

AGENDA
WHEAT RIDGE URBAN RENEWAL AUTHORITY
September 15, 2009

Notice is hereby given of a Public Meeting to be held before the City of Wheat Ridge Urban Renewal Authority on Tuesday, September 15, 2009 at 6:00 p.m., in the City Council Chambers of the Municipal Building at 7500 West 29th Avenue, Wheat Ridge, Colorado.

Individuals with disabilities are encouraged to participate in all public meetings sponsored by the City of Wheat Ridge. Call Heather Geyer, Public Information Officer at 303-235-2826 at least one week in advance of a meeting if you are interested in participating and need inclusion assistance.

- 1. Call the Meeting to Order**
- 2. Roll Call of Members**
- 3. Approval of Minutes – July 7, 2009**
- 4. Public Forum (This is the time for any person to speak on any subject not appearing on the agenda. Public comments may be limited to 3 minutes.)**
- 5. Old Business**
- 6. New Business**
 - a. Strategic Planning and Corporate Identity Workshop**
Anne Ricker – Leland Consulting
Hilarie Portell – Portell Works
- 7. Executive Session to consider the purchase, acquisition, lease, transfer or sale of real, personal or other property pursuant to C.R.S. Section 24-6-402(4)(a).**
- 8. Other Matters**
- 9. Adjournment**

**MINUTES
WHEAT RIDGE URBAN RENEWAL AUTHORITY
July 7, 2009**

1. CALL THE MEETING TO ORDER

The meeting of the Wheat Ridge Urban Renewal Authority was called to order by Chair Adams at 6:00 p.m. in the council chambers of the Municipal Building, 7500 West 29th Avenue, Wheat Ridge, Colorado.

2. ROLL CALL OF MEMBERS

Authority Members Present: Rick Adams
James Bahrenburg
Becky Bye
Janet Leo
Walt Pettit
Tom Radigan
Larry Schulz

Also attending: Patrick Goff, Executive Director
Corey Hoffmann, WRURA Attorney
Ann Lazzeri, Recording Secretary

3. APPROVAL OF MINUTES – June 16, 2009

It was moved by Walt Pettit and seconded by James Bahrenberg to approve the minutes of June 16, 2009 as presented. The motion carried 7-0.

4. PUBLIC FORUM (This is the time for any person to speak on any subject not appearing on the agenda.)

There was no one present to address the Authority.

5. OLD BUSINESS

There was no old business to come before the Authority.

6. NEW BUSINESS

- **Resolution 05-2009 – Finding the existence of blight in the I-70/Kipling Corridor Study Area**
- **Resolution 06-2009 – Approving an Urban Renewal Plan for the I-70/Kipling Corridor Study Area.**

Resolution 05-2009 was introduced by Becky Bye. Resolution 06-2009 was introduced by Walt Pettit.

Patrick Goff introduced Anne Ricker from Leland Consulting. She reviewed the I-70/Kipling Corridor Conditions Survey and Urban Renewal Plan completed by her firm.

There was discussion about delaying the start of the TIF clock because there is no eminent development in the area at this time. Ms. Ricker stated that the plan could be amended to delay the TIF until development is ready to take place. This would require a public hearing process.

It was moved by Becky Bye and seconded by James Bahrenburg to approve Resolution No. 5, Series of 2009, a resolution finding the existence of blight in the vicinity of the Interstate 70 Corridor between 32nd Avenue and Kipling Street, and the Kipling corridor between Interstate 70 and 26th Avenue and making recommendations to the Wheat Ridge City Council. The motion carried 7-0.

It was moved by Walt Pettit and seconded by James Bahrenburg to approve Resolution 06-2009, a resolution approving the proposed urban renewal plan for the Interstate 70 corridor between 32nd Avenue and Kipling Street, and the Kipling corridor between Interstate 70 and 26th Avenue, and transmitting the same to Wheat Ridge City Council. WRURA further recommends that the TIF clock not be started at this time. The motion carried 7-0.

7. EXECUTIVE SESSION

It was moved by Larry Schulz and seconded by James Bahrenberg to enter into executive session to consider the purchase, acquisition, lease, transfer or sale of real, personal or other property pursuant to C.R.S. Section 24-6-402(4)(a). The motion carried 7-0.

The regular meeting was adjourned to executive session at 7:15 p.m.

The executive session was convened at 7:17 p.m.

The executive session was adjourned at 7:58 p.m.

Those attending the executive session were:

Rick Adams, WRURA
James Bahrenburg, WRURA
Becky Bye, WRURA
Janet Leo, WRURA
Walt Pettit, WRURA

Tom Radigan, WRURA
Larry Schulz, WRURA
Patrick Goff, Executive Director
Corey Hoffmann, WRURA Attorney
Ann Lazzeri, Secretary

8. OTHER MATTERS

There were no other matters to come before the Authority.

