

**CITIZENS' ADVISORY BUDGET COMMITTEE (CABC)**

**Meeting Minutes**

Meeting Date: 8/6/2019                      Time: 6:30PM                      Location: AMC Ponderosa Room  
 Next Meeting: 9/3/2019                      Time: 6:30PM                      Location: AMC Ponderosa Room

**MISSION STATEMENT:** The mission of the Citizens' Advisory Budget Committee (CABC) is to study all phases of the budget of the City of Aurora and to make recommendations to City Council in regard to any and all budget matters.

The CABC accomplishes the mission by examining and evaluating needs and priorities as they relate to the budget and by making recommendations for action to the City Council.

**ATTENDANCE**

<b>Name</b>		<b>Name</b>		<b>Name</b>		<b>Name</b>	
Sunny Banka	P	Michael Himawan	P	Jonathan Scott	P	<b>COA Staff</b>	
Andris Berzins	E	Gayle Jetchick	P	Don Seven	P	Greg Hays	P
Jeff Brown	P	Janet Marlow	P	Craig Upston	P		
Melvin Bush	P	Brian Matise	P	Michael Westerberg	A		
Reno Carollo	P	Omar Montgomery	E	Leanne Wheeler	P	<b>Public/Guests</b>	
Vince Chowdury	P	David Patterson	P			Bruce Dalton (Visit Aurora)	P
Curtis Gardner	E	George Peck	P			Jake Frankhouser (Fences)	P
Hashim Coates	A	David Rich	P				

Key: P=Present E=Excused A=Absent R=Resigned

**HANDOUTS**

CABC August Agenda (sent August 5, 2019 via email)
June 4, 2019 Meeting Minutes (sent August 5, 2019 via email)

**MINUTES**

1. Call to Order	Craig Upston called the meeting to order at 6:30pm.	
2. Roll Call/ Establishment of Quorum	Roll call was taken by Jonathan Scott and a quorum was present.	
3. Approval of August Agenda	Motion to accept the Agenda for August 6, 2019 meeting was made by Melvin Bush and seconded by George Peck.	Motion Carried Yes: Unanimous

		No: 0 Abstain: 0
4. Budget/Revenue Update:	<p><i>(This item was moved from #7 on the agenda by advisement of Craig Upston and Greg Hays – while the Visit Aurora presentation was being set up.)</i></p> <p>Greg Hays referred committee members to the “blue book” discussion of the 2020 proposed budget. He mentioned that there are no new updates to provide since the July 30-31<sup>st</sup> workshop. He also offered to provide the information (blue book) to any committee members who are in need of the information.</p>	
5. Visit Aurora Presentation	<p>Bruce Dalton introduced himself, then presented the “Visit Aurora Marketing Plan.”</p> <ul style="list-style-type: none"> <li>○ The presentation included an explanation of the destination marketing process, a market analysis, an overview of the leadership structure of Visit Aurora, the budget and growth of Visit Aurora, highlights of the marketing plan, convention sales, destination services, and how Visit Aurora markets the city.</li> <li>○ Most of the discussion and presentation focused on the Destination, Marketing, and Management plan of Visit Aurora.</li> <li>○ Much discussion took place regarding the benefits and potential detriments of the Lodgers Tax (\$2 per room) and Marketing.</li> <li>○ Bruce Dalton Explained the four pillars of Visit Aurora: <ul style="list-style-type: none"> <li>○ Expand Impacts – Meetings and Events</li> <li>○ Develop the Destination – Tell the story of what we have</li> <li>○ Destination Awareness and Position - Marketing (website/social media, publications, and ads)</li> <li>○ Engage and Advocate – Educate citizens of the benefits of tourism to Aurora.</li> </ul> </li> </ul>	
6. Approval of June Minutes	Motion to approve the minutes for June 4, 2019 meeting was made by Melvin Bush and seconded by Reno Carollo.	Motion Carried Yes: 13 No: 0 Abstain: 2
7. Citizen Presentation: Jake Frankhouser	Jake Frankhouser presented a proposal regarding the fence replacement among arterial roads in Aurora.	

	<ul style="list-style-type: none"> <li>○ He identified a problem with a lack of a city plan to replace aging fences among city roads. He pointed out that it is negatively impacting the image, perception, and marketability of the city of Aurora.</li> <li>○ He suggested that the current city fence replacement plan is nearly impossible for older (non-HOA) neighborhoods to participate. He suggested the city follow a model for fence replacement that is much like the city of Highlands Ranch. He estimated that the \$80 per linear foot which Highlands Ranch pays to a contractor, would be much more attainable and practical than the \$300-\$400 current plan if the City of Aurora would contract with a fence company in a bulk contract.</li> <li>○ Mr. Frankhouser then presented a plan in which he suggested that “one penny a day per person, per day be allocated from the general, property tax revenue budget. He suggested that this plan would pay for all the replacement fences in 10 years. (\$1.4 million per year)</li> <li>○ This would be a visible improvement for the city and the marketing.</li> <li>○ The committee members asked some questions regarding the plan, then thanked Mr. Frankhouser for his presentation.</li> </ul>	
8. Sub-Committee Reports	<p>Melvin Bush provided an updated departmental review sub-committee report.</p> <ul style="list-style-type: none"> <li>● After discussion, Brian Matise moved to approve the report and Reno Carollo seconded.</li> <li>● The departmental review sub-committee report was approved unanimously, with one committee member abstaining</li> </ul> <p>Reno Carollo provided an updated quality of life sub-committee report.</p> <ul style="list-style-type: none"> <li>● After discussion, Brian Matise moved to approve the report and Leanne Wheeler seconded.</li> <li>● The quality of life sub-committee report passed with 13 voting yes, 1 no vote, and one committee member abstaining.</li> </ul>	<p>Motion Carried Yes: 14 No: 0 Abstain: 1</p> <p>Motion Carried Yes: 13 No: 1 Abstain: 1</p>
9. Open Comments	<p>Housekeeping:</p> <ul style="list-style-type: none"> <li>● Craig Upston reminded CABC members that if they are planning to be absent from future meetings, they must let the executive officers know by 5:00pm on the day of the meeting.</li> </ul> <p>Future 2019 Meeting Dates: September: 3rd, Ponderosa Room, 6:30pm</p>	

	October: 1st, Ponderosa Room, 6:30pm November: 6th, Ponderosa Room, 6:30pm December: 3rd, Ponderosa Room, 7:00pm CABC Presentation to council: September 10 <sup>th</sup>	
10. Meeting Adjourned	Motion to Adjourn was made by Leanne Wheeler and seconded by Sunny Banka at 8:50pm.	Motion Carried Yes: Unanimous No: 0 Abstain: 0




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Curtis Gardner, Chair




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Jonathan Scott, Secretary

September 3, 2019

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Date of Approval