

**STUDY SESSION NOTES  
CITY OF WHEAT RIDGE, COLORADO**

**September 17, 2012**

Mayor DiTullio called the Study Session to order at 6:30 p.m. Council Members present: Davis Reinhart, Joyce Jay, Kristi Davis, Mike Stites, George Pond, and Joseph DeMott.

Absent: Bud Starker, Tracey Langworthy

Also present: City Clerk, Janelle Shaver; City Treasurer, Larry Schulz; City Manager, Patrick Goff; Public Works Director, Tim Paranto; Management Analyst, Nathan Mosley; Administrative Services Director, Heather Geyer; guests and interested citizens

**Public Comment**

Nancy Snow commented on the budget by encouraging Council to add some funds for the backpack program that provides food for children.

Due to the length of Agenda Item 2 it was agreed to address agenda Item 4 immediately after item 1.

1. Elected Officials Report(s)

- a) 38<sup>th</sup> Ave. Update – WR2020  
Britta Fisher of WR2020 introduced Jamie Licko from Centro for a report on the process they used for branding and marketing. It included surveys and focus groups. She said Wheat Ridge is the next hot spot of growth in the metro area. They are using the theme "What's old is new again" and a tagline of "Look Closer". There is an effort to embrace the city's rural roots, a retro mom and pop feel, and the small town atmosphere. They recommend creating a Ridge at 38 Marketing Committee to be the keeper of the brand and take the lead in championing the brand. There is a "Ridge at 38" website and a face book page. She closed with details about the Celebration that will take place this Saturday. Details are available at [www.ridgeat38th.com](http://www.ridgeat38th.com)
- b) Joyce Jay spoke to the Special Study Session Notes for September 10. Mr. Dahl had made a statement saying that it is legal for Council to address the Walrus project. She asked that this be added to the notes. Clerk Shaver said she would add that.
- c) Clerk Shaver reported that she, along with two WR police officers, attended a conference for the Colorado Public Plan Coalition that was held in Colorado Springs last week. The trip was funded by the police

pension fund and focused on investment issues for public retirement funds.

She also reported that last Thursday the WR Liquor Authority revoked the 3.2 beer license of the Everyday store at 38<sup>th</sup> and Harlan. The owner of this establishment has a long history of violations for selling to minors. Last April was the sixth violation in 7 years. Everyday will be able to reapply for a license in one year.

#### 4. Section 5-45 Amendment – Escrow Agreements

Mr. Paranto reported on the 14 small escrow funds in question. The choices are to deposit the funds into the City's Public Improvement Fund or refund the money to the original depositors. After some discussion Council agreed to proceed with Option B which would refund the money to the original depositors.

#### 2. Presentation of Priority Based Budgeting Prioritization Results

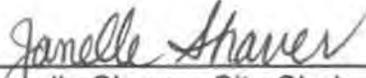
Nathan Mosley gave some information about how staff has undertaken the priority based budgeting program. Staff has been working on this since January – based on the strategic goals of the Council.

Jon Johnson and Chris Fabian, creators of Priority Based Budgeting, gave a lengthy presentation on the process that has happened in Wheat Ridge. Since this process is new the work Wheat Ridge has done will help other cities in the future. They went through the steps to successful prioritization. It involved determining results, clarifying definitions and identifying programs. They went through the process of how 145 different programs in the city were prioritized, and the evaluation tools that have been created for the various departments.

Mayor DiTullio left at 7:48.

#### 3. Staff Reports(s) none

Meeting adjourned at 8:11 PM.

  
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Janelle Shaver, City Clerk