



Agenda

Downtown Development Authority Board Regular Meeting | 10:00 AM

Wednesday, February 25, 2026

Town Hall / Council Chambers - 302 Pine St Minturn, CO

The agenda is subject to change, including the addition of items 24 hours in advance or the deletion of items at any time. The order of agenda items listed are approximate.

This agenda and meetings can be viewed at www.minturn.org.

Meeting Access Information and Public Participation:

This will be an in-person meeting with access for the public to attend in person or via the Zoom link included. Zoom Link: <https://us02web.zoom.us/j/89042321617>

Zoom Call-In Information: 1 651 372 8299 or 1 301 715 8592 **Meeting ID:** 890 4232 1617

Please note: All Non-board member virtual participants will be held in the Waiting Room until admitted. Full name must be provided. Non-board participants will be muted until called upon, and should use the Chat feature to submit any questions or comments that they wish to discuss. Any inappropriate comments will result in participant being removed from the meeting.

1. Call to Order

2. Approval of Regular Agenda

Opportunity for amendment or deletions to the agenda.

3. Staff Reports

A. Staff Updates:

A. DDA Opt-in Petition

- In progress with legal. Hope to have a resolution for adoption at next meeting

B. Staff Report

4. Business Items

Items and/or Public Hearings listed under Business Items may be old or new and may require review or action by the Council.

A. Resolution No. 01 - 2026, Adopting the DDA Plan of Development

5. Discussion / Direction Items

A. Priorities / Goals for the next 12 Months

6. Future Agenda Items

7. Adjourn



To: Minturn DDA Board
From: Cindy Krieg, Interim Executive Director
Date: 2/25/2026
Agenda Item: Discussion / Direction – Goals / Priorities for the next 12 Months

Following the recent adoption of the DDA Plan of Development, the DDA board’s next steps are to establish goals and priorities for the next 12 months.

The POD recommends the following as logical next steps:

1. Establish an investment policy
 - a. This will require consulting support
 - b. Can be an evolving document based on changing needs
 - c. The policy should include creation of a project request application and process

Short Term:

- Building / façade improvements incentive program
-

Long Term:

- Property Acquisition (sub-policy under the investment policy)

2. Establish an Infrastructure Inventory / Infrastructure Master Plan
 - d. This would be a collaboration with Town staff and the planning department
 - e. Recommend an upcoming work session

Staff Updates:

- Bellm Bridge Project Update
 - Connectivity to Eagle River St / Eagle River Park

Highway Signage Opportunities:

- General signage (Leadville, USFS examples) to attract drivers from the highway into Minturn
- Re-engage businesses to get on the highway signage (Dining, Lodging, & Attractions)
 - Can the DDA &/or the Town support this effort?
 - Costs have recently doubled, many businesses are no longer participating

Long Term Goals

- Create an Event Support & Coordination Policy
-

**TOWN OF MINTURN, COLORADO
RESOLUTION NO. 01 – SERIES 2026**

**A RESOLUTION OF THE MINTURN DOWNTOWN DEVELOPMENT
AUTHORITY
ADOPTING THE MINTURN DOWNTOWN DEVELOPMENT AUTHORITY PLAN OF
DEVELOPMENT**

WHEREAS, the Minturn Downtown Development Authority (“DDA”) was duly formed pursuant to the provisions of the Colorado Revised Statutes and operates in accordance with its statutory purpose to plan and implement improvements and activities within the DDA district; and

WHEREAS, pursuant to Section 31-25- 802 of the C.R.S the DDA is required to adopt a Plan of Development; and

WHEREAS, The Town Council of Minturn formally adopted the Plan of Development by Resolution in on December 17, 2025; and

WHEREAS, the Plan of Development must be in place prior to any development projects being undertaken by the DDA.

NOW, THEREFORE, BE IT RESOLVED by the Minturn Downtown Development Authority hereby formally adopts the Minturn Downtown Development Authority Plan of Development.

**INTRODUCED, READ, APPROVED, ADOPTED AND RESOLVED THIS
25th DAY OF FEBRUARY, 2026.**

TOWN OF MINTURN

By: _____
Spence Neubauer
Chair, Minturn Downtown Development Authority

ATTEST:

Morgen McLaughlin
Secretary, Minturn Downtown Development Authority



PLAN OF DEVELOPMENT

MINTURN DOWNTOWN DEVELOPMENT AUTHORITY

Acknowledgments

HOMETOWN COMMITTEE (DDA BOARD)

Spence Neubauer, Chair, term expires 06/30/2026

Thomas Warren, Vice Chair, term expires 06/30/2026

Morgen McLaughlin, Secretary, term expires 06/30/2029

Joe Delude, Treasurer, term expires 06/30/2029

Tom Priest, Minturn Town Council representative

TOWN Council

Earle Bidez, Mayor

Eric Gotthelf, Mayor Pro Tem

Gusty Kanakis, Council Member

Kate Schifani, Council Member

Lynn Feiger, Council Member

Brian Rodine, Council Member

Tom Priest, Council Member

Town STAFF

Rob Gutierrez, Town Manager

Cindy Krieg, Economic Development / Deputy Clerk
(Interim DDA Executive Director)

Scot Hunn, Planning Director,

Madison Harris, Planner II

Jay Brunvand, Town Clerk & Treasurer



A special thank you to the Minturn residents and business owners who provided input during the creation of the Plan of Development!

Prepared by Ayres Associates



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2025-2027 TOWN OF MINTURN STRATEGIC PLAN

2023 MINTURN COMMUNITY PLAN: IMAGINE MINTURN

2022 100 BLOCK DESIGN STANDARDS

ENABLING ORDINANCE 18

ENABLING ORDINANCE 25



Summary and Background

On November 5, 2024, the Town of Minturn officially established a Downtown Development Authority (DDA) through a vote of eligible electors. This election marked the culmination of efforts that began in 2023, when the Town Council allocated funding to engage the community and explore the feasibility of creating a DDA. Over the following months, the Town hosted outreach meetings and educational sessions to help local stakeholders understand the purpose and potential benefits of a DDA. After its formation, the Town hired Ayres Associates to work with Town staff and the community to develop this Plan of Development, which will guide the DDA's priorities within the designated district.

