



# City of Evans, Colorado

## **AGENDA**

Evans Economic Development Advisory Council  
September 10, 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
	Dennis Oberhelman
	Wayne Pickens

### **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 July 2, 2012 meeting
- 2) Membership of the EEDAC
- 3) Billboard location and graphic design
- 4) Committee Reports

## **DISCUSSION ITEMS**

- 1) Committee Open Floor Discussion
- 2) Staff Report for August
- 3) Upcoming Meetings –
  - a. Monday, October 1, 2012 at 5:30 for a regular meeting
  - b. Consumer/Merchant Show and Blood Drive, Thursday, October 18<sup>th</sup>, 4:00 – 7:00 pm at the Moose Lodge. City will have a shared booth

## **UPCOMING MEETING ITEMS**

Secret Shopper about Economic Development  
Live in Evans  
Intern Program – not yet scheduled  
B2B Event – held next spring  
Grant/Reimbursement Program (October)

## **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  
July 2, 2012 – 5:30 p.m.

**Action Items**

Welcome Center Map Placement	IP
Annual Report for Economic Dev	Done
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 5:37 pm.

**ROLL CALL:**

Present: Fred Burmont, Cruz Moncivais, Dennis Oberhelman, Wayne Pickens

Absent: John Benjamin, Bill Garcia, Ranelle Lang, Kip McLeland, Scott Riley, Kim Wass

There were not enough members present for a quorum.

**AUDIENCE PARTICIPATION**

No members of the audience offered any comment.

**ACTION ITEMS**

**Approval of Minutes**

The minutes of June 4, 2012 were reviewed. Since there was no quorum, there was no approval of those minutes. They will be placed on the next agenda.

**Updates from economic development partners**

**Small Business Development Center** – Dick Pickett, Lisa Drew, and Amie Benson were present to update the EEDAC on events. Amy will be assigned to Evans as the business consultant. Lisa updated the group on work to date in Evans: they are being as proactive as possible in the community, as they are not getting many walk ins during their office hours in Evans. That may be due to single person business owners being

unable to leave their businesses during work hours, a lack of knowledge, or some combination of the two. Lisa asked for extra help to have the EEDAC reach out to local business owners. Dick then updated the committee on the overall SBDC goals and targets for 2012. They are meeting and exceeding their goals in all but two areas: the number of business starts (at 32%) and the number of jobs retained (at 38%). However the work that is underway with the business consultants would indicate that they will meet or exceed their numbers in all areas.

They are moving to two (2) days in Evans from now on – the 1<sup>st</sup> and 3<sup>rd</sup> Thursdays of each month. In 2011 there were 14 clients all year, and through June of this year they were already at 13 clients that are unique to Evans. It does take time to work with the local businesses and have the changes take place, but there are success stories already. Documented sales have increased with those Evans clients. Dick mentioned that they could really use some help with the EEDAC serving as advocates and spreading the word about the services of the SBDC. They did do a Meet and Greet based on the recommendations from last year, however it was poorly attended (only 3 people).

Amie introduced herself and indicated that one of the two Evans days would be concentrated on visiting local businesses in Evans as an outreach and contact effort. There is an upcoming Facebook seminar that has been extremely successful that the City is hosting.

Mr. Moncivais asked about the percentage of brick and mortar businesses, and Mr. Pickett stated that all of them either were brick and mortar, or were going to be brick and mortar. The outreach will be all to brick and mortar existing businesses. Mr. Pickett has been looking at ideas to reach out to home based businesses such as a society or some sort of networking opportunities.

Mr. Moncivais mentioned the Business Expo on October 18<sup>th</sup> at the Moose Lodge and having the SBDC have a table at the Expo. **Sheryl will send a list in Excel format to Amie of all the businesses in Evans so that mailings can be made to those home based businesses that may not know about the SBDC.** Mr. Moncivais also suggested an event just for the home based business owners at the City of Evans. Mr. Pickett has several seminars for businesses that are web based that they can access on line.

A discussion ensued about home based businesses and how they can utilize the SBDC for information, seminars, counseling, and moving to a brick and mortar location. Mr. Burmont asked Amie about her initial contact with business owners and her process. Mr. Pickett talked about the difference between start up and existing businesses and how those approaches can differ. Mr. Burmont asked about what kinds of businesses

are clients in Evans, and it seems to be retail/product oriented businesses. Financing is a draw for new clients, and banks do refer those types of clients to the SBDC. They work closely with the Chambers to cross promote.

