

**RED TAPE REDUCTION COMMITTEE**

June 16, 2022

Members Present: Council Member Zvonek – Chair, Mayor Pro Tem Bergan, Council Member Marcano

Others present: G. Hays, T. Vaughn, K. Stuart, A. Botham, T. Joyce, L. Garnett, M. Bryant, R. Gossman, G. Koumantakis, J. Batchelor, J. Rustad, D. Milford, S. Wile, H. Hernandez, J. Cox, T. Kuntzelman, D. Brotzman, L. Fuselier

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**1. CALL TO ORDER**

Meeting was called to order by Council Member (CM) Zvonek.

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**2. APPROVAL OF JUNE AGENDA**

June Agenda was approved with no objections.

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**3. APPROVAL OF MAY MINUTES**

May 17, 2022 minutes were approved with no objections.

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**4. ISSUE DISCUSSION**

**4.a. DEVELOPMENT REVIEW DETAIL COMMENT DISCUSSION**

Summary of Issue and Discussion

Jason Batchelor presented this item. Staff will take the comments received and filter the duplicates to identify the main underlying issues. Two-thirds of the comments were focused on the development process. To address these comments, staff will focus on the road map and track its action items.

CM Zvonek said that there should be a tracking sheet where people can continue to see the items if they have been handled, are in progress, or are yet to be handled. This is to ensure continuous response to the received feedback. Mayor Pro Tem Bergan said that the spreadsheet could display if the item is done, in progress, if it went to an ordinance, or if it went to a resolution. J. Batchelor said that they may track each of the individual comments back to an action step since the staff is focused on these action steps for process improvements and ordinance changes. He added that they will provide regular updates on the action steps and present their status. He mentioned that it will also be helpful to focus on what has changed and highlight these changes through reporting what

the previous processes were and what the outcomes and performances would be of the process changes.

Mayor Pro Tem Bergan mentioned that there were a few developers that mentioned a fee that they must pay for something within their property. CM Zvonek clarified that Mayor Pro Tem Bergan is referring to the easement licenses. J. Batchelor explained that there is no fee but there is a separate agreement on top of what started out as their unencumbered property. He said that the property is dedicated as an easement then they do a license agreement across it.

Mayor Pro Tem Bergan mentioned that she followed up with Mile High Flood District (MHFD) and said that they reached out to Aurora Water to resolve communication issues and improve processes. J. Batchelor said that there have been ongoing discussions about these and thanked Mayor Pro Tem Bergan for facilitating communication. He said that MHFD is considered a third-party referral agency and they are planning to look at the process for the possibility of direct referrals. He said that staff will be more involved in this due to the dual system of MHFD and Aurora Water for review and maintenance. He stated that they will be in tight communication with MHFD and will include the communication in their status updates.

#### Outcome

Information only.

#### Follow-up Action

No follow-up needed.

### **4.b. ICE CREAM TRUCK DISCUSSION**

#### Summary of Issue and Discussion

Trevor Vaughn presented this item. Based on feedback received, staff will require ice cream trucks to get a general business license instead of a special license. According to one of the largest area vendors, most cities use a general business license or peddler's license. Denver, Commerce City, and Thornton also have good moral character and background checks for an added level of scrutiny. Registered sex offenders or those that have sex crimes involving children are not to operate ice cream trucks and businesses should verify this. These are generally good business practices and reasonable regulations to ensure safety. Recommendations were also given regarding noise issues to not disturb residents. The vendor also recommended a requirement for commercial insurance to further ensure safety.

CM Zvonek said that he would like to sponsor the item for the June 27<sup>th</sup> Council Regular Meeting. He added that he likes the idea of the additional insurance. He mentioned that this item will go through as an ordinance.

Mayor Pro Tem Bergan asked if the ice cream truck and gambling will normally go to the BAB. Trevor Vaughn said that normally, these items will go through them. However, based on the quick

turnaround frame, they will be given an update on the 27<sup>th</sup> which is the same day as the Regular Meeting. Mayor Pro Tem Bergan said that the BAB should be given an update.

CM Marcano thanked staff for their work on the ordinance and expressed support for the insurance requirement. He asked about the definition of ice cream and ice cream vehicles. Trevor Vaughn clarified that it encompasses other non-dairy products as the ordinance states ice products or confections. CM Marcano asked if the ordinance would effectively allow horse-drawn ice cream carts. Trevor Vaughn explained that the ordinance would legalize pushcarts and it would also allow animal carts. He added that Tri-County Health requires mobile food service licenses, but they allow dry ice type storage for cold storage.

