



PC BOARD MEETING AGENDA

Thursday, April 4, 2024, at 7:00 P.M.

Held at the Carsten Board Room at 224 First Street

CALL TO ORDER

ROLL CALL

AGENDA APPROVAL / AMENDMENTS

Motion to approve agenda as is or approve agenda with amendment(s).

CONSENT AGENDA

The Consent Agenda is a group of routine matters to be acted on with a single motion and vote. The Commissioners or staff may request an item be removed from the Consent Agenda and placed under New Business for discussion.

1. Minutes – March 7, 2024 Planning Commission Board Meeting

PUBLIC COMMENT*

Members of the audience are invited to speak at the Commissioner's meeting. Public Comment is reserved for citizen comments on items not contained on the printed agenda. Citizen comments are limited to two (2) minutes per speaker. When several people wish to speak on the same position on a given item, they are requested to select a spokesperson to state that position.

NEW BUSINESS

2. Downtown Development Authority Introduction – Josh Olhava, Ayres Associates

- Plan of Development

ADJOURN

** If you have public comment but are not comfortable attending in person, please send the comments to wesley@eatonco.org by noon on the day of the meeting, and the comment will be read into the record or otherwise shared with the Board during the meeting.*

AMERICANS WITH DISABILITIES ACT NOTICE

In accordance with the Americans with Disabilities Act, persons who need accommodation in order to attend or participate in this meeting should contact Town Hall at (970) 454 - 3338 within 48 hours prior to the meeting in order to request such assistance.



**TOWN PLANNING COMMISSION
BOARD MEETING
224 First Street, Eaton, CO
Thursday, March 7, 2024, 7:00 P.M.**

MINUTES

CALL TO ORDER

Chairperson Winter called the meeting to order at 7:00 p.m.

ROLL CALL

COMMISSIONERS PRESENT Karla Winter, Chairperson Jason Radke Bond Baiamonte Brad James

COMMISSIONERS ABSENT Glenn Babcock

STAFF PRESENT: Greg Brinck, Assistant Town Administrator, and Vince Harris, Baseline Planning Director

AGENDA APPROVAL/AMENDMENT(S)

Commissioner Radke moved to approve the agenda as is.

Commissioner Baiamonte seconded, and the motion passed, 3-0.

CONSENT AGENDA

1. Minutes – October 5, 2023, PC Regular Meeting

Commissioner Baiamonte moved to approve the Minutes as written.

Commissioner Radke seconded, and the motion passed 3-0.

PUBLIC COMMENT

Chairperson Winter opened and closed the floor for public comment at 7:01 p.m., as there were no comments.

PUBLIC HEARING (See Exhibit A)

Chairperson Winter opened the floor for the public hearing at 7:01 p.m.

2. Zoning Code Update 2024

Vince Harris, Baseline Planning Director, discussed that at a joint work session in January with the Town Board and Planning Commissioners, gave a consensus or direction to update the sections discussed. The existing Planning & Zoning Regulations in the Eaton Municipal Code was significantly last updated in the year 2000. Simple amendments have been approved since 2000, but the existing Code needs updates and overall changes to better regulate uses in the Town as well as new typical planning, zoning, and subdivision updates. The following amendments will be the first phase of changes and in future months and couple of years, more updates will occur on the regulations to more ‘state of the art’ in today’s planning, zoning, and engineering world. Other discussed topics are included in the Draft Ordinance Amendments and are listed below with short summaries:

- **Marijuana** amended regulatory, related to Offences, and new wording; and Retail and Medical Marijuana stores will continue to not be allowed in the Town; and
- **Public Hearing Notice** amended regulations related to timeframes and processing needs for today’s world and technology for noticing needs; and
- **Rezoning Procedure** section updated, with many process updates and clarifications not currently in the code; and
- **Site Development Plan (SDP)** section has been updated to best clarify process and responsibilities; and
- **Downtown Commercial District, C-2 District** is updated to allow better options for an accessory residential unit and adds the Drive-Thru accessory use for clarification; and
- **R-3 Medium Density Residential Zone District** updates reduces the minimum lot size to 3,200 square feet and minimum lot width of 35 feet; and
- **Addition of R-EH (Residential Estate Half-acre) to Residential Zone District** as a new Large Lot Residential Zone District with a minimum lot size of ½ acre (21,780 sq ft) per lot; and
- **Planned Unit Development (PUD)** updates and amendments to better regulate processes and allowances proposed or included in future proposed PUD’s and provide more administrative approval options.

Staff recommends approval for the attached draft Ordinance Amendment that will update several sections in Chapter VII – Planning & Zoning Regulations as well as updates in Chapter X – General Offences.

*Chairperson Winter opened and closed the public comment at 7:21 p.m., as there were no comments.
Chairperson Winter closed the public hearing at 7:23 p.m.*