Some ideas that came from the presentation were to reach out to the banks, marketing or using signage to market the presence at the City of Evans, and finding space that is more appropriate to meet with clients.

**Evans Area Chamber of Commerce** – Michele Jones gave an update on Evans Fest to the EEDAC. Evans Fest is on September 8<sup>th</sup> and Michele gave a handout giving all the details, including the new website: [www.evansfest.org](http://www.evansfest.org). Evans Fest is undecided for 2013 as Kristi Helzer will not be returning as the fundraiser. Mr. Moncivais asked why there were not more food vendors from Evans. Michele explained that were limited electrical connections in the park. The vendors won't really be determined until the last minute, so it's unknown how many would be from Evans. The parade participants are not limited, and it was unknown how many are from Evans.

There were no further questions.

#### **Report on AIP's: Strategic Operations Plan on a Page Handout**

Mr. Benjamin was not present to update the Committee about the AIP's on the Strategic Operation Plan. Ms. Trent mentioned the upcoming meeting on July 16<sup>th</sup> from 1:00 – 5:00.

### **DISCUSSION ITEMS**

#### **Committee Discussion**

None.

#### **Mid Year Progress Report**

Ms. Trent asked for feedback on the mid year report that would be posted on the website and given out as a public relations piece. Mr. Burmont asked to have more statistics and numbers with some detail, such as the number of maps. Add some graphs, charts, numbers, click throughs, etc.

Add info that the maps will be on the busses. GET bus picture. Add actual business names for each member.

#### **Membership on EEDAC**

Mr. Wass has resigned due to other time commitments. The EEDAC talked about the make up of the committee, and not having a representative from the public (a citizen of Evans). Mr. Burmont also mentioned the Fire District and that a representative from that group would be appropriate.

Continue this item to the next meeting.

Ms. Trent will ask for members on the website as well as when the Mid-Year Report is released.

#### Staff Updates

Ms. Trent asked for any questions regarding the staff update. There were none.

#### Upcoming Meetings –

Strat Op Scrub July 16, 2012, 1:00 – 5:00 pm City Hall

Next EEDAC Monday, August 6, 2012 at 5:30

Joint Strategy Meeting with City Council - TBD

#### UPCOMING MEETING ITEMS

Secret Shopper about Economic Development (on hold)

Live in Evans

Intern Program – not yet scheduled

B2B Event – held next spring (September)

Grant/Reimbursement Program (August)

Budget for 2013 (August)

Final draft of retail strategy (August)

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 16<sup>th</sup> from 1:00 – 5:00.

**ADJOURNMENT:**

Chairperson Cruz Moncivais ended the meeting at 6:47 p.m.

NOT YET APPROVED

CITY OF EVANS, COLORADO

RESOLUTION NO. 20-2010

A RESOLUTION ESTABLISHING AN ECONOMIC DEVELOPMENT  
ADVISORY COUNCIL FOR THE CITY OF EVANS

WHEREAS, the City of Evans is focused on the long term economic health and sustainability of our region and our City; and

WHEREAS, the Council has adopted The Evans Story, our economic development strategic plan; and

WHEREAS, the City wishes to involve more business leaders, citizens, and regional partners in our economic development efforts; and

WHEREAS, the purpose of our economic development efforts are to improve the lives of our citizens in every area including jobs, home and property values, wages, infrastructure, shopping and dining, and quality of life; and

WHEREAS, the City Council is proactively seeking feedback, advice, and recommendations.

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EVANS, COLORADO:

Section 1. The EEDAC will serve in the following roles:

1. To propose long term economic development strategies to ensure the financial future of the City of Evans.
2. To advise the City Council in all areas of economic development.
3. To interact with the local and regional business community to determine needs and offer solutions and recommendations to fulfill those needs.
4. To assist in implementing The Evans Story, the strategic economic development plan of the City of Evans.
5. To serve as a resource for the community on issues related to economic development.
6. To actively partner with regional, statewide, national and international agencies to fulfill the goals in The Evans Story.
7. To recommend the use of tools, new programs and guidelines (such as the updating of The Evans Story, the Urban Renewal Authority, and others) to ensure the long term financial sustainability of the City of Evans.

