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**PLANNING AND ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING
MINUTES**

Date: February 8, 2023

Time: 8:30 am

Members Present Chair: Council Member Francoise Bergan, Vice Chair: Council Member Steve Sundberg, Council Member Angela Lawson

Others Present Council Member Jurinsky, Adrian Botham, Alicia Montoya, Andrea Amonick, Andrea Barnes, Austin Kane, Becky Hogan, Brad Pierce, Brandon Cammarata, Brent Window, Brian Rulla, Bruce Dalton, Cathy DeWolf, Cesarina Dancy, Chad Argentar, Crystal Vigil, Daniel Brotzman, Daniel Krzyzanowski, Daniel Money, Darcy Dodd, David Schoonmaker, Gayle Jetchick, Hector Reynoso, Jason Batchelor, Jeannine Rustad, Jeffrey Moore, Jennifer Orozco, Julie Patterson, Kim Skaggs, Kim Stuart, Leah Ramsey, Marcia McGilley, Marisa Noble, Mark Smith, Mark Witkiewicz, Megan Waldschmidt, Melissa Rogers, Melvin E. Bush, Michelle Gardner, Mindy Parnes, Peter Wall, Rachel Allen, Robert Oliva, Sandra Youngman, Scott Berg, Stephen Rodriguez, Steve Cecil, Tod Kuntzelman, Tom Clark, Wendy Mitchell, Yuriy Gorlov

1. CALL TO ORDER

2. APPROVAL OF JANUARY 11, 2023, DRAFT MINUTES–COUNCIL MEMBER BERGAN

2.a. The minutes were approved.

3. GENERAL BUSINESS

3.a. Monument Signs

Summary of Issue and Discussion:

Jeannine Rustad, Planning and Development Services Director

Steve Cecil, Real Estate Manager of Lamar Advertising, presented this item. S. Cecil introduced Parquee, the partnership opportunity that they hoped to have with Aurora City. Parquee is a digital city communication device located on municipal properties. It is uniquely designed to promote and complement the surrounding

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areas, which would become the source of civic pride for the community. Parquee provides an attractive medium to promote the vision and provide passive income to the local governments.

Jurisdictions, such as Aurora, were searching for new and innovative ways to increase revenue without overburdening their constituents with additional taxes. The Parquee Program was designed specifically that would address the issue.

Parquee was owned, operated, maintained, and constructed by Lamar Advertising at zero cost to the taxpayers. It was designed to promote the city's vision with enhancements that would complement the surrounding areas. Lamar Advertising would be open to any ideas on the designs presented by S. Cecil.

Each design had the Aurora logo. They have incorporated some of Aurora's campaigns that they have used to convey the messages for certain events. Aurora has also partnered with Lamar on traditional advertising space to promote events.

Parquee's benefits would include a dedicated slot that would promote civic events and announcements. Dedicated slots can be used for many sponsorships. Lamar has operated with eight sponsorship opportunities. After the city's messaging, seven sponsorships would go through the digital communication device, and then the cities would populate on the eighth one.

Parquee would provide a steady revenue stream to the city through these sales and sponsorships. Aurora has control over the messaging. Lamar was also open to potential locations that would be a good fit to get their messaging out to the residents. For size options, the poster option is a 10 by 21 feet small size. However, there were larger sizes depending on location. Aurora City was allocated to one full slot in the digital cycle. It could be used for many services. Lamar has used the digital faces to promote AMBER Alert.

Parquee has over 150 years of combined experience in the outdoor digital sign industry. Brent Window, Territory General Manager, and Steve Cecil were just one of the support team. On the company side, Lamar had a corporate office that would help monitor these signs and help maintain them.

Aurora City would receive licensing fee and revenue share to be agreed upon by both the city and Lamar. In addition, the city would receive one of the eight sponsorships to communicate the events. The projected annual would be close to a million based on six locations in Aurora City. LEDs were replaced every seven years. A team of people were constantly viewing these monitors for maintenance at zero cost to the city. Lamar would be open to training a staff member(s) and a pilot program. Parquee would be custom-made depending on what the city needs at zero cost to taxpayers.

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CM Sundberg acknowledged the presentation and the item. He thought that Parquee and Lamar would help fill the gap on the lack of reach for messaging and announcements throughout the city. CM Sundberg asked the types of advertising and companies placed across the screen. S. Cecil stated the partnership varies across entities who would need advertising, however, it would have to be within the city's guidelines. CM Sundberg also asked for clarification on the dedicated slot. S. Cecil explained that each digital face was programmed to have eight sponsorships. Lamar had removed one slot and dedicated that slot to Aurora City. Each slot messaging would stay for 8 seconds until it would come back to the slot dedicated for the Aurora City. The dedicated slot could have different messages at different times of the day. S. Cecil also stated that each sponsorship has a library. Normally, clients cannot access the library, but the city would have that option.