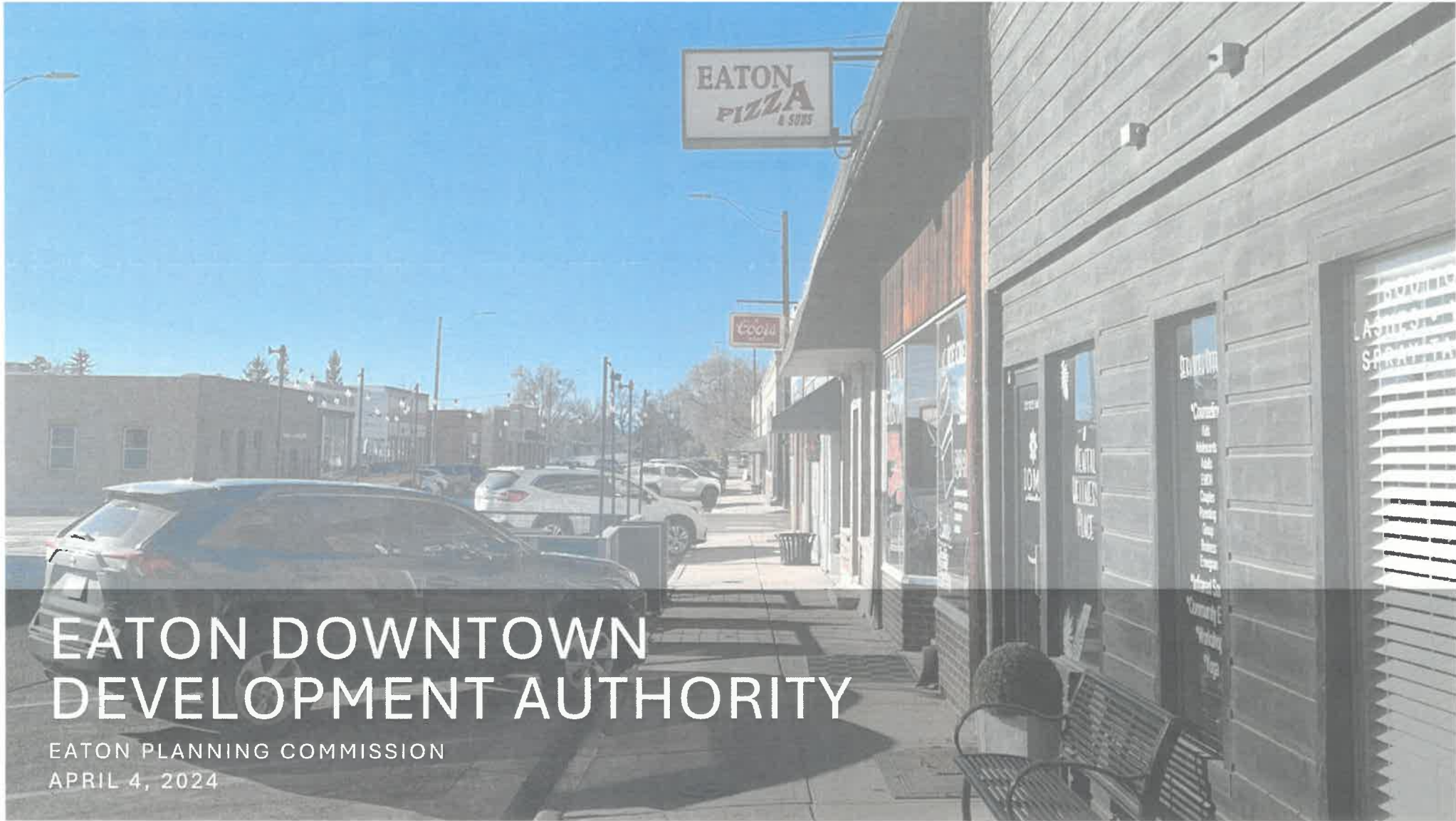
Commissioner James moved to approve the recommendation to the Eaton Town Board the Ordinance Amendment updating sections in Chapter VII – Planning & Zoning Regulations and Chapter X – General Offences in the Eaton Municipal Code.

Commissioner Radke seconded, and the motion passed 3-0.

ADJOURN

Chairperson Winter moved to adjourn at 7:35 p.m.

Margaret Jane Winter, Town Clerk

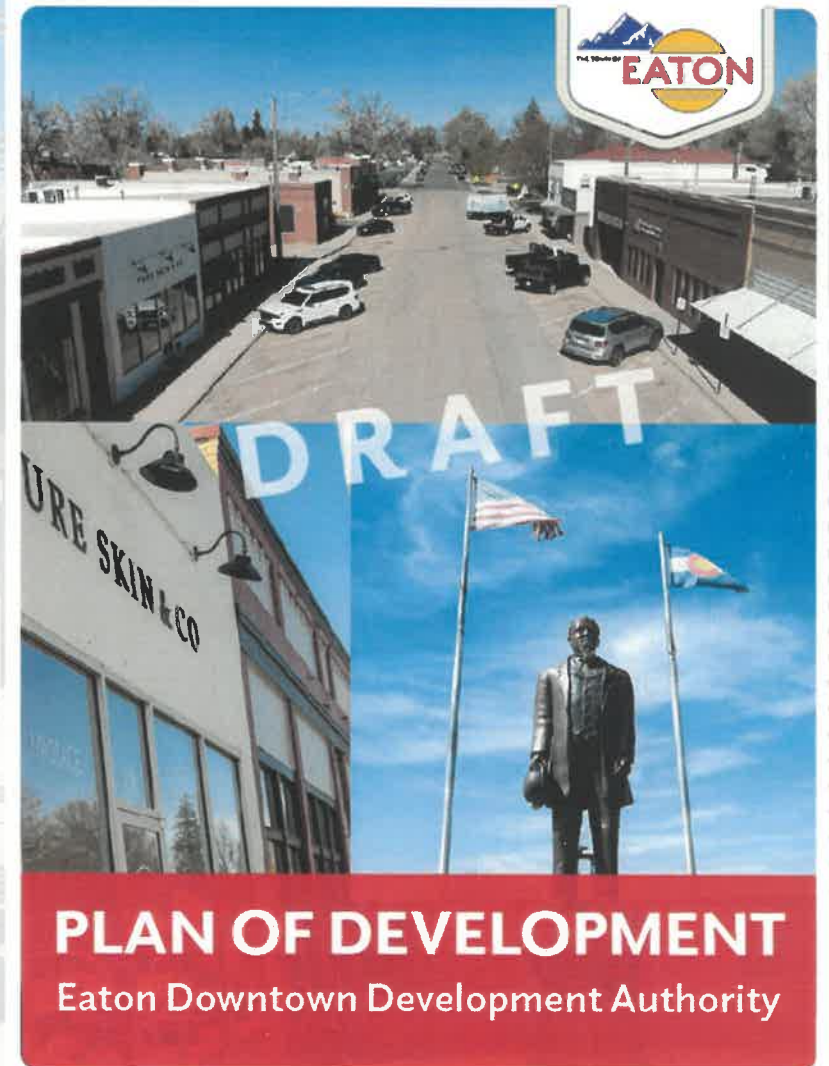


EATON DOWNTOWN DEVELOPMENT AUTHORITY

EATON PLANNING COMMISSION
APRIL 4, 2024

Presentation Agenda

- What is a DDA?
- Tax Increment
- District Map
- Plan of Development
- Roll of the Planning Commission
- Questions





What is a Downtown
Development Authority?





