



City of Evans, Colorado

AGENDA

Evans Economic Development Advisory Council
July 2, 2011 – 5:30 p.m.
Evans Community Complex – 1100 37th 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.

CALL TO ORDER

ROLL CALL

Chair	Cruz Moncivais
Vice Chair	Scott Riley
Members	John Benjamin
	Fred Burmont
	Bill Garcia
	Ranelle Lang
	Kip McLeland
	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.)

ACTION ITEMS



City of Evans, Colorado

- 1) Approval of Minutes of June 4, 2012 meeting
- 2) Updates from economic development partners – 10 minutes each
 - a. Evans Area Chamber of Commerce – Michele Jones
 - b. Small Business Development Center – Dick Pickett (confirmed)
 - c. Upstate Colorado – Eric Berglund
- 3) Report on AIP's: Strategic Operations Plan on a Page

DISCUSSION ITEMS

- 1) Committee Open Floor Discussion
- 2) Mid Year Progress Report
- 3) Membership on EEDAC
- 4) Staff updates for June
- 5) Upcoming Meetings –
 - a. Strat Op Scrub July 16, 2012, 1:00 – 5:00 pm City Hall
 - b. Monday, August 6, 2012 at 5:30 for a regular meeting
 - c. Joint Strategy Meeting with City Council - TBD

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)
Final draft of retail strategy (August)

ADJOURNMENT

At 7:00 PM Chair will call for motion to continue unfinished items to the next meeting and adjourn.

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.

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June 4, 2012
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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



City of
Evans, Colorado

Staff Updates

Evans Economic Development Advisory Council
July 2, 2012 – 5:30 p.m.
Evans Community Complex – 1100 37th Street
City Council Chambers

Open House Program

To date staff has reimbursed realtors for one (1) open houses held in Evans.

Library Discussion

The City Council and staff have ongoing meetings with the High Plains Library District staff and Board about the location of a library at the current site of the Jack Meakins Resource Center. It is anticipated that a final determination as to size and nature of the building will happen by this fall, and then construction could potentially begin in late 2013 or early 2014.

Wayfinding Signage Program

With funding from the City Council, the RFP's were released and responses are due July 6, 2012.

Shop and Dine Maps

10,000 maps have been ordered from West View Printing and are in process

Shop and Dine Website

We have given all the information to the vendor for our website and are waiting to hear from him.



City of Evans, Colorado

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.

CITY WIDE

1. Our Mission
 We deliver sustainable, citizen driven services for the health, safety and welfare of the community. (pending council final approval)

2. Core Assumptions

Strategic	Plan for the future
Operational	The best we can afford Deliver what we promise
Financial	Use our Financial Management System: 1. Financial polices 2. Long Range Plans 3. Budget 4. Management 5. Reporting

3. Our Vision

Where We Stand	Where We're Headed	How We'll Get There	
Re-Building Identifying opportunities Seizing opportunities Cautiously optimistic	Performance Sustainable Long Term Plan Building an Inviting Community Policy Based Management & Leadership	Accountability Communication Flexibility Relationships CC Governance	Process Creative Assessment Proactive
Economic Development			
It Exists Council Support and Focus New Level (improved) Community Involvement Professional Materials	Develop a Vision Bench marks---measurable Sustainable Funding Business Friendly Image	Larger Involvement Demographics and Goals Citizen Approved Tax Process and System (authentic and transparent)	

4. Core Values

Innovation
 Reward Performance
 Value Relationships
 Internal & External
 Service Excellence

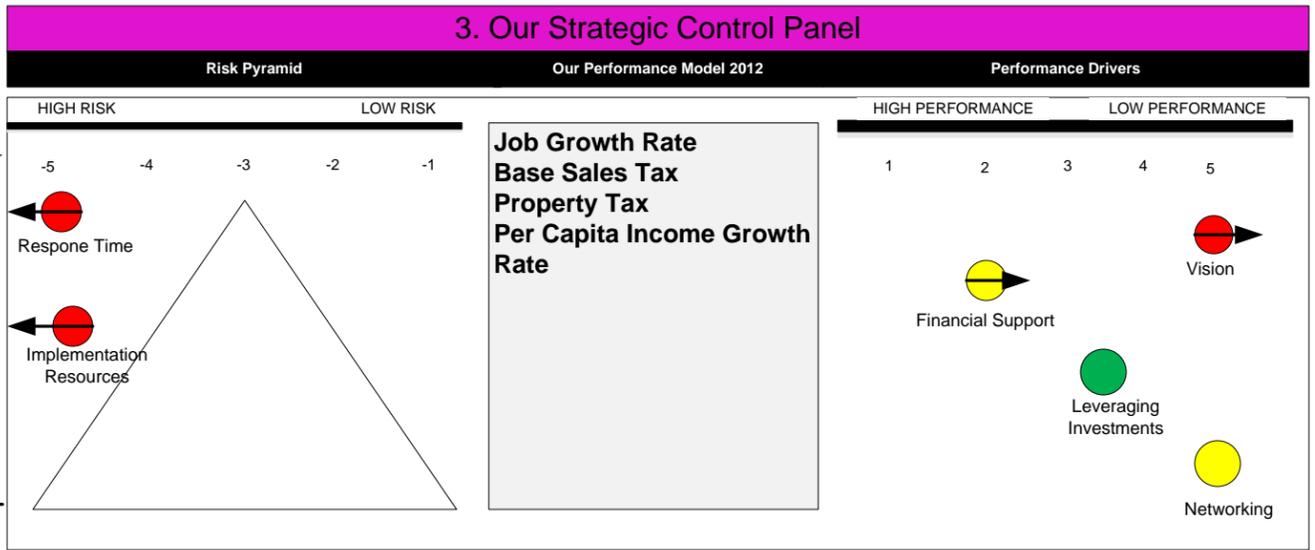
Integrity
 Honesty, Caring, Respect,
 Fairness, Citizenship, Courage,
 Responsibility, Trust Worthiness

