

From the Office of the Mayor and City Council



# Mayor's Matters

Issue: # 26

October 2010

**Greetings!**

*Mayor's Matters* is your monthly connection to learning about the great things happening in the City of Wheat Ridge!

I encourage you to share this monthly e-newsletter with any friends or family who may wish to know more about Wheat Ridge. Feel free to use the "Forward" link at the bottom of the page to send a copy of this e-newsletter to others.



Mayor Jerry DiTullio

**Thank you Carnation Festival volunteers**

Thank you to all the volunteers who helped make the 41st Annual Wheat Ridge Carnation Festival a success!

**Save the date!**

Mark your calendars for the Annual Holiday Lighting Ceremony scheduled for Sunday, December 5<sup>th</sup> at 6 p.m. at the Wheat Ridge Recreation Center.

For more information, please call 303-231-1300.

**Discovery Park Grand Opening**

On Saturday, October 9<sup>th</sup>, the City of Wheat Ridge opened the new Discovery Park at 38<sup>th</sup> and Kipling. The grand opening ceremonies included a ribbon cutting, refreshments, live music and the dedication of a sculpture titled "Discovering the Stars" by local Artist Kevin Robb. The second grade class of Prospect Valley Elementary School recommended the name Discovery Park and City Council voted 8-0 to approve it. For more information [click here](#).

**Green Tip**

Being green is easy! Ride or walk when the distance and weather cooperate. Millions of children walked to school on Wednesday, October 6<sup>th</sup> for International Walk to School Day.

**Mayor's Art Initiative**

Since its inception in July of 2008 the Mayor's Art Initiative has strived to bring quality art to Wheat Ridge. The City of Wheat Ridge Mayor's Office in partnership with the Cultural Commission and the Wheat Ridge Foundation conducts ongoing fundraising efforts to acquire public art. "Public art enhances the quality of life in our City and the community at-large," said Mayor Jerry DiTullio.

**Have you been out to the Wheat Ridge Farmers Market yet?**

There is still time - the market runs through October 28<sup>th</sup>! The Farmers' Market is held every Thursday from 11 a.m. to 3 p.m. at 4252 Wadsworth Blvd. The Farmers' Market is

Citizens interested in making a tax-deductible donation to the Mayor's Public Art Initiative can do so by making a check payable to the Wheat Ridge Foundation. Please note "Public Art Campaign" on the check. All donations can be mailed to: Wheat Ridge Foundation, Attn: Mayor's Office, 7500 W. 29<sup>th</sup> Ave., Wheat Ridge, CO 80033. For more information about the Mayor's Art Initiative please contact Janice Smothers, Assistant to the Mayor, at 303-235-2815 or e-mail: [jsmothers@ci.wheatridge.co.us](mailto:jsmothers@ci.wheatridge.co.us).

## A Mayor's Matter of doggone high importance

Last November the Jefferson County Commissioners endorsed [Cedar Dog for Mayor](#). That's right, Cedar is a dog and a resident of Wheat Ridge. She is running for Mayor of everywhere to raise much-needed funds for our county's NEW Foothills Animal Shelter located at the fairgrounds.

Cedar's goal is to raise \$25,000, **One Dollar equals One Vote**, and proceeds go to the Table Mountain Animal Center Foundation. Her campaign is grassroots. She is asking you to donate whatever you can; one, five, ten, fifty, or one hundred dollars, or more; then ask five other people (and their pets) to do the same. Join me in donating to **Cedar Dog for Mayor**. You can [VOTE NOW](#) or send a check to **Cedar Dog for Mayor**, P.O. Box 140664, Wheat Ridge, CO 80214-8150. Make checks out to the Table Mountain Animal Center Foundation.



[Foothills Animal Shelter](#) will serve as a safe haven for lost animals and as an animal adoption center to our community. Cedar Dog and I urge you to visit the NEW shelter, consider adopting a cat or dog, or offer to foster a pet until they find their "forever home." See page 9 in [Connections Newsletter](#).



