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**New Castle Town Council Retreat  
September 14, 2013  
Public Works Facility**

**Summary Report  
September 18, 2013**

**Prepared by  
Town Staff**

### **Review of Past 12 Months**

On Saturday September 14, 2013, the New Castle Town Council met in their annual retreat. All Town Council members were present with the exception of Bob Gordon. The following is a summary of the discussion and the desired action steps for 2014.

The Council began their discussion with a reflection of the previous 12 months. All were impressed with the number and success of special events in the town celebrating New Castle's 125 Anniversary Year. In addition, all appreciated the successful partnership of community members, businesses and town staff and Council that made the year special. "People feel welcome", was a statement from the Mayor that captured how the Council felt about our partnering with the community to enhance social capital.

The discussion then turned to concerns about the effectiveness and capacity of the Chamber of Commerce to meet the needs of the business community. Several questions were raised:

- What is the Chamber's role in the community?
- Can the Town calculate a return on investment for the financial support the Town provides?
- What does the Chamber see as their mission?
- How many people walk into the Chamber offices weekly?
- How many "hits" does the Chamber receive each month?
- Should the Chamber move their offices to the Community Center for better exposure to Main Street and reduced rent?
- Can Roaring Fork Business Resource Center provide guidance to support the Chamber of Commerce?

**Action: Bruce and Tom are directed to meet with Randi Lowenthal of the Roaring Fork Business Center to determine if RFBRC scope of services includes:**

- **Providing guidance for Chamber operations, fund raising, membership, etc.**
- **Facilitate a strategic plan to develop mission, goals and direction.**

**Council agreed that funding for RFBRC would come from the Chamber's annual \$15,000 budget line item in the Town's 2014 Budget.**

### **2014 Revenue Projections**

Staff provided Council with an overview of the 2014 revenue picture.

- Property tax collections will be down \$108,000 (29%).
- Mineral Leasing and Severance Tax Direct Distribution is expected to be 80% of the recent collections, which was \$66,000 less than the amount budgeted in 2013.

- Sales tax collections are expected to be up 3% in 2014. At this time, sales tax is up 3.7% for 2013.
- Building permit fees and Use tax collections are expected to increase modestly in 2014. We expect the Lakota Golf Clubhouse to be built in 2014.

### **2014 Grant Strategy**

All agreed that any significant funding for capital projects will need grant support in 2014. Council suggested the following grant strategy for 2014.

- Spring and Fall GFMLD Traditional Grant: Downtown Infrastructure and Streetscape. The desired infrastructure and streetscape improvements for the downtown are beyond the ability of the GFMLD for fund in one grant cycle. Therefore, Council suggested that we break the work into three phases.
- Spring GFMLD Mini Grant: Trail Planning. Council contends that a trail east of town to Glenwood Springs would be a significant economic development tactic for the community.
- Fall GFMLD Mini Grant: Community Center Improvements or Trail Planning.
- Spring and Fall GOCO Traditional Grant: New Castle Sports Park.
- Spring and Fall DOLA Grant: Water Treatment Plant Improvements and Raw Water Irrigation Improvements.
- DOLA Planning Grant: Red Rocks Ditch Improvements Planning.

### **Economic Development:**

Council discussed the importance of capitalizing on our existing assets and that the 125 events open our eyes to many of those assets.

Council discussed the funding and efficacy for their scarce economic development dollars. Council agreed that waiting to see how the DOLA Main Street Program evolved was a good idea (no 2014 funding). RREDC funding will be reduced, as well. Council will create a non-specific economic development line item (much like the 125 event line item last year).

Council extensively discussed economic development opportunities and concluded with the following actions.

### **Action:**

- **Participate in the development of a county-wide trail planning and implementation group. (Tom and Tim)**
- **Provide Council with a packet of information regarding Streetscape Plans – elements, costs, etc. (John)**
- **Explain the scope of the Raw Water Irrigation Improvements Project. (John)**

- **Schedule a follow-up Public Meeting for the Sports Park at the Lakota Recreation Center. The meeting should be held in November once we have information about the grants. (Tim)**
  - **Send a letter to Dale Grey encouraging them to pursue their coffee shop idea – welcome them and explain possible incentives. (Tom and Bruce)**
  - **Garfield Communications????**
  - **Consult Town Attorneys regarding how Town, New Hope Church and City Market can partner to address the community’s economic development interests and enhance the community’s quality of life in the recreation and social services areas. (Tom, Lyle and Council).**
  - **Facilitate, with Coal Ridge High School, a community event that introduces all the elements of the high school – band, sports teams, clubs, etc. Perhaps this event can be one of the first events at the New Hope Church gathering place. (Tim and Melody)**
  - **Explore converting the Lakota Recreation Center into a “Stay and Play” facility. (Tom and Tim)**
  - **Schedule a November public meeting at the Lakota Recreation Center to update the neighbors/community regarding revisions to the Sports Park site plan, as well as the grant status and construction schedule. (Tim)**
  - **Encourage Lazy Bear restaurant to pursue outdoor seating in 2014. (Mel)**
  - **Contact LaRocca Church to clean-up their property west of public works (Downtown Group)**
  - **Use Community Center as a model for trash management – recycling, breakdown cardboard. Offer restaurants an incentive (recycle container free for 6 months) to recycle. (Larry)**
  - **Contact MRI regarding contract commitments: lids for the recycle containers and information on special materials pick-up. (Tim)**
  - **Develop an RFP for development services for the town-owned Cam property: Police offices, business incubator, retail... (Tom and John)**
  - **Balance wellness, fitness, training, salary and appreciation in the Retention Plan (Mike, Lyle, Council)**
  - **Schedule a February Council Retreat so Council can follow-up and review Strategic Plan. (Tom)**
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**Bob Gordon could not attend the Retreat. His 2014 priorities are:**

- Expose New Castle
- Pedestrian Bridge
- Roundabout
- Sports Park
- New Hope Conference Center
- Senior Housing
- Downtown Infrastructure/Streetscape/7<sup>th</sup> and Main Intersection