



**Downtown Development Authority Board
Regular Meeting Agenda
Tuesday January 13th, 2026
9:00 a.m. - 11:00 a.m.**

Fraser Town Hall, 153 Fraser Avenue and Virtually

NOTE: Times are approximate and agenda subject to change

Watch the meeting live on Fraser's YouTube Channel

<https://www.youtube.com/channel/UCs5aHnI7d-kk0j1cxV28DSg>

Participate in the meeting through our virtual platform

Zoom Meeting Information

<https://us02web.zoom.us/j/2590408013>

1. Roll Call

2. Approval Of Agenda

3. Consent Agenda

a. Minutes December 9, 2025

Documents:

[DDAM 2025-12-09.Pdf](#)

4. Open Forum

5. Discussion And Possible Action

a. Resolution No. 2026-01-01 Designating Posting Place For DDA Meeting Notices

Documents:

[Resolution 2026-01-01 Designation Of Place For DDA Meeting Notices.pdf](#)

b. Ride, Ski, Save Promotion Video Advertisement, Sarah Wieck

<https://www.youtube.com/watch?v=H5Aqn-DbDt0>

c. Come Up Conference Series, Parks Thompson & Callie McDermott

d. Business Enhancement Grant Review Committee & Process

<https://www.frasercolorado.com/467/Fraser-Business-Incentives-And-Grant-Pro>

e. Work Plan Review And Planning

Documents:

[Workplan Fraser DDA 2024-2025.Pdf](#)

6. **Other Business**

a. Updates

a. Railroad Station Sign

b. Social Media

b. Other Updates

Documents:

[2025-12-22 Explore Fraser_Train Station Sign.pdf](#)

7. **Adjourn**

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MINUTES

Date: December 9, 2025

Meeting: Downtown Development Authority Regular Meeting

Place: Fraser Town Hall Board Room and Virtually

Present:

Board: Chair Parks Thomson, Vice Chair Tiffany Gatesman, Secretary Katie Soles, Treasurer Nick Crabb, Members: Barry Young, Greg Bechler (arrived at 9:07), Abbey Samuelson (arrived at 9:02), William Palmer, Steve Fitzgerald

Staff: Interim Executive Director and Assistant Town Manager, Sarah Catanzarite; Town Clerk, Antoinette McVeigh, Marketing and Communications Manager Sarah Wieck

Others: Dan Merchant

Chairperson Parks Thomson called the meeting to order at 9:00 a.m.

1. **Roll Call:** Chair Parks Thomson, Vice Chair Tiffany Gatesman, Secretary Katie Soles, Treasurer Nick Crabb, Members: Barry Young, William Palmer, Steve Fitzgerald
2. **Approval of Agenda:**
Member Soles moved, and Member Young seconded the motion to approve the agenda.
Motion carried: 7-0.
3. **Consent Agenda:**
 - a. Minutes November 11, 2025
Member Crabb moved, and Member Palmer seconded the motion to approve the consent agenda. **Motion carried: 8-0.**
4. **Open Forum:**
None
5. **Discussion and Possible Action:**
 - a. **DDA Future TIF Projections, Troy Bernberg, Northland**

Troy Bernberg presented three documents to illustrate TIF (Tax Increment Financing) revenue projections for the DDA. He began with the "Revenue Revs by Type" document to demonstrate the significant difference in TIF dollars generated by commercial versus residential developments (29% vs. 6.25%). He explained that new construction primarily drives incremental assessed valuation.

Troy then reviewed specific development projections for Centrum Phase 1 and Strom projects, showing when these developments would come online and their estimated contributions to assessed valuation.

Sarah noted that the St. Louis Landing project, being a tax-exempt affordable housing development, would not generate significant revenue for the DDA initially. However, future phases with for-sale townhomes might generate some residential increment, though likely in the 3-5 year range.

Troy committed to providing an Excel file of his model so that Sarah could input future development projections as they become available.

Sarah also updated the board that the Town of Fraser was under contract to purchase the vet building across from the Amtrak station for a transit center, which would also make that property tax exempt. While not ideal for immediate DDA revenue, this could lead to future redevelopment opportunities.

b. Fraser Center for the Creative Arts Proposal for Future DDA Contributions, Steve Fitzgerald, Fraser Valley Arts

Steve Fitzgerald, speaking as the President of Fraser Valley Arts, recused himself from DDA decision-making on this item due to the conflict of interest. He presented a proposal for the DDA to allocate a percentage of future net tax revenues to support the Fraser Center for the Creative Arts.

The proposal suggested allocating 2% of net tax increment revenues once they exceed \$75,000 annually, which based on current projections would likely begin around 2028. The funds would support the center's construction initially, and later its ongoing operations.

