



Pueblo City Center Partnership
 Monthly Meeting Minutes
 Thursday, September 22, 2011
 Pueblo Convention Center
 3:30 – 4:30 p.m.

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS	
Chris Kaufman	Russell DeSalvo		Bonnie Gill	Pepper Whittlef	Beritt Odom
Chris Markuson	John Carleo			Kelly Grisham	Don Bruestle
Kyle Groves	Rochelle Spoone				
Peggy Willcox	Jami Baker				
Leslie Nazarrio	Susan Fries				
Alan Lucas					

WELCOME

Chris Kaufman called the meeting of Pueblo City Center Partnership (PCCP) to order at 3:41 p.m.

ADMINISTRATION

Kaufman mentioned that URAP hinted that this is the last year the PCCP will be funded by URAP. Kaufman will talk to City Council about PCCP. PCCP will need to be a separate entity by 2012.

Legal

The cost for 501C-6 needs to be researched before any decisions are made.

By-Laws

Susan Fries, John Carleo, Kyle Groves, and Chris Kaufman are working on the By-Laws for PCCP. Susan will be in charge of this committee. Board terms will be staggered.

Objectives

Strategic Plan

Budget

Chris Kaufman, Jessi Ones, and Christine McCarthy (from URAP) will work on a budget.

BID?

The question of whether PCCP should create a BID was addressed. It was suggested that there should be a separate entity that in charge of this and that it is imperative to prioritize what Pueblo really needs in the future.

Web Planning – Street Closure calendar

Chris Kaufman suggested that dates for events, including a listing or map of street closures, be put on the www.pueblocitycenter.com website. Kaufman also asked all Board members to look at the website and identify if there is any incorrect or missing information so that updates can be made.

RETAIL DEVELOPMENT**Master Planning**

Leslie Nazarrio gave an update about the Healy Center. They have been meeting for the last 6 months and should be up and running in January 2012, provided that they find a director. If a director is found, the Healy Center would love to work with PCCP and would assign Healy scholars to work on finding and assessing all of the available retail/office and residential space in Downtown. The project would entail finding square footage of the spaces and possibly cover finding more information about parking near those available spaces. PCCP would provide the Healy Center with a rough outline of the survey that is going to be given via knocking on doors and posted online. This survey would provide PCCP with information that is lacking and not currently given about the available spaces, such as actual square footage, and would provide the projected need of space in Downtown. Healy scholars that participate in collecting information for this survey should be able to give property owners a reason to help PCCP with the survey, so it needs to be somewhat of a “sales” job. Property owners need to know that this survey is not just part of another study and that the information collected will be put to use to help better Downtown. Board members who would like to participate on this committee will make sure that the information is put to use. Chris Markuson mentioned that he would be in contact with Leslie Nazarrio to provide the information that has already been collected.

- **Arts**

Chris Kaufman mentioned that it would be nice to have more art on the main streets in Downtown. Art & Soul originally wanted to have art spread all throughout Downtown to get people walking around and visiting shops and restaurants that they would not have normally visited due to walking around to see the art. Chris Kaufman suggested focusing art on Main Street and 1st Street with a banner that says “Art & Soul.” Peggy Willcox mentioned that the vision was to have art not only in Downtown, but also in the surrounding areas, such as Mesa Junction, at the Arts Center, etc. Peggy Willcox also suggested that all of these areas should be considered as part of the Master Plan. Chris Markuson suggested looking at types of retail in Downtown, based on the industry, and include the retail shops on the map with Art & Soul. Retail shops all throughout Downtown would be described so that it is known where there are local and national retail shops that provide diversity to choices in Downtown. The existing available spaces would be looked at to determine what type of retail outlet would be best placed in that area. This would help provide a long-term vision.

- **Playgrounds**

Chris Kaufman mentioned that playgrounds in Downtown would be a great way to give kids something to do. He also suggested that all the information should be gathered before taking this idea to the City Planning Department.

Fast Track Meeting

The *Fast Track* meeting will be held on October 5 at 3:30 p.m. at the Convention Center. Chris Kaufman said there was a good response to having this meeting. City Council will be present and will help show the incentives of a program such as this.