CM Lawson asked if the advertising could be used for hazard signs, warning signs, or road signs that would be a detriment for the community. S. Cecil stated that the slot could be used for those. They already have a template ready for the city to use as they saw fit. CM Lawson followed-up a question regarding the cameras on the digital slot. S. Cecil clarified that the cameras they used to monitor would be directly angled towards the screen and not towards the sidewalk or out to the street.

CM Bergan asked on the permanent monument sign presented on the slide. S. Cecil stated that the structure would be permanent. It would only be removed if the partnership would end, as the monuments were heavy. He also stated that the monuments would comply with the architectural standards in Aurora City.

CM Bergan appreciated the 8-second display as the 4-second display would only be fast for drivers driving by. She asked the location on where the digital face would be situated if the advertisement involved traffic-related messages, as these are city-owned property while road signs were situated on public properties. S. Cecil discussed that it would be typically on a parcel close to the sidewalk or curb. It could be located in places where it was visible for traffic.

CM Bergan acknowledged the pilot program idea to see how it would work. She asked for the period for the pilot program. S. Cecil stated the pilot program would require the local city approval and it would be around the six-month range before they would get the materials needed for building it.

Jeannine Rustad, Director of Planning and Development Services presented the update on the concerns on the item. The UDO placed restrictions on location, size, and type of signs. Lamar Group shared with them the draft UDO language and certain government signs. Public Works had concerns on the right of way, however, none of the locations suggested were right of way, and they would construct the UDO to make sure that they would not allow these in the right of way.

They have worked with the real estate and were recommended a lease over a license. They would coordinate between Public Works, Real Estate, Planning, and

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other departments on locations. Any lease proposal would come back to Council for approval.

K. Skaggs discussed that there would be a public forum for the public to put their messages for the signs to set limited restrictions on what those messages might be. Any limits they would set on the content of the messages would potentially open up to liability for constitutional violations. On the other hand, if they would not exercise control over messages, they would face potential PR and political issues.

J. Rustad explained that they would have to dive deeper on how they would carve out an exception to allow the signs on the right of way and billboards throughout the city, as several years ago, the Council decided they did not want billboards throughout the city. They would then look into the staff and legal time in monitoring the messages and would make sure that they would be staying above board.

CM Bergan asked if there was anything in the city allowing advertisers to advertise with them on the website. K. Stuart stated they would not take advertising for that. The only exception was with Channel Eight. Beyond limited public service-type announcements, they would not take advertising, as they cannot choose the content and have control over that. K. Skaggs added that they could set up a limited public forum and have a forum with a very specific purpose. They would have to look very closely at the content. S. Cecil also added that Lamar would not advertise negative messaging. They've been in business since 1902 and they're here to help the municipalities and cities they partnered with.

D. Money asked who the decision-maker would be of what's negative and whether or not they get to advertise. S. Cecil stated it would be their general manager and their territory manager. They would get the corporate officials if there would be a gray area.

CM Lawson asked the difference between the messaging in Arapahoe Road and in the city. CM Bergan clarified that in Centennial, the messaging was all Centennial content. J. Rustad stated that the slot would stay revenue neutral or they would only get money from the seven other advertising slots, whereas, if they were to install a sign that just had city messaging, they would shoulder the full cost and not get any revenue. S. Cecil further clarified that Lamar can agree to not put certain things on the slot.

CM Sundberg asked for the guidelines they had within the city for what they would post on their social media outlets and its applicability on the advertisements. K. Stuart stated that what they post on social media would be city-generated and city referenced. They did have a policy on their website and social media. They had a strict practice of never to remove interaction with social media. What they post would be either from the city, quasi-governmental agencies, city, and formal city partners. K. Skaggs stated they control the message 100%. They may promote partners, but they would also have full editorial control. With these signs, it would

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have to be extremely limited. K. Stuart added this would also echo on their Aurora TV. They have full editorial control on the stories and contents, and these would apply on their social media and websites as well.

K. Stuart asked the liability on the city if the Lamar Group would be the one making the decisions. S. Cecil stated it would be a supply and demand. Messages, sponsorships, or campaigns would have to follow Lamar's guidelines. CM Bergan followed-up on monopolization and if Lamar had multiple competitors on the same cycle. S. Cecil stated there would be multiple sales options that they provide to help generate revenue for the city and some of those were called preemptible. They would try to be as fair as possible, as they would not want any conflicts with their advertisers and sponsorships. Their goal was to not be a burden to these sponsorships. They also had the side-by-side signs, where they would not put side-by-side the same type of business.

CM Jurinsky suggested having their legal team converse with other legal teams in other cities to see how they were able to do the advertisements without the negative advertising. S. Cecil agreed and stated that their team is available for the Aurora City staff and attorneys. They would be open for conversation.

CM Jurinsky stated that Aurora City missed many opportunities. She asked her colleagues to consider moving forward the item for further discussions. She stated she would be happy to work with Lamar to coordinate meetings and discussions with other legal departments in the city. CM Bergan echoed CM Jurinsky's suggestion.

