



Pueblo City Center Partnership
 Monthly Meeting Minutes
 Wednesday, August 31, 2011
 Pueblo Convention Center
 3:30 – 4:30 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Alan Lucas		Bonnie Gill	Caroline Para	Jim Munch
Chris Markuson	John Carleo			Kelly Grisham	Carrie Muchow
Kyle Groves	Rochelle Spoone			Jeff Bailey	Don Bruestle
Peggy Willcox	Jami Baker			James Bentz	Dan Molello
Leslie Nazarrío	Susan Fries			Steve Nawrocki	Katie Bonham
Russell DeSalvo				Lynn Clark	Dean Dennis
				Bob Nicholson	

WELCOME

Chris Kaufman called the first official meeting of Pueblo City Center Partnership (PCCP) to order at 3:36 p.m.

ADMINISTRATION

Introductions

James Wendtz spoke about developing at 102 S. Union building.

Board members and guests introduced themselves and which entity they represent.

- Chris Kaufman, Urban Renewal Authority of Pueblo
- Alan Lucas, Elk Valley Development
- Chris Markuson, Pueblo County GIS Manager
- John Carleo, Mesa Junction Merchant Association
- Kyle Groves, Union Avenue Merchant Association
- Peggy Willcox, Pueblo Downtown Association
- Jami Baker, ERA Herman RE Group
- Leslie Nazarrío, Portraits By Leslie
- Susan Fries, Pueblo Performing Arts Guild
- Rochelle Spoone, Sangre de Cristo Arts & Conference Center
- Russell DeSalvo, Coldwell Banker and Pueblo Depot Authority

By-Laws? 501 C?

Do we want to incorporate? It was suggested that PCCP become a C6 entity. A number of questions were raised. Since URAP is currently funding PCCP, should URAP continue funding? Would it be easier if URAP is PCCP fiscal agent so PCCP does not have to worry about paying taxes? Could PCCP find another revenue generating mechanism which is not URAP? By not becoming its own entity, PCCP would be saving money. There would also be one less entity downtown. It was also pointed out that PCCP is one of the most important initiatives URAP has be a part of. Possibly the City or someone in the City would be able to fund PCCP. Russell DeSalvo motioned that since PCCP is currently operating as a subcommittee of URAP, minutes should be taken since it is proper protocol. Leslie Nazarrio seconded the motion. Susan Fries suggested that by-laws be constructed at a later meeting.

Budget

The discussion of the budget started with the question of does PCCP ask the City for money or work with the money from URAP? It was decided that the budget would be discussed after PCCP is more developed.

Adoption of Mission Statement/Objectives

It was agreed that the mission statement that Chris Kaufman handed out is a good start for coming up with the PCCP mission statement. There were numerous suggestions to make the mission statement shorter. One suggestion was for the mission statement to say "Promoting the vitality of the City Center." The mission statement Chris Kaufman shared with the board is as follows:

It is widely known that the revenue of the City of Pueblo is strongly supported by sales tax. Therefore, as part of the overall economic development strategy, the City Center Partnership is formed, its mission will be:

- To encourage retail development and investment in Pueblo, with emphasis toward the Center City, by seeking tenants to occupy available sites or space.
- To encourage residential development and investment in Pueblo's Center City by eliminating barriers that discourage development and by promoting specific retail that will enhance the neighborhood effect.
- To provide additional services to the City by:
 - Providing a single point of access for inquiries about retail opportunities along with assistance to all developers for the permitting process in Pueblo.
 - Providing a single point of access as to the variety of incentives/tax areas that may exist including zoning and financing information; along with true and accurate demographic and market information.
 - Maximization of marketing and strategic development for neighborhood associations and merchant associations.

The objectives would encompass everything that was stated in the mission statement Chris Kaufman shared.

There was also a discussion of how PCCP could mimic Downtown Denver Partnership by sponsoring events that includes all of the associations in Downtown Pueblo.

