



TOWN OF NEDERLAND
DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS MEETING AGENDA
NEDERLAND COMMUNITY CENTER
750 Hwy 72 Nederland, CO 80466
July 01, 2019, 6:00 p.m.

A. CALL TO ORDER

6:03 p.m.

Present: Brent Tregaskis, Chair; Mark Stringfellow, Vice Chair; Claudia Schaufler, Board Member. Steve Karowe, Board Member; Karen Gerrity, Town Administrator; Chris Pelletier, Town Public Works Manager.

Absent: Amanda Kneer, Treasurer; Rea Orthner, Board Member

C. PUBLIC COMMENT

- Ron Mitchell requested that the Nederland Downtown Development Authority add a Fourth of July event to their calendar for 2020.

D. CONSENT AGENDA

- Approval of the June 12, 2019 Meeting Minutes – Brent Tregaskis
[6.18.19 Meeting Minutes for 7.01.19](#)
- June Warrants Unavailable

Motion to Approve the June 12, 2019 Meeting Minutes. First: Vice Chair Mark Stringfellow. Second: Steve Karowe. Unanimously Approved.

E. INFORMATIONAL ITEMS

- **Town of Nederland Administrator Report - Karen Gerrity**
[7.01.19 DDA AIM Staff Report](#)
- **Chair Report – Brent Tregaskis**

This evening is Brent Tregaskis's last night as Chair the DDA. He appreciates and values the board. Chair Tregaskis is hopeful about projects that the DDA is taking on to increase economic vitality in Nederland.

- **Executive Director Report – Hope Jordan**
[7.01.19 DDA Executive Director Report](#)

The Board asked if the Executive Director could ask Elizabeth Allen to meet with them during the August 2019 meeting. If Ms. Allen is going to raise rates to \$50.00 an hour, they may want to consider putting out a request for proposals for the 2020 Summer season.

Executive Director Hope Jordan informs the Board that a Resolution to engage Collins, Corkrel and Cole for the November Election is ready to be presented during the July 16th Board of Trustees meeting.

Vice Chair Mark Stringfellow arranged for Youth Volunteers to weed whack and sweep Nederland's downtown area. Executive Director Hope Jordan confirms that she will follow up with Youth Coordinator, Jim Reis to move the project forward. Areas of downtown need support. Tall grasses are growing out of sidewalks, along walkways and beside businesses. Tall grasses are a potential health

risk, providing a habitat for rodents, ticks, and wildlife. Unswept sidewalks with grit and gravel from winter plows are unattractive and slippery, causing the risk of a potential fall. Town Public Works Manager Chris Pellitier agrees to allow a visiting Youth Group to weed whack and sweep throughout Town.

F. ACTION ITEMS

- **Election of N.D.D.A. Officers – Brent Tregaskis**

7.01.19 [Election of Officers](#)

Brent Tregaskis nominates Steve Karow for the DDA Chair position. He also nominates Mark Stringfellow for the DDA Vice Chair position.

Motion to Nominate Steve Karowe for DDA Chair, and Mark Stringfellow for Vice Chair. First: Claudia Schaufler. Second: Brent Tregaskis. Unanimously Approved.

- **Business Owner Rights Workshop: Fund Request – Claudia Schaufler**

[7.01.19 DDA AIM Business Owner Rights](#)

In light of the recent aggressive protests at Tebo Shopping Center, Board Member Claudia Schaufler requests \$500.00 to hire an Attorney to lead a workshop on “Business Owners and Their Rights.”

Motion to Approve Funding for Business Owner Rights Workshop. First: Vice Chair Mark Stringfellow. Second: Board Member Steve Karowe. Unanimously Approved.

- **Marketing Fund Request for: Downtown Businesses Impacted Closures – Claudia Schuffler**

[7.01.19 DDA AIM Marketing Fund Request](#)

- **Request for Funding Banner’s to Promote Downtown Businesses - Ron Mitchell**

[7.01.19 DDA AIM Banner Signage](#)

[7.01.19 BOT Resolution 2019 07](#)

Mr. Mitchell points out that recently signed Resolution 2019-17, created by the Town Administrator only allowed for banners in Boulder Canyon. Mr. Mitchell wanted a banner at each entryway into the Town of Nederland, not just Boulder Canyon. The Town Administrator does not feel she was given clear direction.