Mayor Pro Tem Bergan asked if they would campaign for the ice cream trucks. CM Zvonek mentioned that they will talk to the vendor that Trevor Vaughn mentioned. Trevor Vaughn explained that once the council approves the ordinance, the prohibition will not be enforced as long as the requirements of the pending ordinance are followed. It would then be legal by July 4<sup>th</sup>, 2022.

#### Outcome

Information only.

#### Follow-up Action

No follow-up needed.

#### **4.c. MISCELLANEOUS**

None.

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## **5. FINAL REPORT: Kim Stuart, Director of Communications**

### Summary of Issue and Discussion

Kim Stuart and Michael Bryant presented this item. The staff is working to convey to residents and businesses that Aurora is open and is the best place to do business. City leaders and city staff are improving and streamlining processes and regulations and are helping reduce costs whenever possible. The website will be launched later in June and will be continually updated with progress. The actions that are taking place will be woven into the messaging and will be a living document on the website. People will be able to view what is being done, what has been accomplished, and the status and progress of activities regarding the feedback received from the community.

The webpage will highlight that Aurora is open for business and is welcoming. The central branding will read “Aurora: Here for Business.” It will be updated regularly and website contributors across the city departments will reflect the work and change happening. The website will link to other pages on the city website and the central page. A section will be allocated for potential testimonials from people involved in the process. Three areas will be focused on namely

streamlined processes, reduced costs, and improved regulations. The messaging will make it clear that the changes made are to enhance processes and make them predictable and ease the way business is done within the city.

Direct outreach will be given to those that signed up for project updates, the speakers during the Red Tape Reduction public hearing, those that provided written feedback, and relevant trade and business groups. Outreach will be tailor-made for the audience. Social media will be utilized to reach residents and businesses. This is in addition to news releases, press releases, Business Aurora newsletters, water bill inserts, and TV segments. There will also be a focus on ethnic media groups and multilingual audiences. Staff will also reach out to neighborhood association leaders, immigrant and refugee communities, liquor and marijuana license holders, and Tax and Licensing.

Mayor Pro Tem Bergan asked for clarification that the regulations for pawnshops were not changed. CM Zvonek clarified that only the regulations for liquor stores were changed. He emphasized the importance of reflecting items in the appropriate place. He said that the exhaustive list will be consolidated at the beginning and will be updated as a living document to reflect the progress. K. Stuart clarified that what is presented is only an example of where the content would go under general categories. She mentioned that if the committee feels that the areas of focus were not captured properly, those can be changed but they will be under those themes.

Committee members agreed that the outreach plan is very robust. CM Zvonek thanked the staff for their hard work. He mentioned that there are activities that Public Works and Planning are doing that will have a meaningful impact on the business environment in Aurora. He highlighted that they are very responsive to the business community and ensure that the city is more business-friendly. He mentioned that he is looking forward to seeing the final version of the website.

K. Stuart mentioned that they welcome thoughts on the branding. She said that they want to convey that Aurora is here for residents, developers, home builders, etc. for business and that Aurora is the place for business through their proposed tagline of “Aurora: Here for Business.” She asked if committee members may be emailed regarding options and to get their input. CM Zvonek agreed. Mayor Pro Tem Bergan said that Aurora has always been open for business so they would not want to go in that direction regarding the branding. She said that she looks forward to suggestions. K. Stuart highlighted that they will be presenting suggestions back to the council along with an overarching message. She noted that they also have to speak to their residents at the same time and have them understand why the focus on business is strong. She highlighted that the efficiency of doing business in the city will help residents given that the businesses are the ones that bring in jobs.

CM Zvonek highlighted that progress of these action steps will be updated through the PED Committee. Homebuilders, developers, businesses, and Aurora residents will also be informed of the changes made as a result of the work and feedback from the community. He said that staff may contact the members of the committee even if the Red Tape Reduction Ad Hoc Committee has been dissolved.

### Outcome

Information only.

Follow-up Action

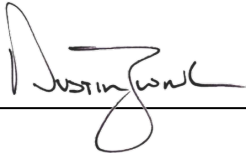
No follow-up needed.

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**6. HOUSEKEEPING**

CM Zvonek adjourned the final meeting of the Red Tape Reduction Ad Hoc Committee.

THESE MINUTES WERE APPROVED AS SUBMITTED



A handwritten signature in black ink, appearing to read "Justin Zvonek", is written over a horizontal line.

06-21-22

Date