Steve explained that the center, projected to host 75-100 events annually plus daily activities, would generate approximately \$2 million in economic impact for the surrounding community. He noted that the center already had commitments of about \$3.5 million including land value and was within \$2 million of being able to break ground, likely around 2027-2028.

In exchange for DDA support, the center would make its facilities available to the DDA for meetings and events, promote DDA events, and potentially provide highway signage promotion.

Concerns were raised about making long-term commitments that could bind future boards, highlighting the importance of including language about "subject to annual appropriations" and a specific timeline. It was recommended to have both a cap on the total contribution and a timeline. It was also questioned whether broader priorities for spending funds should be discussed first. Additionally, several members deliberated on the potential structure of contributions, with the idea that a more substantial upfront investment tied to construction might be more beneficial for fundraising.

Member Soles moved and Member Crabb seconded the motion for Fraser Valley Arts to develop a specific proposal for future DDA contributions to the Fraser Center for the Creative Arts. **Motion carried 8-0-1.** Member Fitzgerald recused.

c. Ski, Ride, Save Promotion Advertising, Sarah Weick

Sarah Weick presented options for a Google Ads campaign to promote the Ski, Ride, Save program, which offers discounts at Fraser businesses for Winter Park Express, Amtrak, and bus riders who show their tickets. The campaign would target people searching for Winter Park Express deals, ski train information, and visitors planning trips to the area.

She presented three budget options:

1. Basic search ads at \$250/month
2. Search ads plus display and YouTube ads at \$500/month
3. Comprehensive campaign at \$1,000/month

The board discussed not only the ad spend but also the need for high-quality video content to make the ads effective. Sarah stated that Conner Nelson has created content for the Town's summer campaign Find Your Flow. He will also be creating a winter campaign Find Your Flow. She will try to include additional content for the Ski, Ride Save advertising for the DDA. The board discussed the timeline, with members agreeing that having something launched by January would be beneficial.

Member Gatesman moved and Member Thomson seconded the motion to spend \$1,000 for the month of January for Google adds, and a maximum of \$3,000 for the video content. The Google add campaign will be reviewed prior to committing to February or March. **Motion carried: 9-0.**

d. Updates

di. Social Media Working Group

Parks Thomson and Bill Palmer volunteered to serve on the working group and Abby Samualson volunteered to assist if needed. They will work with Fraser staff Callie McDermmot.

dii. Railroad Station Signage

Parks Thompson reported that signage for the railroad station could be produced for approximately \$20 per square foot for printing and

materials. This approach would cost approximately \$1,380 compared to the previous estimate of \$8,000.

Member Soles moved and Member Fitzgerald seconded the motion to have Parks Thomson move forward with the sign not to exceed \$3,000. Motion carried 7-0, Members Crabb and Bechler were muted.

diii. Come Up Conference Series, Parks Thompson

Parks Thompson and Steve Fitzgerald reported on their meeting with Callie McDermott regarding a conference series concept. They proposed starting with social media posts highlighting local entrepreneurs, followed by in-person discussion events where these entrepreneurs could share their experiences with people interested in business development.

For the first event, they suggested featuring four DDA board members as entrepreneurs, to be held in early February. Parks, Nick, Abby, and Tiffany volunteered to participate, with a location to be determined based on the target audience's availability (evening or daytime).

The goal would be to help people understand pathways to business ownership and entrepreneurship in the community, with the format adaptable based on attendance levels.

6. Other Business:

a. Other Updates

ai. Town of Fraser Business Enhancement Grant Applications

It was announced that business enhancement grants are now available, with a priority deadline of February 1st to apply. After that date, applications will be accepted on a rolling basis until funds are exhausted. Information is available on the town website under economic development.

7. Adjourn:

Member Gatesman moved, and Member Fitzgerald seconded the motion to adjourn at 10:48a.m. **Motion carried: 8-0.**

**FRASER DOWNTOWN DEVELOPMENT AUTHORITY
RESOLUTION NO. 2026-01-01**

**A RESOLUTION DESIGNATING THE POSTING PLACE FOR THE FRASER DOWNTOWN
DEVELOPMENT AUTHORITY (DDA) MEETING NOTICES AND AGENDAS**

WHEREAS, the Town of Fraser Board of Trustees on May 15th, 2024, unanimously voted in favor of a motion to approve Ordinance No. 514 Establishing the Fraser Downtown Development Authority (DDA); and

WHEREAS, §24-6-402(2)(c), C.R.S., requires that Downtown Development Authority Boards shall designate a posting place for Board meeting notices and agendas;

THEREFORE, BE IT RESOLVED BY THE FRASER DOWNTOWN DEVELOPMENT
AUTHORITY BOARD THAT:

The Fraser Downtown Development Authority meeting notices and agendas shall be posted on the Town of Fraser website (<https://www.frasercolorado.com/agendacenter>) no later than 24 hours prior to the scheduled regular DDA meeting.