What is a Downtown Development Authority?

Downtown Development Authorities (“DDA”) are **public entities** authorized by local units of government for the **purpose of supporting the development and revitalization of downtown districts**. DDAs receive funding from two sources (1) Tax Increment; and (2) optional Ad valorem tax for operations of the authority.



Key DDA Highlights

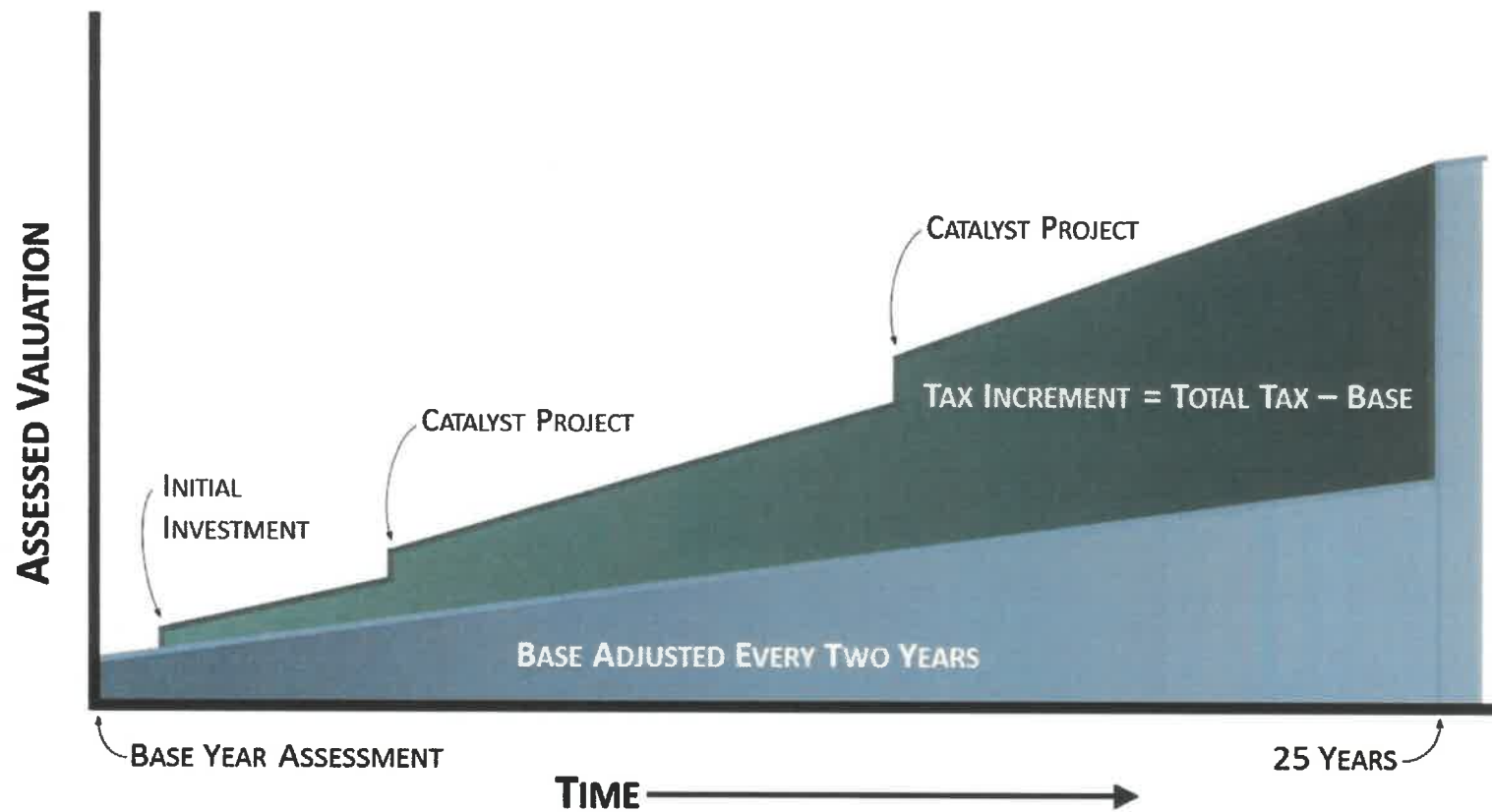
- DDA focus is the “**central business district**” as defined by state statute.
- The Town has the authority to create and to dissolve the DDA subject to an election.
- The Town creates and manages the **Special Fund**, but the Town can delegate this authority to the DDA through an IGA.
- The Town appoints the board (5 to 11 members) and can reserve one board seat for the Town itself.
- Board members must take the oath of office as prescribed by the local municipality.
- DDA is public body and subject to state transparency requirements.
- DDA can enter into contracts and hire staff.



Tax Increment Finance (“TIF”)

- **TIF is not a new tax.**
- TIF reallocates a portion of the property and sales tax revenue for use by the DDA.
- TIF revenue is used to reinvest in the downtown district to promote additional private investment.

