

**MINUTES**  
**WHEAT RIDGE URBAN RENEWAL AUTHORITY**  
**November 17, 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 29<sup>th</sup> Avenue, Wheat Ridge, Colorado.

**2. ROLL CALL OF MEMBERS**

Authority Members Present: Rick Adams (Left meeting at 7:23 p.m.)  
James Bahrenburg  
Becky Bye  
Janet Leo  
Walt Pettit  
Tom Radigan  
Larry Schulz

Also attending: Patrick Goff, Executive Director  
Corey Hoffmann, WRURA Attorney  
Anne Ricker, Leland Consulting  
Hilarie Portell, Portell Works  
Ann Lazzeri, Recording Secretary

**3. APPROVAL OF MINUTES – November 3, 2009**

**It was moved by Larry Schulz and seconded by Janet Leo to approve the minutes of November 3, 2009 as presented. The motion passed 5-0 with Becky Bye and Tom Radigan abstaining.**

**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. STAFF UPDATES**

- Patrick Goff reported on the recent Brownfields Conference he attended. There seems to be a development trend toward smaller infill projects.
- The master development agreement has been finalized with Weston Solutions for the 44<sup>th</sup> and Wadsworth area.

**6. CORPORATE IDENTITY WORKSHOP**

The workshop was conducted by Hilarie Portell of Portell Works. She invited discussion and suggestions for a corporate identity that would clarify the program and mission of the present authority. It will be important to educate the community on the mission and community involvement of the Authority through displays at city hall and other places. Names and taglines were discussed. "Renewal Wheat Ridge" or "Renewal Partnership of Wheat Ridge" were the most preferred names. If "partnership" is in the name, "community" should be in the tag line. If "partnership" is not in the name, it should be in the tag line. "Our community, countless possibilities" was generally preferred as a tag line. Ms. Portell will return with logo concepts to fit the suggested names and tag lines for the Authority's consideration.

**7. URBAN RENEWAL AREA MARKET STUDIES – PRESENTATION AND REVIEW OF PROPOSAL**

Anne Ricker of Leland Consulting presented a proposal to obtain additional data for the urban renewal areas on Kipling from 52<sup>nd</sup> Avenue to 44<sup>th</sup> Avenue and possibly from 44<sup>th</sup> Avenue to 35<sup>th</sup> Avenue as well as the 38<sup>th</sup> Avenue urban renewal area. There was a consensus of the Authority to accept the proposal from Leland Consulting.

**8. PROPOSED 2010 BUDGET – REVIEW AND DISCUSSION**

Patrick Goff presented the proposed 2010 WRURA budget for discussion. A public hearing on the budget will be held at the December 1, 2009 meeting. There was a consensus to direct Patrick Goff, on behalf of WRURA, to ask City Council for the sales tax increment that has accrued from the Walgreens project. This would amount to approximately \$31,000.

**9. OTHER MATTERS**

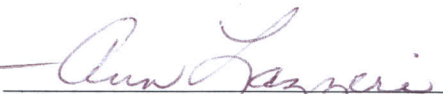
There were no other matters to be considered by the Authority at this time.

**10. ADJOURNMENT**

The meeting was adjourned at 8:02 p.m. The next meeting is scheduled for December 1, 2009.



Rick Adams, Chair



Ann Lazzeri, Recording Secretary