Design Guidelines

Kelly Grisham finished Streetscape Guidelines. Review and comments are currently being taken by Kelly. The Streetscape Guidelines will be enforced by the City Planning Department. City Council will be propositioned with a resolution to make the Streetscape Guidelines enforceable as soon as final changes are made. The Design Guidelines look at aesthetics of buildings while the Streetscape Guidelines look at landscaping on property and in the right-of-way. This will tell property owners what they need to do in the right-of-way and how things, such as landscaping, should look. Property owners will have the ability to look at items that are approved, such as benches, and will have the ability to have items that are not on the approved list approved so that they can save money.

Introductions – Merchants Meetings

Hours

Store Fronts (Urban Renewal, Architect)

Chris Kaufman raised the question of how does PCCP play into the store fronts? PCCP would work directly with Urban Renewal Authority of Pueblo (URAP) to be part of the Façade Improvement Program that URAP offers. Chris Kaufman raised a second question of whether or not to hire an architect to sketch what the façade of potential buildings could look like and whether to include this as a budget line item. He suggested looking at the Small Business Incentives packet from Commerce City to see what this packet has to offer and how PCCP could use this to make a business incentives packet. Chris Kaufman feels that this is a good way for people to be introduced to PCCP.

It was brought to the Board's attention that there is no consistency on store hours in the City Center and on façade treatments. It was suggested to have an architect provide the façade sketch service at a discount. Beritt Odom said she would look into having CU students come up with a concept drawing because the Planning and Community Development office is already working with CU on current projects. She said she would ask the professors for suggestions on students who may be able to work on this project. Alan Lucas mentioned that a woman he knows at Pueblo Community College may have an intern to put on this project. He suggested that whoever is working on this project should have more of a design background. It was also suggested that PCCP only bring a person on this project on a project-to-project basis. Giving store owners a range of how much specific façade improvements will cost was also mentioned. This way store owners know about how much it will cost for them to make improvements.

RESIDENTIAL DEVELOPMENT

Downtown Pedestrian and Traffic Master Plan

City Traffic Engineer Pepper Whittlef spoke to the Board about the Downtown Pedestrian and Traffic Master Plan. She said that in 2013 CDOT will be replacing the traffic signals on 4th Street. The City Transportation department will begin working on the design starting in Spring 2012. Traffic signals and curb-lines will be redone. Pepper Whittlef handed out a packet outlining the three alternatives for the Downtown area. There are numerous

opportunities to add and improve streetscape with each alternative. The City Transportation department is looking for feedback from the public to see what is important, such as parking, streetscape, bike lanes, etc. Comments from the public are welcome and recommended though the public is not being pushed toward one alternative or another. Pepper Whittlef supports alternative C because of the cost and constructability. City Council will have the final decision on which alternative will be chosen.

Russell DeSalvo is concerned with changing 4th Street to a one way street because parking will be limited for the west bound traffic and it may end up hurting businesses that have chosen to open on 4th Street because of the current traffic flow. Chris Markuson asked if the new traffic signals will offer a longer walk time for pedestrians. Pepper Whittlef mentioned that all of the new alternatives would give pedestrians a longer walk time and the traffic signals would have bump-outs to give pedestrians less road to cross.

MARKETING UPDATE

It was suggested that there should be a marketing section and a promotional section of PCCP. These two sections should be different from each other.

City Council presentation October 11th

Chris Kaufman is presenting about PCCP and the progress that has been made to City Council on Tuesday, October 11 at 5:30 p.m. He will send out more information to the Board as soon as he has the specifics.

Chase Package

Christmas Events

Chris Kaufman mentioned that the Downtown holiday shopping experience and Yule Love It Downtown will be taking place during the holiday season. He would like for merchants to extend hours during these events so that more people may come to them.

NEW BUSINESS

The second installment at Founders' Plaza is a monument to Teresita Sandoval. The unveiling ceremony will take place on Saturday, September 24 at 2 p.m.

ADJOURNMENT

The meeting was adjourned at 5:05 p.m.