



MEMORANDUM

To: Boulder City Council

Cc: Jane Brautigam, City Manager
Mary Ann Weideman, Deputy City Manager

From: Kim Calomino, CU Office of External Relations
Frances Draper, CU Strategic Relations
Bill Ellwood, Hill Commercial Area property owner
Ian Frodeson, Responsible Hospitality Group
Karen Gall, UHCAMC
Carter Gruba, CU Student Government
Mark Heinritz, Hill Commercial Area property owner
Tracy Jennings, UHNA
Lisa Morzel, Boulder City Council
Lisa Nelson, UHNA
Meghan Pfanstiel, BARHA
Dakota Soifer, The Hill Boulder merchants association
Susan Stafford, CU Office of Off-Campus Housing
Caldwell Sullivan, BARHA
Callie Weiant, UHNA
Josh Wynn, Inter-fraternity Council

Date: December 22, 2017

RE: Hill Reinvestment Working Group – 2018 Work Plan & Council Representative Vacancy

This memo provides an overview of the 2018 Work Plan of the Hill Reinvestment Working Group (HRWG) and a request to fill the seat on the HRWG previously held by former City Council member Andrew Shoemaker. There are two City Council seats on the HRWG.

Background

The City Council framework for the 2014-2016 Hill Reinvestment Strategy (now known as the ongoing “Hill Community Development program”) included a mandate to convene a stakeholder group to recommend long-term funding and governance options for pursuing quality of life improvements on University Hill. The goal was to transition from the 2014-2016 general fund supported “prime the pump” improvements to ongoing programs supported by sustainable funding sources in partnership with Hill stakeholder organizations.

From late 2015 to early 2017, representatives from thirteen Hill stakeholder organizations participated in workshops facilitated by Progressive Urban Management Associations (P.U.M.A.). The stakeholder organizations were: Boulder City Council, CU Administration, CU Off-Campus

Housing, CU Student Government, the University Hill Commercial Area Management Commission (UHCAMC), the University Hill Neighborhood Association (UHNA), The Hill Boulder business association, the Responsible Hospitality Group (RHG), the Boulder Area Rental Housing Association (BARHA), the Inter-Fraternity Council (IFC), Panhellenic, and residential and commercial property owners. The group prioritized ongoing improvements to be funded; then discussed sustainable funding options for those improvements; and finally drafted a recommendation to City Council presented in an Information Packet in June 2017.

The final recommendation included making the HRWG ongoing, with an annual Work Plan to be carried out by two sub-groups with representatives from the full group: one focused on neighborhood conservation and another focused on year-round vitality in the Hill Commercial Area. The full HRWG had its first meeting in October 2017. The two sub-groups met in late November 2017 to refine their Work Plan for 2018.

HRWG Charter

As a key first step to establishing itself as an ongoing organization, the HRWG drafted a charter to govern how it would pursue its objectives. The charter includes provisions such as:

- All recommendations must be made by consensus, and all voices at the table have equal value.
- All members are responsible for coordinating with their respective University Hill stakeholder organizations, and for representing that organization's views and not their personal views when participating in HRWG discussions.
- The HRWG was formed in the spirit of collaboration, with the understanding that balanced approaches reached through consensus will have a more lasting and positive impact on the community.

HRWG 2018 Work Plan

The HRWG also identified two objectives for each sub-group in 2018. The objectives are as follows.

Neighborhood Sub-Group 2018 Objectives:

- Identify best practices and strategies for pursuing long-term neighborhood conservation, including how to preserve a balance of single family homes and student housing; and,
- Explore options for long-term funding to continue the pilot Residential Service District (RSD) litter removal program.

Commercial Sub-Group 2018 Objectives:

- Explore the HRWG recommendation to pursue a Business Improvement District (BID); and,
- Determine whether to revisit changes to liquor rules that apply solely to Hill establishments based on their impact on the ability to attract a greater diversity of uses to the district, most notably the proposed Hill hotel/garage.

Council Representative Vacancy

The HRWG includes two representatives from the Boulder City Council. With the departure of Andrew Shoemaker, there is an opening on the HRWG. The HRWG would like to invite the City Council to select a replacement for Andrew from among its members. The council representative would be invited to attend quarterly meetings of the full HRWG and more frequent meetings of one of the two sub-groups. The meetings are generally held in the late afternoon on the second Thursday of the month.