>Branding Campaign</b>		<b>\$ 10,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 10,000</b>	
(Create a "branding campaign" for Evans)							
<b>Partnerships</b>		<b>TBD</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
(Establish partnerships with organizations specializing in finding commerce for cities of our size)							
<b>Incentive Policy</b>		<b>TBD</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	
(Review City of Evans policies in order to provide economic incentives or tax credits to "targeted employers" who locate or expand in Evans)							
Upstate Funding		\$ 5,500	\$ -	\$ 10,000	\$ 10,000	\$ 10,000	
(Continue partnership with Upstate Colorado Economic Development to provide site selection services, financing and tax incentives...)							
<b>New Business Attraction/Marketing:</b>							
Community Profile/Website		\$ 3,200	\$ -	\$ -	\$ 3,200	\$ 3,200	\$ 5,500
(Maintain and update the "Evans Community Profile" and Evans Economic Development website)							
Conferences & Networking		\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 5,000	\$ 1,800
(Attend International Shopping Center Conference ("ISCC") national conference and maintain other ED business memberships)							
<b>Data Base</b>		<b>\$ 5,000</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000</b>	
(Create or populate a searchable data base with existing properties available for immediate retail use or redevelopment in Evans)							
Retail Strategy Study		\$ 2,000	\$ -	\$ 20,000	\$ 35,000	\$ 20,000	
(Review City of Evans' policies in order to provide economic incentives or tax credits to "targeted retailers" who locate or expand in Evans)							
<b>Marketing to Attract New Residents:</b>							
<b>Marketing Services Contract</b>		<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ -</b>	<b>\$ 5,000</b>	
(Contract for marketing services and collateral material to promote Evans as a desirable place in which to live)							
Real Estate Promotion		\$ 1,500	\$ 1,700	\$ 1,700	\$ 1,700	\$ 1,700	
(Promote Evans with all licensed real estate agents in Greeley/Evans market area)							
Incentive Programs		TBD	\$ 10,000	\$ 10,000	\$ 2,500	\$ 5,000	
(Develop economic incentive programs to encourage living in Evans)							
<b>TOTAL EEDAC PROGRAMS</b>	<b>\$ -</b>	<b>\$ 97,200</b>	<b>\$ 48,500</b>	<b>\$ 78,500</b>	<b>\$ 109,400</b>	<b>\$ 174,900</b>	<b>\$ 7,300</b>
<b>General operating supplies and needs</b>	<b>\$ -</b>	<b>\$ 2,800</b>	<b>\$ 3,275</b>	<b>\$ 8,000</b>	<b>\$ 8,000</b>	<b>\$ 8,000</b>	<b>\$ 6,850</b>
<b>TOTAL ED EXPENDITURES</b>	<b>\$ -</b>	<b>\$ 100,000</b>	<b>\$ 51,775</b>	<b>\$ 86,500</b>	<b>\$ 117,400</b>	<b>\$ 182,900</b>	<b>\$ 14,150</b>
<b>BALANCE OF BUDGET AVAILABL</b>	<b>\$ 51,775</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 35,275</b>	<b>\$ 4,375</b>	<b>\$ 17,100</b>	<b>\$ 10,352</b>

