

MINUTES
EVANS ECONOMIC DEVELOPMENT ADVISORY COUNCIL

Regular Meeting
April 2, 2012 – 5:30 p.m.

Action Items

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

CALL TO ORDER

The meeting came to order at 5:30 pm.

ROLL CALL:

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

AUDIENCE PARTICIPATION

No members of the audience offered any comment.

ACTION ITEMS

Approval of Minutes

The minutes of March 5, 2012 were reviewed. It was moved by Mr. Garcia, seconded by Mr. Pickens to approve the minutes as presented. The committee offered unanimous support.

Revenue Sharing Program Proposal

Chair Moncivais presented an updated handout to the Committee. He asked for any additions, changes, comments, or feedback from staff. Mr. Benjamin suggested a minor change, as did Mr. McLeland. Anything that would make the document easier to understand or easier to read would be welcome, as would substantive changes. Generally the Committee agreed the document was ready to be presented to the City Council.

Mr. Benjamin moved, and Mr. McLeland seconded that the plan be presented to the City Council at a work session to get some feedback. The vote was unanimous. The work session is set for May 15, 2012 at 6:30. **Ms. Trent will check on the Finance Committee and if the proposal should go through that group first. Update: Mr. Moncivais could not attend the 4/19 Finance Meeting. Suggested reschedule date is 5/15 at 4:30 at the City.**

Retail Strategy Update

Ms. Trent reviewed the retail strategy report in general with the Committee.

In brief, demographics in Evans are specific to the following data:

- The highest number of people per household
- The largest number of Hispanic residents
- The lowest per capita income
- The lowest household income
- The lowest number of residents lives west of 17th

There is a difference between retail demand and retail capture. The City is not positioned geographically to take advantage of retail opportunities, as we have no frontage along Highway 34 and limited access to Highway 85. The large retailers are looking for land and access along the major highways, and would be likely to go to an existing under filled retail spot (such as the Greeley Mall). The available land and development west along 37th Street will not attract retail at this time because of the population spread and the lack of traffic numbers along 37th and south of 37th.

There are some opportunities for the City of Evans, mainly along Highway 85, but to control our retail development we will likely have to control the land.

Mr. McLeland asked about the bridge over 35th and how that might drive demographic data and retail demand. It would certainly increase the traffic counts and we could evaluate every few years. Mr. Moncivais asked about how a primary employer would use the retail data. Mr. Moncivais suggested that the data on the educational level would be off putting to a potential primary employer.

Ms. Lang stated that there is an economic opportunity for Evans in the location of a middle school in Evans (the John Evans School relocation project). There is a small window of time. The School District applied for a BEST grant, monies that are generated through land grant funds for the most needy schools in Colorado to redevelop or rebuild the school. There were two schools that qualify for the grant: Greeley West and John Evans. John Evans has 92 out of 100 points and was chosen by the school board for the BEST grant. The grant specified that the new building would be located in Evans on the corner of 37th Street and 65th Avenue across from St Michael's development. The City and the school district jointly own the property and it has been slated for a school campus to include an elementary school, a middle school and a high school.

There will be three more meetings for citizen input in the month of April. There are really two choices: rebuild on the John Evans site or on the new property. A new school would drive housing and retail

both in that area. Evans needs to promote themselves and the location in Evans. The school board needs to be called and get letters expressing your thoughts or opinion on either of those options and/or sites. The information can always be found on their website at www.greeleyschools.org.

Real Estate Program Update The GARA Luncheon was held on March 21st and Ms. Trent, Mr. Achziger and Mr. Burmont all attended. The City sponsored the lunch and was able to speak at the lunch and hand out information. The Community Profile, the Shop and Dine Map, and the letter regarding the Open House Program were all included in the packet of information as well as addressed in the presentation. There was good, positive response to the program.

Strategic Operations Plan on a Page Handout

Mr. Benjamin reviewed the work to date on the Strategic Operations Plan for Economic Development. He, Mr. Garcia and Mr. McLeland have attended the two meetings which included a facilitator (Dallas Everhart) and staff (Sheryl Trent, Jessica Gonifas, Brian Stone and Warren Jones). The result will be a strategic operating plan with action items, assigned to specific leaders with specific deadlines. The next meeting to review progress will be July 16, 2012 at 1:00.

The actions in the Plan are called Action Initiative Profiles (AIP's) which are really a "to do" list. They all support the core issues: Communication, Capacity, and Identity. The core issue of communication was defined as how the City works with the various business entities, agencies and other stakeholders in the community. The City needs to work on building and expanding that relationship by listening (through a survey tool designed by EEDAC) in both electronic and hard copy format. The survey questions could include how they feel about the City, what works, and what they would like to see change.

A possible outcome would be to change the name of EEDAC to something easier to communicate.

The core issue of capacity was defined as helping the internal stakeholders gain more education about economic development: what it means, key words and language, and more. The Chamber and Upstate Colorado will be invited to help define benchmarks for measuring economic development.

The core issue of identity was defined and who we want to be when we grow up. How do we grow from here? Using the analogy of the pre-teen: what are our dreams? What are our skills? Where do we want to go to school? What is our career path? **Mr. Moncivais will set up a full day facilitated brainstorming session with the City Council and EEDAC to work on this specific issue. Update: staff has put Mr. Achziger (Mayor) and Mr. Moncivais in touch with the staff that would coordinate this meeting (Kim Betz).**

Goals, Priorities and Assignments for 2012 – reviewed at each meeting

Priorities for Funding:

Shop and Dine Map	\$10,000
Mr. Knox and Mr. Pickens will head up this committee.	
Wayfinding Signage	\$50,000

Mr. Riley and Mr. McLeland will continue with this committee.

Open House Program \$1,700

Mr. Burmont will continue to lead this effort.

Shop Evans Website \$3,200

Ms. Trent will return to the committee in April with further information and pricing.

Retail Strategy \$20,000

A final draft will be presented when ready.

Matching Grants \$10,500

Mr. Garcia and Mr. Moncivais will return to the EEDAC at the April meeting with a program for approval.

Strategic Operations Committee

Mr. Benjamin will chair and Mr. Garcia and Mr. McLeland will be members. A scrub will be held on Monday, July 16th from 1:00 – 5:00.

DISCUSSION ITEMS

Committee Discussion

Ms. Trent mentioned that she would be on vacation at the next meeting.

There is a school visit every Thursday from 9:00 – 10:00 at the various schools, which was very beneficial to Ms. Trent. Dr. Lang invited everyone to participate if they wished.

Staff Updates

None. The next meeting will be on Monday, May 7, 2012. The one after that will be Monday, June 4, 2012 (location to be determined)

PARKING LOT ITEMS For Upcoming Meetings

Secret Shopper about Economic Development

Live in Evans

Intern Program – not yet scheduled

B2B Event – held next spring

Shop in Evans Program (June)

Mid Year Progress Report (July)

Updates from Economic Development Partners (July)

Upstate

SBDC

Chamber

ADJOURNMENT:

Motion by Mr. to adjourn the meeting, Mr. seconded the motion and there was unanimous support. Chairperson Cruz Moncivais adjourned the meeting at 7:00 p.m.