

AURORA BUSINESS ADVISORY BOARD

Minutes of the Regular Meeting
June 27, 2022

Board Members Present:

Mr. Walls, Ms. Horiuchi, Mr. Boyd, Mr. Liles, Mr. Patel, Mr. Fryberger, Mr. Sarwal, Ms. Horiuchi, Ms. Fender, and Ms. Woodson

Board Members Absent:

Ms. Pace, Ms. Reding

Council Members Present: Mayor Mike Coffman

Staff Present: Elena Vasconez, Trevor Vaughn, Andrea Amonick, Fire Commander Steven Wright and Cathy DeWolf

Guest Presenters: Sarah Kaye, Brendle Group-Partners in Energy / Marcia McGilley, SBDC

CALL TO ORDER

Mr. Walls called the meeting to order at 11:00 AM

APPROVAL OF THE MINUTES

Approval of the June minutes were moved to be approved with this meeting's minutes at the July 2022 meeting.

BAB BUDGET

Not reviewed or discussed at this meeting

PUBLIC COMMENTS

No comments

Mayor Mike Coffman

- Motor Vehicle Theft - We use a two-pronged approach to crack down on motor vehicle thefts. The new interim chief is working on a specialized unit to pin them in unless the theft is related to a more serious crime, so they don't engage in a high-speed chase.
- The City Council will vote on a proposal by Council Member Zvonek to strengthen laws against motor vehicle theft. We can utilize our municipal code for higher minimums than the state. Council Member Zvonek has been in conversations with Arapahoe County and Adams County Sheriff's, believing they can hold them by the mandatory minimums.
- Police Department Staffing – We've been pulling from specialized units to staff the police department. We're aggressively recruiting to our Police Academy, as well as lateral moves coming in from other law enforcement agencies across the country that have experience.
- Camping ban - The camping ban is ramping up but not entirely in effect yet because we don't have the ultimate shelter option required under case law. We are beefing up the pallet homes or shelters to meet what we think will be required based on the camping ban. The pallet shelters and homes are at the Salvation Army at 30th and Peoria St, and near Restoration Christian fellowship at 6th Ave and Chambers Rd. The Mayor is asking any business owners concerned about an encampment near them to please email him at mcoffman@auroragov.org. He will request to have it

cleaned up. We can't force them to take advantage of the services we offer. We don't have a strategy for RVs yet and don't want to tow them with people inside them, as it's a significant liability for the city.

Ms. Woodson stated that her car was stolen from in front of her house and tracked it down to find the perpetrators were teenagers. She asked what does the mandatory minimums look like for youth? Are their demographics on who's stealing cars? It gets a little scary when we talk about mandatory minimums for youth.

Mayor Coffman responded that juveniles must go through a separate legal process. They won't be mandatory minimums for concerning minors.

Mr. Walls stated that Mayor Coffman, Council Member Zvonek, and the Havana BID would be hosting a town hall on retail theft and retail crime affecting the retail sector on Thursday, July 7, at 3:00 PM. Mr. Walls will reach out to you individually, specifically Joel and Marty, as you have large retail centers, so we'd like to hear from representatives. We'll have some valuable input for the Mayor and Council Member Zvonek. Anyone else is welcome to attend, but we want to keep this a bit narrower and focus on retail crime and retail theft as auto theft, which is being worked on right now.

CHAT: Mr. Walls shared Mayor Mike Coffman's email address: mcoffman@auroragov.org

ACTION ITEM: no items this month.

Trevor Vaughn, Tax and Licensing

Trevor presented three items that are going to City Council tonight. We had a few Red Tape Reduction Committee Meetings that progressed some items forward. The first is eliminating the amusement device license and moving it to regulations stating these devices are no longer permitted and don't go through licensing. This change will impact bars and restaurants with billiards tables because those must be licensed. The other piece is we proposed deleting the licensing requirement for carnivals and just replacing it again with regulation so that we can address any shady games that happen at carnivals.

The next item that the Red Tape Committee forwarded was a change to the zoning code to reduce the distance restriction between liquor stores which affects new liquor stores, from 2000 feet to 1500 feet, to match the state law. I don't know that it will have a considerable impact, but it will open areas for liquor stores to locate now.

