

DOWNTOWN DEVELOPMENT AUTHORITY BOARD MINUTES

Date: January 13, 2026

Meeting: Downtown Development Authority Regular Meeting

Place: Fraser Town Hall Board Room and Virtually

Present: Chair Parks Thomson, Vice Chair Tiffany Gatesman, Secretary Katie Soles, Treasurer Nick Crabb Members: Barry Young, Greg Bechler, Abbey Samuelson, William Palmer, Steve Fitzgerald

Staff: Interim Executive Director and Assistant Town Manager, Sarah Catanzarite; Town Clerk, Antoinette McVeigh; Marketing and Communications Manager, Sarah Wieck; Special Events Coordinator, Callie McDermott

Others:

Chairperson Parks Thomson called the meeting to order at 9:02 am

1. **Roll Call:** Chair Parks Thomson, Vice Chair Tiffany Gatesman, Secretary Katie Soles, Treasurer Nick Crabb, Members: Barry Young, Greg Bechler, Abbey Samuelson, William Palmer and Steve Fitzgerald

2. **Approval of Agenda:**

Member Soles moved, and Member Palmer seconded the **motion** to approve the agenda. **Motion carried: 8-0**, Gatesman muted.

3. **Consent Agenda:**

a. Minutes December 9, 2025

Member Fitzgerald moved, and Member Palmer seconded the **motion** to approve the consent agenda. **Motion carried: 8-0**, Gatesman muted.

4. **Open Forum:**

None

5. **Discussion and Possible Action:**

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

Member Soles moved, and Member Bechler seconded the **motion** to approve Resolution No. 2026-01-01 Designating Posting Place for DDA Meeting Notices. **Motion carried: 8-0**, Gatesman muted.

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

Sarah Wieck presented the completed "Ride, Ski, Save" promotion video featuring voice acting by Rebecca Diamond. The 30-second video promotes transportation options from Denver to Fraser. Performance metrics showed strong engagement with 41,000 impressions and nearly 1,000 clicks in just one week since posting began January 2-3, significantly outperforming other campaigns that have been running longer.

Member Bechler moved and Member Thompson seconded the **motion** to increase the maximum spend for the video advertisement to \$2,500 total (an additional \$1,500) for February. **Motion carried: 8-0**, Gatesman muted.

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

The board discussed the upcoming "Come Up Conference" series designed to empower citizens to build wealth, create opportunities and inspire entrepreneurship. The initial format will feature four business owners and DDA members (Bill, Tiffany, Parks, and Abby) with social media posts leading to an in-person panel discussion. The board decided to hold one session in February in place of the regular DDA meeting at 8:00 AM, hosted at Rocky Mountain Roastery. Callie will help with the social media postings.

d. Business Enhancement Grant Review Committee & Process

The Business Enhancement Grant applications are open with a priority deadline of February 1st. Member Samuelson and Member Palmer volunteered to serve on the grant review committee. The committee will review applications the first week of February and present the proposal to the town board the second week of February.

e. Work Plan Review and Planning

The Work plan was reviewed for items that are complete and other areas to prioritize. The Board reviewed the core strategies.

- Develop a policy to support events
- Create a summer promotional video
- Review the town's comprehensive plan, once adopted in February, and how it can work with the work plan
- There will be two seats to fill in June
- Future possibilities landmark as a photo opportunity, wayfinding signage, public art installations, trail improvements and sustainability initiatives.

The town purchased 360 Railroad Avenue. This will become a multimodal transit hub.

The first priority for the first quarter of 2026: The Board discussed the possibility of paying for the paving of a sidewalk north of 404 Clayton Court. This would connect Fraser Avenue to the curve at Clayton Court. This would connect Koslig

on Main to the new commercial building, the bakery) and eventually to the Fraser River. The estimated cost is \$20,000-\$30,000. The staff will discuss this with the Public Works Director regarding the cost and feasibility of the project.

6. Other Business:

a. Updates

a. Railroad Station Sign

Member Thompson reported receiving an estimate for the railroad station signs at a total of approximately \$1,200, significantly under the original \$8,000 budget. The board agreed to remove the word "elevation" and make the elevation number (8550 feet) larger and straight rather than curved.

b. Social Media

Callie McDermott reported on social media plans, including meetings with downtown Fraser businesses to determine content needs. She suggested possibly changing the handle from "Fraser DDA" to something more informative to the public like "Downtown Fraser" or "Frodo."

c. Other Updates

None

7. Adjourn:

Member Bechler moved, and Member Palmer seconded the motion to adjourn at 11:00 pm. Motion carried: 8-0, Gatesman not present.