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REGULAR MEETING AGENDA
Downtown Development Authority Board of Directors
Town Hall Council Chambers | 450 S. Parish Avenue, Johnstown CO
September 1, 2026, at 4:00 PM

Call To Order and Roll Call

Public Comment

Members of the audience are invited to speak at the meeting. Public Comment is limited to 3 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.

Approval of Meeting Minutes

Executive Director Comments

Informational/Discussion Items

1. Discussion regarding DDA Budget for 2026 and 2027
2. Special Presentation by Heather Utrata
3. Special Presentation by Katie Monroe

Executive Session

4. An executive session to discuss matters subject to negotiations and to instruct negotiators pursuant to C.R.S. Section 24-6-402(4)(e) regarding the Executive Director Position and Employment Contract.

Agenda Items

5. Motion regarding Executive Director Position
6. Motion regarding Bank of Colorado Account Signers

Committee Comments

Board Member Comments

Adjourn

Upcoming Meetings & Events Calendar

7. DDA Regular Board Meeting – October 6, 2026 – 4:00 p.m. at Town Hall 450 S. Parish Avenue Johnstown Co 80534

Public Notice

The public is invited to attend all regular meetings or study sessions of the Johnstown Downtown Development Authority. Please call 970-578-9612 at least 48 hours prior to the meeting if you believe you will need special assistance or any reasonable accommodation in order to attend, or participate in, any such meeting.



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REGULAR MEETING
Downtown Development Authority Board of Directors
Town Hall Council Chambers | 450 S. Parish Avenue, Johnstown CO
August 4, 2026, at 4:00 PM

MINUTES

CALL TO ORDER AND ROLL CALL

At 4:00 PM, Chairperson Melissa Sobeski called the meeting to order.

Roll Call: Chairperson Sobeski conducted roll call.

Absent: Vice Chairperson Earwood, excused with advance notice.

PUBLIC COMMENT

No public comment was offered.

APPROVAL OF MEETING MINUTES

Chairperson Sobeski moved to approve the previous meeting minutes, noting a correction needed to the spelling of her last name.

Motion by Chairperson Sobeski, first by Board Member Waugh and seconded by Board Member Morris. Upon vote, motion passed unanimously.

EXECUTIVE DIRECTOR COMMENTS

Interim Director Crosthwaite provided an update regarding the creation of email accounts for the Board. She asked whether the Board was willing to wait until an Executive Director was hired before making an official decision regarding the Board's email accounts. Until a decision is made, the JDDA email remains the primary contact for the DDA.

Interim Director Crosthwaite reminded the Board of the Colorado Open Records Act (CORA) requirements and reported that the DDA has obtained an EIN and is registered with the IRS. Interim Director Crosthwaite concluded her updates and asked if the Board had any questions. No questions were raised.



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AGENDA ITEMS

1. Approving the Plan of Development

Interim Director Crosthwaite explained the origin of the Plan of Development and the process for its adoption. She asked whether the Board would authorize staff to move forward with requesting approval of the Plan of Development from the Planning and Zoning Commission.

Motion by Board Member Waugh and seconded by Board Member Little to authorize staff to move forward with seeking Planning and Zoning Commission and Town Council approval of the Plan of Development. Upon vote, motion passed unanimously.

2. DDA Bank Account

Interim Director Crosthwaite reviewed the three banking opportunities available to the DDA: Bank of Colorado, FNBO, and TBK.

Board Member Little expressed a preference for a local bank. Board Member Grosboll noted that the JDDA currently has an account with FNBO. The Board discussed the available banking options.

Motion by Board Member Morris, seconded by Board Member Little, to open a savings and checking account with Bank of Colorado. Upon vote, motion passed unanimously.

INFORMATIONAL/DISCUSSION ITEMS

3. Discussion Regarding the Draft Outline of the Intergovernmental Agreement (IGA)

Interim Director Crosthwaite presented the informational portion of the draft IGA and requested Board feedback before the formal legal document is finalized. She stated that the DDA should have its own legal counsel review the agreement to protect its interests.