The third item is legalizing ice cream trucks which have been illegal in the city since 1957. The ordinance was worked on with one of the prominent local vendors and then included some safety requirements and structure around operations to ensure they're safe and not annoying.

Mr. Sarwal asked if they are considering that the ice cream truck doesn't come near other ice cream businesses in the City of Aurora?

Mr. Vaughn responded that it's in the mobile food truck ordinance. It allows ice cream trucks as well to locate in commercial areas. There is a distance requirement unless you have permission from the neighboring restaurant or common landlord; there must be a certain distance from an operating restaurant so that competition isn't built into our mobile food truck ordinance. The ordinance deals with them in residential areas. When we talk about where they're going to be banding, it's on streets with speed limits of less than 25 miles per hour, and they can't stay in one spot too long. We don't create a circumstance where it'll override that requirement where they will compete with a business.

Mr. Walls commented that it sounds like it's up to the property owner if they have permission on the commercial side. There is some distance requirement in there as well, correct?

Mr. Vaughn responded that's correct. He needs to look up the distance requirement.

Mr. Walls added I think the only time that would be concerning is north of the town center in that target shopping center area. There's a cold stone, but it's a large center. Can they potentially co-locate near the target? Do you know what that distance requirement is?

Mr. Vaughn responded that there would be a problem for them in that location as that's all private property. They need permission in writing to operate in those areas. If they're vending around, there are not many streets. Maybe some of the apartment complexes will allow it. They'll be in the residential area, not the commercial space, competing against retail businesses. If they appear at the town center's property, you know they don't have permission to be there and would be trespassing.

Mr. Walls stated that it might be concerning if they drive through a center with their music on and then go to an adjacent residential neighborhood and start drawing traffic out of the commercial area.

Mr. Vaughn responded that they would be violating the ordinance.

Mr. Boyd asked when it comes to these ice cream trucks and trespassing notices, do we have the teeth to put that in action; if they're in a place they're not supposed to be?

Mr. Vaughn responded that you notify the police or Trevor. You can also call my office here in licensing. If you know who the vendor is, we'll also follow up with them. We have that as an unlawful activity within the ice cream truck ordinance. It's something that we can address that's specific to that type of activity.

Ms. Woodson asked if we've had an issue with ice cream trucks in the past because we're talking about the ice cream trucks that drive through communities, and the kids come out and buy ice cream from them?

Mr. Vaughn responded some people don't like them. When you look at the 1957 ordinance, there were clauses as to why they didn't want those. There were real concerns about the safety because it goes into residential areas and pulls the children into the street. Some people considered them a nuisance with the noise and vending.

Ms. Horiuchi asked if she could work with Trevor to create a blog for an upcoming newsletter or a flyer to distribute because many more festivals and markets are coming to the district. I know we have gotten inquiries for food truck festivals and rodeos with like CCA and, and even the Stampede. I want to put out simplified information of key things regarding what Garrett mentioned with the distance, what properties can do, and where they can go to contact if they are in that situation, as Joel mentioned earlier. We can share it with BAB so they can distribute it to their tenants and other businesses.

Mr. Vaughn responded that we have a webpage that includes a brochure with a mobile food vendor toolkit. I will see if it needs to be updated.

CHAT:

Mr. Vaughn shared the website is at https://www.auroragov.org/business_services/small_business_services/mobile_food_vendor_toolkit and includes the requirements. Also, mobile food vendors cannot operate within 175 feet of an open brick-and-mortar restaurant unless the restaurant or the restaurant's owner gives written permission.