## City of Wheat Ridge receives two prestigious national awards from 3CMA

The City of Wheat Ridge is pleased to announce that the City-County Communications Marketing Association (3CMA) has awarded the City with the following prestigious national awards

food stamp friendly! For more information visit [www.denverfarmersmarket.com](http://www.denverfarmersmarket.com) or call 303-887-FARM.

### Mayor's Matters available online

Did you know past issues of the *Mayor's Matters* e-newsletter are available online? Click [here](#) to access the City's website and download past issues of *Mayor's Matters*!

### Quick Links

[City of Wheat Ridge](#)

[Wheat Ridge 2020](#)

[Mayor's Office](#)

[Quarterly Connections Newsletter](#)

[Wheat Ridge Channel 8](#)

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recognizing outstanding local government achievement in communications:

- **Savvy** (First place) award for the [HOLD UP Robbery Prevention Program](#) in the *TV and Videos-Promotional Video* category for populations of 0-83,000
- **Savvy** (First place) award for the [Business Education Series Training \(BEST\) program](#) in the category of *Marketing and Tools- Economic Development*

WRTV8 programming is available to subscribers of Comcast Cable on Channel 8. Additionally, non-cable subscribers may access WRTV8 programming on demand, online at [www.ci.wheatridge.co.us](http://www.ci.wheatridge.co.us), by clicking on the video streaming button on the left side of the homepage. Video streaming is accessible 24 hours, seven days a week. For YouTube.com fans, the City posts all Top of the Hour videos at the following Link: <https://www.youtube.com/wheatridge8>

For more information, contact Matthew Brozek, Assistant to the City Manager Fellow at 303-235-2867 or via e-mail at [mbrozek@ci.wheatridge.co.us](mailto:mbrozek@ci.wheatridge.co.us).

## Enterprise Wheat Ridge Passport Program coming soon (Nov. 1st)

Shop at local businesses in Wheat Ridge and you could be a lucky winner! There will be three gift bags awarded, each containing approximately \$500 worth of gift certificates provided by local merchants. Enterprise Wheat Ridge and the Wheat Ridge Economic Development Department encourage everyone to shop in Wheat Ridge and support the vitality of local businesses through the Passport to Wheat Ridge program.

### HERE'S HOW IT WORKS:

1. Pick up a Passport at a designated location (listed below) or download a copy from [www.ewheatridge.com](http://www.ewheatridge.com).
2. Complete as many Passports as you like. There's no limit on the number submitted for the prize drawing. You need not be present to win.
3. Shop any business in Wheat Ridge from Monday, November 1, 2010 - Friday, December 31, 2010.
4. To complete a Passport, you will need to shop at a minimum of eight businesses and spend at least \$5 at each.
5. Fill in the store information and have the merchant sign one of the business squares and attach a receipt or a copy of your receipt.
6. Drop completed original Passport(s) at a designated location (listed below) by 5 p.m. on Friday, December 31, 2010.

***Enjoy shopping and supporting our local businesses!***

### DESIGNATED PASSPORT PICK UP AND DROP OFF LOCATIONS:

- 1st Bank** at 4350 Wadsworth Blvd.  
Wheat Ridge, CO 80033
- 1st Bank** at 3190 Youngfield St.  
Wheat Ridge, CO 80215
- 1st Bank** at 4700 W. 38th Ave.

Denver, CO 80212

**Wheat Ridge 2020** at 3798 Marshall St.

Wheat Ridge, CO 80033

**Wheat Ridge Senior Community Center**

at 6363 W. 35th Ave.

Wheat Ridge, CO 80212

**Larson Ski & Sport** at 4715 Kipling St.

Wheat Ridge, CO 80033

**Wheat Ridge Cyclery** at 7085 W 38th Ave.

Wheat Ridge, CO 80033

**Seyfer Automotive** at 4501 Harlan St.

Wheat Ridge, CO 80212

For more information contact Economic Development Division by calling 303-235-2806 or visiting [www.ewheatridge.com](http://www.ewheatridge.com).

## Verified Alarm Response effective November 1st

In early 2010, the Wheat Ridge City Council endorsed a Verified Alarm Response policy, giving the Wheat Ridge Police Department officers more discretion when responding to property intrusion alarms. Police are being challenged with finding ways to remain efficient while still providing exceptional service to the community.

