

Eagle DDA Meeting | September 16, 2025

Meeting Notes Generated by AI. These notes have been checked for accuracy.

Call to Order: 1:02 PM

Roll Call:

- Members Present: Scott Schlosser, Jake Roach, Marci Leith, Greg Schroeder (Teams)
- Members Absent: Bryan Wods, Lachie Thomas
- Town Staff: Nikki Davis, Ashley LaFleur, Gram Dick, Peyton Heitzman
- Guests: Kristin Cypher (MBI), Troy Bernberg (Northland Financials), Mick Daly (EVC), Patrick Sherwood (MEAC)

Disclosure of Conflict of Interest: No conflicts of interest were disclosed or discussed.

Public Comment: No public comment.

Approval of Minutes:

- **Minutes dated August 19, 2025**
 - Motion to approve by Marci, seconded by Scott. Motion carried.

Updates:

- **DDA Financials and Property Development Updates:** Troy provided an update on DDA financials, focusing on the impact of recent property demolition and redevelopment at 301 Broadway (location of the former Everything Store). The group also discussed the timing and valuation implications for future increment revenue.
 - **Demolition and Redevelopment Timeline:** Demolition occurred at the end of June 2025. Troy explained that the timing of the certificate of occupancy (CO) for the new development will determine when increment revenue returns, potentially as late as 2027 or 2028.
 - **Details of New Development:** The current land use application for 301 Broadway is for a three-story mixed-use building with 5,349 square feet of ground floor commercial space and nine residential units. The residential units are for sale and the retail space is for lease.
 - **Valuation and Increment Revenue Implications:** Troy discussed the drop in property valuation from \$1.8 million to \$1.1 million, likely due to the lot being vacant, and explained how this affects increment calculations. He noted that market value and assessor value often differ, so he typically discounts pro forma projections by 30-40% to remain conservative.

- **Other Land Use Applications and Projects:** The group discussed other significant projects in the pipeline, including Capitol Flats and another mixed-use development at the south end of the corridor. Peyton noted that Capitol Flats is awaiting resubmission and may change density, making it too early for estimates.
- **Legislative and Assessment Updates:** Troy reported no new state legislation affecting increment property tax collection and noted that most assessors have upgraded their software to provide separate assessed values for school districts and other local governments.
- **Economic Vitality Committee (EVC) Updates:**
 - **Business Advancement Program and Grant Funding:** Mick updated the group on the Town's \$100,000 grant from the Rural Economic Development Initiative. This will spur the upcoming \$120,000 Business Advancement Program, which will be a town-wide initiative launching in early 2026. Nikki discussed its alignment with and replication of the previous DDA grant processes. The Town Council will be the final approving body.
 - **Program Scope and Focus Areas:** The Business Advancement Program will support established, expanding, and emerging businesses, fund site improvements, and provide stipends for workforce housing, with the EVC assisting in developing policies, guidelines, and application materials.

Business Items:

- **Wayfinding Plan Presentation and Discussion:** Kristin Cypher presented the wayfinding plan, engaging the board and staff in a detailed discussion about signage goals, character areas, illumination, and community engagement, with input on naming, design, and implementation strategies.
 - **Project Purpose and Scope:** Kristin explained that the wayfinding plan aims to improve navigation, reinforce community identity, and support economic development by designing functional and storytelling signage for Eagle, with a focus on inclusivity for all users and modes of transport.
 - **Character Areas and Naming Discussion:** Greg and Scott raised questions about distinguishing downtown from other areas like Eagle Ranch, and Kristin described the approach of using consistent town branding while highlighting unique character areas. The group discussed possible names for downtown, such as 'Downtown' or 'Old Town,' and agreed to gather further input via community survey.
 - **Signage Design, Illumination, and Implementation:** Jake asked about the importance of sign illumination, and Kristin recommended selective use of

lighting for pedestrian-oriented signs, while auto-directional signs would use retroreflective materials. She described the deliverables as a 'shovel-ready' bid set, with phased implementation and cost-conscious design.

- **Community Engagement and Feedback:** Kristin outlined plans for community engagement, including workshops during 'design week,' pop-up sessions at local businesses, and a digital survey. Marci offered to host events at Yeti's Grind on Broadway, and the group discussed leveraging local fabricators for sign production.
 - **Addressing Navigation and Economic Development Challenges:** Greg and others highlighted the need for signage to divert traffic from Grand Ave. into downtown and to make hidden destinations more visible. Kristin agreed, noting that consistent, well-placed auto-directional signs and gateways could address these issues, and discussed the legal limitations of signage on CDOT rights-of-way.
 - **Additional Participants:** Nikki introduced Ashley LaFleur as the new Communications Specialist and Patrick Sherwood as the Marketing Events Advisory Committee (MEAC) member, outlining their observational roles and involvement in the Wayfinding initiative.
- **Future Agenda Items / Remaining Meetings as Needed:**
 - **Town Council Election:** Staff confirmed that four council member seats and the mayoral seat are up for election, with new members likely seated in December.
 - **DDA Representation at Council Candidate Forum:** The group discussed the DDA contacting Michelle Morgan and Kevin Brubeck to include DDA-related questions in the October 9th Council Candidate Forum, with Mick proposing an open-ended question about the DDA's role in economic vitality.
 - **Meeting Schedule Adjustments:** The board agreed to cancel the November meeting and tentatively keep the December meeting, with the option to revisit the schedule in October.
 - **Commercial Vacancy Fee Initiative Status:** The group discussed the status of the proposed commercial vacancy fee (or penalty). The board previously approved a letter recommending a study for a commercial vacancy fee or penalty, but staff reported that the initiative is currently flagged as an Above Target budget item.

Adjourn: 2:47 PM