



**EDGEWATER REDEVELOPMENT AUTHORITY**

**Business Meeting Agenda**

**Held In the Putnum Conference Room**

**1800 Harlan St.**

**Edgewater, CO 80214**

**And Virtually through the GoToMeeting App.**

**<https://global.gotomeeting.com/join/549576013>**

**You can also dial in using your phone.**

**United States: +1 (571) 317-3122**

**Access Code: **549-576-013****

**October 22, 2025**

**4:00 pm**

The public is invited to speak at all points noted on the agenda. Public comments will be limited to three minutes each unless prior arrangements have been made with the City Clerk or Chair. Additionally, public comment will be allowed on agenda items at the discretion of Chair. **The times noted are approximate and may be subject to change.**

1. Call to Order
2. Roll Call
3. Pledge of Allegiance
4. Approval of Agenda
5. Consent Agenda
  - a. Minutes of May 1, 2025
6. General Business
  - a. Business Survey Consultant
  - b. Budget Discussion
7. Council Report
8. Director Comments
9. Public Comments
10. Commissioner Comments
11. Adjournment

**EDGEWATER REDEVELOPMENT AUTHORITY  
BUSINESS MEETING MINUTES  
May 1, 2025**

A regular business meeting of the Edgewater Redevelopment Authority was virtually through the GoToMeeting App.

1. Call to Order

Chair Riddle called the meeting to order at 4:01 pm

2. Roll Call

City Clerk and Clerk to the Authority Lenore Pedroza called the roll.

Present: Acting Chair David Fleck, Authority Member Todd Riddle, Authority Member Devin Lahtinen, and Authority Member Thea Samson

Absent: Authority Member Lang

Also Present: Authority Director, Dan Maples.

3. Pledge of Allegiance

4. Agenda Approval

Authority Member Riddle made a motion to approve the Agenda as presented. Seconded by Authority Member Lahtinen and passed unanimously.

5. Consent Agenda

a. Minutes of December 10, 2024

Authority Member Lahtinen made a motion to approve the Consent Agenda as presented. Seconded by Authority Member Riddle and passed unanimously.

6. General Business

a. Resolution 2025-01

Authority Member Riddle made a motion Resolution 2025-01, A RESOLUTION DESIGNATING PUBLIC PLACES FOR THE POSTING OF NOTICE OF MEETINGS OF THE EDGEWATER REDEVELOPMENT AUTHORITY, as presented. Seconded by Authority Member Lahtinen and passed unanimously.

Authority Member Riddle asked if 3 posting places was a requirement. City Clerk Pedroza stated it is a requirement according to our Charter

- b. Authority Member Riddle made a motion to approve Resolution 2025-02, A RESOLUTION APPROPRIATING FUNDS FROM THE EDGEWATER REDEVELOPMENT AUTHORITY FUND FOR THE PURPOSES SET FORTH HEREIN, AND ADOPTING A REVISED BUDGET, as presented. Seconded by Authority Member Lahtinen and passed unanimously.

- c. Business Survey Project

Authority Member Riddle made a motion to approve moving forward with the Business Survey Project. Seconded by Authority Member Fleck and passed unanimously.

- d. Joyride's Request for Parking Lot

Dave Bergen with Joyride was present to explain his request for their use of the Parking lot on 25<sup>th</sup> Ave. and Sheridan Blvd.

Authority Member Lahtinen made a motion to approve Joyride's request to use the parking lot at 25<sup>th</sup> Ave. and Sheridan Blvd, for their Anniversary Event in July 2025. Seconded by Authority Member Riddle and passed unanimously.

## 7. Council Report

None

## 8. Director Comments

Dan – Repaving project on 20<sup>th</sup> with Lakewood. Concrete work will be completed first and then paving. staff working with the consultant on the Sign Code.

## 9. Public Comments

None

## 10. Commissioner Comments

Authority Member Fleck suggested removing Item 7, Council Report, from the Agenda. The Authority has not had a Council Liaison for at least 3 years.

## 11. Adjournment

Acting Chair Fleck adjourned the Business Meeting at 5:00 pm.



# City of Edgewater Business Community Outreach Project

The Faeder Collaborative

April 4, 2025

## Project Objectives

1. Assess local business satisfaction with Edgewater's operations and support programs.
2. Identify opportunities for process improvement and to improve funding effectiveness and efficiency.
3. Use data insights to inform spending and program planning.
4. Build stronger relationships with local businesses through engagement.

## Project Overview

The City of Edgewater, in partnership with The Faeder Collaborative, will launch the Business Community Outreach Project to assess business satisfaction and improve support programs through inclusive, authentic engagement. Using strategic outreach, surveys, and facilitated discussions, the project will identify business needs, inform resource allocation, and shape future programming. Findings will guide actionable recommendations at the August 2025 City Council retreat, strengthening ties with the business community.