Section 2. That the Evans Economic Development Advisory Council is hereby established in the following format:

1. The Advisory Council will comprise of between eleven (11) and fifteen (15) members.
2. The Advisory Council will be appointed by the City Council.
3. Terms shall be four (4) years in length.
4. Initial appointments will be staggered for two (2) years and four (4) years to allow for new members to serve as desired.
5. Members can be reappointed for an unlimited period of terms.
6. Applicants will be selected from all ranges and areas of economic development and shall be limited only by an interest to serve on the Advisory Council and to further the economic development interests of Evans.

PASSED, APPROVED, AND ADOPTED at a regular meeting of the City Council of the City of Evans on this 1<sup>st</sup> day of June, 2010.

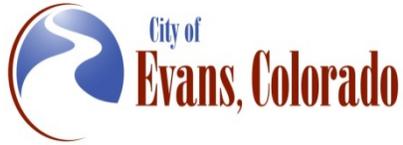


CITY OF EVANS, COLORADO

By *John C. Achziger*  
Mayor

ATTEST:

*Kumi Bety*  
City Clerk



## EEDAC Staff Update August, 2012

### Evans Urban Renewal Authority

The ERA will be meeting on September 4<sup>th</sup> to determine a new Urban Renewal Plan for the Highway 85 Corridor. Please see the attached talking points, but in essence, the area will be the same as the Highway 85 Overlay District. The first step will be to conduct an evaluation of the area, and do a blight study and an economic impact study. We anticipate adoption of the plan by the City Council in November of this year.

### Library Project

We are on for a new Library in Evans!! We need some volunteers for the Library Task Force that will help us through construction (estimated opening in March of 2014). Our first steps will be to hire an owners representative to help us in the design build process, then hire the design build team. That will likely take the rest of the year. We anticipate demolition of the JMRC in early 2013 and construction to start in the summer of 2013. The City will be partnering with the High Plains Library District to build the building (I'm dropping hints about new office space!!!)

### Retail Strategy

Our implementation continues with the Highway 85 Corridor Plan (see the Urban Renewal Authority update above). We continue our focus on how best to bring retail to Evans, what kind of retail it should be, and how to secure that retail. As you know, most of this work is done in private to protect the interests of the City, so no details!!

### Development Meetings

Staff has recently had development meetings with the following:

Family Dollar – 35<sup>th</sup> and 37<sup>th</sup> – will be submitting a site plan  
Ashcroft Park Apartments – 35<sup>th</sup> and 34<sup>th</sup> – is in site plan review  
Cave Creek Phase III – 35<sup>th</sup> and Prairie View Drive – will submit a new site plan  
Union Colony School – 11<sup>th</sup> and 29<sup>th</sup> – completed, you are invited to tour the location (email forthcoming)

### Neighborhood Services

Our two seasonal staff are leaving next week, but we feel that we made quite a dent in the overall issues we face. We are doing a specific sweep on Green Acres this Friday and that should generate some more clean up opportunities. We know we are doing a good job when we get people complaining that they have to clean up!!

### Building Services

As you all know, we are seeing an uptick in the number of building permits being pulled. Right now we have halted all permits in Cave Creek until/unless they can meet the landscaping requirements in their agreements. We are seeing most of the activity in Tuscany where many lots have been purchased by Jamie Baessler and Nick Francis.

### Wayfinding Signage

The sign permits are in to CDOT for approval along Highway 85! The Avenues of Evans signs have been designed and reviewed – we had to change some colors to adapt to the cultural issues in Evans but they look great! They are all interchangeable panels in the signs so if they don't work well we can change the names, etc to protect the innocent!

### Billboards

Staff has worked with Next Media to identify locations and price for a bill board to advertise Evans.

<http://nco.nextmedia-apx.com/aiv/doc.share?pid=20614-5A137> is the link to the locations and prices.

An anticipated budget for a full year would be:

Graphic Design \$1,000

Cost to put on billboard \$500

Billboard cost =  $\$210 \times 13 = \$2,730$

Total Cost - \$4,230

That cost has been budgeted, we simply need to determine the final location and the graphic design.