



## **May 2, 2014 Business Meeting Summary**

- The next West End business meeting will take place on Friday, June 6, at 8:30 a.m. at *Centro*, 950 Pearl St.
- Downtown Boulder has created a quick reference site: [www.WestPearlUpdates.com](http://www.WestPearlUpdates.com).
- The city has a dedicated Web page with contacts and project updates at: [bouldercolorado.gov/bond-projects/downtown-commercial-district-improvements](http://bouldercolorado.gov/bond-projects/downtown-commercial-district-improvements)
- Current information about construction and traffic impacts in the City of Boulder is available online at [www.boulderconezones.net](http://www.boulderconezones.net).
- The city is also working on developing an email list to send out weekly construction updates. To be added to the email list, please contact Ashlee Herring at [herringa@bouldercolorado.gov](mailto:herringa@bouldercolorado.gov).

### **West Pearl Streetscape Improvements**

- Brian Wiltshire, City contact.
- Construction will stop on May 7<sup>th</sup> and resume May 12<sup>th</sup> for CU Graduation.
- Sidewalk construction on 11<sup>th</sup> street is coming to an end. Moving toward 10<sup>th</sup> street and focusing on the intersection of 10<sup>th</sup> and Pearl.
- Next area of construction will be up and down 10<sup>th</sup> street.
- Parking on 11<sup>th</sup> and Pearl is starting to re-open. 12 spots are now available on the East side of Pearl Street.

### **Alley Management Plan**

- Kurt Matthews (City of Boulder Manager of Parking Services)
- Alley management plan will go into effect May 12<sup>th</sup>.
- Maps are available on the City of Boulder website for the Alley Management Plan.
- Western Disposal will now begin their trash collection at 6:00am to keep them out of the alley during business hours.

- The overpass above the alley on the PearlWest project is expected to come down the 2<sup>nd</sup> week of June. The east side of the alley will be closed during that time.
- The schedule of closures in the alley will be related to the progress of Xcel energy.
- The alley west of the walkway will be open throughout the project.
- Goal is to minimize impact as much as possible to businesses.

### **PearlWest at 1048 Pearl St. / 1023 Walnut St. (Daily Camera Building)**

- Dan Schuetz, Project Manager.
- Construction fencing will be set up very soon.
- Businesses have the opportunity to put their logo on the fencing. Email Dan at Nichols with your logo and a positive quote to be included. Deadline is May 6<sup>th</sup> at 5:00PM.
- Demolition will begin May 12 on the Pearl Street side of the building.
- Dan is working with Studio Lemonade to help with signage and marketing to educate people on what's happening and also with messaging to let people know that West End businesses are open.
- The covered walkway on the path connecting Pearl and Walnut will be up beginning in mid-June for the duration of the project.
- The covered walkway on Walnut Street won't go up until demolition starts on that side of the building, probably early June.

### **901 Pearl St. and 909 Walnut St.**

- Phil Shull, Deneuve Construction. Jim Fay, Project Manager.
- No new updates on 909 Walnut. Expecting permit to be issued in early June.
- 901 Pearl is completely demolished at this time.
- Fencing will come down sometime the week of May 5<sup>th</sup>.
- Contractors will explore the option to remove some of the shading on the fence to cause less of a visibility problem for traffic exiting the alley to the east of the construction site.

## **Marketing Plan**

- Terri Takata-Smith (Downtown Boulder Business Improvement District) will be helping coordinate marketing efforts.
- Contact Terri with questions at [Terri@dbi.org](mailto:Terri@dbi.org) or 303-449-3774.
- A large poster with Wild West End Wednesday add has been posted on the West facing side of the information kiosk on 11<sup>th</sup> and Pearl.
- 10,000 post cards are being delivered to West End Businesses to promote Wild West End Wednesdays.
- The first Wednesday of the promotion is May 7<sup>th</sup>.
- Businesses must confirm their participation each week in order to be included in print advertising. Some businesses have confirmed their participation though August 27<sup>th</sup>, this is sufficient.
- Friday magazine ad ran on May 2, more print ads in the Daily Camera throughout.
- Sliding billboard ad will run on DailyCamera.com on May 7.
- Full page add in the Daily Camera will run May 7.
- Email blast will go out to 50,000 email addresses to promote Wild West End Wednesday. The demographic for the email is families within a 13 mile radius of West Pearl with a house hold income of over \$75,000 per year.
- Business spotlights started running May 1 on Downtown Boulder's social media. They will continue to be promoted one business per day every week day in May.
- "More businesses this way" signs have been posted on 11<sup>th</sup> and Pearl. Thanks to Brian Wiltshire for making it happen!

## **Communications Plan**

- Ashlee Herring (Communications and Special Events Oversight Coordinator ) will be the point person for all construction related inquires. 303-413-7315 (desk) 720-498-6575 (cell) [herringa@bouldercolorado.gov](mailto:herringa@bouldercolorado.gov).
- If you are not receiving weekly updates, please contact Ashlee to be put on the email list.
- Flyers on the streetscape project are printed and are going out to West End businesses the week of May 5<sup>th</sup>.
- Parking coupons (1 hour at the St Julien) were distributed last week to businesses. If a business needs more coupons, contact Ashlee directly.

- The July West End Update meeting will be moved back to July 11<sup>th</sup> due to the 4<sup>th</sup> of July falling on the first Friday of July.