9. ADJOURNMENT

The regular meeting was adjourned at 7:58 p.m.

Rick Adams, Chair

Ann Lazzeri, Recording Secretary

DRAFT




Wheat Ridge Urban Renewal Authority

7500 W. 29th Avenue

Wheat Ridge, Colorado 80033

303-235-2846

303-235-2857 (Fax)

TO: Urban Renewal Authority Board Members
FROM: Patrick Goff, Executive Director 
RE: Strategic Planning and Corporate Identity Workshop
DATE: September 11, 2009

The WRURA entered into Letters of Agreement with Leland Consulting Group and Portell Works to facilitate strategic planning and corporate identity workshops. The total budget is \$13,100 and will include the following deliverables:

1. Stakeholder workshops to develop a vision, mission, goals and objectives
2. TIF project participation criteria
3. New logo and tagline and naming exercise
4. Stationary package design

The tentative project schedule is as follows:

Sept 15 th	First work session with the WRURA Board and Staff to layout expectations, initial interviews, general discussion
Oct 6 th	Second work session with WRURA Board and Staff to continue discussions and review initial logo concepts and taglines
Oct 19 th	Joint meeting between WRURA Board and City Council to present proposed strategic plan and corporate identity package
Oct 20 th	Final work session with WRURA Board and Staff

Anne Ricker, Leland Consulting, and Hilarie Portell will be at the meeting on September 15th to facilitate the discussion.

Attachment(s):

1. Letter of Agreement from Leland Consulting Group, dated March 30, 2009 (revised July 2009)
2. Letter of Agreement from Portell Works, dated May 21, 2009

LELAND CONSULTING GROUP



30 March 2009 (revised July 2009)

Mr. Patrick Goff
Deputy City Manager
CITY OF WHEAT RIDGE
7500 West 29th Avenue
Wheat Ridge, Colorado 80033

Dear Patrick:

On behalf of Leland Consulting Group (Real Estate Strategists), we are pleased to present this proposal to assist the Wheat Ridge Urban Renewal Authority (the Authority) with the design and preparation of processes and materials for use by the Authority in the context of Board operating procedures, and investment solicitations. The balance of this proposal outlines our understanding of the project, a proposed scope of work and terms and conditions of this engagement.

PROJECT UNDERSTANDING

Based on discussions with City staff, as well as members of the Board, we understand that the Wheat Ridge Urban Renewal Authority is interested in "promoting projects which provide public benefit, and to that end, be proactive vs. reactive in soliciting private sector interest." In an effort to advance this objective, and address your collective desire to establish consistency in the Board's image, message and their role in community revitalization, we have prepared a menu of services. Each component has been priced separately in order that you can formulate a scope most relevant for your needs and desired outcomes. Interim work products will be provided to you as they are completed.

Work Products:

- Meeting Materials (2 workshops)
- Project Participation Criteria / Economic Incentive Policy

Meeting Materials: LCG will facilitate a series of workshops with City leaders, Authority Board members and other stakeholders designed to solicit input regarding: improvements and financial return objectives in select areas of the community (including renewal areas); and, identification of tools and resources necessary to advance your goals. (\$6,300)

Project Participation Criteria / Economic Incentive Policy: In the context of workshops described above, LCG will facilitate a discussion regarding meritorious project criteria. The criteria will be presented in the context of an incentive policy document for use by the City and Authority. The purpose of this document and the criteria will be to streamline discussions and create a defensible process for public participation in projects. (\$3,700)

www.lelandconsulting.com

8200 South Quebec Street, Suite A3-104
Centennial, CO 80112
ph 303. 458. 5800
fx 303. 458. 5420

ATTACHMENT 1

LELAND CONSULTING GROUP



BUDGET AND TIMING

The estimated time to complete the tasks identified above is approximately 2 months, but will ultimately depend on the number of required meetings and presentations. Fees for this assignment are presented above by task / product. These fees do not include out-of-pocket expenses related to data purchases, local travel, postage and telephone use, which will be billed separately.

TERMS OF PAYMENT AND OTHER CONDITIONS

Billings will be issued monthly as our work progresses. The final bill is due and payable upon delivery of all final written work products. If at any point during the course of this engagement, our findings lead us to a negative conclusion(s), we will discuss our findings and alternative approaches with you and reach an agreement on how we should proceed.

ACCEPTANCE OF PROPOSAL

We are excited about the opportunity to continue our working relationship with you and the Wheat Ridge City leadership. If you have any questions regarding this submittal, please do not hesitate to contact either Bill Cunningham or myself at 303.458.5800. We look forward to hearing from you regarding this submittal.


