June 18, 2020, 8:45-10:45 (VIRTUAL)

AGENDA

Welcome + Introductions
Brandon Stam, Grand Junction Partnership Director + Kat Correll, Downtown Colorado, Inc.
Sallie Clark, Colorado State Director, United States Department of Agriculture
Meet your Downtown peers from the Western Slope and find out what they are working on.

Western Slope Reinvestment Partners | Snap Shot Presentations
• City of Durango | Urban Renewal Authority Formation + Business Improvement District | Alex Rugoff + Tim Walsworth
• City of Montrose | Urban Renewal + Main Street | Ann Morgenthaler + Chelsea Rosty, City of Montrose

Small Group Discussions: BID, DDA, URA
After a brief review of Business Improvement Districts, Downtown Development Authorities, and Urban Renewal Authorities participants divide into groups to talk more in depth about each tool.
• Matt Ashby | Windsor Downtown Development Authority
• Maureen Phair | Arvada Urban Renewal Authority
• Brandon Stam | Grand Junction Business Improvement District / Downtown Development Authority

Western Slope Leaders Discussion
Join prominent leaders from Western Slope municipal leaders as they share ideas for Commercial District in a Pandemic response in a Start, Stop, Continue Format.
• Bill Bell | Montrose City Manager
• Greg Caton | Grand Junction City Manager
• Dean Brookie | Durango City Council
• Jenn Ooton | City of Glenwood Springs

Closing Thoughts
WESTERN SLOPE REINVESTMENT SPEAKER BIOS

Matt Ashby, Windsor Downtown Development Authority
Matt is a pathfinder in community development. After 15 years of public sector service, Matt joined Ayres Associates as an urban planner in 2015. Using his local government roots to help communities advance their vision, Matt is well versed in downtown development, comprehensive and strategic planning, as well as code writing, design review and zoning entitlements. Ashby’s downtown street cred includes service on the WY Main Street Advisory Board as well as a new appointment directing Windsor’s Downtown Development Authority. Educated at the University of Colorado, Ashby holds dual Master’s Degrees in Urban Design and Urban & Regional Planning.

Bill Bell, Montrose City Manager
Bill has been a respected leader in the field of Public Administration for 18 years, serving communities in Nebraska, Wisconsin and Colorado. Bill has been serving as the City Manager in Montrose, Colorado, since 2011, where he has focused on changing the mindset of not only his City team members, but the entire community. Known for his ability to bring people and organizations together through shared services, creative problem solving, and forward-thinking strategies, Bill’s visionary leadership has helped to lead the Montrose community to recognizable success over the past 8 years.

Dean Brookie, Durango City Council
Dean established his architecture and planning firm based in Durango in 1980. He has dedicated much of his career to developing affordable housing, municipal and educational facilities, and historic preservation in historic downtowns nationwide. He has served on the city’s Board of Appeals and on numerous not-for-profit boards including High Noon Rotary Club, Habitat for Humanity, and the Durango Adult Education Center. He is a founding member of the Boys and Girls Club and a Council Member of the El Pomar Foundation. In 2007, he was honored as Volunteer of the Year for Habitat for Humanity in Colorado for his design assistance for family housing, and in 2009 received Colorado’s Governor’s Award for Downtown Excellence for the Best Building Rehabilitation of the former Wallace Furniture Building, located at 858 Main Avenue

Greg Caton, Grand Junction City Manager
Greg joined the City of Grand Junction in June 2016. He came to Grand Junction from Oro Valley, Arizona, a community outside Tucson, where he had been serving as the town manager. Prior to joining the Town of Oro Valley, Mr. Caton served eight years as assistant city manager for the City of Durango, Colorado. He holds a bachelor’s degree in Political Science from Fort Lewis College in Durango, Colorado, and a master’s degree in Public Administration from the University of Colorado at Denver. Mr. Caton has received the Credentialed Manager designation from ICMA (International City/County Management Association), which is the premier municipal government leadership and management organization.
Sallie Clark, United States Department of Agriculture in Colorado

On November 13, 2017, Sallie Clark was appointed by President Donald J. Trump to serve as the State Director for USDA Rural Development in Colorado. Previously, Clark was elected to serve as an El Paso County Commissioner and represented District 3 from November 2004 to January 2018 where she served as Board Chair and Vice Chair. Through her long standing relationships developed with Colorado Counties, Inc. (CCI) and the National Association of Counties (NACo), she has represented rural America. In 2015, she was elected as President of NACo, and was the first Coloradan to have been elected as NACo president. During this capacity, she also served on NACo’s Rural Action Caucus.