## ECONOMIC DEVELOPMENT ADVISORY COUNCIL

<u>Council Member</u>	<u>Address</u>	<u>Phone</u>	<u>Email</u>	<u>Committee Assignment</u>
Benjamin, John	7610 W 12th Street Greeley, Co 80634	970-3461418 hm 970-324-7048 cell	<a href="mailto:John@frontrangeoaching.com">John@frontrangeoaching.com</a>	
Burmont, Fred J	4301 Laurel Dr Evans, CO 80620	970-590-8590 wk	<a href="mailto:fburmont89d@wmconnect.com">fburmont89d@wmconnect.com</a>	Chair, Strategic Planning Member, Existing Business Retention and Expansion
Garcia, Bill	915 10th Street PO Box 758	970-506-9178 hm 970-302-7917 cell	<a href="mailto:wgarcia@co.weld.co.us">wgarcia@co.weld.co.us</a>	Member, Primary Employment
Knox, Cecil	3602 Empire Evans, CO 80620	970-302-1256 cell 970-352-7433 wk	<a href="mailto:sidecnw@aol.com">sidecnw@aol.com</a>	Chair, New Retail Recruitment
Lang, Ranelle	3925 W 19th St #8 Greeley, CO 80634	970-348-6000 wk 303-204-9174 cell	<a href="mailto:rlang@greeleyschools.org">rlang@greeleyschools.org</a>	Member, Primary Employment Member, Strategic Planning
McLeland, Kip	3951 Carson Ave Evans, CO 80620	970-284-6997 hm 970-330-2211 wk	<a href="mailto:knkmac@aol.com">knkmac@aol.com</a>	Co-Chair, Existing Business Retention and Expansion
Moncivais, Cruz	P.O. Box 200275 Evans, Colorado 80620	970-373-4578	<a href="mailto:arhunter@ibytemail.com">arhunter@ibytemail.com</a>	Chair, Primary Employment
Oberhelman, Dennis L	3819 Saint Vrain Ste B Evans, CO 80620	970-506-9431 wk	<a href="mailto:doberhelman@hotmail.com">doberhelman@hotmail.com</a>	Chair, New Resident Attraction
Pickens II, E Wayne	1128 Cranford Pl Greeley, CO 80631	970-356-4425 hm 970-330-1401 wk		Member, New Retail Recruitment
Riley, Scott	303 1st Ave Ault, CO 80610	970-834-2884 hm 970-353-3811 wk	<a href="mailto:scott@biltritesign.com">scott@biltritesign.com</a>	Co-Chair, Existing Business Retention and Expansion
Wass, Kim	3509 Burlington Ave Evans, CO 80620	970-330-7542 hm 970-590-5182 cell 970-348-5544 wk	<a href="mailto:kmaggiiek@msn.com">kmaggiiek@msn.com</a>	Member, New Resident Attraction

## One Time Funding Requests

2012		
Description	Requested Amount	Requested By
City Planner (.25 FTE)	10,400	GD
Branding Program	25,000	ED
JMRC Demolition	200,000	ED
Data Base	12,000	ED
Incentive Programs for Residents	2,500	ED
Incubator	50,000	ED
Marketing Services	5,000	ED
Matching Grants	10,500	ED
Real Estate Promotion	1,700	ED
Retail Strategy Phase II	30,000	ED
Shop and Dine Map	5,000	ED
Wayfinding Signage Installation	50,000	ED
Web Site Improvements	5,000	ED
Finance Intern	5,000	Finance
IT Assessment	14,000	ADS
Municipal Court Interface with Police	10,500	MC
Admin Car (5001-Taurus)	25,000	PW
Engineering Intern	5,000	PW-ENG
New Aerial Photo - 3" Pixels w/ Topo & Planimetrics	85,000	PW-ENG
New Aerial Photo - 6" Pixels participate w/ Weld Co.	10,000	PW-ENG
Small Tractor	38,000	PW
Web Site Improvements	3,000	PW-ENG
Landscape Prairie View Drive Center Median	250,000	PW
Landscape South Side of 37th St. - 23rd to 35th Ave.	40,000	PW
Landscape Ashcroft/Tuscany Channel	100,000	PW
Landscape US 85 at 42nd St.	30,000	PW
Pave the Operations Center entryway and parking lot	50,000	PW
Repair/Upgrade Skate Park	75,000	PW
Compact Excavator	50,000	PW-PARKS (1)
Backhoe	125,000	PW-OPS (2)
Radiant heat for existing garage	40,000	PW-PARKS (3)
Radiant heat for equipment/material facility	60,000	PW-PARKS (4)
Pave cemetery internal roads	135,000	PW-CEM (5)
Construction new cemetery storage facility	10,000	PW-CEM (6)
Construct new cemetery material storage bins	6,000	PW-CEM (7)
Construct new material storage bins at Ops Center	30,000	PW-OPS (8)
Construct new de-icer storage facility	90,000	PW-OPS (9)
De-icer applicator tank	15,000	PW-OPS (10)
Equipment facility extension (to hazmat storage area)	110,000	PW-PARKS (11)
Concrete pad on south side of equipment/material facility	10,000	PW-PARKS (12)
Equipment facility extension (for sanders)	110,000	PW-OPS (13)
Tree Spade	6,000	PW-PARKS (14)
Gradall (used)	120,000	PW-OPS (15)
Community Complex Paint	5,000	Rec
Furniture - Public Areas	6,500	Rec
Part Time Facility Maintenance	22,000	Rec