A three-year study of intrusion alarms in Wheat Ridge revealed that 98% are false. The Verified Alarm Response policy saves taxpayers' dollars. Studies also show there is no increase in crime in communities that have adopted this cost-savings approach.

Under the new policy, which is effective November 1, 2010, police response is required when the alarm company or another source can provide information that verifies criminal activity is likely occurring at the site of the alarm. This information can be provided by a secondary alarm, such as a motion detector, heat sensor alarm, interior closed circuit TV or audio devices monitored by the alarm company or actual witness reports of suspected criminal activity. An officer's knowledge of recent crime activity in the area will also heighten the need for police response to the alarm site.

*For more information see page 19 of [Connections Newsletter](#).*

Questions regarding Verified Alarm Response can be directed to the Wheat Ridge Crime Prevention Sergeant by calling 303-237-2220.

## Wheat Ridge 2020 Neighborhood Stabilization Program

Earlier this year, Wheat Ridge 2020 (WR2020) received a contract for \$1.5 million to acquire, rehabilitate and resell foreclosed homes in a targeted area of Wheat Ridge. WR2020 has purchased six homes and is beginning to remodel the homes in order to bring them up to code and get them ready for new

homeowner occupants. WR2020 looks forward to including new homeowner households in the Wheat Ridge community and believes this investment will help improve the housing stock, stabilize neighborhoods dealing with foreclosure, and improve property values.

The \$1.5 million came from the Community Development Block/Neighborhood Stabilization Program grant funds made available through the Community Development Program of Jefferson County. For more information, contact WR2020 at 720-259-1030.

## City tax class

The City of Wheat Ridge Tax division is offering a free class on how to comply with Wheat Ridge licensing, sales, use, construction and other City taxes. This event will be followed by the Colorado Intro to Sales and Use Tax Class. Both classes will be offered November 9, 2010 from 9:30 to 11:30 a.m. at the Wheat Ridge Recreation Center, 4005 Kipling St., Wheat Ridge, CO 80033. You can register for the City Class by phone, email, or on the City website. Visit [TaxColorado.com](http://TaxColorado.com) for information about the State class.

For information or questions about the City of Wheat Ridge tax program contact [kfranklin@ci.wheatridge.co.us](mailto:kfranklin@ci.wheatridge.co.us) or call 303-235-2825.

## 38th Avenue corridor planning to begin this fall

A priority area for redevelopment identified in the City's Comprehensive Plan, Envision Wheat Ridge, is the 38th Ave. corridor between Wadsworth and Sheridan. Many people in the community identify this section of 38th Avenue as "Main Street" for the City.

A key implementation action from Envision Wheat Ridge is the development of a subarea or corridor plan focusing on 38th Ave. that would identify specific actions that need to be taken to make it a more desirable place in the community for residents to gather and businesses to locate. Development of a corridor plan for 38th Ave. would help create a cohesive vision and strategy for ensuring that the corridor becomes a desired community gathering place, attracting redevelopment in certain locations while retaining the character of the existing neighborhoods. Many residents have stated through the community meetings for Envision Wheat Ridge that they would like 38th Ave. to become a more bicycle and pedestrian friendly roadway with a more diverse mix of land uses.

On August 23<sup>rd</sup>, City Council approved a Supplemental Budget Appropriation in the amount of \$50,000 for the purpose of conducting a traffic study and roadway design analysis for 38th Avenue in conjunction with Development of a 38th Avenue Corridor Plan. Community meetings for the 38th Avenue Corridor

Plan will begin this fall. Check the City's website or Channel 8 for information about the upcoming meetings and planning process.

Read more on page 16 of the [Connections Newsletter](#).

## For More Information

If you would like more information about the City of Wheat Ridge's e-newsletters, please feel free to contact Heather Geyer, Interim Administrative Services Director, at 303-235-2826 or via e-mail at: [hgeyer@ci.wheatridge.co.us](mailto:hgeyer@ci.wheatridge.co.us).

*Subscription to the Mayor's Matters e-newsletter is subject to the Colorado Open Records Act (CORA).*

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