Tax Increment



Example: Windsor DDA TIF Revenue



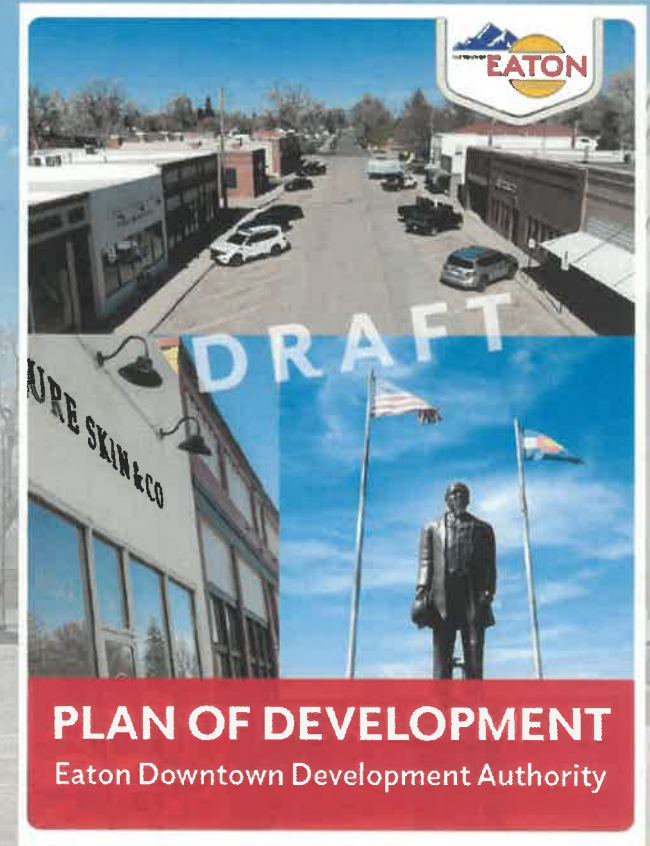
Proposed District Map

- Not Too Big
 - Goal is to demonstrate value. If the geography is too big, your impact can be diluted.
- Don't Create Conflict
 - The boundary shouldn't create division, including the logical historic core.
- Consider Value
 - The district grows in value with future projects. ID any pending projects to capture high value development.



PLAN OF DEVELOPMENT

- **General Format**
 - Defines the district
 - Establishes Objectives and Purposes
 - Establishes the Board
 - Proposed DDA Projects
 - Strategic Downtown Plan
 - Methods of Financing Projects
- **Identify Strategic Private Projects**
- **Identify Public Infrastructure Investments**

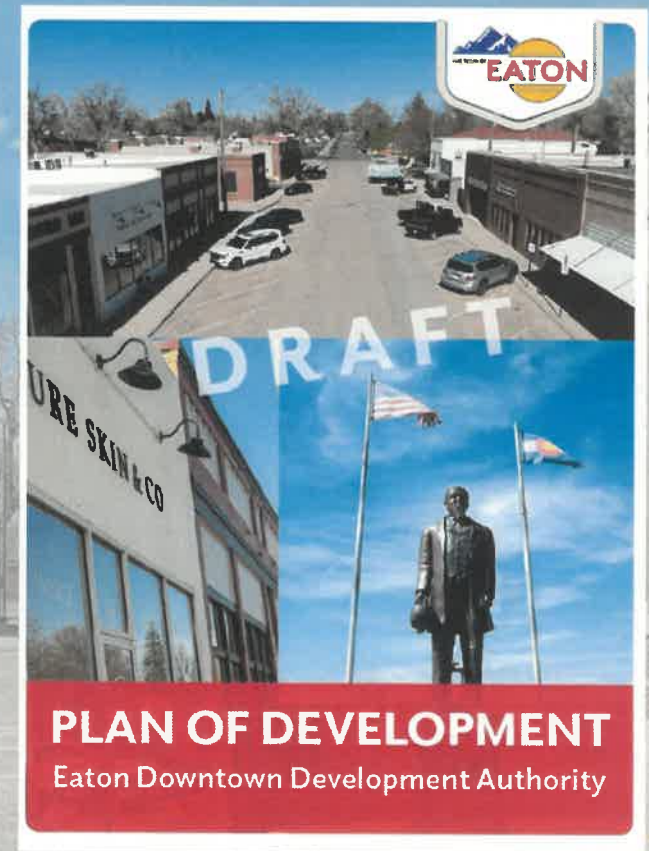


ROLE OF THE PLANNING COMMISSION

§ 31-25-807. Powers – Duties:

“Prior to its approval of a plan of development, the governing body shall submit such plan to the planning board of the municipality, if any, **for review and recommendations.**”

- Intent is to formally bring the Plan of Development back at the May meeting for formal review.
- This meeting is intended to provide a preliminary overview of DDAs.



DDA NEXT STEPS



Local Leaders Workshop

Outreach to the property and business owners in the downtown.
Identify opportunities for investment and areas of interest.
Identify potential stakeholders, future board members.



Draft Plan of Development

Complete the proposed DDA Map and establish plan boundaries.
Establish the objectives and purpose.
Establish project list and potential future investments