## Staff Updates

Evans Economic Development Advisory Council  
February 6, 2012 – 5:30 p.m.  
Evans Community Complex – 1100 37<sup>th</sup> Street  
**City Council Chambers**

### Open House Program

To date staff has reimbursed realtors for nineteen (19) open houses held in Evans. There are fifteen (15) realtors included in that number, and eight (8) homes. The total cost of the Visa cards was \$570, and we have 34 \$30 cards remaining. We intend to ask the realtors for feedback at the GARA luncheon in March.

This is the detail of reimbursements:

<u>Realtor</u>	<u>Address</u>	<u>Date</u>
Mike Pieruccini	3805 Ironhorse Drive	9/24 & 25
Dick Brown	3406 Marigold Street	9/24 & 25
Cindy Rouse	2612 Monterey Bay	9/10 10/8
Brad Hiatt	3406 Marigold Street 3306 San Marco	9/10 & 9/11 9/17 & 18
John Cowart	3406 Marigold Street	9/17 & 18
Chris Haug	3306 San Marco 3406 Marigold Street	9/17 & 18 9/17 & 18
Derek Anderson	3805 Ironhorse Drive	9/10 & 11
Kim Bylsma	3306 San Marco	9/3 9/10 & 11
LaRue Hauf	3314 Cody Ave	8/27
The Taylor Team	3314 Cody Ave	9/17 & 18
Larry Naggatz	1618 41 <sup>st</sup> Street Rd	8/20
Ryan Andre	3306 San Marco	8/20 & 21



Steve Baker	3805 Ironhorse	8/27 & 28
Janet Miller	2601 Marina Drive	8/20 & 21
Jim Dech	3603 Portofino Ave	8/27 & 28

### Retail Strategy

The Laramie Company is heading up this program. Greg is continuing to work on developing data and demographics, focusing on certain retail sectors such as grocery stores. They have narrowed down (based on demographics, purchasing power, retailers in the area, investments and other data) specific site locations that may be of interest to certain types of retailers. They will be discussing those negotiations with the City Council in executive session to develop a strategy to attract that retail. The results of some of this information will be available in April.

They are also evaluating various comments from the City Council and staff to determine the feasibility of an incentive program to attract certain retailers.

### Wayfinding Signage Program

The budget necessary to implement the wayfinding signage program will need to be approved by the City Council as a one time funding opportunity.

### Incentive Policy

This will be incorporated into the Retail Strategy as a part of that project.



## Shop and Dine Map

The most recent update of the Shop and Dine Map has been printed. Another printing is scheduled for April. As a reminder, we only put retail establishments on the map, and used the sales tax revenue as a way to determine which businesses were listed. We also listed things that might bring people in to Evans (restaurants, for example). Staff would appreciate any thoughts about that process and how to make it better.

## Business Expo

Staff has reached out to the Business Expo and offered the Evans Community Complex at no charge to them if they want to hold their event at this location.

## B2B

Staff is researching the hosting of a Business to Business event here at the Community Complex. This would be a conference type format in order to provide information to various businesses about economic development, connect Evans businesses to agencies and other services, hold educational seminars, and offer support to the people doing business in Evans.