PLAN SUMMARY

Tucked into a narrow valley along the Eagle River and framed by dramatic cliffs, Minturn's Old Town features historic facades, colorful buildings, and a walkable main street filled with local shops, restaurants, and gathering places.

Downtown Minturn blends rich history with strong community pride and a genuine mountain-town character, offering residents and visitors a distinctly different experience from nearby resort villages. Festivals, markets, and local events infuse the town center with energy, while its location provides immediate access to world-class skiing and abundant year-round outdoor recreation. The Minturn Plan of Development seeks to build on these strengths, guiding the growth and evolution of the downtown district, as defined by the Plan, in a way that honors its unique identity.

This **Plan of Development (Plan)** is a foundational requirement for establishing a DDA. It outlines a vision for creating and sustaining a vibrant downtown, which the Town Council, local stakeholders and Town staff have identified as a key economic development priority. As the community grows and evolves, this Plan will help ensure that current needs, and future opportunities, are addressed and appropriately funded.

This Plan focuses the needs of the downtown over the next 30 years, identifying the types of projects and programs necessary to achieve those goals. It does not prescribe specific locations, dimensions, or designs, as these elements are expected to evolve through ongoing planning efforts and through the work of the DDA board. The Plan is organized around a series of **Core Strategies**, big ideas that reflect community values and guide the focus of the DDA.

HOW TO READ THE PLAN

The plan is organized in a hierarchy that ensures clarity and strategic alignment throughout. At the highest level is the **Downtown Vision**, which articulates the long-term aspirations for the district. This vision is supported by a set of Core Strategies, broad thematic areas that reflect key priorities for downtown development. Each **Core Strategy** is further broken down into **Goals**, which define specific outcomes to be achieved, and **Actions**, which outline the concrete steps necessary for implementation.

This layered structure is intentionally designed so that each level builds upon and informs the next. The Vision sets the direction, the Core Strategies establish focus areas, the Goals provide targets, and the Actions guide decision-making and project execution. Together, they offer a cohesive framework that supports the Minturn DDA in its efforts to manage growth, foster investment, and enhance the vitality of the district.



DOWNTOWN VISION

Downtown Minturn is a **vibrant and authentic** downtown that celebrates the town's history, small-town charm, and mountain setting.

Downtown will thrive as the **community's heart**, where local businesses succeed, residents and visitors gather, and connections to trails, parks, and recreation create a seamless experience.

Guided by principles of environmental, economic, and social sustainability, the DDA will steward thoughtful investment, foster collaboration, and strengthen Minturn's unique identity for generations to come.



CORE STRATEGIES SUMMARY

This Plan of Development offers five key strategies that support the vision for the Minturn DDA and guide the future work of the board. These are the big ideas that emerged through community engagement, discussions with town staff and the DDA Board of Directors, and past planning efforts. Within each strategy objective, there are program recommendations that are further detailed in the Core Strategies section of this plan.



KEEP MINTURN AUTHENTIC!

Preserve and enhance downtown's character. Protect Minturn's local history and small-town charm through façade improvements, appropriate design elements, and place-making projects that highlight local authenticity.



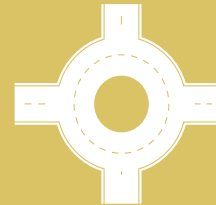
INVEST LOCAL, THRIVE LOCAL!

Strengthen the local economy by supporting and promoting existing businesses, attracting new businesses, and establishing a sustainable funding base to reinvest in downtown growth and vitality.



WHERE MINTURN COMES ALIVE!

Activate the downtown as a community hub. Expand events, programming, markets, and cultural activities that bring residents and visitors together and reinforce the downtown as the social and cultural heart of Minturn.



CONNECTED MINTURN!

Enhance walkability and expand bike and transit connections to link the downtown with nearby parks, recreation areas, neighborhoods, the greater Vail Valley, and areas south along the scenic byway. Strengthen both physical and visual access to the Eagle River, making it a more inviting and celebrated feature of downtown life.



A DOWNTOWN FOR GENERATIONS!

Champion sustainability and resilience. Advance environmentally responsible practices, long-term economic vitality, and inclusive community spaces to ensure the downtown thrives for future generations.



WHY DOWNTOWN MINTURN

HOW WE GOT HERE

In 2023, the Town of Minturn partnered with Downtown Colorado, Inc. (DCI) to launch a strategic planning effort focused on supporting downtown businesses and evaluating the potential establishment of a DDA. This initiative followed Minturn’s participation as a Challenge Community in DCI’s 2022 In the Game conference.

As part of the strategic planning effort, a group of local stakeholders, known as the “**Downtown Doers**” came together to organize and mobilize the business community. Their work included hosting outreach meetings and educational sessions to help residents and business owners better understand the purpose and benefits of a DDA.

On August 7, 2024, the Town Council passed Ordinance #18 calling for an election on November 5, 2024, to officially form the Minturn DDA and to authorize debt as required by state statute. The ordinance, included as an appendix to this plan, has a legal description outlining the official DDA boundaries along with a map.

On November 5, 2024, the qualified electors voted to approve the formation of the Minturn DDA to support and revitalize the economic vitality and overall character of Minturn’s downtown area. Consistent with state statute, the electors included residents, landowners, or lessees of real property found within the proposed DDA boundaries who also voted in favor of debt authorization.

On December 4 and 18, 2024, Town Council heard the first and second readings, respectively, of Ordinance #25 to establish the DDA. On March 5, 2025, Town Council passed Resolution #8 appointing the DDA Board.

PAST EFFORTS

Previous planning efforts are referenced in this Plan to help guide decision-making and inform key strategies.

