



RENEWAL **WHEAT RIDGE**

Progress Through Partnership

MINUTES **RENEWAL WHEAT RIDGE** **June 1, 2010**

1. Call the Meeting to Order

The meeting of Renewal Wheat Ridge 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
Walt Pettit
Tom Radigan
Becky Bye
Janet Leo

Authority Members Absent: Larry Schulz

Also attending: Patrick Goff, Executive Director
Denise Balkas, WR2020 Director
Corey Hoffmann, RWR Attorney
Ann Ricker, Leland Consultants
Karen Van Ert, Recording Secretary

3. Approval of Minutes – May 4, 2010

It was moved by Walt Pettit and seconded by James Bahrenburg to approve the minutes of May 4, 2010 as presented. The motion passed unanimously.

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 May 10th meeting with Jefferson County concerning the 44th and Wadsworth project. The County pledged they would make final decisions by May 21st concerning the programming

and by May 24th on the construction options for their proposed building at the 44th and Wadsworth site. As of June 1st the County had not responded.

Patrick also reported the Library Donation was at a balance of \$99,583 as of April 30th. A discussion of the account balance followed.

It was moved by Rick Adams and seconded by Walt Pettit that Patrick Goff be directed to check the account value daily and when the balance reaches \$99,500 a request be made to withdraw the money. The motion passed unanimously.

6. Sub-Area Market Studies – Anne Ricker, Leland Consulting

Anne Ricker reviewed summaries of the sub-area market studies prepared by Leland Consulting for 44th Avenue and Kipling Street and 38th Avenue and Kipling Street. The summaries included demographics, psychographics, residential and retail demand.

Anne walked the authority through the highlights of the studies. She led the discussion and answered questions regarding mixed use development, the ownership of the parcels within the nodes, major factors and opportunities in the area and the importance of capitalizing on the amenities that already exist in the areas. Further discussion included population profiles, how to attract new residents to the area, and the possible use of TIF dollars to fill in the gaps.

It was noted that although the parcels are only six blocks apart geographically they are very different in use, accessibility, and image.

Anne summarized her task list from the discussion to include the following items:

1. List and locate the top ten property owners in the areas on a map
2. Expand the list of Psychographic profile segments
3. Outline marketing/selling points of the area, like how easy it is to travel downtown on the surface streets, as opposed to using I-70
4. Performa – add data for potential capacity

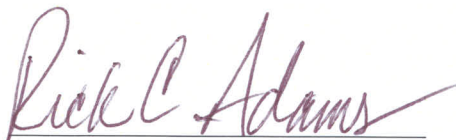
7. Other Matters

Rick Adams stated that at this time there is no reason to conduct the regularly scheduled RWR meeting on June 15th.

8. Adjournment

It was moved by Walt Pettit and seconded by James Bahrenburg that the meeting be adjourned. The motion passed unanimously.

The meeting was adjourned at 7:35 p.m. The next meeting is scheduled for July 20, 2010.


Rick Adams, Chair


Karen Van Ert, Recording Secretary