The Board discussed office space, which is currently provided at no cost, with the Town reserving the right to change the arrangement. The Board also discussed insurance coverage. Interim Director Crosthwaite explained that the DDA Board currently has no insurance coverage and that the JDDA has existing insurance. The Board discussed whether the DDA should obtain its own insurance for the Board of Directors and Executive Director, whether the Town could provide coverage, and whether JDDA funds could be used for insurance. Interim Director Crosthwaite stated that use of JDDA funds for insurance is allowable and agreed to research insurance options, including coverage for events.



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Board Member Little moved that the DDA obtain insurance for the Board of Directors and Executive Director. Board Member Waugh seconded the motion.

The Board discussed TIF collection and the frequency of remittances. Interim Director Crosthwaite explained that the Town receives taxes quarterly and that the IGA could include language establishing a clear schedule. She explained that property tax calculations would be based on 2025, and sales tax may be based on a more recent period.

The Board discussed funding for Town events and services. Interim Director Crosthwaite explained which event services are provided by the Town and which services are currently being paid for by the DDA.

Board Member Little asked how the DDA would take over the Façade Grant program. Interim Director Crosthwaite explained that the Town's expectation is that the DDA would assume responsibility for the program only if Town Council continues to appropriate separate funding for the Façade Grant program, outside of the Town's financial contribution to the DDA. The Board discussed the transition of the program and the importance of continued Town funding as the DDA becomes established. Board Member Schlagel expressed concern about the DDA taking on the program during its early stages.

Interim Director Crosthwaite explained that the Town would continue to provide and maintain the services it currently provides within the downtown area, including its standard maintenance of public rights-of-way and public spaces. She explained that, generally, a DDA would use TIF funds to provide additional services or improvements beyond the Town's standard level of service.

Board Member Little asked whether the Board should seek legal counsel. Interim Director Crosthwaite stated that legal counsel may be appropriate. Board Member Waugh reiterated that the Board should consult an attorney before signing the IGA.

The Board discussed the annual remittance process, the baseline, and the payment schedule.

Interim Director Crosthwaite explained that the Town is currently covering certain expenses on behalf of the DDA. The Board expressed a preference for the DDA to **reimburse the Town annually for eligible expenses paid on the DDA's behalf, with supporting receipts and invoices provided**. The Board requested that this reimbursement process be included in the draft Intergovernmental Agreement (IGA).



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The Board discussed the process for adding properties to the DDA boundary. Board Member Schlagel asked whether the mobile homes are within the DDA boundary, and Interim Director Crosthwaite explained that they are not. Board Member Little asked about vacant properties identified in Appendix A of the Plan of Development; Interim Director Crosthwaite explained that those properties are easements. Board Member Little inquired whether the Quality Liquid Feeds property in downtown had been sold; Interim Director Crosthwaite stated she was not aware if it had been sold.

Interim Director Crosthwaite explained that the DDA will need to adopt the current downtown branding, while retaining the ability to establish its own logo. She also explained that the Executive Director will be expected to notify the Town about new businesses entering downtown because those businesses must be registered to collect sales tax, and the Executive Director will be expected to attend Town planning and development meetings affecting the downtown boundary. Board Member Schlagel asked whether the Board would be informed if the Executive Director failed to attend those meetings.

Board Member Waugh asked about Town funding for signage. Interim Director Crosthwaite explained that Town Council initially budgeted \$1 million towards the downtown wayfinding signage project but later paused the project and funds have not been appropriated since by the Town. Board Member Schlagel asked whether a complete description of the Executive Director's duties would be available.

There were no further questions regarding the IGA.

4. Discussion Regarding Status of Applications Received for the Executive Director Position and Next Steps

Interim Director Crosthwaite reported that the Executive Director position had been open for several weeks and that 21 applications had been received. She explained that the applications were not being provided during the public meeting because they could contain private information. She outlined options for reviewing and interviewing candidates privately and recommended moving forward soon so the candidate pool would not shrink due to a lengthy process.

The Board discussed scheduling a work session to review the candidates and decided to hold a study session on Thursday at 1:00 PM to discuss Executive Director selections.