The Minturn Community Plan recommendations for “A Thriving 100 Block”:

1. Objective 2.1 Implement a framework for redevelopment and growth in the 100 Block that contributes to Minturn’s character and economic development.
2. Objective 2.2 Identify and preserve key historic resources and landmarks in the 100 Block area.
3. Objective 2.3 Communicate a vision for the 100 Block area that is informed by community input and resonates with residents and visitors alike.
4. Objective 2.4 Address parking and circulation issues and promote pedestrian and bike access to and within the 100 Block.
5. Objective 2.5 Support the vitality and affordability of the 100 Block by incentivizing second-story residential development, ADUs and infill.
6. Objective 2.6 Invest in continuous placemaking improvements to support the 100 Block as a vibrant, central community gathering place; improve connectivity to the riverfront area and nearby amenities.

Minturn Community Plan – Imagine Minturn (2023)

The Minturn Community Plan (2023) recognizes the downtown as a community asset, and placemaking efforts, such as benches, art, paths, landscaping, and events, can further enhance its vibrancy and appeal. By partnering with local businesses and supporting cultural activities, the Town can strengthen the downtown as a hub for community life. The Plan recommends establishing a DDA to provide leadership, coordination, and funding for these initiatives.



The 100 Block of the downtown is one of the eight main themes in the Minturn Community Plan. The Plan notes that the Minturn community understands the rich potential of the 100 Block to serve as a community hub that reflects Minturn’s history, spirit, and distinct identity. Opinions may differ on specific design standards, but residents agree it should remain unique from other districts and nearby resort towns. Core values for the 100 Block include economic vitality, vibrancy, connectivity, and charm.

“The character of the 100 Block (and Minturn as a whole) has been called “quaint” and “funky.” Several design features promote this “funky” character, including vibrant colors of downtown buildings, distinctive building facades, and variable roof heights and designs.” (p.36)

Goals for the 100 Block Vision & Framework include: (p. 37)

1. Create a vibrant and walkable “hub” for the community with a variety of shopping, dining, events, arts, and gathering opportunities.
2. Celebrate the Eagle River and Minturn Water Tank as community amenities with views of and access to them.
3. Complement the 100 Block’s distinctive historic character and development patterns.
4. Improve connectivity and efficiently direct visitors to parking, prioritizing the municipal lot to the north.

Town of Minturn Strategic Plan (2025-2027)

The recent Minturn Strategic Plan includes several priorities that can support and strengthen the DDA district:

- Infrastructure: Phase II Main Street sidewalk
- Economic Development:
 - DDA in 100-block
 - Town revenue diversification
 - Community activities and events plan

Town of Minturn Strategic Plan (2025-2027)

VISION

To ensure Minturn’s future as a neighborly mountain community.

MISSION

Manage Minturn’s growth, including water infrastructure and affordable housing for locals while remaining environmentally & fiscally sustainable

VALUES

Integrity, Transparency, Collaboration, Resourcefulness

Town of Minturn Community Survey (2024)

Magellan Strategies conducted a community survey of residents and businesses from August 3rd to 30th, 2024. The primary objective of the community survey was to measure and understand Minturn residents' thoughts and opinions of town services, programs, priorities, and quality of life aspects. The survey is shared with the entire Minturn community. 188 respondents participated in 2024.



Two of the top issues that residents wanted the Town of Minturn to address include:

1. Economic Viability and Business Development: Encouraging business growth, revitalizing downtown areas, and ensuring a sustainable local economy.
2. Infrastructure and Safety: Improving road maintenance, sidewalks, snow removal, traffic management, and pedestrian safety.

Minturn 100 Block Design Guidelines (2022)

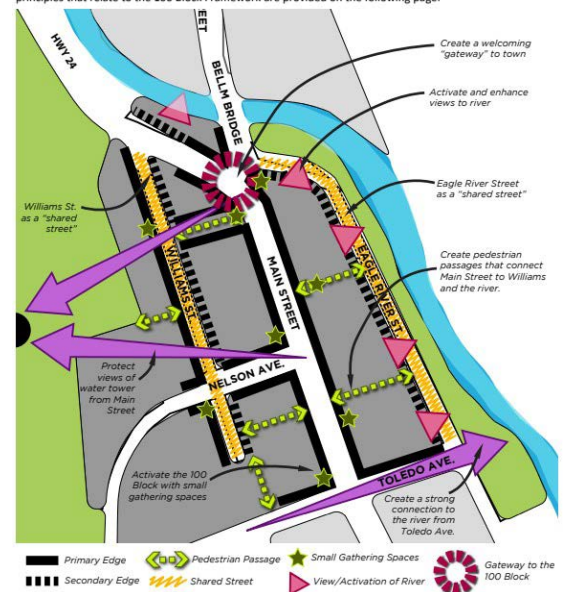
After an extensive community process, Town Council approved new design guidelines for Minturn's 100 Block in 2022 with the aim of implementing the desired vision to create a 100 Block that is allowed to evolve while requiring that new projects contribute to a sustainable and vibrant future.

The new framework for the guidelines recognizes that:

The 100 Block is the gateway to Minturn and the heart of town. It is the historic center and commercial core, although over time commercial uses have extended past the 100 Block along Main Street. The 100 Block should remain the commercial core into the future, where there is ample opportunity for small, local businesses to thrive as well as more opportunity for people to live and visit. It is important to the community that the historic assets be saved, and the history and authenticity of Minturn be celebrated. Main Street will remain the primary thoroughfare, although public and private improvements will help activate and improve the experience. Williams Street and Eagle River Street will become quaint public spaces where pedestrians and cars share the space and active uses breathe new life to these areas. Space between buildings will be used for pedestrian passages, small gathering spaces and outdoor dining areas. Views of the water tower, Eagle River, and hillsides will be preserved and celebrated. (p. 5)

100 BLOCK FRAMEWORK

This framework diagram explains key elements for the 100 Block that all projects should follow. Design principles that relate to the 100 Block Framework are provided on the following page.