Future Action Steps

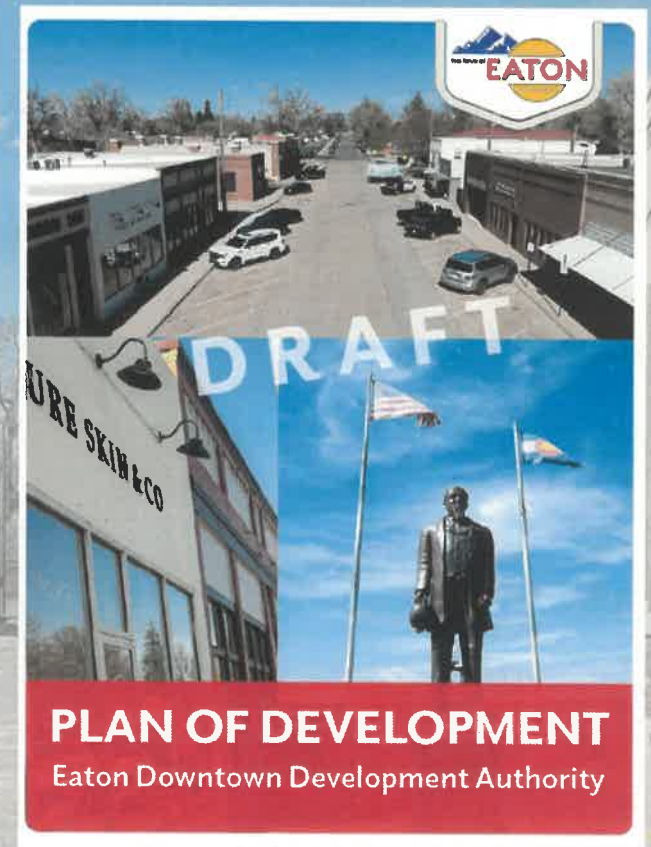
Initiate review process that includes Berthoud Planning Commission and Town Board.
Establish date for the formation election and TABOR election.
Additional property & business owner outreach.

QUESTIONS

§ 31-25-807. Powers – Duties:

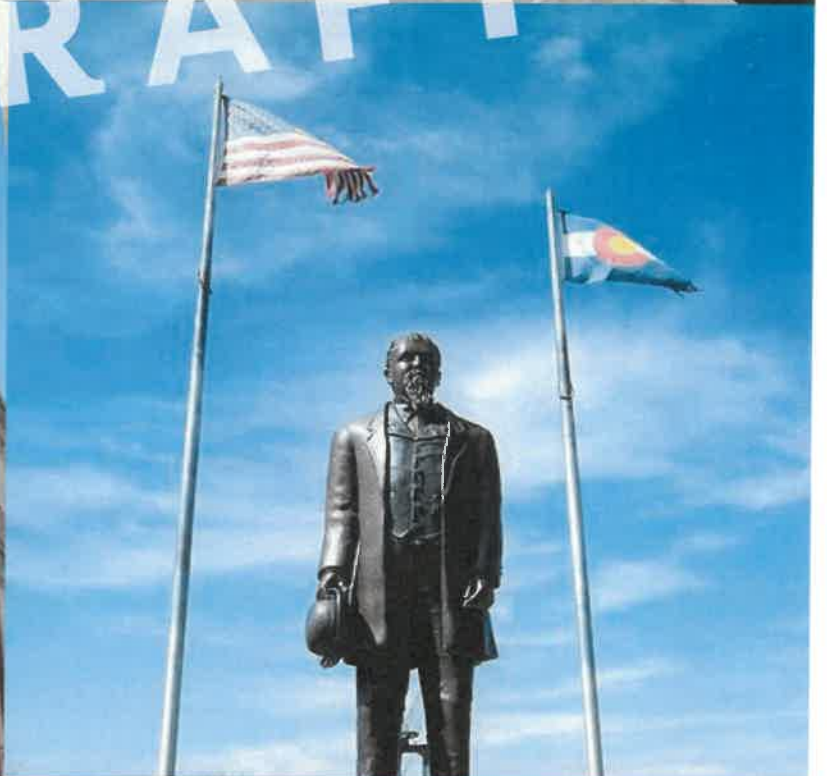
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DRAFT



PLAN OF DEVELOPMENT

Eaton Downtown Development Authority

Acknowledgments

HOMETOWN COMMITTEE

TOWN BOARD

CITY STAFF

Prepared by Ayres Associates

AYRES

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Summary and Background

The Town of Eaton in partnership with the Hometown Revitalization Committee and the downtown business and property owners are seeking to form a Downtown Development Authority (DDA) to serve the needs of the downtown district. In the fall of 2023, the Town Board approved funding to formally engage the community and explore the possibility of creating a DDA. Over the proceeding months, the community hosted outreach meetings and education sessions to better understand the need for a DDA and assist with completing this plan.

Strategic Objectives

This Plan of Development offers four key areas of focus that will guide the future work of the DDA. These are the areas that were most highlighted in conversations with the downtown community and town staff. Within each objective, there are program recommendations:

1

Embrace the Historic Heart of Eaton!

- Support reinvestment in underutilized buildings that promote new retail opportunities, employment, and housing where appropriate.
- Use the Tax Increment Financing to support the adaptive reuse of challenging historic buildings including the historic bank property located at 1st Street and Highway 85.
- Promote and leverage historic preservation grant funding where appropriate.
- Identify and market opportunities for investment in existing buildings and sites.
- Support infrastructure investments including stormwater, water, sewer, and electric utilities that promote the occupancy of existing and future buildings.



2

Unlock Downtown Eaton's Future!

- Facilitate new development projects that will drive Tax Increment Revenue for reinvestment by the DDA.
- Seek to promote design guidelines for new developments that complement the historic character of downtown Eaton.
- Work to promote opportunities for new mixed-use developments that add residents to the local customer base for retail businesses and promote a vibrant walkable community.



3

Experience Downtown Eaton!

- Promote a pedestrian friendly environment that encourages exploration of local retail and restaurants.
- Support infrastructure investments and policies that right size parking by encouraging efficient use of space, good public amenities, and vibrant streetscapes.
- Foster a supportive environment for local businesses to boost the economic vitality of the district and create a unique sense of place.



4

Inspire all of Eaton!

- Build community identity through local art and culture including opportunities for public art to transform public spaces.
- Support downtown events that bring residents and visitors downtown and create community pride.
- Make downtown Eaton a local and regional destination that will attract visitors and boost local businesses.



What is a DDA?