If for any reason, it is not possible to post the Fraser Downtown Development Authority Board meeting notices and agendas on the website, an agenda may be posted at the Fraser Town Hall.

READ, PASSED ON ROLL CALL VOTE, AND ADOPTED THIS 13th DAY OF JANUARY 2026.

Votes in favor:
Votes opposed:
Abstained:

DDA BOARD OF THE
TOWN OF FRASER, COLORADO


BY: _____
DDA Board Chair

ATTEST:

(S E A L)

Secretary

FRASER DDA 2024 - 2025 WORKPLAN

Area		Action Items	PRIORITY (P1, P2, P3)	BUDGET IMPACT	CORE STRATEGY	CUSTOMER BASE	KEY PARTNERS	SUCCESS =	24	2025					2026				2027																						
DDA Policy Priorities									Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4																				
Finance & Investment Policy	Establish preliminary framework for the policy to include project outcomes preferred by the DDA. (i.e. affordable housing goals, commercial spaces, public infrastructure etc.).	Consider a facilitated meeting of the DDA board to discuss priorities and to help build the policy document.	P1	Cost to hire outside consultants	#VALUE!	DDA Constituents	Town of Fraser	Completed and approved F&I Policy																																	
	Consider incentives to attract development that meets the DDA vision.	Adopt specific policies and procedures to guide decision-making and actions. Clear policy guidelines will empower staff to confidently implement programs.																					#VALUE!	Political Leadership/Funders	Local Developers: Town of Fraser																
	Consider financial impacts and ability to fund investments (TIF rebate v. finance or up front cash).	Up front cash reserved for operating expenses, programs, reimbursement agreements with developers vs up front cash.																																							
	Consider formal application process to aid in decision making. What specific information does the developer need to provide? What information is required for the DDA to make a decision?	Develop a process to assess new requests and create a feedback loop for refinement.				Political Leadership/Funders	Local Developers: Town of Fraser																																		
																							Develop processes to receive requests, analyze and consider requests for DDA participation.	Work with the Town of Fraser to establish guidelines for the DDA's involvement in land use code updates, downtown development standards, and project review/ input.																	
																									Establish a process for final approvals for new projects and investments by the DDA.	Work with the Town to consider streamlined development review for projects that support the downtown/ DDA vision.															
		Maintain flexibility and seek to update the policy as needed and as conditions change.			Establish schedule for annual policy review (more if necessary) and determining if revisions are needed.	#VALUE!																																			
																									Create a process for making the revisions and establish an approval process.																
		Event Support Coordination Policy			Work with the business and property owners on existing and future local events.	Consider starting or encouraging/ supporting an "annual" or "bi-annual" event that becomes a tradition and draws residents and visitors	P3																Sponsorship budget.	#VALUE!	DDA Constituents	WP&F Chamber of Commerce	Established policy and able to receive and respond to event requests														
						Create an event schedule and revisit frequently.																																			
Consider opportunities to sponsor events that are beneficial to the downtown district and consider a sponsorship budget for events.	Identify potential event sponsors who reinforce the vision of the DDA and the culture of Fraser. Define the DDAs own sponsorship criteria/ budget.		#VALUE!	Residents	Grand County Tourism																																				
Consider staff time and volunteer requirements needed to operate and manage events.	For each event, create a project schedule with time commitments and assignment of tasks.					#VALUE!																																			
Property Acquisition Policy	[This may be rolled into the F&I Policy.]		P3	No direct budget impact.	#VALUE!		DDA Constituents				Town of Fraser	Establish a policy to include acquisition priorities (may include easements and rights of way).																													
	Complete a preliminary inventory of needs including easements to extend infrastructure.	Develop a plan and budget to expand the infrastructure.				#VALUE!		Political Leadership/Funders	Town of Fraser																																
	Develop an inventory of potential properties that may be of interest to the DDA or private investors.	Develop ranking criteria for assessing properties. For example 1) consistency with vision, 2) site readiness, 3) return on investment, 4) owner engagement			#VALUE!																																				
		Set up meetings and visioning sessions to work with site property owners on how to use sites in ways that fit the DDA's vision.				Establish a communication and tracking process to ensure partner and owner engagement/ collaboration.																																			
	Consider budget requirements and ability to fund.				Develop a long-term strategy for levels of funding based on varying levels of DDA funds.		#VALUE!																																		