Ms. Horiuchi shared:

Chance H – On Havana St (HBID to Everyone)

ACTION ITEM: no items this month

Commander Steven Wright, Fire Commander - Fireworks in the City of Aurora

Commander Wright presented information on the sale and use of fireworks in the city of Aurora. It starts at the City of Aurora municipal code, SECTION 66-34, which allows the sale and use of certain types of fireworks between June 15 through July 4, depending on the status of any fire restrictions. The fireworks vendors know they can sell permissible fireworks depending on fire restrictions. Vendor's sites are inspected not only for tent safety but also to ensure they're only selling permissible products according to the municipal code and the 2021 International Fire Code. If they're not, then we confiscate them. As a rule, refer to the code on what is and is not allowed. We do not allow anything that explodes or leaves the ground to be sold or used. We team up with APD (Aurora Police Department) and have extra patrols for fireworks enforcement. It's more of an educate and confiscate mindset to ensure the citizens are aware of the municipal code, then confiscate anything illegal. The State of Colorado does not have any statewide burn bans in effect right now. We get council requests for people asking why we're allowing them or not allowing them.

Ms. Horiuchi asked Commander Wright to provide the link like Trevor, and she will ensure to include that information in the upcoming newsletter. They do have fireworks along the corridor selling and at specific parcels.

Commander Wright will send the information for Ms. Horiuchi to include in the newsletter and blogs.

ACTION ITEM: no items this month.

Marcia McGilley – Annual Small Business Development (SBDC) Update

I am the Executive Director of the Aurora South Metro Small Business Development Center, which the City of Aurora hosts. Today I'm going to update you on the 2021 pandemic numbers so you can see the volume of what we've been doing. Rustic Nomads is a client that came to us, the owner of a food truck that started its business in 2020. They engaged our office with over 25 hours of consulting and training to help them write their business plan to start this business in Aurora. We connected them with the tax and licensing office. The total funds they received were a commercial loan of \$50,000. They created one new full-time and four part-time jobs in Aurora, generating new sales tax for the city. We are virtual, so our consultants come in one day a week. Secondly, we do business education, webinars, and events. All services are in English and Spanish and are available virtual from the SBDC website.

Some of the webinars that we do virtual are Fired up, and I Want To Start a Business. Another workshop is business planning; a startup four-part series; business launching, marketing, finance, and then a business plan. The City of Aurora and AURA was a sponsor of the Colorado procurement Expo in 2021; We had two virtual procurement events. Hopefully, it will be in person at the Aurora Hyatt in October of this year. We will attend the Veterans Conference virtually in October of 2022, and then we're hoping in person in October 2023 at the Aurora Hyatt.

Over the last two years in the City of Aurora, we had 858 hours of consulting, 75 webinars with 1200 people attending, and over 5000 referral resource calls, which generally we have around 2500. All these numbers are doubled or tripled over the last two years.

The pandemic trends we got during the pandemic were business model pivoting. Pivot was probably the number one thing we worked on with existing businesses.

The ARPA program from the city opened this morning. We have been doing workshops to assist people with the application process. We work with The Manufacturers Edge Program on supply chain issues. There is a tsunami of boomers retiring, closing, or selling their businesses to their employees. We have co-op training, workshops, and consulting for employee ownership. With inflation tightening margins, we help them to look at revenues and ways to reduce expenses. Most restaurants have to raise prices. Some collaborations are the Office of International Immigrant Affairs in outreach; the City of Aurora Retail group and Development Services on the Content Creation

Studio; our contractors did the workshops and translated them into five different languages. Elena staffs the BAB, and I come once a year or whenever you need me. I want to close with the success story. Havana Tattoo has been in Aurora's original Havana Street location for 15 years. When the pandemic hit, they wanted to open a second location in 2020, so they had 10 hours of business consulting with SBDC. The services they needed help with were making connections to market research and creating their business plan to expand with a second location. We connected the client with the lenders for funding and assisted with their pandemic PPP EIDL loans and City of Aurora grants and programs. We connected them with the municipal departments' planning and business development, retail and tax, and licensing. The funding they received was \$79,000 from a combination of sources. They opened their second location in Aurora, Legacy Tattoo Collection. They retained six full-time employees between the two locations and created one full-time position for the new location.

Mr. Walls mentioned and highlighted there was a new location in Northwest Aurora. I wanted to make sure our members, our appointees from Ward I and Ward III, Sara, and Bob, are aware that we have a new SBDC location open today, I believe.

Ms. McGilley responded that it was on hold right now. Elena will keep you posted.

Ms. Woodson asked Marcia if she could share the presentation deck.

