

Dillon Economic Development Advisory Committee
Regular Meeting
February 11, 2013 12-1pm
Minutes

DEDAC Members Present: Nathan Nosari–Chair, Bill Falcone, Bonnie Moinet, Merle Klocke–Vice Chair, Anne, Susan Fairweather–Town Liaison, Eric Jacobson–Town Council Liaison, Joe Wray–Town Manager, Ron Holland–Mayor, Ned West – Town Planner

DEDAC Purpose:

The Committee shall review, either as a full body or as members of assigned ad hoc subcommittees created by the Executive Committee, matters related to economic development which will help Dillon grow and enhance sustainable business and Town revenues, both in the short and the long term.

Nathan called the meeting to order at 12:00pm

1. Sales Tax Revenue Discussion
 - a. Research the number of businesses in categories
 - b. Research square footage for each area of town
 - c. Research if temporary vendors can be a separate category.
 - d. What is the category of other?
 - e. Late payers can skew the following month's numbers.

2. Incremental versus Exponential as considerations.
 - a. When do we determine what is maxed out investment from town – ROI. Bill suggested even a break even event/ business is a good for the town.
 - b. What is economic impact of a 10% increase in sales (as an example)?
 - c. Surveys and other measurement tools for the town/EDAC to evaluate.

3. Subcommittee Reports:
 - a. Short Term – Bill Merle and Bonne
 - i. Immediate activation – Baseball Academy at LaRiva 10,000sf – 3 organizations for batting cages & 400 families
 - ii. Spring Tournaments – how do we capture the audience that will be using the cages? Possible camps?
 - iii. Training Facility – Models in the Front Range (4 or 5)

- iv. Add this resource under Parks and Recreation on Town's website.
 - b. Property Incentive Package – Nate will send out summary to committee members
 - i. Town Core Grant must be:
 - 1. Tangible
 - 2. Visible from streets
 - 3. Signs will be allowed
 - 4. Safeguards in place
 - 5. Existing Dillon businesses
 - 6. Council would approve funding, EDAC recommends
 - ii. Joe will send chart to Nat on how much in sales to provide X amount in sales tax revenue.
 - iii. Eric would like to see emphasis on Lake Dillon Drive.
 - 1. Incentives on Lake Dillon Drive 1st.
- 4. General Discussion
 - a. Discussion on renaming Lake Dillon Drive to Main Street
 - i. General public perception of what is Main Street.
 - b. Secretary – discussion at March Meeting
 - c. Merle wanted to know who at Town could consider improvements – Joe said give recommendations and costs to him (Joe).
 - d. Upcoming Colorado Blueprint Meeting in Edwards Feb 27.

Nathan adjourned the meeting at 1:10pm