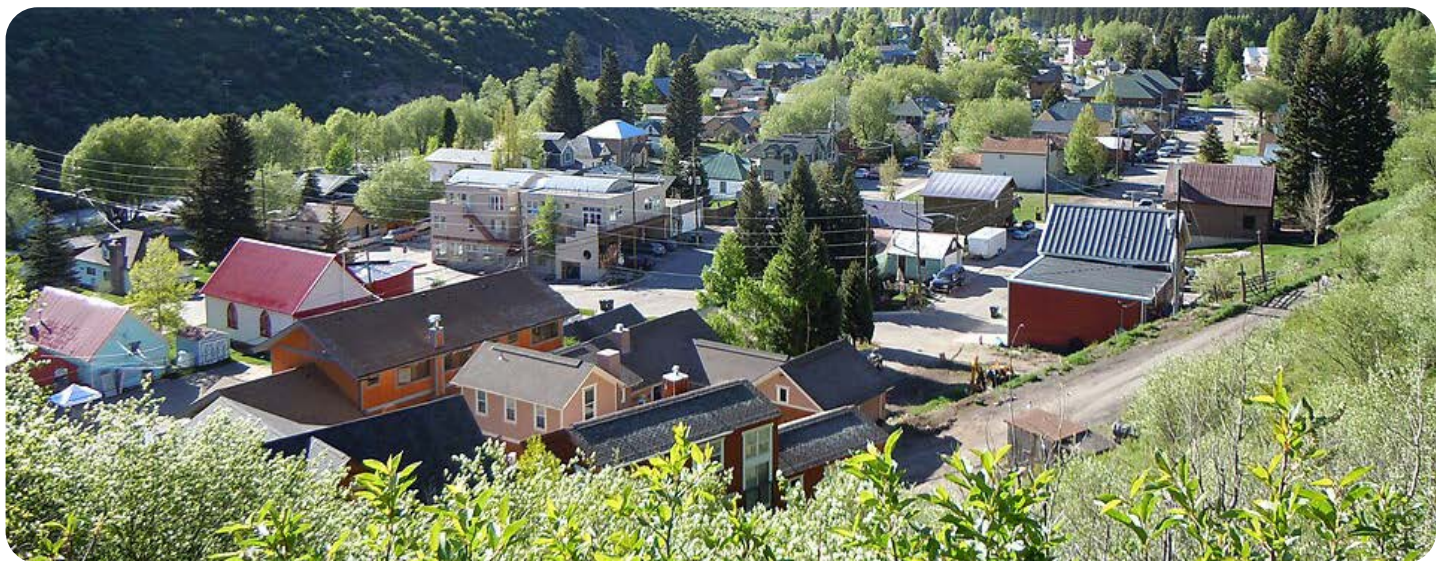
The framework indicates that each project should meet the following elements to help implement the vision for the 100 Block:

1. Contribute to an authentic place.
2. Design at human scale.
3. Activate edges.
4. Celebrate and enhance views.
5. Create a welcoming place.

Minturn Historic Preservation Updates (2024)

On June 5, 2024, Town Council discussed balancing historic preservation, economic feasibility, and downtown property use. Town staff were directed to draft an ordinance addressing ideas to meet these goals. On September 18, 2024, Town Council passed an ordinance (Ordinance 20-Series 2024) with seven amendments, including three that specifically address areas within the DDA boundary:

1. **Short-term rentals:** Allow for historically designated structures in the downtown corridor to have the immediate ability to function as short-term rentals on all floors.
2. **Preservation incentives in DDA:** Encourage historic preservation reinvestment as part of the Downtown Development Authority Operations Plan
3. **Live/work flexibility:** Allow residential in the Downtown Character Area on the back 50% ground floor of historically designated commercial buildings to create live/work opportunities





Core Strategies

From past plans and efforts across Downtown Minturn and through community engagement, five core themes appeared as strategies intended to shape and guide the Minturn DDA's priorities for a vibrant downtown.



KEEP MINTURN AUTHENTIC!

Preserve and enhance the character of the downtown. Protect Minturn's local history and small-town charm through facade improvements, appropriate design elements, and place-making projects that highlight local authenticity.

Goals that support this Strategy:

1. Create building investment and facade improvement programs that support local character, local arts, locally owned businesses and promote occupancy.
2. Support historic preservation where appropriate and ensure that new construction is designed to blend seamlessly with original structures to maintain charm and identity of the downtown.
3. Consider developing a clear and compelling downtown brand and marketing strategy that highlights Minturn's unique identity that includes cohesive signage, wayfinding, and promotional materials to position the downtown as a vibrant local and regional destination.
4. Encourage public arts, a sense of arrival, street level activation, placemaking, and physical enhancements that make the downtown inviting & unique.



INVEST LOCAL, THRIVE LOCAL!

Strengthen the local economy by supporting and promoting existing businesses, attracting new and complementary enterprises, and establishing a sustainable funding base to reinvest in the growth and vitality of the downtown.

Goals that support this Strategy:

1. **Promote reinvestment in the downtown by partnering with private developers, property owners, and local investors, focus on filling vacant lots and buildings, revitalizing underused properties. Support building improvements that enhance the district's vitality.**
2. **Promote mixed-use developments and non-commercial uses (housing, civic uses, open space) to strengthen the local customer base for retail businesses, restaurants, and services.**
3. **Foster a sense of pride and investment among downtown property owners, encouraging building maintenance, reinvestment, and enhancements that reflect the community's character and values.**
4. **Partner with local businesses to host "shop local" events, restaurant weeks, and sidewalk sales that showcase Minturn's unique offerings.**

WHERE MINTURN COMMUNITY COMES ALIVE!

Activate the downtown as a community hub. Expand events, markets, and cultural activities that bring residents and visitors together and reinforce the downtown as the social and cultural heart of Minturn.

