

Ad-Hoc Red Tape Reduction Committee Meeting Minutes
January 20, 2022

Members Present: Council Member Dustin Zvonek, Council Member Francoise Bergan,
Council Member Danielle Jurinsky, Council Member Juan Marcano

Absent: Council Member Curtis Gardner

Others Present: Roberto Venegas, Kim Stuart, Michael Bryant, Tim Joyce, Adrian Botham,
Debora O'Connor, Linda Garnett

1. Introduction to Committee

Summary of Discussion: Council Member Zvonek stated that this meeting is for strategic planning to set a focus for the committee and work going forward.

Hearings will be hosted by the city to receive feedback from businesses and nonprofits on their experience with Aurora's regulations, rules and processes. The committee will use this information to create best practices and make necessary changes.

2. Focus Areas for Feedback

Summary of Discussion: Council Member Zvonek suggested three focus areas: Rules and Regulations, Taxes and Fees, and City Processes (any business), meaning what nonprofits and businesses deal with when working with Aurora. Council Member Bergan supports these areas.

Council Member Marcano suggested that city staff be consulted to determine if there is a legitimate reason for complained-about regulation, rule or process the city has in place. This information will help determine if a regulation, rule or process needs to be either reformed or eliminated. He further explained that for legitimate processes receiving complaints, the city should clearly explain to businesses and nonprofits why we do things this way.

Council Member Marcano further stated that he wants the city to focus on ensuring that we have adequate staffing levels for all public-facing services so things can get done more quickly. He'd also like Aurora to look at other jurisdictions' processes to see where we have a deficiency.

3. Promotion of Hearings

Summary of Discussion: Council Member Zvonek asked for insights on how to notify businesses and nonprofits about the hearings. He suggested help from the city's natural allies and partners: Aurora Chamber, the AEDC, the the Havana bid. He also inquired about internal communication channels that could be used, such as tax and licensing, water, etc., to find businesses and nonprofits that aren't Chamber members or active in any large associations. Council Member Marcano suggested we look past our client list for feedback

from any entity that has interfaced with the city in the past five years. Council Member Bergan suggested the HBA and other associations such as realtors, apartments, etc. to help spread the word.

Kim Stuart stated that Communications has been talking with Tax & Licensing and is creating a plan to reach this business community in particular using the information the city has on all of the licensed businesses in Aurora. Her team will also work with the Chamber, Havana bid, Southlands – all of the connection points in our community. The outreach will be very targeted and aware of how we can do things better.

Council Member Marcano asked if the African and Hispanic Chambers will be on that list; Kim Stuart assured him they will be. Council Member Jurinsky suggested using the Tax & Licensing email list, which includes every single license holder in Aurora. Council Member Marcano supported this.

Council Member Zvonek encouraged Kevin and Lynn from the Aurora Chamber to provide feedback on how the city can help to best reach the Chambers' membership.

Council Member Bergan stated that Marcia McGilley of the SBBC can promote the hearings to their client base in Aurora.

4. Timeframe and Outline of Hearings

Summary of Discussion: Council Member Zvonek suggested one hearing date per month in February, March and April in lieu of committee meetings, and asked what times would work best. Council Member Bergan stated that best times depend on the nature of the business, i.e., retail businesses that close at 6:00pm could do evening hearings while restaurants could do daytime hearings.

Council Member Zvonek then suggested that the hearings be kept to 2 hours with just 10-12 businesses providing feedback per hearing. Council Member Marcano expressed concern with limiting the time of the meeting and the number of folks who can offer feedback and suggested five minutes per speaker. If time is still limited, then more meetings could be scheduled to accommodate everyone. Council Member Zvonek suggested that, to meet demand, hearings could be extended into June and further, if need be, as there is no hard deadline to finish this work. Kim Stuart stated that we have been very successful with holding public hearings in Council Chambers; any number of people can be managed.

Council Member Zvonek suggested that during registration, businesses could indicate whether they will discuss rules and regulations, taxes and fees or city processes so we are aware of their topic when they speak. Council Member Bergan suggested that the hearings be segmented since city staff will be involved, i.e., for tax and licensing, Trevor Vaughn would be there and someone else for a development hearing; Council Member Marcano agreed. DCM Roberto Venegas suggested that these first public hearings wouldn't involve staff interaction, but rather be for receiving comments and input. Staff can be there to listen and take notes, but not for interaction. Council Member Jurinsky agrees with no staff interaction; she doesn't want them to be put on the defensive and try to explain anything. Council Member Bergan agreed.

DCM Venegas suggested that to ensure that commenters aren't limited to just one topic hearing, the hearings be open-ended with all three categories open; staff will later organize the comments into categories. He further suggested that three categories may be limiting; allowing commenters to speak on any issues they have will be beneficial to the committee to learn what it doesn't know.

5. Registration for Hearings

Summary of Discussion: Kim Stuart offered that we can use Engage Aurora to seek questions or comments in advance, including from those who have feedback and don't want to speak. Council Member Zvonek commented that for others who don't want to speak, they can pass their comments to an association who can speak on their behalf. Kim Stuart will have her team create a targeted plan for accepting registrations.

6. Action Plan

Communications: Kim Stuart will have the Communications team draft a plan to include how the hearings will be promoted and have it to Committee within a week. The plan will also include targeted hearing dates for February, March and April using the city calendar to avoid standing conflicts.

Study Session Vote: Attorney Tim Joyce stated that Council Rule D3 requires a majority vote in Study Session before public input is received and hearings are held. Council Member Zvonek will get this vote on a Study Session agenda as soon as possible.

7. Confirm Next Meeting

The next meeting date is not determinable until the Communications proposal is in place or the first three hearings have occurred and gathered information is ready for presentation.