A DDA is a special district formed by the Town of Eaton to promote the revitalization and economic development of the downtown. Authorized by Colorado Revised Statute 31-25-801, DDAs can collect Tax Increment Revenue for the purposes of reinvesting and supporting economic vitality. Managed by a board appointed by the Town, each board member must have an economic interest in the downtown either as a lessee, property owner, or resident living within the DDA boundaries.

DDAs are guided by those that are most directly impacted and financially invested in the downtown. It is what makes DDAs unique and such a valuable tool. DDAs have a 30-year lifespan with the option to extend them for an additional 20 years.

DDA QUICK FACTS

- DDAs are governed by a board appointed by the Town Board. To be eligible, you need to own a property or a business within the DDA boundaries.
- DDAs are *NOT* a new tax or tax increase.
- DDAs can create and support local projects that:
 - Improve exterior facades, address ADA issues, and other building issues.
 - Promote the downtown districts through events and shared marketing.
 - Promote redevelopment and new investment.

How are DDAs Funded?

DDAs are funded through Tax Increment Finance (“TIF”). TIF revenue is subject to the growth of property and sales tax over time. The revenue from TIF is used to support investment in buildings, new projects, infrastructure, operations of the DDA, and other projects as allowed by state statute.

In many communities across Colorado with DDAs, the local jurisdiction provides initial financial investment to help DDAs get started but this is not required, and any funding is subject to the actions of the Town Board. DDAs can seek an additional mill levy (up to five mills) to support non-physical improvements through a separate election. However, the Eaton Town Board and downtown stakeholders do not plan to seek a mill levy increase at this time. The community believes that over time, if the DDA demonstrates value to the stakeholders, this discussion may be revisited but it would still require a separate election.

TIF is not a new tax. While used widely in Colorado, TIF can be a difficult concept to explain and to understand. TIF does not raise taxes, it simply reallocates a portion of the property and sales tax that is already collected to the DDA. As an example, if a downtown building that was previously vacant is redeveloped and a new retail tenant locates in the building, the value of the building increases and the sales tax generated from the location would go up as well. The increase in value that occurs because of the new investment is redirected to the DDA and can be used to support additional projects downtown. In this example, there is no additional tax or mill levy, the property owner and retail business owner would pay their taxes just as they always would, once received by the taxing jurisdictions a portion is carved off and directed to the DDA.



Enhances Downtown District



Uplifts Community Pride



Elevates tax base



Promotes New Business



There are one hundred years of Eaton history contained on Oak and 1st Street and with a Downtown Development Authority the town and local community can seek to preserve and grow that history for the next one hundred years. Downtown Eaton was home to the first grocery stores, banks, medical offices, auto repair shops, and local municipal offices. It has provided the community with a sense of place and source of pride for decades.

As economic conditions evolve and Northern Colorado continues to grow, Downtown Eaton faces the challenge of maintaining its small-town character and economic viability. A Downtown Development Authority is a tool the community can use to promote reinvestment, strengthen community bonds, and ensure the downtown serves the next generation as well as it has for past generations.

The Driving Force and Inspiration

The property and business owners in Eaton have come together with the goal of forming a DDA to continue to build on local success. Through the work of the Hometown Revitalization Committee, the idea of creating a DDA was brought forth to the Town Board and has been widely supported by local stakeholders.

The Hometown Committee engaged in a lengthy planning process starting in 2018 with an initial plan of identifying priorities and policies to support reinvestment in Eaton. This was further reinforced through the Town of Eaton's 2020 Comprehensive Plan update. The need for a DDA was captured in Goal 3.5, Improve the appearance and vitality of downtown Eaton. (Town of Eaton Comprehensive Plan p. 18)

Following the approval for the Comprehensive Plan, the Eaton Town Board in collaboration with the Hometown Revitalization Committee completed and approved a Downtown Revitalization Plan on April 6, 2022, and further approved the Downtown Revitalization Plan amended on July 6, 2023 to include the vacant Eaton School District site. Both plans are included by reference in the appendix to this plan.

From the Revitalization Plan, the Community Goals included:

- **Cultivate a day and night vitality and energizing environment by filling vacant storefronts.**
- **Build tourism and visitors to shop locally in the Town of Eaton.**
- **Retain and expand existing businesses and create new businesses to join downtown.**
- **Enhance events, programming, branding, and identity of Downtown Eaton for marketability.**



Vision for the DDA

The vision for the DDA is to build upon local success and promote the overall well-being and prosperity of Downtown Eaton for the benefit of the residents, property owners, and businesses of the Town of Eaton. A healthy downtown district is the cornerstone for economic, social, and cultural prosperity. The downtown district seeks to enhance the overall quality of life, foster community, and contribute to the town's long-term sustainability.

Specifically, the Plan is seeking the following:



Economic Vitality:

Promote Downtown Eaton as a vibrant downtown that serves as the central business hub that can attract new investment, increase employment, and enhance the town's revenue through new business activity.



Small Town Community:

Promote Downtown Eaton as the central hub for art and cultural events, festivals, and gatherings that foster a sense of community and contribute to the town's social fabric.



Quality of Life:

Promote Downtown Eaton as a recreational and entertainment destination complete with restaurants, coffee shops, and unique retail offerings that provide leisure opportunities in a walkable environment.



Cultural and Historic Preservation:

Promote Downtown Eaton as the physical embodiment and expression of the town's history and culture to maintain Eaton's unique identity and heritage, contributing to a sense of pride among residents.



New Investment and Prosperity:

Promote Downtown Eaton as a place to invest in buildings and businesses that enhance local property values, benefiting all local homeowners and attracting new residents.



Tourism:

Promote Downtown Eaton as a place that can attract visitors through art, culture, and unique retail amenities that contribute to the financial sustainability of local businesses and promotes fiscal sustainability.



The Plan of Development is intended to provide a strategic framework for the revitalization, enhancement, and growth of the downtown district. The plan is also intended to provide a framework for the organization including the board structure, potential staffing, and collaboration with the Town of Eaton.

