

## **SPECIAL STUDY SESSION NOTES**

### **CITY OF WHEAT RIDGE, COLORADO**

City Council Chambers 7500 W. 29<sup>th</sup> Avenue

**August 26, 2019**

Upon adjournment of the Regular City Council Meeting

Mayor Bud Starker called the Special Study Session to order at 9:28 p.m.

Council members present: George Pond, Amanda Weaver, Janeece Hoppe, Kristi Davis, Zachary Urban, Larry Mathews, Leah Dozeman, and David Kueter

Also present: City Manager, Patrick Goff; City Clerk, Janelle Shaver; City Attorney, Jerry Dahl; Assistant City Attorney Jane Greenfield, interested citizens.

#### **CITIZEN COMMENT ON AGENDA ITEMS**

**David Pettit** (Lakewood) is on the Carnation festival board. He spoke in favor of their request for funding. He reported this last festival was the biggest and most successful yet. They actually ran out of beer. \$50K was returned to non-profits in Wheat Ridge.

Mayor Starker announced he was moving Agenda Item 1 to the bottom of tonight's agenda and that Agenda Item 2 would be addressed first.

Mr. Goff prefaced the evening's discussion by informing Council that all the requests on the agenda are as presented by the various groups. Staff has made no changes. Staff will wait for Council approval to add these to the 2020 budget.

#### **2. Carnation Festival 2020 budget request**

The Carnation Festival budget and request was in the packet. The Festival board was present and available for questions.

#### **Council questions**

- Event administration includes things like outside security, radios, golf carts, etc.
- There are no paid staff for the festival. Management of the Festival falls to the Board and they are all volunteers. Examples of people who get paid are outside

security, stage hands at the event, and people who handle day-to-day things like managing the vendors throughout the year. This is still much less costly than when there was a hired event planner.

Councilmember Hoppe received consensus to grant the request of \$100K.

### 3. Sustainable Wheat Ridge 2020 budget request - Joy Opp and Amy DePierre

**Joy Opp** and **Amy DePierre**, co-chairs of Sustainable Wheat Ridge, gave a Power Point presentation that included accomplishments to date, what will be coming yet in 2019, what is planned for 2020 and a budget request.

#### Accomplishments

- Six new board members
- Participated in a sustainability panel hosted by Edgewater
- Logos were adopted
- A "50<sup>th</sup> Anniversary of Wheat Ridge" tree was planted at the Rec Center
- Received a grant for a charging station; it will be at the Rec Center
- Xcel home energy audits are ongoing; \$7,500 was allocated for this

#### Still to come in 2019

- Bike/Walk audit of the city with ATAT
- Rain barrel rebate program
- Clear Creek Clean-up Day in October
- Green Business recognition in September
- Apply for another Charge Ahead grant for a charging station at City Hall

#### Recommended for 2020

- Implement Sustainable Neighborhoods program (developed by Lakewood)
- Quarterly community meetings about sustainability
- Provide Garden in a Box program
- Help the Parks Department plan 2020 50<sup>th</sup> Anniversary of Earth Day
- Green Business certification program – with an award
- Apply for more grants
- Hopefully hire a sustainability coordinator

#### 2020 Budget

- Continue Partners in Energy Participation with Xcel      \$2,000
- Green Business Award & Certification Program      \$1,000
- Quarterly Community Engagement Events      \$2,000
- Compost Drop Off Partnership      \$2,000
- Earth Day 50<sup>th</sup> Anniversary Event      \$500
- Promote Active Transportation      \$3,000
- Implement *Sustainable Neighborhoods Program*      \$15,000

#### Council questions

- No data was available on how many people they have touched.

- The grant for the charging station at the Rec Center will cover \$9K of the cost. About \$3,000 will be added from the General Fund. This has yet to be added to the 2020 budget because the grant just came in. Mr. Goff will find the funds in the 2020 budget.
- There will be two stations (i.e. two cars can charge at one time).
- For now the charging station will be free. A policy has yet to be determined.
- Engagement tactics have included: being in the Connections, working with Sara Spalding to get news out via social media, Mayor's Matters, interacting with the community at events, t-shirts. Ms. Dozeman suggested going to the schools. SWR expressed they come by invitation.
- The 2019 budget was the same as this year.
- They explained the Sustainable Neighborhoods program.

Councilmember Hoppe received consensus to add \$25,500 to the 2020 Budget for Sustainable Wheat Ridge.

#### 4. Localworks 2020 budget request

**Ashley Holland**, marketing and events coordinator for Localworks, introduced the other staff members who were all present: **Carolyn Doran**, events manager; **Jenny Snell**, program coordinator; and **Malachi Goodman**, office manager. Board president **Kelsey Robb** was also available for questions.

Ms. Holland reported Localworks will hold 40-50 events this year and reach 26K people.

Special Events – asking \$190K. The 5 main events are the Criterium and Brewfest, Friday Night Live, Ridgefest, Trunk or Treat, and Holiday Celebration.