Mr. Walls responded that it is included in the calendar appointment's back up for today's meeting.

MS. Woodson asked for more information about the restaurant grant that opened today.

Ms. McGilley responded that the restaurant grant was in the city's first round of Cares Act dollars. What opened today were the nonprofit and small business grants from the city, which are ARPA funding. There's \$10,000 for existing and \$5,000 for new businesses. There are eligibility requirements for those that started up during the pandemic,

CHAT:

Shared by Ms. McGilley, the City of Aurora website link info on ARPA Small Business and Non-profit grants -- to register for the portal: www.auroragov.org/ARPAgrants. The Grant link to apply is at the bottom of the page. Also shared, To refer business owners to the SBDC: info@aurora-southmetrosbdc.com; 303.326.8686.

ACTION ITEM: None

Partners for Energy presentation – Sarah Kaye,

I'm a community facilitator for an Xcel Energy program called Partners in Energy. Through Partners in Energy, we're trying to help communities across Colorado identify their energy goals and achieve them over 18 months. I'm talking about energy efficiency, renewable energy, and EVs. The City of Aurora has identified businesses, multifamily and non-profit institutions as the priority sectors. We are reaching out to work with different representatives from the community to get you all connected with information to take action. We have a case study to show why we're talking about this and how this can benefit you all.

The first case study is American West Construction, a mixed-use building that essentially wanted to update its lighting to a more efficient style of lighting. They went through Xcel energy's business lighting Efficiency Program 3. The project cost was about \$8,000, but through Xcel Energy, they could lower their upfront cost by about \$3,000. The final upfront cost is only \$5,000. Every year through the efficiency of the new equipment, they will save \$1,500. In three years, they will recoup the entire project costs; after that, they keep those annual savings in their pocket.

The first step, energy assessments, is available for businesses of any size. The energy assessors will help install equipment on the spot if your business qualifies. The most common rebates are for your

HVAC, Refrigeration, and Lighting. The most significant return on investment is when you start to replace inefficient equipment, as it will save you year over year. The last program is our electric vehicle (EV) program. The EVs are a hot topic, especially as more come on the market. Starting with a small business energy solution, if you are a small business, not a Target, or a King Soopers, you probably fit into the small to medium-sized business; you may qualify for a no-cost energy assessment.

If you're a small retailer or restaurant, you may qualify for no-cost energy-saving products installed at the assessment time. Including LED bulbs and aerators to reduce water flow in your kitchen sinks and on natural gas, free intelligent thermostats, exit signs, etc. There are business assessment options for medium and large businesses with a subsidized upfront cost, depending on the size of your business; non-profits serving low-income populations in Colorado can qualify for the non-profit Energy Efficiency Program. Energy Outreach Colorado will connect you with additional grant funding. Aurora Housing Authority and Aurora Mental Health Center are taking advantage of this program.

The next rebate program I want to highlight is the HVAC and refrigeration rebates that can cover up to 60% of that upfront costs. If you purchase your equipment between now and August of 2023, you'll be eligible for that bonus rebate, and we do understand that there are some supply chain issues in getting HVAC and refrigeration equipment. In reading some of the program details, you must submit that rebate within 24 months. Xcel Energy wants to help you lower that upfront cost so your energy efficiency can increase over time. The AC rewards program for businesses will give you a \$25 credit on a smart thermostat.

Colorado Commercial Property Assessed Clean Energy (CCPACE) has two standard financing options. All three Aurora counties have opted into the program. It is upfront financing, low-interest financing for any upgrades, a new construction related to energy efficiency, renewable energy, and EVs. The goal is a positive cash flow so that your energy savings are greater than the payments you're making on that loan.

Mr. Walls added that Chance and I were stakeholders in this process over the last year, leading to this implementation phase. We've had a lot of input put forth from different sectors. We're excited to roll this out to you guys and ensure you can get it through your business networks and tenants if you represent a retail shopping center.

Ms. Horiuchi stated I plan to reach out to you after this meeting. I know we've been trying to connect and do another session. I was a little overwhelmed with the Festival this weekend at Buckley. I saw your email and look forward to connecting with you.