Goals that support this Strategy:

1. **Create an inviting downtown hub where streets come alive with outdoor dining, rooftop decks, and welcoming spaces that invite people to gather and stay awhile.**
2. **Celebrate community pride through events and programming that draw residents downtown, strengthen local connections, and support Minturn's small businesses.**
3. **Develop vibrant public spaces that encourage social interaction, recreation, and year-round outdoor activity that reflect the needs of youth, seniors, families, businesses, etc.**
4. **Collaborate with local and regional partners including the Colorado Tourism Office, and the Vail Valley Partnership to promote and highlight downtown Minturn's unique identity within regional marketing campaigns to draw new visitors, extend stays, and encourage repeat visits that support downtown businesses.**



CONNECTED MINTURN!

Enhance walkability and expand bike and transit connections to link the downtown with nearby parks, recreation areas, neighborhoods, the greater Vail Valley, and areas south along the scenic byway. Strengthen both physical and visual access to the Eagle River, making it a more inviting and celebrated feature of downtown life.

Goals that support this Strategy:

1. **Develop river access points, trails, and public spaces that link the downtown to Eagle River Street / Eagle River Park, creating opportunities for people to gather, explore, and connect with nature in the heart of Minturn.**
2. **Develop a comprehensive Downtown Infrastructure Master Plan and long-term vision that identifies priority improvements for streets, sidewalks, lighting, utilities, parking, and public spaces. The plan should guide phased investments, coordinate with private development, and ensure that infrastructure upgrades support future growth, enhance the character of downtown, and improve the overall experience for residents, businesses, and visitors.**
3. **Invest in critical infrastructure to improve accessibility and mobility (safe crosswalks, traffic-calming, bike amenities) to support walking and cycling, aligning with the town's close-knit character.**
4. **Make the best use of existing parking to ensure accessibility and convenience without compromising the character of the downtown.**

A DOWNTOWN FOR GENERATIONS!

Champion sustainability and resilience. Advance environmentally responsible practices, long-term economic vitality, and inclusive community spaces to ensure the downtown thrives for future generations

Goals that support this Strategy:

1. **Support land use codes that allow flexibility for creative design solutions, adaptable spaces, and mixed-use development.**
2. **Support installation of e-bike share stations and public EV chargers to promote low-emission transportation.**
3. **Consider investments in LED retrofits, efficient HVAC systems, and solar arrays on building rehabilitation and new construction supported by the DDA.**
4. **Support entrepreneurship through business development programs, shared spaces, and opportunities for co-working and incubators.**



HOW TO IMPLEMENT THIS PLAN

This section is intended to guide the actions of the DDA board and staff throughout the duration of the Plan. The Plan of Development provides a strategic framework to support the revitalization, enhancement, and sustainable growth of Minturn’s downtown district. Through this framework, the DDA aims to encourage new investment in buildings and infrastructure, promote development that aligns with the character and context of downtown Minturn, and support community programming, events, and marketing initiatives. By aligning resources and priorities, the Plan ensures that the DDA remains focused and effective in advancing the district’s long-term vitality.

At its inception, a DDA often resembles a “start-up” business, facing similar challenges such as limited funding, the need to generate revenue, and the task of building operational capacity. While DDAs differ from traditional start-ups in structure and purpose, the model offers valuable insights that can inform the Minturn DDA’s approach to implementing this Plan of Development.

Key principles from the start-up worlds such as product development, customer focus, and operational efficiency, are equally relevant to the success of a DDA. By applying these principles, the Minturn DDA can effectively navigate early challenges and position itself for long-term, sustainable growth.

As the DDA evaluates potential actions and strategic investments, it should consider each opportunity through the following lens:

- 1** **WHAT IS THE PRODUCT OR PROGRAM?**
Define the initiative clearly, whether it’s a physical improvement, a service, or a community event.
- 2** **WHO IS THE CUSTOMER?**
Identify the primary audience or beneficiary: residents, businesses, visitors, or investors.
- 3** **DOES IT SUPPORT THE BROAD GOALS OF THE PLAN?**
Ensure alignment with the overarching vision, core strategies, and goals outlined in the Plan of Development.

Using the start-up analogy as a guiding framework, the following recommended actions are provided for consideration by the DDA.

PRODUCT AND PROGRAM DEVELOPMENT

Within the context of the DDA, product development refers to how the organization allocates its time, energy, and resources, answering the question: Where do we invest? With a wide range of potential opportunities, it's easy to feel overwhelmed. However, strategic decision-making requires a clear understanding of both the customer base and the need for organizational efficiency.

Given the range of investment opportunities, it can feel overwhelming, but it is essential to consider both the customer base and organizational efficiency. Potential investment areas include:

Small-Scale Building Improvement Programs

- Facade, landscaping, and patio improvements
- Historic renovations
- Life safety enhancements
- Utility improvements
- Building conversions and expansions
- Environmental remediation
- Energy efficiency and sustainability measures
- ADA accessibility improvements
- Leveraging state and federal grants

Mid to Large-Scale Development Projects

- Redevelopment initiatives (mixed-use development, employment centers, affordable housing etc.)
- Multimodal transportation infrastructure
- Parking solutions
- Connectivity projects
- Strategic acquisition and redevelopment of underutilized properties
- Streetscapes and public facility enhancements
- Placemaking, design, and wayfinding initiatives
- Parks, plazas, gathering spaces, and public art
- High-impact projects that generate tax increment revenue

Marketing and Branding

- Building a cohesive Downtown Minturn brand and identity
- Tourism marketing campaigns
- “Shop local” promotions

Community Events and Gatherings

- Music, art, and other local events (e.g., Shop Local Saturdays, themed town nights)
- Markets and other community-driven activities

Other Investments

- Additional opportunities not currently outlined but consistent with the plan's strategies and goals

This list is intended to serve as a flexible menu of opportunities that reflects the DDA’s strategic focus. It is not exhaustive, and the DDA board retains discretion to pursue other projects and programs based on evolving local needs. As new initiatives are adopted, the board should establish clear application procedures, guidelines, and budgets for any grant or incentive programs.

