

Woodland Park Downtown Development Authority  
**Minutes of the August 26, 2009 Meeting**  
Woodland Park Office of Economic and Downtown Development  
Vectra Bank Building, Lower Level  
361 West Highway 24, Woodland Park, CO

**In attendance: Board of Directors-** Al Born, Tom Carrick, Jon DeVaux (joined at 7:47 AM), Merry Jo Larsen (joined at 8:30 AM) , Dale Schnitker, Steve Randolph; Jennette Brown; Andy Murphy **Absent:** Jim Ignatius, **Staff** - Bob Harvey, Beth Kosley; **Community Members** - David Buttery, Norma Engelberg, Jeff Baldwin; Jean Baldwin; Sue Griswold; Suzanne Brown; Sally Riley; Arden Weatherford **Presenter** Aaron Gruen

Dale Schnitker called the meeting to order at 7:33 AM. On a motion by Steve Randolph, second by Tom Carrick, the proposed **agenda** and **minutes of the previous meeting** were approved unanimously.

Dale Schnitker presented a “golden gavel” with an appreciation inscription to former DDA Chair, Tom Carrick and thanked him for his service as Chair for four years. Tom received a round of applause in acknowledgement of his leadership.

**Special Report – Gruen Gruen Associates Retail Analysis**

Beth Kosley introduced Aaron Gruen and provided some background on his work for the City’s Comprehensive Plan process and specifically, the use and application of his research for economic development and the DDA’s work.

Among Aaron’s highlights:

- Woodland Park is likely to have capacity for and additional 75,000 square feet of space.
- Woodland Park is providing services and shopping as a regional center
- Try to identify additional categories that specialize and will compliment the regional center concept.
- Trend will be toward bargain hunters and the “pride of the prize” orientation.
- “Delight” and surprise, cache or hipness will be important to the more affluent so these types of stores and restaurants should be focus; also try to make this type of resident a target group for recruiting into the community. This type of consumer is important to attract into downtown offices, to shift more employment base here, all of which will support retail growth
- Other “anchor” activity should be developed for winter; snow shoe, skaters, etc (Bob McMillan from the Economic Development Advisory Group) suggests the tree cutting tradition could be a base for an event); Aaron suggests tying all types of winter traditions together, as then there is broader appeal to many different people
- Education and healthcare are growth areas so keep a focus on these sectors; the effort to establish a PPCC presence and tie to the hospital are on track
- Healthcare also supports job and residential growth, which supports retail

- Arts-musicians forms another cluster; survey these folks on needs, as this is a good strategy in the economic development plan
- Additional research can be used to hone in on patterns.

In General Discussion and Q and A, Aaron offered these observations:

- Panera Bread would be the type of chain to do well here as appeals to WP's demographic plus the brand speaks to the traveling public.
- Big Boxes are overbuilt and with the economic shift, does not see much expansion in the near future. However, a 60,000 sf Lowes might be a potential here.
- In terms of size of general retail, he thinks very small or large are the models for the future, but middle-size and generic product will not be strong. City Market is an example of a store that would do well to expand.
- On Woodland Station, he suggests it is important to pre-lease the commercial as it helps secure the residents
- On residential, there is always demand for affordable and higher-end homes, though these will be smaller than in recent years with high-end appointments. Goal in housing should be a mix and diversity of price-point and product. In the Woodland Station project, offer a mix between vertical and horizontal housing.
- On the YMCA, it would appear to fit the community's brand as an outdoor and recreation/healthy life-style area. Plus, it would be another service that fits the stature of Woodland Park as a regional center. Be careful to design it in scale and facilities for what people both want and will pay for. Also, make sure the bottom floor has glass so the activity is visible and there is room for enhanced services to add "pizzazz" related to downtown; a Jamba-Juice type of café was mentioned as an example.
- Since the best costs for construction are now, it makes sense to go ahead if it is the correct scale and not an architect's "whim"; look at phasing essential elements, with non-essential elements to be added later.

With no other items of business or questions, Schnitker thanked Aaron Gruen and adjourned the meeting at 9:09 with a motion by Randolph and second by Carrick and unanimous approval.