The DDA seeks to support new investment in buildings and infrastructure, promote new development that fit the context and character of downtown Eaton, and provide support for community programming, events, and marketing.

The Extent and Boundaries of the Plan

Being Eaton's traditional center of commerce, the district focuses on 1st Street, which is part of the original town plat approved on July 8, 1889, and includes the main commercial properties along Oak Street.

The 60-acre district boundary encompasses 1st Street, from Highway 85 to the east, to Cheyenne Avenue on the west. The area includes the main commercial areas east of Maple Avenue and South Elm Avenue and extend north to include the parcels along Highway 85, stopping at the alley right-of-way before 3rd Street on the north.

To the greatest extent possible, the DDA boundaries seek to capture the commercial areas in Eaton and exclude any single-family residential properties. The boundaries also exclude the industrial areas to the east of Highway 85 with the understanding that those parcels may petition into the DDA in the future if a redevelopment need occurs.



District Map



Programs and Projects

To achieve the Strategic Objectives, the DDA seeks to develop projects and policies that meet local needs and reflect the conditions of the downtown district. The list is intended to function as a menu of opportunities and help to demonstrate the focus of the DDA. The list is not intended to be inclusive and the DDA board has the discretion to adopt projects based on local needs. With any adoption, the board will need to establish clear application procedures and guidelines, as well as a budget for any grant or incentive program. As needs change, the DDA board may consider other opportunities not otherwise listed below or identified in the Plan of Development.



REINVESTMENT PROJECTS

- **Façade Improvement.** Façade improvement projects are quite common to DDAs in Colorado. They provide matching grants and incentives for property owners to improve building storefronts and entrances.
- **Life Safety Improvements.** These types of projects provide grants and incentives for buildings that need fire suppression systems to promote greater occupancy. This is common for buildings that are being converted to residential use or require greater occupancy like a restaurant.
- **Retail Sales Rebates.** This project promotes specific share backs of future sales tax collections as reimbursements for investments in older buildings. This may include upgrades to electrical services to support more intensive use or investments that address challenging building conditions found in older buildings.
- **Street Level Activation.** This type of project seeks to active any vacant storefronts, alleyways, and other public spaces with art installations, or other short-term activities to promote visual interest and street level activity.
- **Permitting Support.** This project would involve working closely with the Town of Eaton to ensure that any permitting for adaptive reuse or activation of vacant space occurs in an efficient and timely manner with clear communication.



INFRASTRUCTURE PROJECTS

- **Parking Facilities and Parking Management.** As the downtown district continues to grow, the DDA can take on projects to add new parking options and/or more actively manage existing parking resources to better serve the community and business needs.
- **Community Facilities Infrastructure.** This may include support for the installation of electricity at the street level to support community events, trash facilities, benches, and temporary items like heaters and bathrooms for public events.
- **Code and Design Guidelines.** The DDA can often seek to promote specific design guidelines and criteria for the downtown district or sub-areas of the district to promote visual interest and consistency.
- **Signage.** The DDA may seek to improve signage directing customers from Highway 85 to downtown and/or to parking facilities or other community amenities.
- **Clean and Safe.** The DDA can seek to work with the Eaton Police Department to address any public safety needs to promote a safe and welcoming environment. The DDA can also work collectively with property owners and businesses to assist with snow removal and shared area maintenance needs.



CATALYST DEVELOPMENT PROJECTS

- **Tax Increment Investments.** This type of program is reserved for large impactful projects that generate substantial tax increment revenue to the district. This type of investment program requires a thoughtful process that includes an economic impact analysis. This program requires a development agreement that outlines the performance and obligations of both developer and the DDA.
- **Property Acquisitions.** At times, it may be necessary to acquire property for different purposes. The DDA may seek to acquire property to facilitate development or to enhance public facilities.
- **Environmental Clean Up.** DDAs can work with the Town of Eaton to leverage state grant funding for buildings that require environmental assessments and remediation. This can sometimes be done within the context of much larger development projects.

COMMUNITY PROJECTS & MARKETING

- **Event Planning and Support.** The DDA can provide event support including coordination with business and property owners on street closures, event scheduling, and economic impact. The DDA can also provide support with facilities such as electricity and bathrooms, event permitting, and liquor licensing.
- **Public Art.** The DDA can seek to provide opportunities for public art installations, including plinths, murals, and other temporary installations that benefit the district culturally and economically.
- **DDA Brand.** Establish the DDA brand, brand logo, and color scheme that can be used to market and promote downtown Eaton.
- **Social Media Presence.** Establish a presence on local social media outlets to promote downtown businesses and other DDA activities.



How

This section of the Plan of Development is intended to inform the capacity of the DDA to achieve the Strategic Objectives. It outlines the roles and responsibilities and the tactical steps to ensure long-term success.

The DDA Board

Eligibility to serve on the DDA is statutorily defined in Title 31-25-806 of Colorado State Statute. It requires each appointed member to reside, be a business lessee or a real property owner within the boundaries of the DDA. The statute allows for the appointment of one member by the jurisdiction and requires the board to adopt rules and appoint officers as needed.

“The most successful cities are those shaped and molded by the people who inhabit them.”

Jane Jacobs, Author *The Death, and Life of Great American Cities*

Based on the criteria established in law, the Eaton DDA seeks to maintain a board of five (5) qualified members with one (1) being reserved for the Town of Eaton to be appointed by the Town and to serve at the pleasure of the Town Board. The remaining four (4) board members would be drawn from eligible community members and duly appointed to terms as required under the law.

DDAs are considered a quasi-public agency, meaning they serve a broad public purpose and exercise some government authority. Board members are subject to open public transparency requirements and public meeting requirements.