## Project Arrangement

This engagement operates under a time-and-materials structure, with a maximum budget of \$19,750 (\$19,000 for labor and \$750 for expenses). Senior Consultants are billed at \$170 per hour, while Business Analysts (survey canvassers) are billed at \$125 per hour. Total project hours are estimated at 117 and actual hours will be invoiced at the end of each month. The project is anticipated to run from May through July, ensuring deliverables are aligned with input needed for the August City Council meeting.



## Scope of Work

### 1. Project Management

<b>Project Kick-Off</b>	The Consultants will prepare for and facilitate a 1-hour project kick-off meeting with relevant City leadership and staff.
<b>Project Coordination</b>	Consultants will participate in up to three (3) 30-minute monthly project team meetings. Summary notes from the project meetings with The City project sponsors will be provided.
<b>Deliverables</b>	<i>Project Kickoff Summary Notes; Project Meeting Summary Notes</i>

### 2. Situational Assessment

<b>Review Background Materials</b>	Review relevant documents including the City of Edgewater's 2040 Comprehensive Plan, data from the Jefferson County EDC, results from Community Engagement initiatives (past and present).
<b>Conduct Focus Groups &amp; Interviews</b>	<p>Consultants will hear stakeholder perspectives on the state of the business environment within The City by facilitating one (1) focus group with key City leaders.</p> <p>Consultants will hear stakeholder perspectives on the state of the business environment within The City by conducting one (1) focus group with business leaders with breakout sessions according to business size.</p> <p>Focus group outputs will help to inform the design of the business partnership survey and the project's communications strategy and implementation. The size parameters for the business focus groups will be decided in partnership with the project sponsors.</p>
<b>Deliverables</b>	<i>Situational Assessment Findings Report</i>

### 3. Business Partnership Outreach Plan



<b>Plan Creation</b>	Consultants will develop a two-page data collection plan with key objectives, benchmarks, and data steps to support a business survey and breakfast roundtable.
<b>Communications Strategy</b>	A communications strategy will be developed based on the Situational Assessment to guide messaging for a business outreach campaign.
<b>Deliverables</b>	<i>Approved Business Partnership Outreach Plan</i>

#### 4. Outreach

<b>Business Partnership Survey</b>	Consultants will design a brief, targeted survey using sales tax categories to identify the needs of similar business groups. Framed by a SWOT approach, the survey will assess satisfaction, evaluate City support, identify program barriers, and gather insights to improve funding and future initiatives. Key themes from the results will be summarized for review.
<b>Business Contact List</b>	The City will share project information with business owners and distribute a survey mailer featuring a QR code. Consultants will provide up to four email drafts to launch the project, send survey and roundtable reminders, and share final findings with thanks to participants.
<b>Door-to-Door Business Outreach</b>	Consultants will conduct door-to-door outreach to the City's businesses to increase survey participation. In-person engagement will focus on business categories with a low response rate for the electronic survey. If a business is willing, consultants will offer to complete their survey with them. Consultants will use this time to distribute flyers inviting business owners to the roundtable discussion and confirm their participation in the breakfast discussion.
<b>Deliverables</b>	<i>Approved survey; Approved email verbiages &amp; flyers; Survey findings report</i>

#### 5. Action Planning



<b>City of Edgewater Workshop</b>	Consultants will lead an action planning workshop with The City leadership and staff, presenting data collection results and facilitating an interactive process to interpret findings, align on opportunities, and plan a breakfast roundtable to share results and ideas with the business community. The scope includes designing, preparing, facilitating, and summarizing the session.
<b>Business Breakfast Roundtable Discussion</b>	Consultants will lead an engaging roundtable discussion to share Business Partnership Outreach outcomes with Edgewater business leaders. The purpose of the roundtable discussion will be to ask business owners to prioritize what they feel are the most important ways the City should support the business community. The results of Business Partnership Outreach as well as the roundtable discussion will be presented during the City Council's retreat in August and will be used to inform the development of business support funding for the 2026 budget.
<b>Deliverables</b>	<i>City of Edgewater workshop session design, facilitation &amp; summary notes; Business Breakfast Roundtable workshop session design, facilitation &amp; notes</i>

#### **PROJECT ASSUMPTIONS**

1. The City has a directory of businesses that the City will use to distribute project information. There are close to 110 businesses in total and the majority are locally-owned.
2. The survey will be analyzed to enable comparison across business types (maybe organized by tax brackets) and will not be designed or analyzed around significance testing.
3. The City business representatives are willing and able to participate in the survey and Roundtable.
4. The City will provide interpretation and translation support for all stakeholder engagement aspects of the project.
5. The City will provide timely feedback and approvals on deliverables such as surveys, emails, mailers, and action plans to maintain the project timeline.
6. The City will be responsible for printing costs (in-person survey collection and Roundtable flyers).
7. Project management meetings will be conducted virtually.
8. Facilitated workshops (City of Edgewater Workshop and Business Roundtable) will be conducted in person. The City will be responsible for the venue, material costs, and food and beverage for each session.