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5. Discussion Regarding Transfer of Town Funds for FY26

Interim Director Crosthwaite discussed the \$120,000 in Town funds initially intended to be transferred to the DDA.

6. Discussion Regarding Opening a PO Box

Interim Director Crosthwaite reported that PO Box 127 has been established for the DDA. Once an Executive Director is hired, the PO Box can be transferred to the Executive Director's name.

COMMITTEE COMMENTS

No committee comments were offered.

BOARD MEMBER COMMENTS

Board Members Waugh and Schlagel expressed appreciation for the assistance provided during the meeting.

Board Member Little expressed appreciation for Interim Director Crosthwaite's hard work and professionalism.

No further comments were offered.

EXECUTIVE SESSION

No executive session was held.

ADJOURNMENT

There being no further business for the Downtown Development Authority, Chairperson Sobeski adjourned the meeting at 5:29 PM.

Approved by the Downtown Development Authority Board:



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Melissa Sobeski, Board Chair

Attest:

Sarah Crosthwaite, Interim Executive Director

Johnstown Downtown Development Authority

DDA Regular Board Meeting, September 1, 2026



Agenda

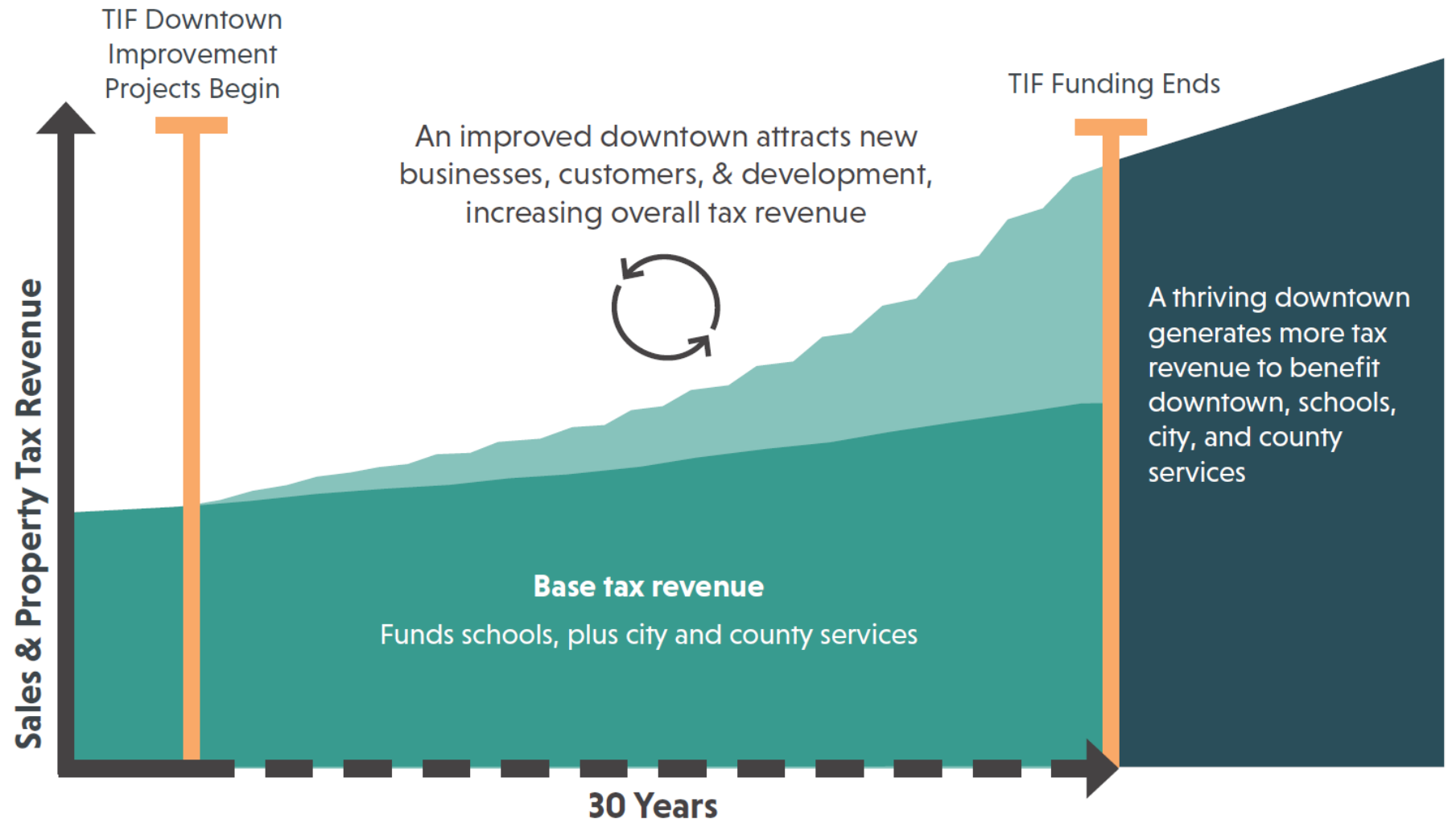
1. Introductions (5 min)
2. Budget Workshop (55 min)