Home & Business Loans – asking \$50K. Have 4 business and 1 home loan in progress

Live Local – asking \$41,500. Unique events such as fermented foods, archery classes, tour of Five Fridges Farm

Community Outreach & Education – asking \$40K. Include Wheaties leadership academy, Partners in Progress, partnerships with Artspace, Complete Count Committee (census), and Sustainable Wheat Ridge

Community Marketing & Positioning Tours – asking \$22,500. This year had two bus tours, a progressive dinner tour, Blooms & Brunch tour

TLC Wheat Ridge – asking \$33,750. Partnership with Police Dept. This year had Clean-up days (4), Dumpster grants (17) and Block party grants (12)

HEAL and Active Living Coalition – in third year of a grant from Kaiser Permanente. Focuses on improving infrastructure west of Kipling on 38<sup>th</sup> Ave. and into side streets. After one year the City purchased a permanent speed checker, increased lighting and will improve wheelchair access to bus stops (to be installed this year). Supports HEAL.

Community Engagement & Communication – asking \$50K. Event postcard (now also in Spanish), school fliers, Localworks open houses at businesses

Commercial Corridors – asking \$93K. Will join branding/marketing/place-making efforts in other corridors

### Council questions

Councilmember Dozeman asked about \$10K for volunteers and staffing for 2 tours. Progressive dinner tour paid for the bus, all the food and supplies. \$2K for refreshments and supplies is a separate cost, so what is the \$10K for? Staff time.

Councilmember Davis asked if the need isn't there (e.g. no Director for some time), does that money stay with the City. Yes. Difficult to justify a lofty 18% increase when we don't see the whole budget. Carolyn Doran explained the 18% increase is for the Special Events. Of the \$30K increase, \$10K is for event cost increases; \$20K is to expand to other corridors. (If they don't do it, they won't invoice the City for it.

Councilmember Urban asked how Localworks partners with Sustainable Wheat Ridge (SWR). Work with the businesses. Had a Ridge at 38 community meeting recently. Ms. Holland is on one of the SWR committees and on the Complete Count Committee. Mr. Urban noted there is Community Outreach and Engagement budgeted for SWR, Localworks and the NRS. He encouraged coordination.

Councilmember Kueter noted that staff salaries are not separate line items, but are included in the events. Is the new director's salary included in the 2020 request? Yes.

Councilmember Dozeman asked about the status of hiring a new director. They hired a consultant to help with the process. Expect an announcement in two weeks.

Councilmember Mathews asked about an accounting of in-kind services the City supplies. Mr. Goff said that isn't tracked, but could be. Some staff volunteer their time.

Councilmember Hoppe's consensus to fund Localworks budget request of \$550,750 did not pass.

Councilmember Hoppe asked for a consensus for \$525,000. That did not pass.

Discussion continued.

Councilmember Dozeman had several concerns.

- Localworks was to work towards self-sustaining.
- Tent rental could be saved if the City purchased tents to be used by all groups.
- Wheaties Academy will be different? Yes, will continue under a grant; they want to be sure to always have future leaders in the pipeline – teaching people how to come to council meetings, get on boards or commissions, run for office, connect with councilmembers, find out which district they are in.
- Activate 38 seems to have fizzled; what is the status? Grant ends in March. Have used contractors to get opinions on 38<sup>th</sup> and in the surrounding areas.

Have a lot of data. Have made recommendations to the City. Having programs this fall with schools along the corridor (Everitt to Youngfield).

Councilmember Hoppe advised that since Localworks does not charge for the events it is unlikely it will ever become self-sustaining.

Councilmember Pond thinks these events and programs are important.

Councilmember Kueter suggested listing things we think should receive less funding.

Councilmember Weaver thinks Localworks is indispensable to the community. Would like to see quarterly reports on funding and collaboration with other city groups.

Councilmember Davis would like it to stay budget neutral. 15% raise is a big ask.

Councilmember Dozeman noted that the 2019 estimated spending is \$10K less than the \$490,500 that was budgeted.

Councilmember Urban doesn't understand the reason for marketing/positioning tours and asked about metrics to determine success. There is a post tour survey. The tours showcase local businesses. Mid-Mod Tour sells out; brings people from around the state; showcases Mod Mood, Bardo's, 1stBank, Remax Professionals, and others; showcases what an amazing community we have.

Councilmember Mathews asked when they will post their 2018 Form 990? Recently received audit; will be reviewed and posted. Several questions about the 2017 Form 990 and net worth. Ms. Holland to have treasurer get back with answers.

Councilmember Urban's consensus for \$490,500 failed.

Councilmember Hoppe received consensus for \$490,500, plus 5% increase (to expand to other corridors) for a total of \$515,025.

#### 1. Wheat Ridge Business District 2020 budget request

Councilmember Hoppe, Council appointee to the WRBD board since 2011, explained.

\$45K for regular grant program

\$45K for the popular Façade Plus program. Total ask of \$90K.

Pictures of past and current projects were distributed.

Monument signs and ADA accessibility grants are popular.

#### Council questions


Without the grant money, which projects would have been a) done anyway, or b) not done at all? Ms. Hoppe thinks most of them would not have happened without the grant.

Councilmember Pond received consensus to proceed with funding the \$90K requested by the WRBD for 2020.

Mayor Starker announced there would be no meeting next Monday due to the Labor Day holiday. Mayor pro tem Hoppe advised of a Special Study Session on Sept 9.

**ADJOURNMENT**

The Special Study Session adjourned at 10:56 p.m.

  
\_\_\_\_\_  
Janelle Shaver, City Clerk

APPROVED BY CITY COUNCIL ON November 18, 2019

  
\_\_\_\_\_  
Janece Hoppe, Mayor pro tem