Outcome:

The Committee unanimously approves this item to move forward to Study Session.

Follow-up Action:

Staff will add this item to the March 6th Study Session.

3.b. Data Center Infrastructure Discussion**Summary of Issue and Discussion:**

Andrea Amonick, Development Services Manager

Yuriy Gorlov, Aurora Economic Development Council, presented this item. Industry has been growing exponentially across the country. At this point, about 40 states, plus or minus, offer statewide incentives to attract the industry. As of today, there are dozens of centers spread across the Metro Area such as colocation centers, enterprise solutions centers, and hyper scale data centers.

These data centers come in a variety of shapes and sizes, could be denser and multi-story. The city attracted two operations last year. They came in because partially of the incentive program that Council approved in 2020. J. Rustad has helped with both operations. They are in the planning phases as of now.

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Data centers have created jobs with the supply chain that follow. According to reports, data centers creates millions of dollars of economic impact annually, and after the construction, it would create tens of millions of dollars potentially in new tax revenues to the city.

They have been working closely with Xcel Energy as they want to provide the power to keep the renewable energy rates going. As it relates to water usage, operators have created closed loop systems, and many facilities are air-cooled or have hybrid systems. The industry has grown at a high CAGR, Compounded Annual Growth Rate. It is not as easy to develop data centers as it was ten years ago due to competition and attention now.

All of the city's targeted industries rely on data. The growth sectors of the future will depend on good data infrastructure. To understand the impact on land planning was part of the Planning Department's request for this item to be up on the agenda. The parking requirement changes from UDO was one of the perfect examples for data centers to go into different zoning areas.

CM Lawson asked what the skin in the game would be bringing the Fiber if they were to put all these data centers in the city. She wanted to know the contribution to this infrastructure before she would approve anything. Y. Gorlov stated that the data centers look at the infrastructure in place. They would go to areas where the transmission lines and roads are there, and then they would bring Fiber and whatever infrastructure they would need. Development pays for itself, and they would bring that if they would need to improve, extend, or any of that in terms of Fiber and water lines. It would be a win-win situation where they require resources,. This would create a ripple effect and more industries would react to seeing a well-developed area.

CM Bergan expressed her concerns on the 75% rebate, as the city would only get 10% of property taxes. Y. Gorlov stated that most of the development that they would need would be adjacent to their property they would pay for. CM Bergan stated she heard from the water dept about having to put a surcharge on the residents for water usage and so forth. She was cognizant of the water consumption of these data centers. Y. Gorlov stated they have talked with Marshall and his team about these concerns. They made sure that the cost that they're charging for the tap fees would be commensurate with the development. Everything that the water department charges for that water service would go back into the capital improvements plan, hence, funding other lift stations or other pipelines, et cetera. Y. Gorlov clarified that if it would generate \$30 million of new taxes over the first ten years, even with a 75% rebate, the city would still be net positive.

Outcome:

Information Only.

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Follow-up Action:

None required.

4. MISCELLANEOUS MATTERS FOR CONSIDERATION

4. a. Aurora Economic Development Council

- Yuri Gorlov

NO REPORT

4.b. Havana Business Improvement District

- Chance Horiuchi

Updates on Havana Business Improvement District are in the packet.

4.c. Aurora Chamber of Commerce

- Kevin Hougen:

NO REPORT

4.d. Planning Commission

- Becky Hogan

They have recently changed their chair and vice-chair on the Planning Commission. Garrett Waltz is the new Chair and Becky Hogan is the new Vice-Chair. They will have a meeting on February 9, 2023, in Ward 6.

4.e. Oil and Gas Committee

- Brad Pierce:

NO REPORT

Vacancy on Industry Position.

4.f. Business Advisory Board

- Garrett Walls

NO REPORT

4.g. Retail

- Bob Oliva

NO REPORT

4.h. Small Business

- Marcia McGilley

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For 2022, businesses had exceeded all the goals for the SBA requirement. The number of clients had 639 sessions over 1,800. They did 69 webinars and events with 900 attendees. They had over 5,000 referrals.

For economic impact, 126 jobs were created, and 156 jobs retained. 11.2 million in terms of capital formation. Sales increased by about 24 million. Government contracts had 20 million. They received 97% of 100 for satisfaction rating in consultation sessions, and 96% in training sessions.

Spanish Language Childcare Class is about in the middle of the course. They had groups of individuals wanting to start childcare co-ops. There were 15 individuals who registered and 11 were continuing.

The Office of Economic Development and International Trade hired a new state Small Business Development Center Director, Hannah Krieger. She was the executive director of Mentor Colorado.

- 4.i. **Visit Aurora**
 - Bruce Dalton
- NO REPORT

5. CONFIRM NEXT MEETING DATE

Scheduled for March 8, 2023, at 8:30 AM MT.

CM Lawson asked for a presentation and update on opportunity zones as an additional item to the agenda for April.

6. ADJOURNMENT



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 Françoise Bergan, Committee Chair