CUSTOMER BASES

DDAs serve a variety of key customer groups, each playing a vital role in the success of the downtown district. These groups include:

DDA Constituent Members – This group includes building and property owners, business owners, and residents within the DDA boundaries. They rely on the DDA to support new investments, provide guidance, and help shape the overall direction of the downtown.

- **DOWNTOWN CUSTOMERS** – These are local residents who shop, dine, and spend time in downtown Minturn. Their patronage supports the local economy and small businesses, making them essential to the vitality of the downtown.
- **DOWNTOWN VISITORS** – This group includes tourists visiting for skiing, fly fishing, outdoor recreation, or simply passing through town. It also includes those visiting families or attending events. Recognizing the diversity within this group helps the DDA maximize their economic impact and tailor experiences that encourage repeat visits.
- **POLITICAL LEADERSHIP, FUNDERS, AND COMMUNITY PARTNERS** – While distinct from the other groups, this audience is essential to the DDA’s long-term success. Building strong relationships with elected officials, funding agencies, and local partners helps secure resources and align broader community goals with the DDA’s vision.

OPERATIONAL EFFICIENCY

To be effective, the Minturn DDA must maximize the impact of their investments while minimizing wasted time and resources. When evaluating potential initiatives, the DDA board should consider:

- **Alignment with the Plan of Development**
- **Potential to generate future tax increment revenue**
- **Staff capacity to manage and implement the initiative**

To support efficient operations, the DDA board should adopt clear policies and procedures that guide decision-making and empower staff to act confidently. These policies should be flexible and treated as living documents that evolve with the district’s needs. Early-stage policies to consider include:

- **INVESTMENT POLICY** – Establish criteria for evaluating large, multi-year investments. This should include a defined review process and clear information requirements for applicants.
- **EVENT SUPPORT AND COORDINATION POLICY** – Community events energize downtown and foster engagement, but they require significant time and resources. The DDA should weigh the benefits to local businesses against the costs and consider alternative roles such as sponsorship or logistical support.
- **PROPERTY ACQUISITION POLICY** – Acquiring underutilized or blighted properties can be a strategic tool for advancing development goals. A clear policy will enable the DDA to act quickly when opportunities arise.

PROGRAM DEVELOPMENT

To address the evolving needs of the downtown district, the DDA may establish targeted programs tailored to local priorities. The examples provided are not exhaustive, and the DDA Board retains the flexibility to create new programs as community needs change over time. For any program the Board adopts, particularly grant or incentive-based initiatives, it will be essential to develop clear application procedures, program guidelines, and a defined budget.

As conditions shift and new opportunities arise, the DDA Board may also consider initiatives beyond those outlined in this Plan of Development, ensuring the organization remains responsive and forward-thinking in its approach.

- **FACADE IMPROVEMENT** – Facade improvement projects are quite common to DDAs in Colorado. They provide matching grants and incentives for property owners to improve building storefronts and entrances. The Town currently has a beautification program, and efforts should be made to coordinate with those activities. The DDA board should also consider expanded eligibility for facades facing the Eagle River.
- **SPECIFIC BUILDING IMPROVEMENTS** – To promote more intensive and productive use of downtown properties, the DDA may offer grants and incentives for targeted building improvements. These investments help property owners meet regulatory requirements, attract new tenants, and support adaptive reuse. Examples include:
 - **Fire Suppression Systems:** Installing or upgrading fire suppression systems to allow for increased occupancy. This is especially important for buildings being converted to residential or mixed-use, or for uses such as restaurants that require higher capacity.
 - **Commercial Kitchen Infrastructure:** Improvements such as oven hoods and grease interceptors to support restaurant operations and meet health and safety codes.
 - **ADA Accessibility Enhancements:** Upgrades that improve compliance with the Americans with Disabilities Act (ADA), including accessible entrances, ramps, restrooms, and signage. These improvements not only ensure legal compliance but also promote inclusivity and expand access for all residents and visitors.
- **COMMUNITY FACILITIES INFRASTRUCTURE** – This may include support for the installation of electricity at the street level to support community events, trash facilities, benches, and temporary items like heaters and bathrooms for public events. It may also include improvements and enhancements to public infrastructure and amenities such as sidewalks, bus stops, etc. Access easements and improved drainage are also critical needs in downtown Minturn.