Sincerely,

LELAND CONSULTING GROUP

Anne B. Ricker
Principal

Bill J. Cunningham
Principal

Accepted By:


Mr. Patrick Goff
CITY OF WHEAT RIDGE, CO

7.7-09
Date



2385 Glencoe Street
Denver, CO 80207
720.810.3906
hilarie@portellworks.com

May 21, 2009

Patrick Goff, Deputy City Manager
City of Wheat Ridge
7500 West 29th Avenue
Wheat Ridge, CO 80033

Dear Patrick:

Thanks again for the opportunity to work with the Wheat Ridge Urban Renewal Authority! We look forward to learning more about your agency and helping with your marketing identity. This letter agreement describes our understanding of the terms and scope of work for this project.

Scope and Description of Services

Following is a description of the Services and Scope of Work needed for this project. If the nature or objectives of this scope should change, then the terms of this proposal, including the fees due, will change accordingly. I agree to provide the following Services, which may not be changed unless we agree in writing. You agree by signing this that I may provide the same or similar services to other clients.

Corporate Identity
\$2,500

Develop a new logo and tagline for the Wheat Ridge URA. Scope includes five logo concepts and taglines and 2-3 rounds of revisions. Also includes a naming exercise to explore several variations of the agency name.

Stationery Package Design
\$100

We strongly recommend that your agency letterhead, envelopes and business cards be professionally designed. The result will be more polished and consistent with your new marketing identity. It will also establish a critical first impression with those you do business with.

We will provide you with digital files of all of the above.

Project Management
\$500

Research, manage designer and copywriter, act as client liaison, attend meetings/presentations, manage budget.

Additional Services

In addition, Portell Works can provide the following services, pricing to be determined.

- Communications strategy/counsel
- Press releases, backgrounders, talking points
- Marketing plans
- Grant writing for specific projects or programs
- Award applications
- Annual report

Time and Fee Structure

I will bill you at the completion of the projects. All copywriting and design fees will be invoiced directly to you. You agree to pay fees and expenses incurred within 30 days of the date of the invoice, after which, interest may accrue at 1.5% per month until paid. If the Project is suspended, delayed, restructured, or otherwise is not completed, so long as it is not solely caused by me, or if we encounter major philosophical or style differences, or if payment is not timely received, I also can cancel or suspend the further work on this Project. Upon such cancellation or suspension, you agree to pay me for all work done up until that time, in my reasonable estimation. I will provide oversight on all project costs, but the creative designer and project vendors will bill you directly.

Confidentiality and Work Product. We both agree to use reasonable efforts to maintain the confidentiality of any data and information communicated to us by the other party and marked as "confidential" or "proprietary" and which in fact is such, and, except as we agree or as is permitted otherwise, we will not disclose it to third parties except as appropriate in connection with the performance of the Services (or, if a court requires us to do that).

I will retain ownership of all of my own proprietary information, know-how, processes and techniques I use to perform the Services. All other work product which I prepare in connection with the Services and Project and provide to you as a final product shall be owned by you when you pay me in full. However, you agree that I will have the right to reference you and the general nature of the Service and/or Project to prospects, clients, lenders or investors, and also to use, reproduce and demonstrate work performed for you for projects with other clients and to create presentations, articles and the like related to the Services.

I am relying solely on you, and you agree that you have, and will continue, to provide me with, current, accurate and truthful information and data on which to perform my Services, which information I will not need to, nor will I, independently verify. You agree to indemnify me and hold me harmless from any claims, liabilities, damages or costs, including attorneys fees and costs, which arise or relate to the information or communications that I produce for you and which are based on the information you have provided me.

Other matters: When I say "you" that means the signing party and your representatives, agents, and contractors, with whom I will be working on the project, and your successors or assigns on the project. You agree that if I breach this agreement, your sole right will be to terminate me, and collect damages but only in amounts up to the fees that you have paid me. In the event that payment is not made as agreed, you agree to pay my costs of collection, including attorney's fees and costs. If the scope of Services or the documentation or objectives listed here change for the Project, you agree to let me know immediately so that we can restructure in writing the terms for performance of the Services and changes in payment due, if any. Any changes which we haven't written and signed will not be binding on us. You represent by your signature below, that the person accepting this letter has the actual authority to bind the entity named and that by your signature the entity is so bound. Any notices we give each other will be effective on the date they are received at the addresses shown on this letter.

Thanks again for considering us for this important project! If the terms of this letter are acceptable to you, please sign below and return a copy to me for my files.

Sincerely,



Hilarie Portell

The terms of this letter are acceptable to us, and we agree to its terms and authorize you to proceed with the Services.

Wheat Ridge Urban Renewal Authority

BY: 
ITS DULY AUTHORIZED AGENT