Strategic Plan

Chris Kaufman shared his thoughts about four committees that PCCP should have. One committee would be Retail/Office. This committee would be in charge of incentive development and taking inventory of all the retail/office buildings in downtown. It would also have inventory of available space, square footage of the space, and additional information. The Residential committee would have the responsibility of locating residential space in downtown, square footage of the space, if it is available to rent or buy, and additional information. Leslie

Nazarrio stated she would talk with the Healy Center to initiate a project for finding all of the residential and possibly retail/business space available. Nazarrio will bring more information to the next meeting. The third committee would be Promotion. This committee would be responsible for Chase Packets, working with Colorado State University-Pueblo on how to get students to come downtown, the trolley, maintaining relationships with our partners, looking into having a separate bank account for the marketing money, and working with PEDCO. The final committee would be Civic. This committee would be responsible for the *Fast Track Development Plan*, incentives, open space, public art, the historical committee, and working with the Regional and the Health department.

Alan Lucas suggested that there should be a committee to get the name of Pueblo out there. Mostly for trade shows and conferences such as ICSC. This is a very important part of PCCP. Chris Markuson suggested that PCCP come up with a list of how the available spaces/key locations in Downtown are to be used, such as residential or retail/office, and a description of each location. After this was concluded, long term initiatives and goals would be put in place. John Carleo suggested that the board move ahead after the Healy group has presented to the board.

Business Cards

Blank business cards will be made available for board members upon request for trade shows and other meetings.

RETAIL DEVELOPMENT

***Fast Track* Presentation – Planning and Zoning**

Jeff Bailey gave a presentation on the *Fast Track Development Plan*. The first question that needs to be answered is: What are the problems that need to be overcome? The first point was that not individual agencies, but the people facilitating the process to not understand it. There would need to be one point of contact per agency to eliminate this. When the developers come in, all of the agencies would need to come together for a meeting to discuss and approve the plan. This would help the developers understand what is needed for the plans to be approved and properly processed from the beginning. This seems to be the correct avenue to take as of right now. This program would need to be focused on the people who are not from Pueblo or who have never been involved in this type of process. The next step that could be taken would be to hire someone to do all of this for the developer, but at this time this does not seem like a good idea. PCCP would be the first point of contact for developers and would act as a liaison between the developer and the *Fast Track* agencies. This program would provide developers with all the information up front and make the process easier.

Buxton Report Review

Chris Kaufman spoke about the Buxton Report. This is a study that was conducted and provides retail matching for cities. It was suggested that local businesses be focused on before national chains.

Top Ten Review

Chris Kaufman asked all the board members to come up with a top ten list of businesses that would be a good fit for downtown.

Additional Updates

Chris Kaufman gave an overview of the ICSC conference and information about Denver. He spoke about Grow Denver, which is an organization that helps bring businesses to downtown Denver and helps it grow.

Design Guidelines

Carrie Muchow talked about what the Design Guidelines are and how they will be used. She said that the Design Guidelines are in final review and should be finished within the next two to three weeks. It was suggested that the Design Guidelines be sent out via yousendit.com to all the board members, be put on the PCCP website, and postcards be sent to business owners about the availability of the Design Guidelines. Images magazine will briefly mention the Design Guidelines in one of the upcoming issues.

Streetscape Guidelines

Kelly Grisham said that the Streetscape Guidelines are about 75% done. These guidelines are similar to the Design Guidelines, but will focus more on the pedestrian areas rather than the buildings.

North Downtown Adoption

Trolley Advertising Assistance

Other

Katie Bonham suggested that PCCP should get all of the business owners together and set standards. She also mentioned that Pueblo needs to have a plan. James Bentz mentioned that downtown should be more appealing to attract more people to the area.

MARKETING

City Center Information Guide

Christmas Holiday Promotion

Images Magazine

Other

NEW BUSINESS

It was decided that PCCP Meetings will be held on the third Thursday of every month. The next meeting will be at 3:30 p.m. on Thursday, September 22, 2011 at Pueblo Convention Center.

ADJOURNMENT

The meeting was adjourned at 5:05 p.m.