

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

October 15, 2012

Mayor DiTullio called the Study Session to order at 6:29 p.m. Council Members present: Davis Reinhart, Bud Starker, Joyce Jay, Kristi Davis, Mike Stites, George Pond, Tracy Langworthy, and Joseph DeMott.

Also present: City Clerk, Janelle Shaver; Treasurer, Larry Schulz; City Manager, Patrick Goff; Parks and Recreation Director, Joyce Manwaring; Administrative Services Director, Heather Geyer; Economic Development Coordinator, Steve Art; other staff, guests and interested citizens

Public Comment: none

1. Elected Officials' Report(s)

Clerk Shaver informed Council that a number of cities have passed resolutions advocating a NO vote on upcoming State ballot Amendment 64 – the legalization of marijuana for recreational purposes. Today the City of Denver passed a resolution like this with Denver Mayor Hancock announcing that the legalization of marijuana would not be good for encouraging economic development. Additionally, possession is still a federal offense. She has access to wording if Council wants to pass such a resolution. No councilmembers were interested.

Joyce Jay reported the following:

- WR2020 has extracted a marketing committee from the larger 38th Ave. Leadership Committee. This committee will assist in implementing the strategies for 38th Avenue through 2017 as outlined in the document "Ridge at 38". Joyce is part of this committee and hopes to bring progress reports to the Council.
- From DRCOG there is nothing to report, but Patrick has verified we received the PEL grant for Wadsworth Blvd.
- The WRBD is looking to add some punch to the sign grant program by encouraging more monument type signs. Grants up to \$5,000 are being considered for monument signs vs. \$3,000 for pole signs.

2. Staff Report(s)

Business Walk (Steve Art)

On Tuesday, September 18, eleven teams of 2 people spent two hours surveying 200 businesses. The volunteers were from City Council, city staff, Jefferson County

Workforce Center, WR Business Association, Jeffco EDC, West Chamber, Business Resource Center and the Wheat Ridge business community. Surveys were taken in every part of the city and included retail, service and industrial. Four questions were asked.

How's business?

88% reported good or steady. The rest cited a shift in consumer spending, a lack of customers, the general economy and the changes on 38th Ave. as negative factors.

How will business be in the next 12-24 month?

75% said better; 21% said stay the same. Reasons included an anticipated improvement in the economy, the upcoming winter season, housing starts, better planning, and upcoming local, state and national elections. The price of materials (especially steel) for manufacturing their product and actions of the federal government were reasons cited for an expected decline.

What do you like about WR?

46% of the businesses said that location was the main reason – customers can find their business and they have a convenient location. 21% said it was the community of Wheat Ridge – the small-town feel of their family-oriented business, security and being able to offer personalized service to their clientele. Many live in Wheat Ridge and plan to stay in the area. The third most mentioned response (11%) was their clientele. They enjoy coming to work because of the people they interact with on a daily basis. They reported many loyal customers. 20% listed more than one reasons they liked doing business in Wheat Ridge.

What can we do to help you?

Most respondents had no comment and told surveyors they had a general satisfaction with doing business in Wheat Ridge.

The survey was very well received by the businesses. The volunteers spent about 5 minutes with each business and provided them with a packet of material containing information on the city, county, state and other programs. The face-to-face interaction opened the door for sharing information between the businesses and the City.

3. Circus Debrief

Gina Hallisey was on hand to give a final report on the Zoppe Family Circus. All the event goals for the circus were achieved. 14 shows had an overall attendance of +/- 4075, which is just over 50% of sellout. This is exceptional for a first year event. However, revenue was below what was projected.

Proposal for 2013 (partial list)

- Relocate circus to front of park to gain exposure from 44th Ave.
- Book the circus early to we can get Friday night into the schedule
- Add \$5,000 more to increase marketing and signage

- Delete the village other than the fountain, flowers and picnic tables
- Allow the Carnation Festival to take over the liquor sales.

The budget for 2013 is very realistic. Gina suggested that raising the price of tickets is risky at this stage. She projected that the Circus would be profitable in 3 more years. She recommended a 2-year commitment for the City. Next year there will be more time to do marketing and get more sponsors. Many opportunities were identified this year, but time constraints precluded them. She listed a few examples of this.

After discussion Mr. DeMott asked for consensus to begin negotiating a 2-year contract with the Zoppe Family Circus. There was not enough support for that. Seven councilmembers were in favor of going for a 1+1 (year) contract. Staff will pursue that.

4. Youngfield Restroom Renovation Design/Build Contract (Joyce Manwaring)

The wooden foundation and the mechanics of the self-composting Clivus restroom at the 41st & Youngfield trailhead have failed and need replacing. The system has been well-maintained since its construction in 1993, but usage has increased and the system now requires daily maintenance. Replacing the Clivus would cost approximately \$65,000 and probably need to be replaced again in 10-15 years. It currently requires about \$7,000 a year in additional routine maintenance due to the condition of the Clivus system. A traditional sanitary sewer system would cost \$134,000 up front, but would last many more years and not accrue the additional routine maintenance costs. With this project staff also recommends upgrading for compliance with the new ADA requirements.

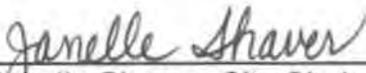
Following discussion Council was agreeable to proceeding with the sanitary sewer.

5. Presentation of 2012 Citizen Survey Results

Laurie Urban from National Research Center, Inc. went through a power point presentation that summarized the 2012 Citizen Survey they did for Wheat Ridge.

This is a 4th generation survey since 2004. It was mailed to 3,000 households. 954 completed surveys (33%) were returned, which is lower than expected. Results of the Citizen Survey will be available on the City Website. Additionally, information will be provided to the community in a future Connections Newsletter

Meeting adjourned at 8:48 PM.



Janelle Shaver, City Clerk