1. Introductions

2. Budget Workshop

DDA Financing (TIF)

- ▶ **NOT a new tax**
- ▶ Redirects where some revenue goes *after* it is collected
- ▶ Form of **revenue reinvestment** - the more area prospers, the more it can invest



5-Year Financial Projections

	TIF (1% Annual Growth)	TIF (2.5% Annual Growth)	Town Contribution (3-5 Years)*	Remaining JDDA Funds	Sponsorship Revenue	Year Total
2026	\$ 0	\$ 0	\$ 120,000	\$ 30,000	\$ 0	\$150,000
2027	\$ 17,500	\$ 43,800	\$ 240,000	\$ 0	\$ 10,000	\$268K - \$294K
2028	\$ 35,200	\$ 88,600	\$ 240,000	\$ 0	\$ 10,000	\$285K - \$338K
2029	\$ 53,000	\$ 134,600	\$ 240,000	\$ 0	\$ 10,000	\$303K - \$384K
2030	\$ 71,100	\$ 181,800	\$ 240,000	\$ 0	\$ 10,000	\$321K - \$431K

* Subject to approval by Town Council

2026 and 2027 Budgets

	2026	2027
Admin	\$ 45,000	\$ 115,000
<i>Startup Costs</i>	\$ 10,000	\$ 0
<i>Executive director</i>	\$ 30,000	\$ 100,000
<i>Accounting</i>	\$ 1,500	\$ 5,000
<i>Legal</i>	\$ 3,500	\$ 10,000
Events	\$10,000	\$50,000
Plan of Dev. Projects	\$70,000	\$135,000
<i>Carry to 2027</i>	\$ 25,000	
Total	\$ 150,000	\$300,000

Two-Year Action Plan Framework

► Near-term “quick wins”:

- Take over activities of the JDDA (events, website)
- Continue Town beautification efforts, establish baseline services agreement re: trees, plantings, decorative lighting, signage
- Explore ways to expand available retail space and offerings
- Pilot evening activation
- Work on a centralized marketing strategy for downtown

► Start work towards long-term goals:

- Initiate parking management strategy work
- Start conversations about sidewalk network and streetscape
- Prepare for the future development in Rieder and Held properties

Project Ideas

- ▶ Does this feel like the right list?
- ▶ What should we remove?
- ▶ What else should we add?
- ▶ Does anything seem too ambitious for a quick win? (time, resources, funding)

Project Ideas for 2026 Budget

- ▶ **\$70,000** available for projects. Ideas include:
 - ▶ Continuing and expanding the business organizing and support activities of the JDDA
 - ▶ Business networking, technical support
 - ▶ Piloting an evening activation series
 - ▶ Ice skating rink management (partnership with Town)
 - ▶ Developing Initial downtown marketing and promotions (holiday giveaways, programming, etc.)
 - ▶ Starting to track downtown metrics to help make data-informed decisions (i.e., business operating hours, number of employees, etc.) (*staff/contractor time*)
 - ▶ Initiating conversations with owners of adjacent vacant and industrial land (*staff time*)
 - ▶ Advocating for new Public Works facility location (*staff time*)
 - ▶ *Or, carry forward more funds to 2027*