Ann Morgenthaler, City of Montrose

Ann’s work with Denver non-profit organizations led her to pursue and obtain a master’s degree in public administration from the University of Colorado at Denver. Ann interned with the Town of Silverton in 2011, which solidified her dedication to public administration and the San Juan Mountains region. She then was a “Best and Brightest” intern through the Colorado Department of Local Affairs for the City of Ouray, as well as the city’s community development coordinator. Most recently, Ann served the Town of Telluride where she was the building and planning director. She managed the staff and resources devoted to preserving historic structures, promoting vitality in the commercial core, and collaborating to increase affordable housing. Ann is honored to now serve the City of Montrose and looks forward to learning from and contributing to the community.

Jenn Ooton, City of Glenwood Springs

Jenn is the Assistant City Manager, overseeing Economic and Community Development, for the City of Glenwood Springs. Ms. Ooton holds a Master of Public Administration from the University of Colorado Denver, and a Bachelor of Science in Journalism from the University of Colorado Boulder. She has nine years of experience in local government, including working with property owners and developers on redevelopment and infill projects. From 2014-2015, she served as the Lafayette Urban Renewal Authority Director for the City of Lafayette. Prior to her experience in local government, Ms. Ooton was the Editorial Page Editor for the Longmont Times-Call.

Maureen Phair, Arvada Urban Renewal Authority

Maureen is the Executive Director of the Arvada Urban Renewal Authority and has been with the organization for 13 years. Her real estate development experience covers a wide range of industry types – including high-density multi-family housing, regional power centers, historic renovations and mixed-use projects. Ms. Phair excels at partnering with a diverse group of stakeholders including other governmental entities, developers, elected officials and the community in order to get complex projects built.

Chelsea Rosty, City of Montrose

Chelsea Rosty grew up in Grand Junction, Colorado. She is a graduate of the University of Wyoming. While in Laramie, Chelsea competed on the UW Rodeo team and studied Marketing and Economics. She has 13 years’ experience in marketing and community development with an emphasis in community engagement and the outdoor industry. In her current role as Director of Business Innovation, Chelsea manages the city’s Development and Revitalization Team (DART) where historic preservation and local business vitality are primary focuses. Through DART, Chelsea handles the administration of the city’s business and workforce housing incentives program. Additionally, Chelsea oversees communication for the city.
Alex Rugoff, City of Durango
Alex joined the City of Durango in 2019. Prior to working with the City of Durango, Alex spent 4 years working on economic policy as a legislative staff member in the United States Senate and for the Center on Budget and Policy Priorities. He graduated from the University of Colorado at Boulder with a bachelor’s degree in economics. When he’s not working, Alex spends his free time fly fishing, skiing and rooting on CU sports.

Brandon Stam, Grand Junction Downtown Partnership
Brandon is the Executive Director at Downtown Grand Junction Partnership. Brandon was previously an Economic Development Specialist for Pueblo County GIS/Economic Development. Prior to Pueblo County, he worked as a City Planner for the City of Farmington, NM and as Program Manager for the Rio Grande Community Development Corporation in Albuquerque, NM.

Tim Walsworth, Durango Business Improvement District
Tim has served as the Executive Director for the Durango Business Improvement District since January 2013. Since he has been hired, BID has grown its budget, taken on the management of the San Juan Brewfest and Durango’s 4th of July celebration, relocated its office, added new programs, and improved its service to its constituents. Prior to assuming the position of Executive Director of the Durango Business Improvement District in January 2013, Tim served as the President and CEO for United Way of Southwest Colorado for 10 years. Additionally, he has more than 15 years of nonprofit management experience and worked for two leading United Way chapters prior to arriving in Southwest Colorado.

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