



MINUTES

ECONOMIC VITALITY ADVISORY BOARD TOWN OF BUENA VISTA, COLORADO

Tuesday, September 18, 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 – 7:09

II. ROLL CALL

Present: Jay Boyd, Trey Shelton, Jamie Hagen, Jacy Dumas
Absent: Matt Litvay, Lucas Smith
Public: Wendell Pryor, Chaffee County Economic Development Corporation
Invited Guest: Kathy Lentz, Book Nook owner
Staff: Emily Katsimpalis, Assistant to the Town Administrator

III. AGENDA ADOPTION – informally approved

IV. APPROVAL OF MINUTES – August 21, 2018

One correction: Fair Trade Town status being followed up by Jacy Dumas who is continuing to reach out to Cheryl Richmond, The Village Fair trade store and Annika Wolmington of BV Roastery. Will report back in October.

V. PUBLIC COMMENT

Wendell Pryor commented that CCEDC is a resource for new and existing businesses. Grants are available. He explained resources are available at CMC through Career Tech Education. Other ideas shared below regarding focus and direction of EVAB.

VI. MARKETING, BRANDING AND WAYFINDING SUBCOMMITTEE

Emily reported three new wayfinding signs are to be installed. Two at Hwy 24 and Main and one just east of Johnson Village. Working with CDOT to complete.

VII. BUSINESS ITEMS

- A. Selection of Secretary/Note Taker (must do this via our Code).
Jacy Doumas will take notes today.
Jamie Hagen will take notes next time.
Permanent Secretary still needed.

- B. Discussion with Kathy Lentz, owner of The Book Nook

Book Nook has been in business 10 years and Kathy believes there needs to be more support for new and existing businesses. She felt alone when starting the business and still has concerns about the various disparate groups that exist. She has experienced barriers instead of open doors for existing and new businesses and says the town ought to have a dedicated employee as a primary contact for businesses to foster understanding of business's needs and a direct link between business and Town staff.

Noticing in the Town Newsletter that she received with her electric bill that there is a new IT Director who may interface with the HS, she suggested there was untapped possibilities with getting HS interns to work in local shops like the Book Nook to gain experience while helping local businesses thrive. She noted that the income generated at the Book Nook could not sustain a family.

Please see attachment of notes from Kathy with additional ideas and feedback to us on her impressions as a local business owner.

- C. Continue discussion: What would EVAB like to accomplish in next year to five years?
- a. 3-5 items from each board member

Each board member present, our guest Kathy Lentz and Wendell shared ideas of what EVAB should be addressing. Common themes included:

- A clear set of guidelines of what we are trying to accomplish to direct us is needed.
- An ear for the business community. Listen to grievances.
- A liaison with existing and new businesses to the Town Trustees, all Town boards, pertinent task forces and groups. Be a sounding board and take feedback from existing business that are actionable back to EVAB for discussion/inspiration/solutions.
- Strategic planning for what businesses our town desires. Outreach to these businesses to recruit
- Capitalize on existing strengths such as Heritage Tourism, Agri-tourism, small town atmosphere
- Create/support communicating and bridge building between East Main, West Main, South Main, Antero Circle area, commercial/industrial areas, businesses off the beaten path.
- Create/establish systems to coordinate listening, bringing various groups together to hear each other, recognize the existence of sectors and facilitate solutions
- Need to have more "DOERS" and nurture HS and CMC to attract, train, keep trades people.
- Be involved in affordable housing concern and search for developers who can provide non-traditional, non-government avenues to housing without need to 'qualify'.

- Recognize the Chamber has limited resources and serves its members. Many think the Chamber is a place ALL businesses in town can be found a represented but it is funded by member's fees. Bridge the gap somehow.
- Meet once a week and each commit to go to other groups' meetings to bring back to EVAB.
- Round out membership of EVAB to increase representation of our group across various demographics and broader perspectives than currently exist
- Stay connected to Watershed and continue to attend and support meetings like "Chairs for Chairs" that promote communication across various groups and business endeavors.
- Consolidate and communicate across town and reduce redundancy
- Be accountable for the information we gather
- Provide a semi-annual (or annual) report to the Trustees with themes/trends and needed resources.
- Coordinate with budget/planning cycle of Town
- Communicate what business owners see as obstacle the Town has currently that prevent new business or hinder existing business such as the rules regarding signage.

If more detailed information or who said what is needed, Jacy has hand written notes with more details.

b. Review list of ranked items

Tabled for next time.

D. Local lodging Tax

The rationale and need for this tax was discussed and the funds will be used for capital expenses currently not funded elsewhere.

E. Small Business Saturday, Nov 24

This is the third annual and ALL businesses in northern Chaffee County are encouraged to participate. This is a joint effort between Town and Chamber. This kicks off a week of focus on local business shopping that culminates with Dec. 1 "Christmas Opening". See Chamber website for more details.

F. Meeting date and time selection

EVAB meeting for October is changed to Tuesday, Oct. 30, 8:00 am
Meetings will resume to third Tuesday of the month in November but time will be 8:00.

VIII. BOARD/STAFF INTERACTION

Discussion was sporadic throughout the meeting on various topics including:

- The role and responsibilities of Chairperson of EVAB vs. Town staff's role was discussed. Staff liaison, Emily Katsimpalis currently prepares the Agenda, emails Minutes & mtg reminders, fields all correspondence and guides the EVAB meeting. She needs more from our Board chair and our members to take initiative. On other Boards, she is a resource and liaison & it is not her role to be in a leadership position. Question

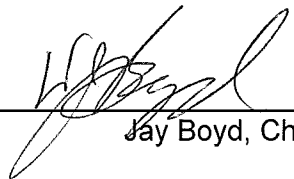
to Jay regarding if he'd like someone else to take the position – not answered so perhaps this is in discernment as we try to recruit more members?

- The need for a dedicated Secretary was discussed. Hunter's Americorps VISTA intern position is not being replaced and a member from EVAB needs to step forward. Jacy and Jamie have this meeting and October meeting but are seeking a member to do this regularly.
- There are TWO alternates and ONE regular board member position open. It was suggested that we fill these positions to get more input, interest, ideas, and possibly a new member would like the role of Secretary.
- Kathy Lentz was invited to join EVAB if interested
- October 11, 9:00 am, Transportation Board is meeting at the County offices. All are welcome and encouraged to attend. Emily is on this board but is unable to attend (out of town)
- Each EVAB member is asked to provide a list of groups/boards/business connections they currently have. Jacy will start a spreadsheet to compile our current network of connections and will provide a list of Town boards to be sure we have representation at each.

IX. ADJOURNMENT

Meeting was adjourned at 9:00 am.

Respectfully Submitted:



Jay Boyd, Chairman