Project Ideas for 2027 Budget

- ▶ **\$135,000** available for projects. Ideas include:
 - ▶ Carry forward 2026 projects
 - ▶ Continuing Town beautification efforts and establishing baseline services agreement re: trees, plantings, decorative lighting, signage
 - ▶ Exploring ways to expand retail space and offerings
 - ▶ Develop a centralized marketing strategy for downtown
 - ▶ Initiating parking management plan
 - ▶ Starting conversations and identify gaps in sidewalk network and streetscape improvements
 - ▶ West Alleyway Project
 - ▶ Partnering with Johnstown Historical Society to create downtown historic inventory
 - ▶ Evaluating existing incentive programs for retail and façade improvements

Other Considerations and Opportunities

- ▶ Initiating conversations with owners of adjacent vacant and industrial land
- ▶ Advocating for new Public Works facility location
- ▶ Opportunities for DDA expansion
 - ▶ *Reider Property*
 - ▶ *Uniscope Property*

Discussion and Prioritization Exercise

- ▶ Does this feel like the right list?
- ▶ What should we remove?
- ▶ What else should we add?
- ▶ Does anything seem too ambitious for a quick win? (time, resources, funding)
- ▶ What should be the DDA's top priorities 2025-2026?

Johnstown Downtown Development Authority

DDA Regular Board Meeting, September 1, 2026





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Downtown Development Authority Board Agenda Item Overview

Agenda Date: September 1, 2026

Subject: Bank of Colorado Account Signers & Deposit

Attachments: 1. Bank of Colorado Account Request Form

Presented by: Sarah Crosthwaite, Interim Executive Director

Agenda Item Overview:

Enclosed for your review and consideration is information regarding the next steps to establish the DDA's bank accounts. At the August 4, 2026, regular meeting, the DDA Board authorized staff to open checking and savings accounts with Bank of Colorado.

Following the Board's action, staff coordinated with a Bank of Colorado branch representative to identify the documentation required to establish the accounts. The required documentation includes:

- Adopted DDA By-Laws
- August 4, 2026, Board Meeting Minutes (outlining the election of the DDA Chair/President and Secretary)
- EIN Confirmation Letter
- Department of Revenue PDPA Notice Letter
- Bank of Colorado Account Request Form

Bank of Colorado is requesting at minimum that the Account Request Form must be completed by the DDA President/Chair and Secretary. Under the adopted By-Laws, the Interim Executive Director currently serves as the DDA Secretary.

Staff are requesting that the Chair, Treasurer, and Interim Executive Director complete the Account Request Form and provide a copy of their government-issued identification to facilitate the account-opening process. Once the account is established, the Town of Johnstown will deposit the \$120,000 appropriated for the DDA for Fiscal Year 2027.

Staff are also seeking direction from the DDA Board regarding the amount of the \$120,000 appropriation that should be deposited into the savings account, with the remaining funds deposited into the checking account.



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Financial Impact:

The Public Funds Checking has no minimum balance requirements or services charges. The Public Funds Savings account requires a minimum balance of \$500, if not a \$9 quarterly fee will be charged. Additionally, a \$1.25 fee will be charged for more than 9 debits per quarter.

Legal Review:

N/A

Plan of Development Alignment:

Immediate Strategy/ Start-up: Focusing on administrative and legal requirements for start-up (pg. 25).

Staff Recommendation:

Staff recommend the DDA Board have the Chair, Treasurer, and Interim Executive Director as signers on the account and deposit \$10,000 in the savings account.

Suggested Mot ons:

For Approval: I move to add Melissa Sobeski, DDA Chair, Dawn Little, DDA Treasurer, and Sarah Crosthwaite Interim Executive Director to the DDA's bank account with Bank of Colorado and deposit \$10,000 into the savings account.



Name(s):

Address:

Physical:

Mailing (if different):

Social Security #(s):

Phone #(s):

Home:

Cell:

Employer:

Occupation:

E-Mail(s):

Mother's Maiden Name:

Date of Birth(s):

Need Copy's of ID's / Driver License