	May also overlap with proposed development projects.																					
Economic Development Policy	Does the DDA need an overarching economic development policy beyond investment and financial policies ?		P3																			
Project Initiatives										Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Downtown Riverwalk Vision	Create a scope of work and budget to develop a preliminary concept plan for the proposed Riverwalk District. It should include rough locations of public areas, and other local amenities.	Work with Town Comprehensive Plan consultants for Riverwalk visioning.	P1	Cost to hire outside consultants	#VALUE!	DDA Constituents	Town of Fraser	Completed Riverwalk Concept Plan and Design Guidelines														
		Based on work with comp plan consultants, determine if more detailed scoping/ visioning is needed.				Residents	Political Leadership / Funders															
	Establish a clear vision and guidelines that private developers can build to, and the DDA can fund. Recognize this as the first attempt to establish/ further a vision in line with or beyond comp plan process. Conditions will change and opportunities will arise, so remain flexible.	Consider a facilitated meeting of the DDA board to discuss priorities and individual visions of the Riverwalk in order to build consensus for a clear vision.				Visitors	Local Developers															
		Develop design guidelines for new development that developers must adhere to in the Riverwalk. Partner with the developers who are currently developing Riverwalk.																				
		Ensure that land use codes allow for creative development projects and update as needed.																				
Community Facilities & Spaces	Assess downtown infrastructure needs.	Work with the Town of Fraser to identify infrastructure needs, develop a high level scope and budget. Determine what is already planned and budgeted by the Town. Develop ranking criteria for prioritizing the projects. For example 1) life and safety, 2) beautification, 3) return on investment	P1	Possible budget impact through approved infrastructure improvements	#VALUE!	DDA Constituents		Work with town to assess and complete a façade grant.														
						Residents																
	Façade improvements and public space enhancements	Plan for pomoting Town Enhancement Grant program; evaluation criteria for recommendations to Town; determine if there are gaps that the DDA might supplement with its own program(s) or matching funds? Consider other façade and public spaces improvements. Possible grant opportunities				Visitors																
	Drainage and sidewalk improvements	Work with the Town and business owners to identify the areas within the district that need improvement. Prioritize the items and consider Town budget and DDA budget to implement.																				
Access and Mobility	Support projects for alternative forms of transportation	Assess ways to improve areas for pedestrians, bikes, other forms of non-car travel. Consider branded bike racks & lanes.	P2	Possible budget impact through approved infrastructure improvements	#VALUE!	DDA Constituents	Town of Fraser Public Works	Complete a mobility plan and signage plan.														
	Develop creative public spaces	Consider pedestrian-only streets, open areas or plazas to draw people in to gather and enjoy downtown experiences.				Residents	Winter Park Transit															
	Grid and access improvements	Work with the Town to identify opportunities to increase access to downtown areas from nearby neighborhoods without having to go on the highway.				Visitors																
	Downtown wayfinding	Use the brand to develop a set of signs for wayfinding to help people navigate the downtown area. Consider using the signs to develop signage for businesses. Create a clear arrival "statement" when entering downtown on highway from either direction. Consider a large sign across the highway or an electronic sign that can announce events.																				
Community Branding and Marketing										Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Downtown Marketing and Branding	Use the distinct brand for downtown Fraser to market the downtown.	Review Town brand Guidelines. Establish any distinctions for DDA brand. Consider promotional materials.	P2	Minimal cost, unless paying for advertising/ promotions; Board/ staff time	#VALUE!	Residents	Town of Fraser	Community engagement through social media and other avenues														
		Develop a strategy, establish budget, roles and responsibilities.				Visitors	Businesses															
	Develop a marketing strategy	Consider creative methods to market to visitors coming to the area to drive visits and revenue for businesses. Partner with the Town, Chamber of Commerce, Grand County Tourism to avoid duplication of efforts and to ensure that Fraser's brand is carried through.			#VALUE!		Chamber Grand County Tourism															

CORE STRATEGIES SUMMARY

Downtown Fraser is....



WHERE BUSINESS, SPIRIT, AND CREATIVITY ARE INTERTWINED

Unlock the vibrancy of Downtown Fraser by fostering the arts, supporting locally owned businesses, and preserving the unique mountain charm that defines our community.



WHERE MOUNTAIN DREAMS ARE WITHIN OUR MEANS

Expand and diversify local housing options to make Fraser the perfect place to call home for those seeking community, nature, art, and adventure. Keeping Fraser affordable and accessible will maintain a prosperous, diverse, and eclectic community.



WHERE THE RIVER FLOWS THROUGH NATURE'S HEART

Enhance access to the Fraser River, preserve and sustain environmental resources, and leverage Fraser's natural beauty and charm to create distinctive experiences in downtown Fraser.



WHERE EVERY JOURNEY IS CONNECTED

Improve connectivity and encourage multi-modal transportation across the downtown area by supporting infrastructure that optimizes parking and promotes walking, biking, and alternative options.



WHERE THE SOUL OF FRASER THRIVES

Be the heart of Fraser and a source of pride for the community. Enhance quality of life. Incorporate dynamic public spaces in developments that can be used for gatherings and events. Promote public events and happenings.



FRASER

ELEVATION: 8,550 FT

