

MINUTES
EVANS ECONOMIC DEVELOPMENT ADVISORY COUNCIL

Regular Meeting
June 4, 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 5:34 pm.

ROLL CALL:

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

Absent: Kim Wass

AUDIENCE PARTICIPATION

No members of the audience offered any comment.

ACTION ITEMS

Approval of Minutes

The minutes of April 2, 2012 and May 7, 2012, 2012 were reviewed. It was moved by Mr. Garcia, seconded by Mr. Benjamin to approve the April 2, 2012 minutes as presented. It was moved by Mr. Burmont, seconded by Mr. Oberhelman to approve the May 7, 2012 minutes with a date correction. The committee offered unanimous support.

As a matter of interest, Mr. Moncivais stated that Mr. Wass has had other commitments arise and is unsure about his ability to continue serving on the Advisory Council.

Meeting with City Council

Each Committee Chair will do a quick presentation on issues that have been addressed and will make recommendations on priorities and budgets. An important area will be the strategic

operations plan. The last issue and the one taking the most time will be the signage program. Ms. Trent updated the Committee that the Council will be adopting the signage program tomorrow night and has already allocated \$50,000 requested by the Committee. Mr. Riley said he has geared his presentation with that information in mind, and showed the Committee the power point presentation he will use for the City Council.

Mr. Oberhelman gave the Committee an update on the Shop and Dine maps as he has taken on that responsibility after Mr. Knox's resignation. He indicated that he had about 300 maps left and that he was aware the City would be printing more. Ms. Trent asked if any additional changes were needed. Mr. Moncivais asked about Shorty's, and Ms. Trent stated that they had not yet closed nor moved. Mr. Oberhelman passed out a list of where the maps were currently distributed. He updated the Committee on a few issues about location and bus routes. Ms. Lang suggested that the maps be distributed to the KOA and campgrounds.

A short discussion was held about inserting the map into the Greeley Tribune in time for the Greeley Stampede. The Committee agreed that it was not the most effective use of the map and perhaps it should be handed out at the entry points.

Mr. Moncivais asked if School District #6 would allow the maps to be handed out. Ms. Lang suggested that graduation would not be a good time as plans would already have been made on where to stay and eat. She suggested that the City develop relationships with the principals at the Evans schools and that a conversation be started with those principals to see how the map or other information could best be used to hand out in the schools.

Ms. Lang will email that contact information to Ms. Trent and she will share that with Mr. Oberhelman.

Mr. Benjamin indicated that he could help with the maps at the Greeley Stampede and Mr. Oberhelman will follow up again with the Stampede officials.

Ms. Trent will ensure that the map is updated and will order 2500 more maps from the printer by Friday, June 8, 2012.

Report on AIP's: Strategic Operations Plan on a Page Handout
Next Scrub 7.16.12

Mr. Burmont indicated that a brief overview of the Strat Ops would be most appropriate.

Mr. Benjamin updated the Committee about the AIP's on the Strategic Operation Plan.
AIP 1 a 1 Improve Relationships with Existing Businesses

The comments he has had over the last few weeks are all very appreciative about the level and kind of services that the local businesses receive, from the Police Department. Those businesses that seem to have issues are those that were established prior to our code enforcement issues seem to struggle with enforcement of the code, but more recently established businesses do not. The Highway 85 frontage road businesses are still upset about the trail instead of fixing roads, and upset about the "historic corridor" (staff believes that was the overlay district which requires certain aesthetic standards to be met).

There seem to be concerns about the frontage road and how the changes will affect them. It was suggested that City staff contact those owners directly and update them on the long range plans for the frontage road and access to those businesses. The rough area in discussion is from 31st south to 37th Street.

Ms. Trent will pass on that information to the Public Works staff.

Some of the industrial businesses in town seemed to have disparate experiences with code enforcement and planning (those that were required to come into compliance with landscaping and other building code issues were less satisfied than those who started from scratch in the planning and building process).