DDA Board Members request that the Executive Director and Mr. Mitchell meet to discuss the logistics and true cost of the banner project. Mr. Mitchell shares with everyone that the application is an exhaustive process. The application needs to be filled out by a government entity.

In light of other projects focused on marketing, the DDA wants to use the most effective tools for marketing local businesses. One area of concern regarding the banner project rests in the responsibility for the banner’s maintenance and upkeep. Mr. Mitchell said that the DDA would be responsible for all aspects of the banner. Board Member Claudia Schaufler and Executive Director Hope Jordan do not support the banner project in the Canyon.

Because the Treasurer was unable to attend the evenings rescheduled meeting, the DDA Board Members were unclear about where the funding for the banner would draw from. They request that Mr. Mitchell return to the August Board Meeting with a few of the logistics worked out during the August 14th meeting.

- **NED/NED Race Support Funding - Stephen LaFaiver**

7.01.19 DDA AIM NEDNED Race Support

Teens Inc., Executive Director Stephen LaFaiver requests \$2,000 from the DDA to fund the NedNed Race. The NedNed Race is a fundraising event for Teens Inc. Mr. LaFaiver explains to the Board that there is potential for marketing and recognition of DDA projects via the contribution. When the Board asks Mr. LaFaiver for his vision of how the Race could assist the DDA, he shares that the DDA could pass out “shwag” in bags to people participating in the race. Chair Tregaskis questions if the “shwag” would be an additional cost to the \$2,000 request. Mr. LaFaiver responds that he is not sure.

Chair Tregaskis explains to Mr. LaFaiver that DDA funding is really for boosting economic vitality in area businesses. He felt that making small contributions to area events is okay, but that large sums that are in the thousands are questionable. Chair Tregaskis asks Mr. LaFaiver to return to the next DDA meeting with a proposal to the Board on how funding could be used as a marketing tool for the DDA. Board Member Steve Karowe agrees to work with Mr. LaFaiver on the proposal.

- **PROSAB Liaison Appointment - Brent Tregaskis**

Several weeks ago members of the DDA participated in a Joint PROSAB meeting. As a result of the meeting an interest in staying connected arose between board members. Chair Brent Tregaskis appointed Board Member Claudia Schaufler to be the PROSAB liaison for the DDA. Claudia Schaufler graciously accepted her new role.

Motion to Appoint Board Member Schaufler to be the PROSAB Liaison. First: Board Member Steve Karowe. Second: Vice Chair Mark Stringfellow.

- **Noxious Weed Removal - Rea Orthner**

7.01.19 DDA AIM Noxious Weeds

The Public Works Manager Chris Pelletier describes Rea Orthner as an individual who is passionate about removing noxious weeds from the Town of Nederland. Her request for \$3,600 reflects her interest in employing a steam machine on weeds in downtown Nederland. The Public Works Manager is unable to provide details on the exact location of weeds to be destroyed by steam.

The DDA discusses the fact that weed removal promotes area businesses. They ask the Public Works Manager if the Town has a budget for projects such as weed removal. The Public Works Manager said that there is money in the Town budget for noxious weed removal.

In 2018 the DDA did approve to pay a one time fee of \$1,200.00 for noxious weed removal. The Board agreed that last year's approval to support noxious weed removal was because they understood the action was an emergency situation.

The Board decides to hold off voting on the Noxious Weed Removal Agenda Item until Board Member Orthner is in attendance and can explain her reasoning behind the request. She will also be able to explain the exact location of where weed steaming would take place in Town.

G. DISCUSSION ITEMS

- **Wayfinding Signage – Claudia Schaufler**

7.01.19 DDA AIM Wayfinding

Board Member Claudia Schaufler introduces community member Jessica Ansari to the Board. Ms. Ansari designed several wayfinding signs for downtown Nederland. and presents them to the DDA. Ms. Ansari's presentation is well received. The colors, textures and images she provides are in line with the type of signs the Board envisions. They are creative, simple, and capture the essence of Nederland's appreciation of Nature.