Ms. Kaye added that if anyone's interested in customer information or wants to learn more about a program, or you have tenants that you want to share these programs with, we are happy to customize that information for you. For On Havana Street, we've developed custom flyers and social media content, and we're also working with Chance to organize a business walk.

Mr. Boyd said they would love to have Ms. Kaye at the Town Center sometime.

Ms. Kaye responded I'm happy to do so and can add my email to the chat. I'll also add some links from the presentation, and you can reach out to me if you have any questions.

CHAT:

Ms. Kaye shared her email address: skaye@brendlegroup.com, the Excel Business Energy Assessments website: <https://co.my.xcelenergy.com/s/business/cost-savings/business-energy-assessments>, and the EV Solutions website: <https://co.my.xcelenergy.com/s/business/ev/>

ACTION ITEMS:

Mr. Walls will send out resources for distribution to tenants or business networks.

Ms. Horiuchi will connect with Ms. Kaye at another meeting.

Report – Arts, and Entertainment Venue Study – Shannon Fender

We met with the committee two weeks ago and got unanimous support. Congratulations to everyone and for the support from this group. In the next steps in the process, Garrett will be getting together with staff to look at what we're going to be asking for and more details. The feedback from members of the council and other folks involved with this committee is that we honor the existing infrastructure as we're moving forward in this process and pull in input from stakeholders who are already engaged in the arts and entertainment infrastructure in the city. To ensure we don't pit the old versus the new and look for opportunities to combine and enhance the program overall.

Mr. Walls We want to make sure and push out with this effort that it's not looking to replace anything that we have existing. We want to build off the city's success with the existing arts and entertainment district and the cultural center in Northwest Aurora. Maybe add a marquee or an anchor venue centrally located within the city of Aurora. There are a lot of options and interests. At PED, people spoke up; Visit Aurora is very active in this area, so they want to participate. I look forward to this moving forward. The next steps will be chatting with staff and getting together a scope of the project, with what we want the study to look like, different metrics we wish to measure, economic impact, assessing viability, understanding opportunity, potentially with SCFD. Once we have the scope defined, we'll move forward to the Study Session and hopefully get most council members to support a funding request to get this started. Since there is no funding for this, it would be a new appropriation or authorization to spend dollars on this study. That's a brief overview of the process and where we're at.

ACTION ITEM: Mr. Walls will discuss with staff the scope of the survey.

Mr. Walls commented that before we go to counsel contacts, I just wanted to highlight that this information is in the backup and make sure it's on the screen (the referenced slide includes events at Southlands). Joel, if anyone has events you're doing or at your centers at your businesses, feel free to share that with me; I'll make sure that we can get that to the group. I love that they have an active board, and we have centers doing events. I want to make sure that we support each other as well. If you're not doing anything this Wednesday, try and make some plans to head down to Southlands, they host an Arts Crafts market every other Wednesday throughout the summer.

Mr. Liles added that this is something new this year from 4:30 PM to 8:30 PM. It's in addition to our annual concerts held every Thursday evening from 6:00 to 8:00 PM.

COUNCIL CONTACTS

Mr. Liles - CM Bergan – She was in the office last week; we briefly touched base on the current activity. We are scheduled to meet, and the owner will be in town, so I have a 9:00 AM meeting with her.

Mr. Boyd -CM Zvonek - Tonight's a big night for council. There are a few Red Tape Committee Reduction items at the council meeting tonight. We already talked about the repeal of the ice cream trucks; there is also an ordinance to change the distance between liquor stores which puts us in line with state law. Then finally, a review and development resolution to streamline and improve the efficiency of the development and review process for the city. Those are the key points from Council Member Zvonek.

Shannon Fender (CM Gardner-At Large) – no updates

Bob Fryberger (CM Murillo) - One of the things that she brought up and was mentioned before was the possibility of expanding the BAB to be more representative of types of business and just a broader scope because the awards are a pretty good size. I know she'd brought that up before, I think it was actually rejected, but it's still on her things to pursue in the future.