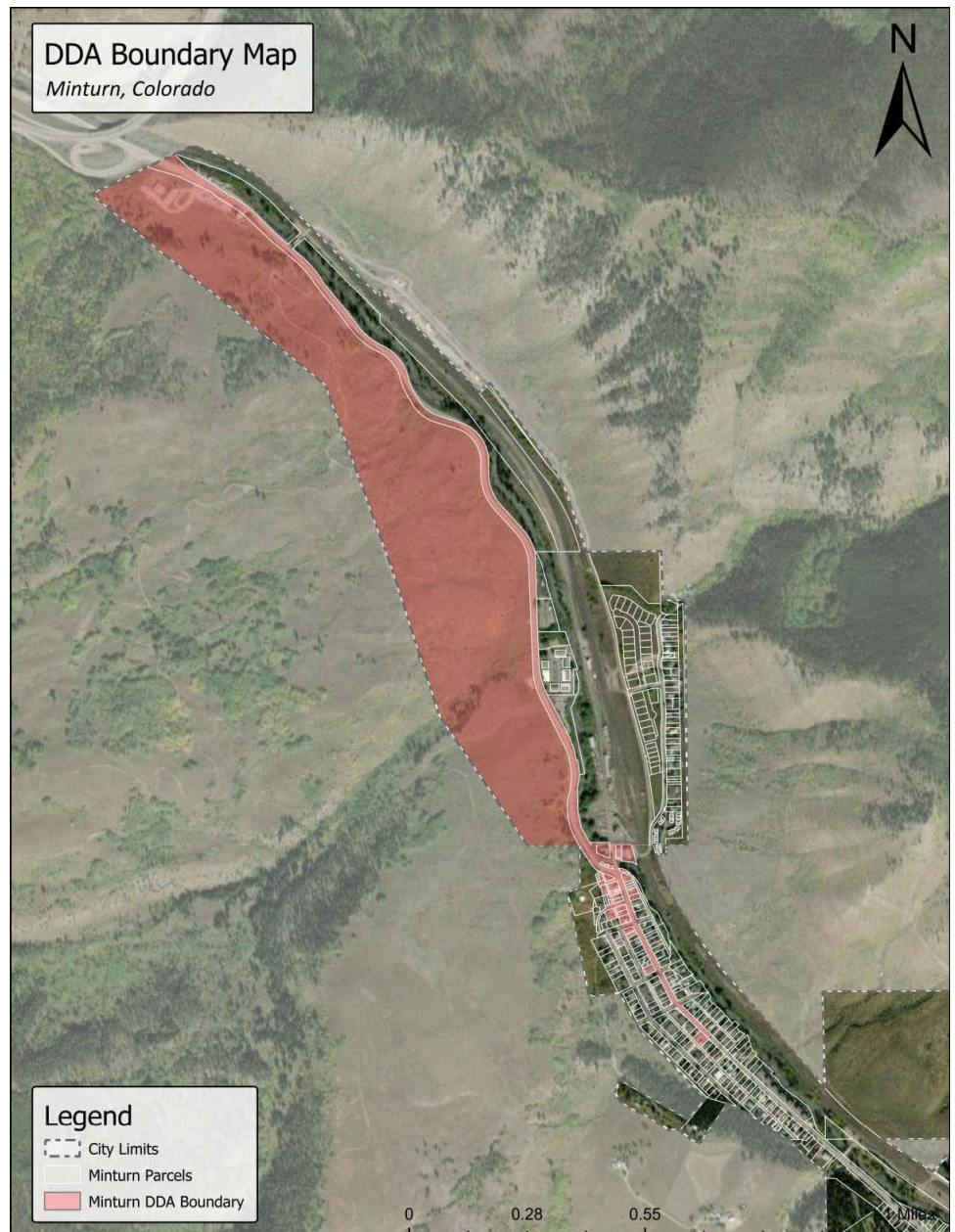
OPERATIONAL FRAMEWORK

This section of the Plan outlines the foundational capacity of the DDA to achieve its Strategic Objectives and Vision. It defines the roles and responsibilities of the organization and details the tactical steps necessary to ensure long-term success and effective implementation.

THE EXTENT AND BOUNDARIES OF THE DDA DISTRICT

The boundaries depicted in the map below establish the area in which the DDA will exercise its statutory powers (the “District”). The DDA “Plan of Development Area”, as defined in Section 31-25-802, C.R.S., shall have the same boundaries as the District. The District boundaries may change over time in accordance with Section 31-25-822, C.R.S.

Being Minturn’s traditional main town corridor, the DDA district focuses on areas along and next to US Highway 24 and near the Eagle River. To the greatest extent possible, the DDA boundaries look to capture the commercial and mixed-use areas of Minturn and to the greatest extent exclude single-family residential properties.



DDA BOARD

Eligibility to serve on the DDA is statutorily defined in Section 31-25-806, C.R.S. DDAs are considered a quasi-governmental entity, in that they serve a broad public purpose, receive public funding, and are subject under the DDA Act to oversight by the governing body of the municipality in which they are located. This means that Board members are subject to Colorado open records and public meeting requirements, and other applicable laws pertaining to governmental entities and government officials.

Based on the criteria established in Colorado State Statute, the Minturn DDA seeks to maintain a board of between five (5) and eleven (11) qualified members with at least one (1) being a member of the Town Council to be appointed by and to serve at the pleasure of the Town Council. The remaining board members would be drawn from eligible community members from within the DDA boundary and duly appointed to terms as required under the law. All members aside from the Town Council member shall be property owners, employees or agents of a business, business lessees, or residents within the designated boundaries of the DDA. A business shall include a for-profit business, and business representatives may be an owner, officer or director of a corporation.



It is the purpose of the Board to guide the actions of the DDA. Duties are summarized below and include:

- **Establishing official board rules and codes of conduct.**
- **Establish annual budgets and annual reports as needed.**
- **Establish direction for the DDA and represent the interests of the residents, businesses, and property owners in the District.**
- **Establish DDA projects and policies that support positive investment in the District**
- **Review and approve funding requests, grant requests, and incentive requests based on established projects and policies.**
- **Consider petitions to expand the boundaries of the District.**
- **Hire and manage staff including legal representation to advise on the proper performance of its duties.**
- **Enter contracts necessary for the performance of the DDA.**

DDA STAFF

DDAs are allowed to hire and manage staff. At its start and within the formative years of the DDA, the Town of Minturn, at its discretion and through separate agreement, may provide staff support or funding for the DDA to hire staff. In recent years, newer DDAs have worked with the local jurisdiction to provide financial and staff support during the start-up phase until DDA revenue is sufficient to support its staffing and operational needs.

It is the purpose of DDA staff to:

- **Work to enact the Vision of the DDA as defined in this Plan of Development.**
- **Enact the programs and policies as approved by the DDA Board including managing application processes, payments and communications as needed.**
- **Maintain a visible presence in the downtown district and be available to engage with local businesses, property owners, and residents to better understand the needs of the district.**
- **Make recommendations to the DDA Board on programs and policies that achieve the goals of the Plan of Development.**
- **Complete annual budget and track finances in conjunction with the DDA Board.**
- **Represent the interests of the DDA to potential investors, other interested parties, the community, and the Town Council.**
- **Complete and submit reports as needed and as directed by the DDA Board.**
- **Maintain all DDA documents and records as prescribed by State Statute.**
- **Work in collaboration with town staff and other partners as necessary and appropriate.**
- **Legal counsel may be provided by the Town through agreement, and the DDA Board has the option to seek outside legal counsel.**
- **Other duties as directed by the DDA Board.**

DDA BUDGET AND FINANCE

To achieve the objectives in the Plan of Development, it will be necessary to identify sources of funding and opportunities to finance projects. The DDA Board is required to adopt a budget each fiscal year and cause an annual audit to be made pertaining to its fiscal affairs. The budget will reflect administrative expenses, personnel costs, DDA program priorities, debt obligations, infrastructure investments, as well as expenses related to downtown marketing and downtown events. In accordance with Section 31-25-809, C.R.S., the DDA may include within its budget a line-item indicating the amount of debt proceeds that will be used for DDA operations and administration, which shall be limited to an amount reasonably necessary to fund the DDA's operations and administration.