Every business stated (with 2 exceptions) that they would recommend that another business locate here. Further information will be given to the Committee and the City Council as more details are forthcoming. As an interesting point, the business owners didn't have any specific feedback on the future of Evans or where we should go as we move forward.

AIP 1 a 2 Ms. Trent indicated that the research she has done would indicate that with such a diverse business population (type, nature, age, ethnicity, needs, budget, employees, size and more) that multiple channels will be necessary. Possibilities include:

- Facebook page for Economic Development
- Twitter
- Blogging
- Continue to update the City wide website
- Newsletters
- Constant Contact
- Regular updates to the Evans Area Chamber of Commerce

AIP 1 b Ms. Trent indicated that the team will be meeting on Wednesday to review and give updates on the AIP completion.

AIP 2 a See above

AIP 2 b Mr. Garcia has contacted Dr. Sorbo to set up a meeting to talk about benchmarks but has not yet been able to set that appointment.

AIP 2 c See above

AIP 3 a Staff is working on a date for the EEDAC and City Council to meet for 4 -6 hours for strategic planning. Dallas Everhart will facilitate.

AIP 3 b See above, the City Manager has to approve the final budget for the meeting.

Shop in Evans Web Site

Ms. Trent updated the Committee on the website and the new app for the Greeley Chamber website. The website designers have done other websites for retail shopping and dining as well as mapping of those sites, and the City of Evans will ask them to design a similar function for our website. Preliminary costs indicate that it will be less than \$3,000 for a total package. She also indicated that approximately \$2,000 was spent with the Greeley Chamber of Commerce to buy a space on the application that will drive people to certain businesses...our business being the Shop and Dine in Evans site.

Mr. Burmont wanted to know if it read a quick read symbol on the website, and that answer was yes.

DISCUSSION ITEMS

Committee Discussion

Mr. Riley asked about the next steps after the City Council adopts the signage program. Ms. Trent indicated that the RFP would go out as soon as possible. The Committee agreed that staff would take the project over from here, and would update the EEDAC as necessary on the progress and timing.

Mr. Burmont updated the Committee on the joint meeting of the Evans Area Chamber of Commerce and the City Council last week. Several issues were discussed, such as roles, budgets, and the EEDAC. The outcome was that the City would be very receptive to the City Chamber proposing projects with a budget rather than a general funding with no projects. Mr. Oberhelman agreed with that assessment. Mr. Benjamin referenced a project with the City of Longmont and the SBA as a funding example. Mr. Burmont suggested that maybe the Chamber could take on some of the projects that the EEDAC has currently in line and they would then be funded for those projects. Mr. Oberhelman indicated that the Chamber Board has not yet had a meeting to discuss those ideas, but did state that the City Council wants the Chamber to be self-supporting, and his concern was that they might not be successful by bidding on a project and then using volunteer members or paid consultants to help. Mr. Moncivais suggested that the EEDAC could suggest projects to the Chamber that they might be interested in handling.

Staff Updates

Ms. Trent updated the EEDAC on recent economic development efforts and the ICSC convention that staff attended in late May.

Upcoming Meetings –

- a. Tuesday, June 5, 2012 at 6:00 pm for City Council Work session
- b. Monday, July 2, 2012 at 5:30 for a regular meeting

UPCOMING MEETING ITEMS

Secret Shopper about Economic Development

Live in Evans

Intern Program – not yet scheduled

B2B Event – held next spring

Grant/Reimbursement Program (August)

Budget for 2013 (August)

Mid Year Progress Report (July)

Final draft of retail strategy (August)

Updates from Economic Development Partners (July)

Upstate

SBDC

Chamber

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 June with further information and pricing.

Retail Strategy \$20,000

A final draft will be presented when ready.

Matching Grants \$10,500

The City Council requested that this program go through the Management Team and the Finance Committee for a final recommendation. That will happen in August.

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.

ADJOURNMENT:

Motion by Mr. McLeland to adjourn the meeting, Mr. Benjamin seconded the motion and there was unanimous support. Chairperson Cruz Moncivais adjourned the meeting at 7:03 p.m.

NOT YET APPROVED