



MINUTES

ECONOMIC VITALITY ADVISORY BOARD TOWN OF BUENA VISTA, COLORADO

Tuesday, August 21, 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 7:00am.

II. ROLL CALL

Present: Trey Shelton, Lucas Smith, Jacy Doumas, Jay Boyd
Public: Wendell Pryor, Jamie Hagen
Staff: Emily Katsimpalis

III. AGENDA ADOPTION

Trey moves to adopt the agenda, Lucas seconds. Motion carries unanimously.

IV. APPROVAL OF MINUTES – March 20, 2018

Trey moves to approve the April 17, 2018 minutes, Lucas seconds. Motion carries unanimously.

V. PUBLIC COMMENT

Wendell Pryor commented that Chaffee County Economic Development Corporation (CCEDC) received the Ready Grant and that we should review the programs outlined in the Envision work done at the County level and pluck programs off the tree. That we should stop trying to figure out what we "want to do" and start doing projects now that have already been outlined and are very much needed. There was discussion within the group as to whether we were established to enable projects to happen verses a simple advisory board.

Wendell shared with us that Buena Vista has been 'discovered' and things are going to change and/or happen with or without us. He urged the board to take action and pick projects now that we would like to do. It has become urgent that we steer and enable the desired economic growth rather than reacting or doing nothing.

He asked Emily what the town was going to do about the CSBC Listening Session. Buena Vista was selected for this, and Wendell hadn't heard from anyone at the Town of BV about this. Emily was going to check with Phillip about this event, as she had not heard anything about this.

Wendell recommended that board members participate in the Strategic Planning Session with Start-Up Colorado being held August 27, 2018 at Mt. Princeton Hot Springs & Resort. Trey Shelton was attending for Colorado College. Jamie Hagen was invited to assist with the meeting check-ins. Phillip Puckett will be attending for the Town of Buena Vista.

VI. MARKETING, BRANDING AND WAYFINDING SUBCOMMITTEE

Emily reported that the first wayfinding sign (downtown welcome kiosk and maps) on East Main Street by the Railroad tracks was being installed this week. She stated there were delays due to costs of construction yet they worked through that and it is finally being installed. Three additional highway signs will be delivered the week of Sep 24, and hopefully will be installed within a month after delivery. One sign will go up on 285 just east of Johnson Village and the other two signs will be at the intersection of Hwy 24 & Main Street. The remaining signs in wayfinding plan will be built and installed as the budget permits, following a phased approach.

BUSINESS ITEMS

A. *Fair Trade Town*

Emily brought up the Fair Trade Town documents, which Joel Benson had originally set up to establish Buena Vista as a Fair Trade Town. She said that we should review what we need to do to keep this status current. Trey Shelton offered to review and follow up.

B. *What EVAB would like to accomplish in 2018-2019*

There was much discussion on how we would like to proceed. Emily suggested that we review the Better City report and rank what we would like to do. Wendell suggested we work off of the Envision and/or Ready Grant projects. It was agreed that Emily would send out the Better City report documents once again for EVAB board review. Then at the next meeting to define which direction to board would like to go. Homework for next meeting Sep 18 is to bring back 3-5 priorities or projects for EVAB to work on in the next year to five years.

C. *Jamie Hagen EVAB application*

Jamie Hagen was unanimously voted onto the EVAB board. The Trustees will make this official at their next meeting on August 28.

D. *Selection of Secretary*

It was decided that Jamie Hagen would take minutes for this meeting only, and that at the next meeting a Secretary would be chosen.

VIII. BOARD/STAFF INTERACTION

Lodging Tax

Emily brought up that the town was going to pursue a Lodging Tax and at the next trustee meeting it would be discussed as to whether this tax would be on this years' November ballot. The lodging tax will go for capital projects including public safety, trails, parks, etc. She asked if EVAB would help promote and enable this ballot to pass, since many projects and ideas of EVAB will need additional funding. In discussions the board had concerns that trying to put

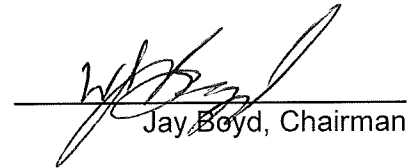
together a program at this late of date before the elections would be difficult. The general consensus was that to put together a successful ballot much more time would need to be available to enable a yes vote. It was preferred that this be created for a vote the following year.

IX. ADJOURNMENT

Meeting adjourned 8:34am.

Next meeting set for Tuesday, September 18, 2018 at 7 a.m. at the Community Center, Aspen Room.

Respectfully Submitted:


Jay Boyd, Chairman