It is the purpose of the board to guide the actions of the DDA. Duties are summarized below and include:

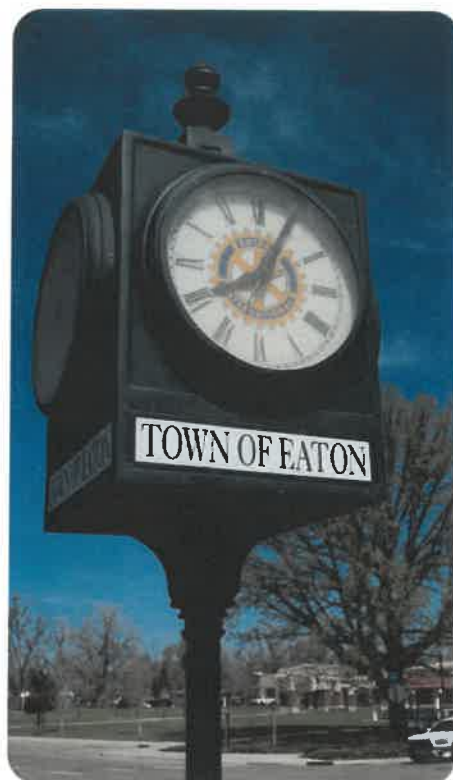
- **Establishing official board rules and codes of conduct.**
- **Establish annual budgets and annual reports as needed.**
- **Establish direction for the DDA and represent the interests of the residents, businesses, and property owners in the DDA boundaries.**
- **Establish DDA projects and policies that support positive investment in Downtown Eaton.**
- **Approve funding requests, grant requests, and incentive requests based on established projects and policies.**
- **Consider petitions to expand the boundaries of the district.**
- **Hire and manage staff including legal representation to advise on the proper performance of its duties.**
- **Enter contracts necessary for the performance of the DDA.**

DDA Staff

DDAs are allowed to hire and manage staff. At its inception and within the formative years of the DDA, the Town of Eaton, at its discretion, may provide staff support or funding for the DDA to hire staff. In recent years, many newer DDAs have worked with the local jurisdiction to provide financial, and staff support during the start-up phase until DDA revenue is sufficient to support its staffing and operational needs.

It is the purpose of DDA staff to:

- **Work to enact the Vision of the DDA as defined in this Plan of Development.**
- **Enact the projects and policies as approved by the DDA Board including managing application processes, payments and communications as needed.**
- **Maintain a visible presence in the downtown district and be available to engage with local businesses, property owners, and residents to better understand the needs of the district.**
- **Make recommendations to the DDA board on projects and policies that achieve the objectives of the Plan of Development.**
- **Represent the interests of the DDA to potential investors, other interested parties, the community, and the Town Board.**
- **Complete and submit reports as needed and as directed by the DDA board.**
- **Provide legal counsel to the board.**
- **Other duties as directed by the DDA board.**



DDA Budget and Finance

To achieve the objectives in the Plan of Development, it will be necessary to identify sources of funding and opportunities to finance projects. The DDA Board with DDA Staff support will be required to maintain an annual budget. The budget will reflect staffing needs, DDA program priorities, and other efforts including marketing and events.

Statutorily, the DDA is permitted to receive and use funding from the following sources:

- **Property Tax Increment and Sales Tax increment as authorized by law under Colorado Revised Statute 31-25-807.**
- **Private contributions and donations including sponsorships.**
- **Grants and other funds made available by public agencies and other entities.**
- **All types of bond issues, including industrial development revenue and special assessment bonds.**
- **All such other sources and methods as defined in State Statute.**

Implementation and Order of Operations

The DDA acknowledges that long-term success is predicted based on becoming a strong partner to the Town of Eaton as well as the local businesses and property owners. While the DDA will be reliant on the ongoing support of the Town to survive and grow, the DDA board does maintain its independence to identify opportunities, encourage investment, and enact policies that benefit the downtown district.

The Plan of Development as embodied in these pages of this document represents the first step in establishing a DDA. The following provides a step-by-step process to guide in the formation and actions of the DDA.

- 1 Approve the Plan of Development.** The Plan of Development is required to be reviewed by the Planning and Zoning Commission for consistency with the approved Comprehensive Plan. Once reviewed, the Town Board is required to approve the plan and call for an election.
- 2 Call for and hold the election.** The election is open to those within the defined boundaries of the DDA who are a resident, own a parcel, own a business, or have leasehold interest. The election has two ballot questions, (1) shall the DDA be organized and formed, referred to as the formation election and (2) the Tax Payer Bill of Rights (TABOR) question, which allows for the DDA to begin collecting and investing the Tax Increment revenue.
- 3 Recruit, appoint and educate the Board.** Upon completion of a successful election, the Town appoints the members of the board based on interest and eligibility. As DDAs can be complicated, it is important to provide time at the onset to educate the board on their roles and responsibilities and the powers of a DDA.
- 4 Establish by laws, officers, and rules of order.** It is required to adopt governing laws including conflict-of-interest requirements. Do not forget to make time for this step, it is important to follow the legal requirements.
- 5 Hire Staff.** Like the DDA board, staff will also need time to get educated on the powers and limitations of DDAs and to get to know the business and property owners and the unique needs of the district. Staff will need to work with the board to establish meeting times, maintain records and enact the priorities of the Board. This will also include administrative legwork like finding office space, assigning email addresses, and creating a web presence.
- 6 Establish priorities.** The startup phase of a DDA can be challenging. Funding is uncertain, and the community is expecting big results right away. Considering creating a common DDA program, like a Façade Grant and developing an Eaton DDA brand logo for promotion. A longer-term goal should be the identification of future catalyst projects. Big projects take time, so it is important to start early.

It is important to consider that every DDA has unique needs and that circumstances will change over time. Be prepared and remain flexible in the approach but stay focused on achieving the DDA vision.



Downtown Revitalization Plan