ECONOMIC DEVELOPMENT DEPARTMENT

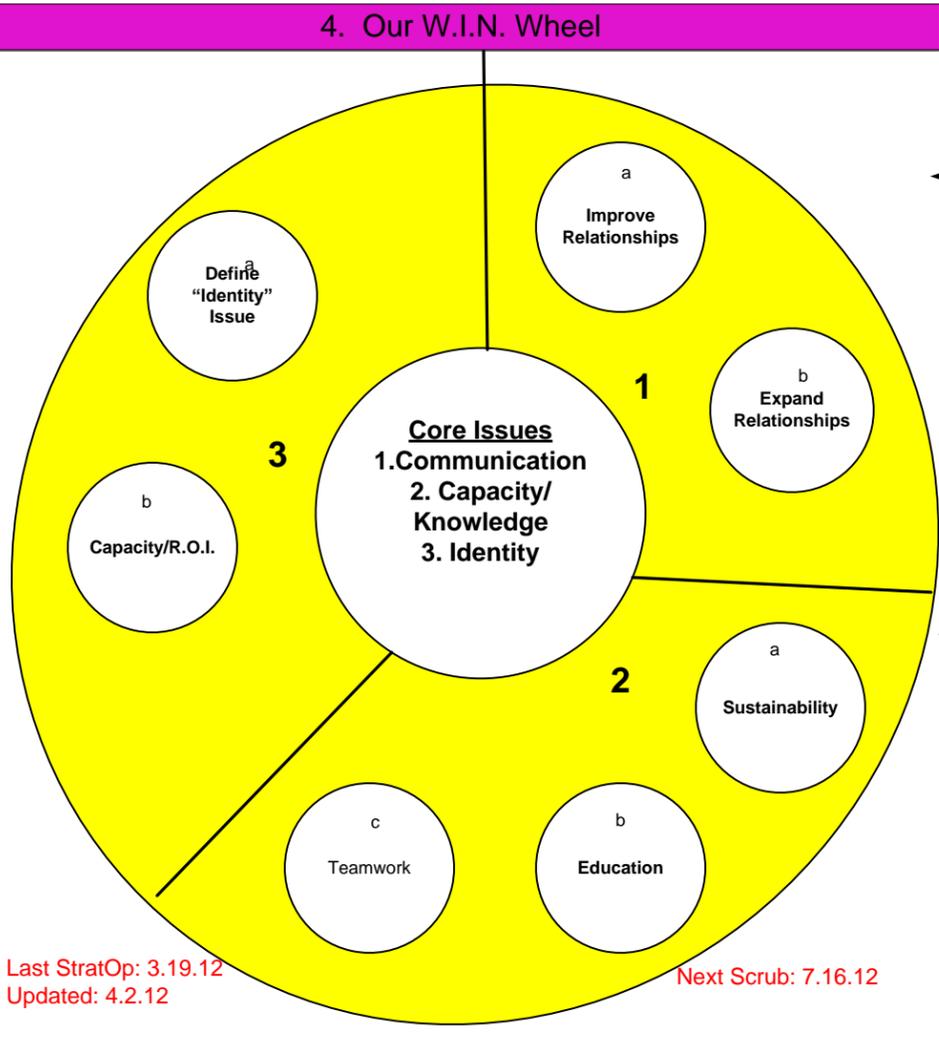
1. Mission & Values
 Create opportunity, environment and culture to expand, retain and attract business that contribute to a sustainable community.

2. Core Assumptions

Strategic	Create and communicate an economic development vision for the City
Operational	Seek a higher return on investments to stakeholders
Financial	Highest quality and return on investment



City of Evans
 Economic Development Dept.
 Plan on a Page
 March 19, 2012



5. Action Initiative Profiles

#	Objective	Key Deliverables	By?	Leader	Members	Status
1a	Improve Relationships with Existing Businesses	1. ID Key Issues/Business priorities (Listen) 2. Develop Channels to Share Info	1)6.1.12 2)7.1.12	1)John 2) Shery	1) EEDAC 2) Sheryl, I.T.	●
1b	Expand Relationship with Local, Regional, National Community "Shareholders"	ID specific opportunities and budget	5.15.12	Sheryl	Brian, EEDAC	●
2a	Sustainability	RFQ Financial Model	5.15.12	Jess G.	Sheryl	●
2b	Education	Agreement on Benchmarks	7.1.12	Warren	Sheryl, Jess G., Eric, Erik	●
2c	Teamwork	"What can I do in my job to enhance Economic Development?"	5.1.12	ST, BS, JG WJ	MT	●
3a	Define "Identity" Issue	Guided Brainstorm with City Council and EEDAC—Schedule meeting	5.1.12	Lyle, Cruz	City Council, EEDAC	●
3b	Get Capacity and ROI at CC/EEDAC Retreat	ID facilitator and budget	6.1.12	Aden	MT	●
						○
						○

6. Queue

7. Tasks

Last StratOp: 3.19.12
 Updated: 4.2.12

Next Scrub: 7.16.12



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