DDA funds may be utilized towards programs and projects that align with the Plan of Development and are seen to provide a public benefit. Public benefit may be broadly defined to include both public infrastructure and similar uses that are visibly public, as well as a wide range of expenditures of TIF that legitimately advance a goal(s) of this plan, including, but not limited to, supporting businesses and development that add to the vibrancy of downtown, providing increased tax revenue, and/or employment opportunities.

The DDA is authorized to finance activities and undertakings under this Plan by any method authorized by Sections 31-25,801, et seq., C.R.S. (the "DDA Act") or any other applicable law.

The DDA is permitted to receive and use funding from the following sources:

- **Proceeds of bonds, loans or advances to, or indebtedness incurred by, the Town of Minturn, or by the DDA on behalf of the Town of Minturn pursuant to Section 31-25-807(3)(a)(II), C.R.S., secured by the pledge of the following tax revenues for the maximum period of time authorized by the DDA Act:**
 - **Property Tax Increment: All of that portion of property taxes in excess of such taxes which are produced by the levy at the rate fixed each year by or for any public body upon the valuation**

for assessment of taxable property within the boundaries of the District last certified prior to the effective date of approval by the Town Council of the Town of Minturn of this Plan of Development or, as to an area later added to the boundaries of the District, the effective date of the modification of this Plan

- Such other sources of revenue for repayment of bonds, loans, advances, or other indebtedness of the Town of Minturn as may be authorized by law. Membership fees.
- Private contributions and donations including sponsorships.
- Proceeds of loans to the DDA or the Town of Minturn.
- Grants and other funds made available by public agencies and other entities.
- Fees and other charges imposed in connection with DDA projects and properties.
- All types of bond issues, including industrial development revenue and special assessment bonds.
- All such other sources and methods as may be authorized by law, including, but not limited to, the DDA Act.

Pursuant to Section 31-25-807(3)(a), C.R.S., property taxes levied after the effective date of this Plan of Development upon taxable property within the boundaries of the Plan of Development Area each year by or for the benefit of any public body shall be divided for a period of not to exceed thirty years or such longer period as provided in Section 31-25-807(3)(a)(IV), C.R.S., in accordance with Section 31-25-807(3)(a), C.R.S., and that portion of said property taxes allocated to and, when collected, paid into the special fund of the Town of Minturn shall be used for the payment of the principal of, the interest on, and any premiums due in connection with the bonds of, loans or advances to, or indebtedness incurred by, whether funded, refunded, assumed, or otherwise, the Town for financing or refinancing, in whole or in part, development projects within the boundaries of the Plan of Development Area.

UPDATING OR AMENDING THE PLAN

As the conditions in downtown Minturn change, it will be important to revisit this Plan of Development.

Additional Property/Boundary Adjustments

Parcels next to the approved DDA boundaries can be added to the DDA by petition of the property owner. State statute 31-25-822 requires the owner to provide the evidence of title to the property and an accurate legal description. Once the application is received, the DDA board needs to approve the application at a regular or special meeting. Once approved, the parcel is added to the DDA.

Amendments to the Plan of Development

As conditions change, the DDA may seek to amend or update this plan. According to state statute, (31-25-807(4)(c)) any amendment or “substantial modification” requires a public hearing, followed by consideration by the Minturn Town Council.





2025-2027 TOWN OF MINTURN STRATEGIC PLAN

[2025 - 2027 minturn strategic plan.pdf](#)



[imagine_minturn_community_plan_2023.pdf](#)



2022 100 BLOCK DESIGN STANDARDS

<https://www.minturn.org/media/2256> (pages 20-28)



ENABLING ORDINANCE 18

[Ordinance 18 ITEM-Attachment-001-49f08354379242f095664d59cae1242a.pdf.pdf](#)



ENABLING ORDINANCE 25

[Ordinance 25 Dec 2024.pdf](#)



To: Minturn DDA Board
From: Cindy Krieg, Interim Executive Director
Date: 2/25/2026
Agenda Item: Discussion / Direction – Goals / Priorities for the next 12 Months

Following the recent adoption of the DDA Plan of Development, the DDA board’s next steps are to establish goals and priorities for the next 12 months.

The POD recommends the following as logical next steps:

1. Establish an investment policy – possible Q2 work session
 - a. This will require consulting support (Ayres Associates has offered to work with us again)
 - b. Can be an evolving document based on changing needs
 - c. The policy should include creation of a project request application and process

Short Term:

- Building / façade improvements incentive program
- Town entrance (signage, wayfinding, other ideas from the board?)

Long Term:

- Property Acquisition (sub-policy under the investment policy)

2. Establish an Infrastructure Inventory / Infrastructure Master Plan
 - d. This would be a collaboration with Town staff and the planning department
 - e. Recommend an upcoming work session

Staff Updates:

- Bellm Bridge Project Update
 - Connectivity to Eagle River St / Eagle River Park

Highway Signage Opportunities:

- General signage (Leadville, USFS examples) to attract drivers from the highway into Minturn
- Re-engage businesses to get on the highway signage (Dining, Lodging, & Attractions)
 - Can the DDA &/or the Town support this effort?
 - Costs have recently doubled, many businesses are no longer participating

Long Term Goals

- Create an Event Support & Coordination Policy
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