- **Barker Meadows Performance Area – Mark Stringfellow**

[Image 1](#)

[Image 2](#)

[Image 3](#)

[Image 4](#)

Vice Chair Mark Stringfellow lets the Board know that recent discussions on the Performance area have potentially changed ideas expressed in the maps and images posted. While they reflect an amphitheater, a discussion about purchasing a portable stage is on the table. Vice Chair Mark Stringfellow will update the Board during the August 14th meeting.

- **HubNed Shared Office Space - Hope Jordan**

The Executive Director explains that there are times when an office space in Town would be beneficial. While working at home in Eldora is good, the Executive Director often meets with people in Town coffee shops, and has limited access to copy machines, faxes, and scanners. While using the Business Connection is helpful, it is costly and not close to her home office. The Executive Director requests a 10-Day Pass to HubNed. The pass would enable the Executive Director to use a conference room for meetings, provide access to copy machines and office essentials, and provide a space to work between meetings. The cost proposed is \$119.00 a month for a 3 month trial.

DDA Board Members discuss the benefits of having an office space to use in Town. The Town Administrator explains that because the amount of funds is so low that the Board did not need to necessarily vote on the request; funding just needs to come from their operations budget. The DDA Board agrees that the Executive Director would benefit from a workspace at HubNed.

Motion to Approve a Work Space in HubNed. First: Vice Chair Mark Stringfellow. Second: Chair Brent Tregaskis.

- **Festival Survey Update - Hope Jordan**

The Executive Director informs the DDA that she is extending the Festival Survey for a few more weeks while she builds the DDA's Business Database. This way the Executive Director will be able to reach out to more business owners to complete the survey. The Executive Director feels encouraged by a meeting with Board Member Claudia Schaufler and NedFest Organizer Deb DeAndrea. Ms. DeAndrea brought a wealth of knowledge and reason to the discussions. Executive Director Hope Jordan and Board Member Schaufler look forward to working with Ms. DeAndrea on building a festival packet that supports event organizers and Town Staff.

- **NDDA Membership Expansion - Rea Orthner**

Although Board Member Rea Orthner was unable to attend the rescheduled meeting, she expressed a desire for the board to discuss expanding board membership.

The Town Administrator reminds the DDA that they recently decided to put a hold on accepting new members until after November's elections due to a large exodus of important DDA members, Chair Susan Schneider, Executive Director Josiah Massingaile, and DDA Secretary Cindy Downing.

While they do see the benefits of more members on the Board, they are also concerned that there does not seem to be an interest in the community to participate on the DDA. Chair Tregaskis points out that often there is often no audience attendance or participation.

Board Member Steve Karowe points out a person in the audience who is interested in joining the DDA. Andrew..... introduces himself. He reviews several of the Agenda Items he listened to during the evening and offers his perspective on each of them as a builder.

The Board thanks Andrew....for joining them at the meeting. They request that he returns to other DDA meetings to become familiar with the DDA's projects and mission. Mr.....blank agrees. He explains that whether he is on the board, or an active participant, he is interested in what the DDA intends. He looks forward to working with them in the future.

The DDA decides to leave this Discussion Item open for another meeting when all of the board members are in attendance.

- **Mural Project Update - Executive Director**

Executive Director Hope Jordan updates Board Members on the Mural Project. She explains that she is in discussions with area artists and is looking for a wall to begin the project.

H. OTHER BUSINESS N/A

I. ADJOURNMENT

Motion to Adjourn the Meeting. First: Vice Chair Mark Stringfellow. Second: Board Member Steve Karowe.

Meeting Adjourn 8:40 p.m.

NEXT REGULAR MEETING: August 14, 2019 6:00 pm at the Nederland Community Center Multi Purpose Room

The NDDA Board encourages citizen participation. Public Comment period allows an opportunity to address the Board. Discussion is limited to 3 minutes and please address your comments to the Board. Thank you for your cooperation.

The NDDA Board may take action on any item included on this agenda, regardless of the heading under which such item appears. Discussion items may become action items if the Board determines that deferring final action on an item to a subsequent meeting is unnecessary or unwarranted and that taking immediate action does not compromise any third-party's rights.

Copies of the agendas and meeting packet are available at no cost via email from josiah@nederlanddowntown.org. The information is reviewed and studied by the Board members, eliminating lengthy discussions to gain basic understanding. Short discussion on agenda items does not reflect lack of thought or analysis.