Sarah Woodson (CM Medina) - we had a good conversation, no updates, though. We were mostly talking about a strategy to get to know the business members in the Havana corridor. He connected me with Chance. So, Chance and I will get together and find ways to be more present in the community. We have a standing meeting every month, so he's going to be more involved with any feedback, and then I'll bring it to the board.

Chance Horiuchi (CM Jurinsky) – I did connect with her. She wants to share with the BAB members the first responder celebration that is on Saturday, July 16, from 12:00 to 4:00 PM at the AMC (Aurora Municipal Center). She really would welcome other BAB members to be able to attend the event. For On Havana Street, We're hosting the retail roundtable discussion; we'll have to figure out how we title and promote it. We encourage you all to attend as well. I believe we'll invite other city council members to be in attendance. Then lastly, we have a frozen streets giveaway on our website. The Havana Street Global Market is coming to Havana Street. We also welcome BAB members to join us On Havana Street this summer.

Mr. Walls asked Chance to send out some information or a flyer for the First Responders Celebration on Saturday. He will get that out to everyone.

Mr. Sarwal – CM Lawson – Nothing new to report, but we will discuss two items in an upcoming meeting: social polarization and the current climate issue.

Mr. Sarwal - we issued a letter to the community vaccine event organizers, and a copy was sent to Garrett and Kendall Koca. I did send an email with links to Kendall and others. If anybody wants to get vaccinated, please sign up through that link. Most of the people coming in today have been six months and older.

Mr. Walls will also be following up and will get everyone here the letter and the statement from Mr. Sarwal's group. You can distribute to any of the clinics you partnered with last year. Mr. Walls asked Mr. Sarwal for the sign-up link for the mobile clinics.

Mr. Sarwal emailed the information to Mr. Walls this morning. It is a public event.

Ms. Pace – CM Marcano – Absent

Ms. Reding – CM Coombs – Absent

Elena Vasconez reported on a couple of announcements, requests, and an update. We have gotten 12 nominations for the business awards and hope to get at least 12 more. She will send the flyer and the link to the application to nominate other businesses in your Ward; please share the link. The city launched two grant programs today; one is a small business grant of \$5,000 for startups, and the other one is a nonprofit grant of \$10,000 for existing businesses. The SBDC is conducting classes to assist with the application and the documentation. The links are open till July 15 at 5:00 PM. If small business owners can apply and promote your Ward to other small businesses, I would appreciate it very much. You will get two emails from me. Let me know if the SBDC consultants or I can help.

Ms. Fender stated that she and Council Member Gardner talked about this. What are some ideas and best practices about reaching out to the community to ensure they can nominate a business?

Mr. Walls responded there are a couple of things through the communications department with the City of Aurora. We could work with communications and get something in the newsletter. Outside of that, it's come up a few times before. I don't see Trevor Vaughn on the call any longer. We've talked with Trevor about potentially utilizing the automated system. That's one of the only opt-in contacts we have with business licensees. When they file their sales tax or their Occupational Privilege Taxes (OPT), the system automatically has an email update that gets blasted out to business licensees. We've discussed utilizing that system for the business recognition awards and pushing out some information. I think we can continue to look at that as an avenue. We have a lot of business licensees, retailers, and service-based businesses that are not tech savvy, so there will be some shoe leather involved. We need to make sure we're promoting diversity and equity. For those who do not opt into the newsletters and marketing systems from the city of Aurora, we need to ensure we reach them in some way. It's good for all of us to blast the information from Elena, the city, and other partners through our contact networks. If anyone has any ideas or thoughts about how we can improve engagement with our business licensees in the city, please let's put our heads together.


Ms. Fender asked if we could potentially utilize social media or newsletter, the EDC (Economic Development) or partner with any of them to make an announcement?

Mr. Walls answered I know that things that officially go through the communications department, Julie Patterson and her team are very good about sending out press releases. If you don't follow the City of Aurora's social media and want to like or follow those pages, you will start seeing all those press releases. The business nominations and the grants went out, so let's take it upon ourselves to share that information when you see it posted from the city.

Mr. Walls moved to adjourn the meeting at 12:36 PM

Mr. Boyd seconded

APPROVED:



Garrett Walls, Chairperson