

MONTROSE URBAN RENEWAL AUTHORITY
MINUTES OF THE REGULAR MEETING
December 10, 2025

A regular meeting of the Montrose Urban Renewal Authority (MURA) Board of Commissioners was held on Wednesday, December 10, 2025, at 2:00 p.m. in the Public Safety Complex - Community Room, located at 434 S 1st Street. Said meeting was posted in accordance with the Sunshine Law.

Present: J. David Reed, Dave Frank, Judy Ann Files, Brad Hughes, Ken Otto, Jim Haugsness, Executive Director William Bell

Guests: David Dragoo, Gail Marvel, Briceida Ortega, Anthony Russo, Scott Stryker, Michelle Wingfield, William Reis, Shani Wittenberg, Scott Murphy, Kevin Clay, Gabrielle Clay, Matthew Magliaro

CALL TO ORDER

The meeting was called to order at 2:02 p.m. by J. David Reed.

PLEDGE OF ALLEGIANCE

The pledge of allegiance was recited.

ROLL CALL

Board members J. David Reed, Dave Frank, Judy Ann Files, Brad Hughes, Ken Otto, Jim Haugsness and Executive Director William Bell were present.

CHANGES TO THE AGENDA, INCLUDING ADDITIONS AND DELETIONS

No additions or deletions.

CALL FOR PUBLIC COMMENT

No comments.

CONSIDERATION OF MINUTES

The Montrose Urban Renewal Authority Commission considered the minutes of the regular meeting held on November 18, 2025.

A motion was made by Brad Hughes, seconded by Judy Ann Files, to approve the minutes of the regular meeting held on November 18, 2025, as amended. The amendment included striking the second to last sentence of Page 2 under Financial Modeling. All voted in favor. Motion carried.

PROJECT AREA #2

Executive Director William Bell provided background on prior discussions with City Council and Paul Benedetti's legal firm regarding the process of establishing an additional project area to support downtown revitalization efforts. He explained that they are exploring options that would provide financial incentives for building owners or developers to reinvest in the downtown area.

Mr. Bell explained that the entire City is designated as the Urban Renewal Authority (URA), with specific project areas established within defined boundaries. Within those boundaries, any new wealth generated during the life of the project area is recaptured and reinvested in that area. He noted that the Colorado Outdoors project (Project Area No. 1), which began in 2017, has a 25-year term ending in 2042. The base valuation of the Colorado Outdoors area remains with the taxing entities, which continue to collect taxes based on that base amount. Any incremental increase in valuation, commonly referred to in Colorado as the "ratcheting effect", is captured, and the new wealth generated by the increased property values within the Colorado Outdoors development is reinvested into URA projects within Project Area No. 1. He further explained that the same mechanism would apply to any future project areas, such as Project Area No. 2.

It was emphasized that the establishment of a second project area would require City Council action, and that the process would include negotiation of tax increment agreements with applicable taxing entities, similar to the agreements in place for Project Area No. 1 (Colorado Outdoors).

Anthony Russo presented a draft project area boundary concept and explained key considerations in the proposed map, including:

- Creating a cohesive boundary to avoid isolated "spot" areas;
- Inclusion of certain targeted areas for potential reinvestment and redevelopment;
- Exclusion of the West Main trailer park area to avoid incentivizing displacement or unintended gentrification;
- Inclusion of the Bullock Power Plant area to support potential redevelopment following remediation efforts;
- Inclusion of an area outside current City limits (near the Arcadia property) contingent on future annexation and property owner interest.

MURA board discussion included:

- Clarification that a project area does not increase taxes;
- Potential differences between Project Area No. 1 and a future Project Area No. 2, given the downtown context of existing structures;
- Explanation of a typical developer/project process, including staff review, valuation/analytics review, presentation to the Board, and potential development agreement terms;
- Discussion of incentive models, including reimbursement-based models versus having a funding pool available for reimbursement of eligible improvements, and recognition that available funding and risk considerations would guide recommendations;
- Recognition that negotiations and participation by major taxing entities would be important in determining feasibility and structure of Project Area No. 2.

The Board discussed the importance of outreach and education for taxing entities, property owners, and stakeholders as the concept develops.

No formal action was taken, as this item was a discussion and conceptual feedback item only.

ADJOURNMENT

The meeting was adjourned at 3:08 pm, with no further action taken.

ATTEST:

J. David Reed, Chairperson

William E. Bell, Executive Director