



MINUTES

ECONOMIC VITALITY ADVISORY BOARD TOWN OF BUENA VISTA, COLORADO

Tuesday, March 20, 2018

7:00 AM

COMMUNITY CENTER – ASPEN ROOM
715 EAST MAIN STREET

THE ECONOMIC VITALITY ADVISORY BOARD MAY TAKE ACTION ON ANY OF THE FOLLOWING AGENDA ITEMS AS PRESENTED OR MODIFIED PRIOR TO OR DURING THE MEETING, AND ITEMS NECESSARY TO EFFECTUATE THE AGENDA ITEMS

I. CALL TO ORDER

Meeting called to order at 7:04 a.m.

II. ROLL CALL

Present: Jay Boyd, Matt Litvay, Marcus Trusty, Bryan Jordan, Dave Volpe
Staff: Hunter Hovenga, Phillip Puckett, Emily Katsimpalis
Public: Nancy Anderson, Trey Shelton

III. AGENDA ADOPTION

Bryan moves to adopt, Jay seconds. Motion carries unanimously.

IV. APPROVAL OF MINUTES – February 20, 2018

Matt moves to approve, Jay seconds. Motion carries unanimously.

V. PUBLIC COMMENT

VI. MARKETING, BRANDING AND WAYFINDING SUBCOMMITTEE

Emily: Sign plan is in the process of being implemented. Phase I RFP has been out and closes on March 28. Phase I includes the fabrication of seven highway signs and the downtown welcome kiosk.

Kiosk will hopefully be done by Memorial Day but the highway signs need permitting from CDOT and will take longer.

VII. BUSINESS ITEMS

A. What would EVAB like to accomplish in 2018-2019 (and beyond)?

Phillip: EVAB started with a specific purpose that has changed somewhat over time. Could be useful to step back for a moment to make sure the new purpose is clear and we are properly utilizing the time of Board members.

Jay: Board has not necessarily developed a clear focus. It is useful to discuss things, which is what EVAB has largely been doing over the past few months, the purpose of how EVAB takes action has been less clear.

Discussion of purpose of EVAB during creation of Better City report.

Bryan: Board has been somewhat passive or reactive to what has been thrown its way in the past. Could be useful for Board to create clear goals or mission.

Discussion of EVAB prioritization/rankings of Better City report items.

Phillip notes that ADUs and childcare services will become “use by right” in new Unified Development Code (UDC) that may be adopted on Thursday, or Tuesday, March 27.

Jay has been involved with Envision Chaffee County, which has grant-funded facilitators that have been conducting white-boarding of ideas to narrow down priorities for the county. Notes that the process has resulted in some action happening.

Jay’s “action team” has been looking at the expansion of CMC which has been portrayed as a “low hanging fruit” for economic development (along with shoulder season expansion) as opposed to expanding biotech and other larger scale ideas.

Wendell has been involved with Envision since day one. Notes that biggest threat to economic development is a “proliferation of efforts” where there is some misalignment or lack of direction among differing projects or groups.

Wendell is working on a REDI grant application to develop a LEAN management and quality management program. Notes that there are a few businesses that need cash to expand—could be funded by a grant program.

Entrepreneurial Boot Camp is in its fourth year and has shifted to a focus on “startup to scale.” Next Boot Camp starts on Friday.

Wendell provides overview of variety of economic development projects (including State initiatives) in the works in Buena Vista and Chaffee County. Notes that difficulty is in aligning the focus of all the initiatives around similar goals.

Brief discussion of how EVAB can promote or contribute to specific programs already in the works.

Jay: What else can this committee do in a specific way to help coalesce other efforts?

Wendell: Lone eagles are bringing businesses to the County (mostly in Salida). One idea is to explore where to send those types of entrepreneurs in BV to expand networking or assistance efforts.

Discussion of creation of "playbook" in the past for how to handle prospective entrepreneurs and town leadership towards developing the entrepreneurial community.

Discussion of EVAB itself becoming the leader or facilitator of networking in town.

Marcus: Focus could be kept on Better City priorities in combination with networking to assess needs.

Wendell: EVAB could focus on one or two suggestions to prioritize and reassess every quarter or so.

Discussion of how goals can be established and focus prioritized within context of Better City recommendations and existing board prioritization/rankings.

Jay: Rachel with CMC has agreed to meet informally with the Envision group next week.

Introduction of Nancy Anderson. Nancy and her husband Scott Anderson are active in a variety of nonprofits and trails advocacy groups in town.

Nancy: BV Trails came together as a group to coordinate all trails efforts in town and to modify and focus a BLM proposal. Focus was on action beyond discussion of ideas.

Wendell: Information flows through "champions" of projects. Nancy/Trails is a good example of a champion for outdoor recreation.

Purpose of Nancy's attendance is to ask for EVAB's opinion on advocating for Town funding of new trail project.

Discussion of success of previous trails projects in town, how they came together, how they can be improved in the future, and how EVAB could possibly serve as an advocate or champion for similar projects.

Discussion of budget for proposed trails project and how it can be specified. How can the project be supported by EVAB?

Nancy: BV Trails has connections with land managers. Idea is to strengthen the connection between the Town government and the project.

Wendell notes ways that the project players could be connected to other economic development players (Envision, CTO, etc.)

Emily provides overview of alternative revenue streams related to 1% for trails that could be used for similar projects, notably retail marijuana or lodging tax.

Discussion of potential economic impact of a large-scale trails project and how EVAB could prioritize it and communicate support to the Board of Trustees.

Nancy gives overview of "volunteer sales tax" that exists in Salida and has potential for Buena Vista.

- a. What is your purpose as an advisory board?
- b. What would you like to spend your time on?
- c. Review ranked list of priorities from Better City

B. Recycling receptacles

Item B. will be tabled to the next meeting.

Brief discussion of how EVAB can formally endorse or advocate for the project. Will be topic of discussion at future meetings.

VIII. BOARD/STAFF INTERACTION

IX. ADJOURNMENT

Meeting adjourned at 8:31 a.m.

Respectfully Submitted:



Jay Boyd, Chairman